

COLLEGE OF AFRICAN WILDLIFE MANAGEMENT, MWEKA



IMPACT OF 50 YEARS OF AFRICAN WILDLIFE MANAGEMENT TRAINING: MWEKA ALUMNI PERSPECTIVE

50TH ANNIVERSARY, OCTOBER 2013

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INTRODUCTION

- Mweka Curriculum development and improvement for the past 50 years has been informed by studying wildlife management developments in the African continent.
- Training impact is assessed, Training needs assessed, training gaps identified and future opportunities identified



TRAINING NEEDS ASSESSMENT

Training Cycle



TRAINING MANAGER NEEDS INFORMATION ABOUT

- Organization and its goals and objectives.
- Jobs and related tasks that need to be learned.
- Knowledge, skills and attitude that are needed to perform the job.
- Individuals who are to be trained.



Objectives (this study)

Objectives

- To assess the impacts of wildlife management and wildlife tourism training in Africa
- To assess customer awareness of the services offered by the College;
- Assess the effectiveness of College promotional tools
- Determine customers' perception and expectation of the courses offered at the College;
- Identify new opportunities in the market.



METHODS EMPLOYED

Data Collection

- Structured questionnaires
 - Open and close ended questions
- Sent to all contactable Mweka alumni respondents via e mail and mail
- About 360 Questionnaires sent all over the world



Data analysis

- Data analysed using SPSS version 18
- Descriptive analysis where frequencies, percentages and means were calculated
- Qualitative content analysis used to analyse open ended questions



RESULTS

Summary

- Respondents sample size -144
- Ca 98% working with conservation and related organizations
- 86.2% Government institutions
- Working experience of more than 3 years
- Most of them identified that their jobs require them to know Wildlife management and tourism management techniques (61.1%+15.3% respectively)

KENYA, ETHIOPIA, TANZANIA, ZAMBIA CAMEROON,
MOZAMBIQUE, GHANA, BOTSWANA, GAMBIA



Education levels of respondents

Education level	Frequency	Percent
PhD	4	2.8
MSc	14	9.7
Bachelor Degree	47	32.6
Diploma	66	45.8
Certificate	13	9.0
Total	144	100.0

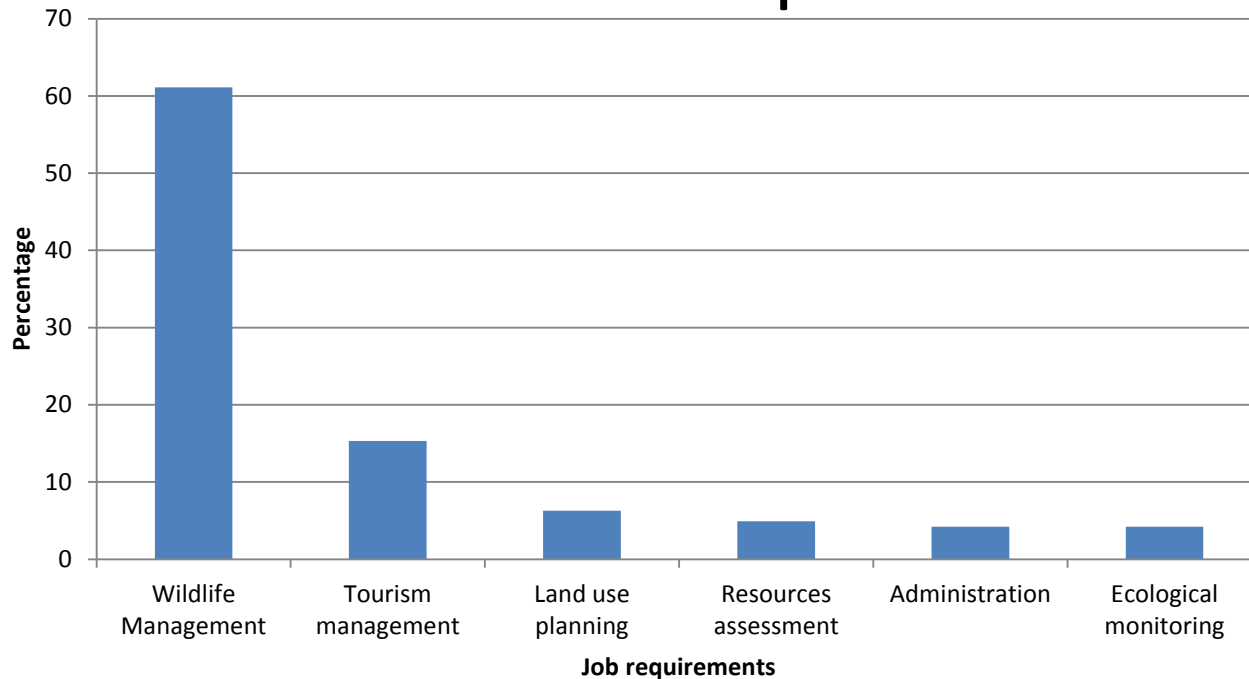


Training impacts

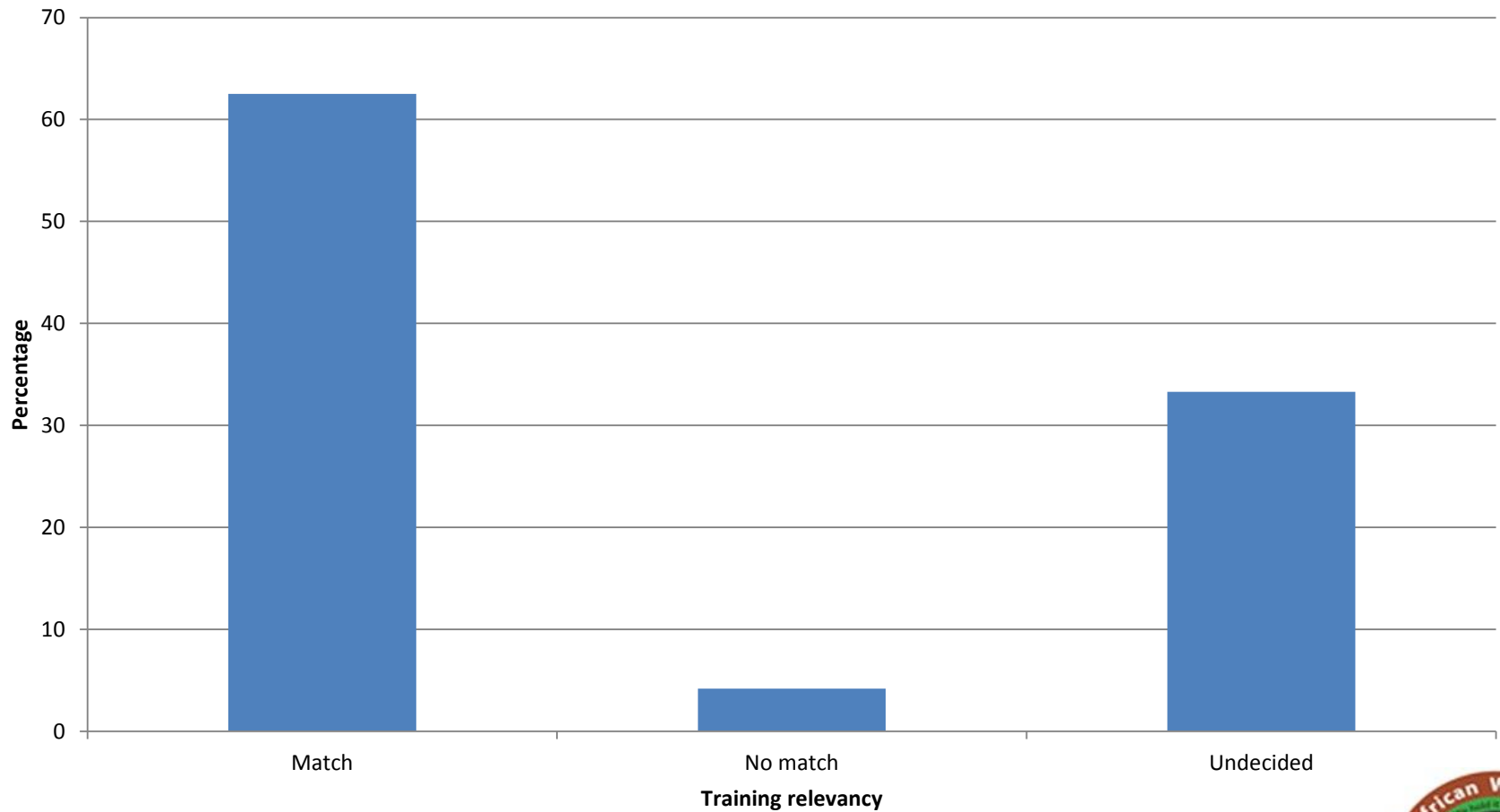
Job requirements and training relevancy

- About 76% listed their duties as wildlife management and tourism management

1. Job requirements



2. Mweka training match to their current jobs



Customer awareness of Mweka services and promotion efficiency

- All respondents were aware of training services offered by Mweka
- They also declared that words of mouth helps to increase awareness
- All of them (100%) declared that they do not get promotional materials such as brochures and newsletter

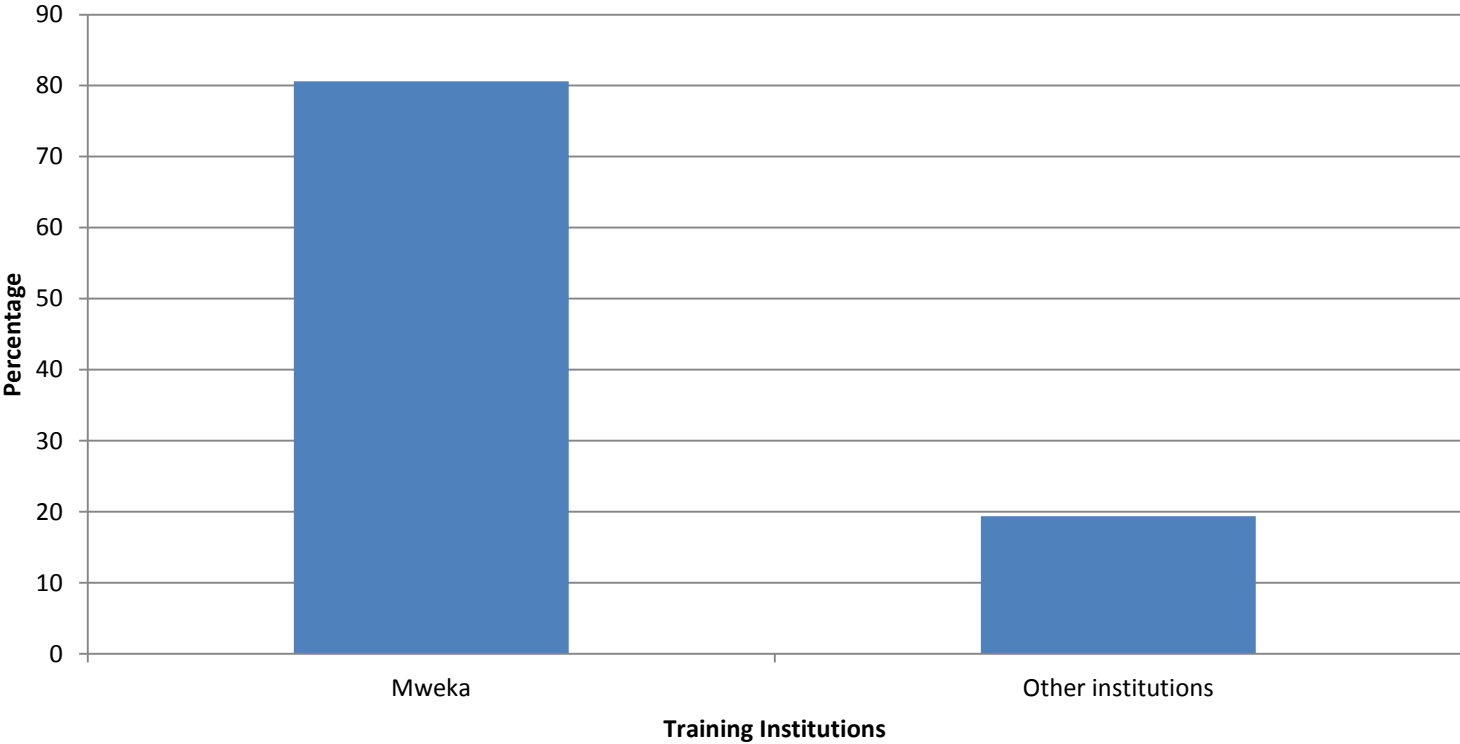


Customers' perception and expectation of the courses offered at the College;

- Knowledge, skills and attitude from the courses offered by Mweka are highly required to perform their duties
- They would wish to see Mweka maintaining its real World training where practical is given priority and extended time



New opportunities in the market. If further education



Conclusion and recommendation

- 50 years of Mweka training has very high contribution to conservation and tourism
- Alumni still view the training as practical oriented
- At Mweka they received proper knowledge, skills and attitude to work
- Still they are Mweka potential customers
- Mweka should maintain their niche
- Alumni association and more publicity of Mweka is needed

