



THE PROBLEM & THE OPPORTUNITY

Despite a high commitment to early learning and childhood development, Morocco struggles to meet its goal to reach every child. In 2016, while 43% of Moroccan children aged 4-5 were enrolled in preschool, that figure was only 27.9% for rural areas 1,200 villages in rural areas lack any pre-school facility and poorer children are less likely to enroll compared to better off families (16% vs. 58%). Additionally, the public and private sectors lack quality-assurance mechanisms since they do not receive any training or support from the Ministry of Education. While the science is well established for appropriate cognitive stimulation for children from parents and teachers, appropriate early child development activities are rare. Parents and pre-school teachers are unlikely to be aware of age-appropriate activities and how to boost child development at each new stage.

While rural areas lack facilities, women in Morocco are not realizing their full potential in the workforce. While they are almost equal to men in terms of tertiary education enrollment (47%), they make up only 26% of the labor force, a number that has been declining over the last decade.

In July of 2018, the Ministry of Education launched a new national program with the targets of increasing enrollment in early childhood education to 67% by 2021 and every single child in pre-primary school in a decade. The ministry hopes to build 57,000 classrooms and hiring 55,000 more teachers.

OUR SOLUTION

Bright Horizons seeks to improve the quality of preschool education for disadvantaged children. CARE has worked with targeted preschool units to operate as social enterprises, supporting and training school directors to meet quality standards and supporting women to learn entrepreneurship skills to manage, run and sustain these local schools.

To meet quality standards, directors are trained on the proper management of facilities (water and sanitation and appropriate equipment for children) and to modify pedagogical practices and contents so that they meet the needs of the child. Finally, a recently-developed module includes a methodology for assessing the well-being and involvement of the child, as well as the context in which educators are moved to teach.

Having established a successful, in-person training curriculum to encourage women entrepreneurs and high quality preschool education, the moment is right to support the Ministry of Education's efforts to improve quality early childhood education.

In order to bridge the rural/urban divide and reach scale, CARE is exploring:

- the creation of a Massive Online Course approach to scale our current teacher training
- Technology solutions for reaching women entrepreneurs without internet access
- A certification process for institutionalizing the training and quality standards with the Ministry of Education

