



Summary report

100,000 humanitarian learners and counting

Introduction

The Humanitarian Leadership Academy (the Academy) has focused on delivering humanitarian learning to vulnerable communities where the local population is faced with multiple crises a year.

Our aim is to equip the next generation of humanitarian leaders and responders with the skills and knowledge they need to respond to, prepare for and recover from disasters or conflicts.

The Academy was established in 2015, creating a network of centres in strategic locations in the Philippines, East Africa, the Middle East and Bangladesh. The centres build networks and partnerships to increase our reach to local communities and to create learning that is relevant to their audience. The centres are also in locations where we can offer workshops and other face-to-face activities.

Our digital learning platform – [Kaya](#) – was launched in 2016 and is a one-stop shop for free humanitarian learning. The learning content comes from our partners, experienced in emergency response and we have also developed learning to fill in the gaps that have been identified. Currently, Kaya hosts over 350 courses in up to 10 different languages. Kaya is a mobile first platform, which means it can be used on smartphones, and there is also an off-line player for when the internet is not always accessible. The platform has the functionality and ability to reach even more people and we are currently reviewing how to maximise these opportunities.

“Kaya’s advantage over other platforms is that as you get used to the Kaya platform, there are other trainings [available], with rich content. It has multiple trainings on the same platform, so you don’t need to sign up to other platforms.”

A learner’s perspective

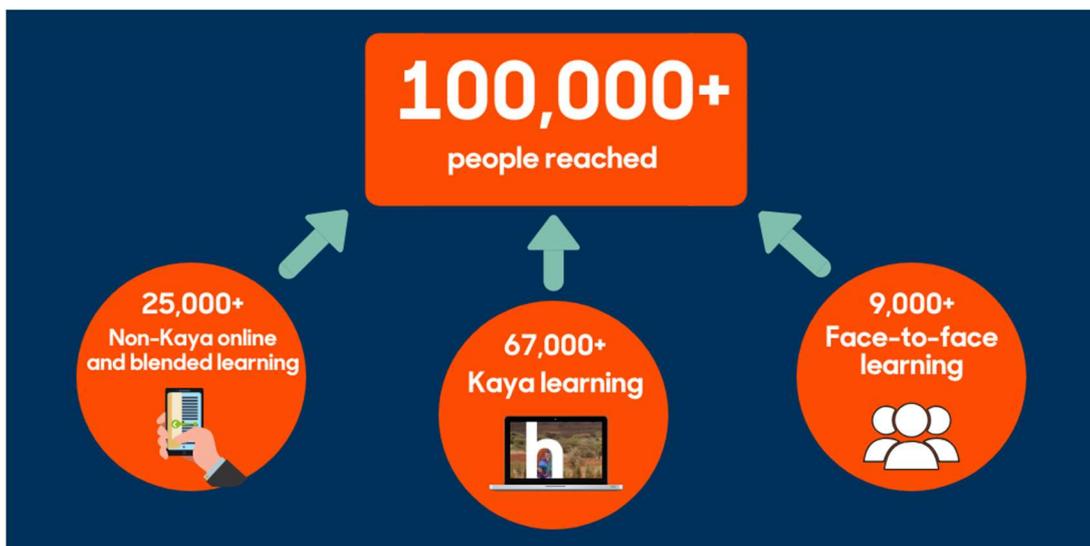
Key findings – the numbers

Since November 2015, the Academy has been providing learning to communities that are regularly affected by disasters and conflicts.

As of 10 September 2018, we have reached **100,000** learners through our blended learning approach. This means that we use a variety of learning methods including:



- Kaya learning – through our [FREE digital platform](#) (features over 350 courses in up to 10 languages) – self-directed e-learning and participatory events such as Massive Open Online Courses (MOOCs), a blended approach.
- Face-to-face training – our centres and partners have delivered workshops and learning conferences
- Webinars – we have hosted several webinars with global reach and worked with partners to host locally-led webinars
- Self-directed courses – through some of our partners we have facilitated the introduction of additional courses for individuals to work through that support the development of key skills like financial management and project management



Blended learning

The Academy has a learning strategy which focuses on accessibility, quality and scale. We look at the best way to reach the largest number of people at any one time with quality humanitarian learning that has been identified as needed to fill current gaps.

We take a blended approach to learning, which means we believe that a mix-method model is ideal. We combine e-learning and face-to-face training with interactive forums for learners to engage with other learners and share their experiences and ideas, webinars, learning games, and massive open online courses (MOOCs) where thousands of people are learning from the same content at the same time.

Who are the learners?

A **wide range of people** access our learning – volunteers, professional humanitarians (aid workers), managers and leaders (such as humanitarian senior managers). We've also reached government officials, private sector colleagues and many community workers. Of those who specified their gender, 40% were women, demonstrating clear appetite for and engagement with our learning from both males and females and aligning with our strategy to ensure equal access to learning opportunities.

Where are they from?

Our digital learning platform **Kaya currently has over 67,000 learners** from all over the world. The majority of the **top 10 countries using Kaya are currently affected by crises**.

We have also increased our reach for face-to-face training to over 9,000 learners. In Kenya, for example, face-to-face training has provided to over 1,000 individuals including county government officials, Red Cross volunteers and students. The centres in the Philippines, Bangladesh and the Middle East have trained over 6,000 learners cumulatively.



“It was easy to administer the course, such as the online timetable. Also, I liked how the facilitator can see who has completed their assignments...Kaya helped with the general administration of the course.”

A facilitator's perspective

Impact – what did people learn?

The evaluation demonstrated a high level of participant satisfaction with the structure, topics and content of Academy learning pathways. Kaya learners have said they would recommend courses they have taken to other colleagues.

We've found that we have strong course completions, on average 23%. This is above industry standard which are typically range from two to ten per cent.¹

So far, over 34,000 courses have been completed and another 27,000 are in progress. Over 17,000 unique individuals have completed these courses, indicating multiple courses have been taken by the same users.

92% of individuals completing a course on Kaya have completed a learning experience survey, demonstrating clear engagement within our community of learners.

Over two-thirds of these learners have indicated that their skills and knowledge have improved as a result of completing a course on the Kaya platform.



Learners also indicated that they would apply this learning to their day-to-day activities. This is also supported by evaluation findings that course participants gained new and applicable knowledge relevant to their day-to-day work.

What are the popular courses?

The top courses where we have seen high rates of completion include:

- Introduction to the Core Humanitarian Standard
- Introduction to Coaching and Mentoring
- Managing your own continuing professional development
- Cash transfer programming – the fundamentals
- Preventing corruption in humanitarian aid

¹ <https://er.educause.edu/articles/2014/12/mooc-completion-and-retention-in-the-context-of-student-intent>; <https://www.chronicle.com/blogs/wiredcampus/are-courses-outdated-mit-considers-offering-modules-instead/54257>; and https://harvardx.harvard.edu/reich_12814

23% of **all** enrolled participants have completed their courses, and 55% of participants that have started courses have completed them. This figure raises among the most popular courses, each of which is aligned to the Core Humanitarian Competency Framework, such as the Core Humanitarian Standard. Most courses take between two to 20 hours to complete, representing a significant investment in knowledge acquisition.

“[The message board] was one of the best things.... We are all from the same context, dealing with the same people, so it is good to hear other people’s experiences and learn from them. Usually we don’t do that.”

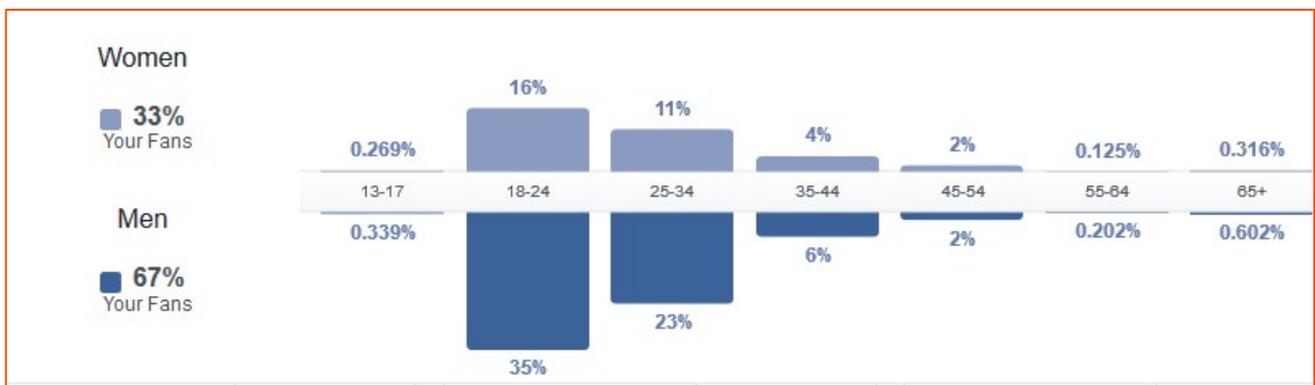
A learner’s perceptive

Reaching future learners through social media

Since its inception, the Academy has grown its social media platforms and increased its follower base, with over half a million followers on [Facebook](#), [Twitter](#) and [LinkedIn](#) all together.

People following us on our Facebook page come from all over the world and the top 10 countries our fans are coming from include: Bangladesh, the Philippines, Tanzania, Kenya, Uganda, Iraq, Yemen, India, Jordan and Indonesia.

On Facebook, our fans are split as 67% men and 33% women with the largest proportion are the younger age groups, 18-24 and 25-34.



In a recent survey, we found that:

- 78% of our followers felt more engaged in humanitarian learning,
- 71% felt more aware of humanitarian issues,
- 57% have recommended learning to colleagues/friends/family due to our messaging.

Social media helps us to reach an audience we can't always engage with through our normal communications channels. We are reaching a younger age group with engaging content and they have an appetite for learning.

What is the future for localisation?

We passionately believe that the best way to support locally-led humanitarian response is by making information, knowledge and skills available for all. Our focus on low cost blended learning which is accessible to all, has enabled us to reach over 100,000 individuals.

We will continue to work with local partners, around the world, to reach frontline responders. Our courses will be made more relevant – by both translating and contextualising them to enable learners to absorb the information in the most effective and efficient way possible.

Together we can equip the world with the knowledge and skills to prepare for and respond to the increasing number of disasters. Each one of us could one day be involved in a response, and therefore each one of us should have access to the learning required to manage such a crisis or disaster. This is particularly important for communities who we already know are vulnerable to frequent disasters.

We are preparing the next generation of humanitarians. Ensuring that relevant humanitarian learning and knowledge is accessible to all.

CONNECT. SHARE. PREPARE.

Supported by the following strategic partners



www.humanitarianleadershipacademy.org

October 2018

The Humanitarian Leadership Academy is a charity registered in England and Wales (1161600) and a company limited by guarantee in England and Wales (9395495). Registered office 1 St John's Lane, London, EC1M 4AR