

EDUCATION + EMPLOYABILITY

Four-region education demand and employability study

A mixed-methods needs assessment translated local aspirations, family decision logic and employer demand into an actionable regional growth strategy.

4

REGIONS

6

CITIES VISITED

440+

PEOPLE ENGAGED

35

FOCUS GROUPS

THE ASSIGNMENT

An education provider needed a field-grounded view of demand across structurally different Moroccan regions - not a national average that erased territorial differences.

WHAT A&K DELIVERED

Regional ecosystem analysis; programme priorities; pricing logic; campus-service recommendations; and a work-based learning and alternance roadmap.

EVIDENCE APPROACH

- 340+ in-person engagements across Tangier, Tetouan, Oujda, Nador, Laayoune and Dakhla
- 22 student groups with 222 students and 13 parent groups with 60 parents
- 46 in-depth interviews: 30 employers and 16 institutional informants
- 100 survey responses triangulated with regional plans, statistics and enrolment data

DECISION-RELEVANT FINDING

The constraint was not simply price. Students and families lacked visible career pathways, while employers prioritised professional maturity, soft skills and supervisory capacity.

ANONYMISATION NOTE

Client and institutional identities removed. Figures describe research engagement, not claimed programme impact.