



**Educate Me  
foundation**

School Transformation Journey



#The Butterfly Effect

# Our Vision

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EVERY CHILD HAS THE  
OPPORTUNITY  
TO BECOME  
A LIFELONG LEARNER  
AND LIVE A PURPOSEFUL  
AND PROSPER IN THEIR LIFE  
COMMUNITY.

# Why we're here

## The challenge

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Underprivileged children in Egypt do not get equal opportunity to quality education either by not having access to education (in marginalized areas) or receiving poor quality of education due to the challenges in the public education system that include:

- Teacher-centric learning approach
- Focus on Academic achievement and ignoring all other aspects of child development
- Teacher-child ratio
- Violence and unsafe learning environment
- Focus on teaching content rather than using it as context to enhance lifelong learning skills critical for students to keep up with an ever- changing world.

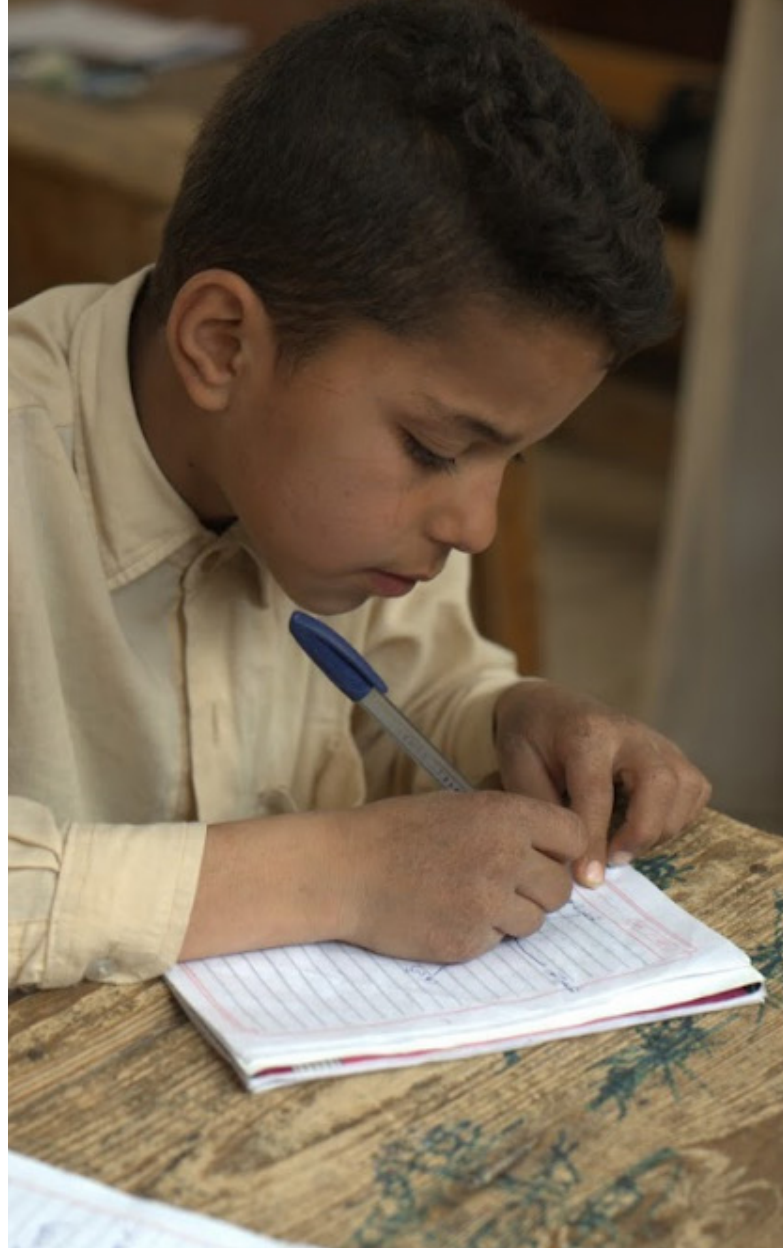


# What's missing

## The market gap

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Egypt is currently undergoing an education reform with a new curriculum launched that is more skill-based and has a student-centered approach to learning yet there are still challenges in gaining educators' buy-in for the change/reform. This coupled with the lack of contextualized professional development programs for public school educators who face challenges of overcrowded classrooms, limited infrastructure, resources are scarce and a shortage of teachers due to the freezing of hiring by the ministry. This resulted in poor quality of education in public schools and the goal of the education process is passing the test rather than learning.



# What is needed

## The solution

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We believe that the only realistic model of success requires contextualized local solutions and ownership that can translate to enhanced teaching and hence, better learner outcomes. And therefore we developed a professional development program that is able to create



# School Transformation Journey

Transforming Schools  
into lifelong learning hubs.



#The Butterfly Effect

# A learning journey not a training program

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The STJ is a 3 year journey that starts with learning/training; however, a core component of the program is the blended and embedded learning that happens after the training. It comprises classroom observation, follow-up, monitoring and evaluation, and on-the-job coaching using various outlets.

The journey phases are designed to first build a common language among the school team and then second phase focuses on enabling the school team through practice and coaching and finally in the third phase, enabling selected school educators to sustain the learning within their schools to become a life long learning school.



# The school as a unit of change

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The STJ is a school-based reform program; targeting all school team to ensure institutional development rather than individual development. This aims to accelerate change through creating a common language and alignment of vision between the school staff.

Each of the school staff groups receives a specialized training program, catered to their needs and specialties, including a number of technical interventions for professional development to: improve educator performance; support school leadership that enables change; activate professional development unit/team; and engage community of practice to share knowledge and best practice across schools.

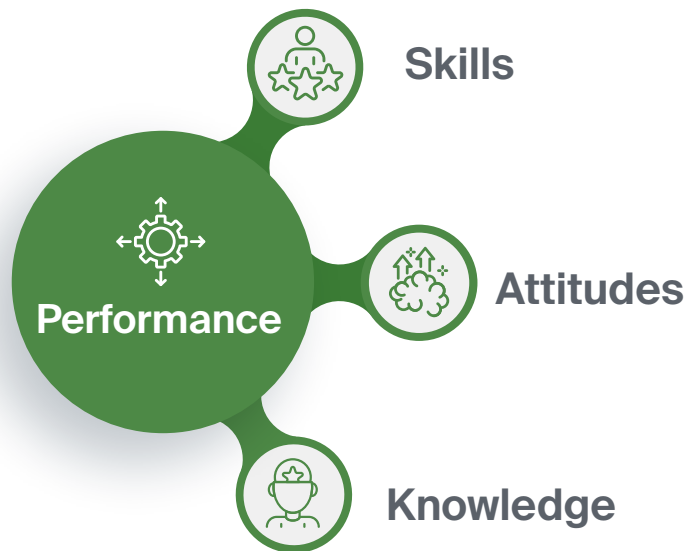




# Enabled and Empowered Educators

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To enable a path of change, learning and change occur in three integrated dimensions; knowledge, attitude, skills-building. This combination is designed to improve educators' performance, to enable individual and group initiatives, and to motivate educators to continue learning and developing their performances, enabling schools to become lifelong learning hubs.



# A Change in Mindset

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Educators mindset is a key driver/blocker to change. therefore, our main focus in the STJ program is to create a mindset shift towards learning and teaching that is aligned with 21st century skills and enables educators to become life-long learners and adopt a growth mindset that is then reflected on the students



# A Humanistic Approach

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Educate Me's believes that the educator is the most important pillar in the education process and therefore teachers' wellbeing is integral to having a human-centered learning environment.



# Creating Sustainable Change

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- In order to ensure sustainability of the program, a professional development team inside the school (including champion teachers, principal and councilors) is activated and developed.
- The program focuses on building the capacity of this team to be responsible for the ongoing learning and developing of the school.
- The professional development team has the ability to monitor the training needs of their peers and prepare a training plan to meet their needs.



# We aspire to create Systemic Change in the education system in Egypt

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Educate Me aims to scale its STJ program nationwide to drive wider change in the national system of teacher professional development. This will be done through a focus on:

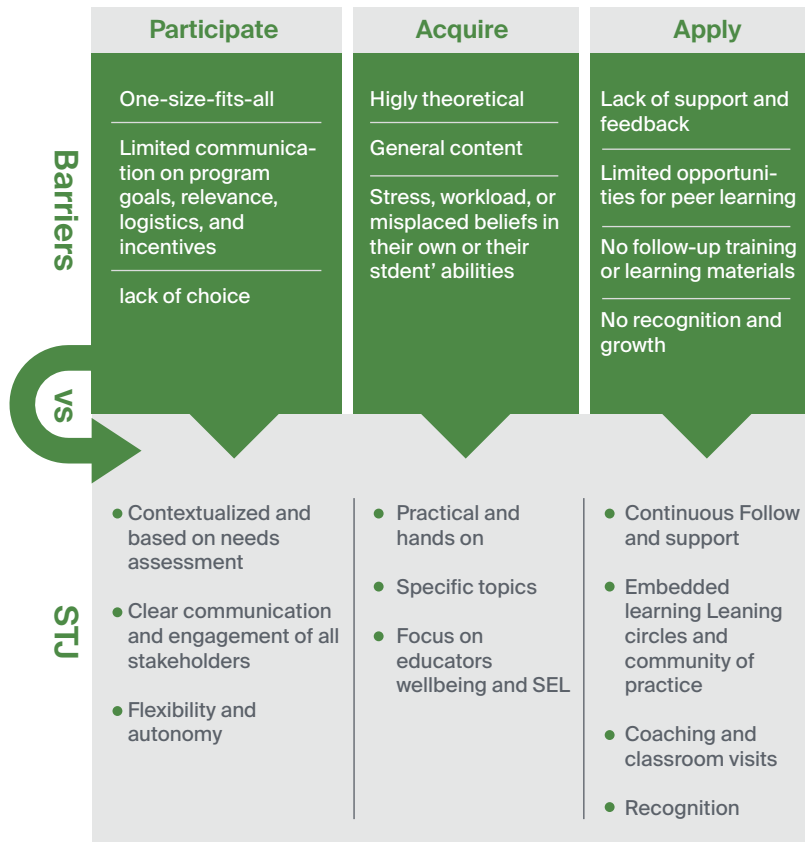
- Increasing our direct delivery of the program in more governorates and different geographical contexts
- Running impact evaluations to validate the model in terms of scalability and sustainability.
- Adopting a more strategic and proactive approach to communications and stakeholder relationships, with government and key education influencers



# Why does it work

Even when teachers gain knowledge from professional development opportunities, it does not always result in changes in teaching practice (Copur-Gencturk and Papakonstantinou 2016; Gess-Newsome and others 2019; Lu and others 2019). Thus, professional development programs need to be designed to motivate teachers not only to participate and acquire knowledge but also to continue to apply their new skills

These are the **Motivational Barriers to Teacher Professional Development Journey** and how the **STJ methodology, design and implementation cracks all these barriers**

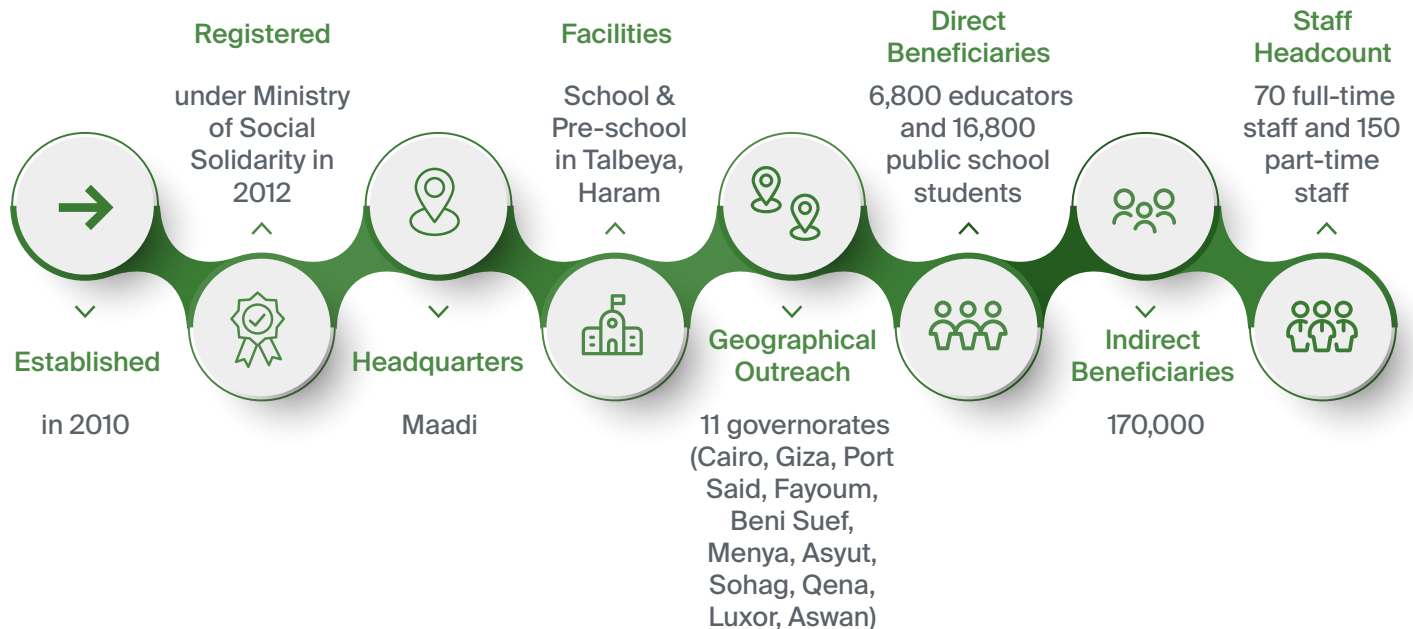


Citation: Quota, Manal, and Jayanti Bhatia. 2022. "Motivating Changes in Teaching Practices: Technical Guidance Note." Coach Series, World Bank, Washington, DC. License: Creative Commons Attribution CC BY 4.0 IGO.



# About Educate Me

**Educate Me Foundation is a registered non-profit foundation that aspires to redefine education in Egypt through a progressive skill- based, learner-centered education model while promoting a culture of lifelong learning.**





# Impact to date



- 430  
Students in  
Educate Me school
- 16800  
students directly impacted
- 170000  
indirectly impacted



6800  
Educator impacted through  
our professional development  
services



In 500 public schools  
in 11 governorates



# Recognition & Publications

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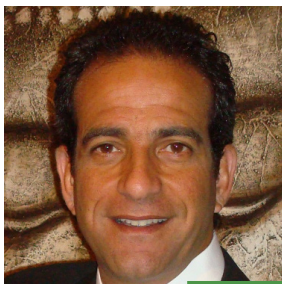
Educate Me Was accredited by Pearson Assured in 2020

Educate Me was awarded Mohamed bin Fahd Prize for best charitable organization in the Arab World for medium-sized organizations in 2021

UNESCO book "Learning to Build Back Better Futures for Education" published a chapter on our "School transformation journey" program which includes 31 education innovations from around the world in 2021

# Board of Trustees

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Chairman

**Shehab El Nawawi**

Shehab El Nawawi is the Chairman and CEO of Giza Systems, the leading systems integrator (SI) in Egypt and the Middle East.



Secretary

**Amr El Salanekly**

Amr El Salanekly is one of the co-founders of Educate Me Foundation, an entrepreneur, and a private equity investor. He is currently Principal of Ezdehar Management, an emerging investment management firm.

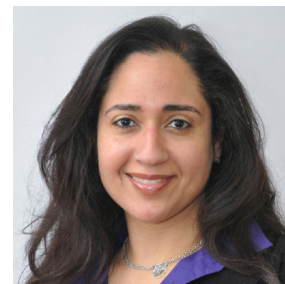


Treasurer

**Mohamed Abdel Gawad**

Mohamed Gawad is the President of VAS Integrated Solutions. Gawad joined Giza Systems in 2004 as an Accounting Manager. In late 2016, promoted to hold the position of Giza Systems Group Finance Director.

In July 2020 became VAS Integrated Solutions President.



Board Member

**Dina H. Sherif**

Dina H. Sherif is a co-founder at Ahead of the Curve (ATC), a social enterprise focused on creating more responsible and sustainable business models within emerging markets.



Founder and Board Member  
**Yasmin Helal**

Yasmin is an athlete turned engineer turned social entrepreneur. She founded Educate Me in 2010 and was its Executive Director till 2020. Yasmin pursued her master's degree in International Education Management at the University of Education in PH-Ludwigsburg, Germany. Prior to that, Yasmin spent 19 years of her life as a professional basketball player in the Egyptian first division league and the national team.

She also pursues her bachelor's degree in systems and biomedical engineering from Cairo University and had spent 3 years in the telecommunications industry in ALCATEL-LUCENT as a network engineer.



Board Member  
**Alaa Hashim**

Alaa Hashim is the Chairman of Transcendium Limited, the leading enabler of corporate transformations in the Middle East. He is also on the boards of MAC Carpet, B-Tech, and Energeya Group.



Board Member  
**Malak Zaalouk**

Malak Zaalouk is a Professor of Practice and the director of Graduate School of Education (GSE) Middle East Institute of Higher Education. Malak has previously served as UNICEF Regional Senior Education Adviser for the Middle East and North Africa (MENA). She led the founding of Egyptian community schools and has promoted girls' education and quality education reform.

# Ministry of Education

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Educate Me signed an MoU for collaboration with Ministry of Education in 2019 that gives Educate Me access to all public schools in Egypt and Educate Me school offers the primary government certificate

# Our Partners

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Sawiris Foundation for  
Social Development



National Bank of Egypt



Bank of Alexandria



Edita



ExxonMobil



MetLife Foundation



Raya



THALES



Housing and Development  
Bank



Qalaa Holdings Scholarship  
Foundation



Vodafone Egypt Foundation for  
Community Development



SODIC



Giza Systems



Alfanar Foundation



Orascom Construction  
Company



Emirates NBD Bank



Henkel



Arab Moltaqa  
Investments  
AMIC

Arab Moltaqa Investments

TRANSCENDIUM

Transcendium Company

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Attijari Wafa

# THANK YOU

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