

## APAC PHILANTHROPY GOVERNANCE COMMITTEE

### Organization Description

Ratchasuda Foundation was established in 1991 by Princess Maha Chakri Sirindhorn to provide higher educational support and training for the disabled and disadvantaged.

In 1992, the Ratchasuda Foundation established Ratchasuda College at Mahidol University, one of Thailand's most renowned institutions of higher education. Based on a core mission to serve the underprivileged, the College works with under-served youth with and without hearing impairments to give them an opportunity to become professionals, who can support and develop their own quality of life as well as that of the deaf. The College boasts the country's most renowned educators for the deaf and deaf studies, with a number of faculty members trained at Gallaudet University in the U.S., one of the world's leading institutions for higher education for deaf educators.

### Funding Recommendation Overview

**Market:** Thailand

**Annual Market Budget:** US\$300,000

**Organization Name:** Ratchasuda Foundation for Ratchasuda College of Mahidol University

**Grant Amount:** US\$112,000

**Area of Focus:** Workforce readiness

**APAC Philanthropy:** Arian Hassani

**Market Champion:** Chayotid Kridakon

### Market Need

- Entertainment and Media (E&M) spending in Thailand is poised to rise 33% to US\$13.3 billion by 2018. Fueled by demand for online advertising, TV subscriptions, and Internet access, the Thai E&M market will grow at a 7.3% compound annual growth rate over the next five years - the second fastest in South-East Asia after Indonesia. This contrasts with much slower growth in developed markets, such as 4.8% in the U.S. and 2.7% in Western Europe over the same period (PwC, June 2014). By 2018, the sector will represent approximately 476,000 jobs, of which 4,760 will be dedicated to the disabled according to the Disabled Persons Promotion and Development Life Quality Act.
- In 2007, the Thai government instated the Disabled Persons Promotion and Development Life Quality Act, demonstrating the government's efforts to bring the rights of the disabled to the forefront, mandating that employers and business owners employ 1 disabled person for every 100 people that are employed, translating into approximately 370,000 jobs nationwide. Those who do not comply must contribute to a fund for the disabled, and until now, many corporations have opted to contribute to the fund because the disabled lack the technical skills employers are seeking. In addition, the government is requiring that each of the 72 provinces in Thailand employ at least one Thai sign language interpreter to act as a representative and liaison for local deaf communities. To date, a majority of these municipal posts have not been filled because of a lack of proper Thai sign language interpretation training for the hearing, and no private sector engagement in helping to address these skills gaps.
- The country's entertainment and media industry is seeking to hire: 1) digital media-savvy professionals, who if they are deaf will help them meet the government's disabled employee quota;<sup>1</sup> and 2) qualified hearing people with Thai sign language interpretation skills to meet the needs of its growing broadcasting industry.<sup>2</sup> With professional-grade training, deaf employees can expect to earn on average two-thirds more than their peers, and sign language interpreters can advance more quickly in their careers.
- The Thai government is prioritizing the delivery of social services to the disabled rather than meeting their job placement needs, focusing on more immediate needs rather than carrying out its longer-term commitment and investment in placing the disabled in the workforce.

### Funding Recommendation

#### Proposal Summary

Ratchasuda College is requesting \$112,000 over one year to train 90 of its most underprivileged senior students, deaf students in digital media and hearing students in Thai sign language interpreting skills, to provide them with high-paying, sustainable job opportunities integrating transferable skills that present a real platform for economic and social mobility for the participants and their families/households.

The training course for deaf students will focus on computer skills and digital media (Course 1), while the training course for hearing students will emphasize Thai sign language interpreting skills and techniques (Course 2). Each course will last 5 months and consist of both lecture and practical experience, integrate a 2-month internship period and real-life practice and presentations before clients/industry professionals.

**Course 1:** Emphasis will be placed on computer skills training and video making/editing skills, including:

- a. Microsoft Office:
  - How to use Word, Excel, PowerPoint
- b. Multimedia Production(learning tool):
  - How to create animation media
  - How to create a filming webcast
  - How to make/ edit Video by using Ulead Program
  - How to choose scene elements for Deaf people (lighting, clothing, and background)
- c. Graphic Media Production:
  - Basic knowledge for photography
  - How to photograph
  - Graphic design
  - How to create graphic design by using computer program

As a final project, students will be asked to create a video, which will be presented to potential employers and/or industry professionals.

<sup>1</sup> As opposed to other handicaps, being deaf is not a critical hindrance in performing well in digital media.

<sup>2</sup> Approximately 1,500 jobs are available in the country for Thai sign language interpreters through government mandate and industry need.

**Course 2:** An intensive, on-the-job Thai sign language interpretation training course focusing on translating sign language into spoken language and spoken language into sign language in different high-demand scenarios, with a special focus on interpretation skills for news broadcasters. In addition to a keen understanding of deaf culture, which is emphasized in Ratchasuda’s core undergraduate curriculum, it takes a great deal of “real-life” training to obtain professional-grade sign language interpretation skills. This is why over half the course curriculum time will be devoted to exposing students to “live” situations where they must interpret “on-demand,” after which they receive feedback.

Students will be exposed to a variety of part-time engagements during their internship period in order to gain experience under diverse demands, and to broaden their network for future part-time work, which, on average, pays much more than full-time interpreting positions.

In addition to training their students, Ratchasuda College will be building and training a network of employers primarily drawn from the media and entertainment industry, including companies like BEC Multimedia and Bangkok Broadcasting & Television Company Limited, through round-table discussions and group training seminars related to meeting the needs of the deaf in the workplace.

**Implementation**

MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Computer and digital media training (50 students)												
	Curriculum Training Course and Internship					--						
Thai Sign Language Interpretation Training (40 students)												
	Curriculum Training Course and Internship					--						
Sensitization Training for Network of Employers, Job Placement and Monitoring (All students)												

*Note: Satisfaction Survey is conducted in month 6, and Employment Survey is conducted in month 10.*

**Sustainability Plan**

If successful, Ratchasuda College will be able to: 1) make a case to the government to provide it with additional funding so that it can integrate this practice-based professional-level training course in its core curriculum; and 2) engage with the media and entertainment industry for further support because it will have a proven model around which to base future collaborations.

**Performance Benchmarks**

Expected Outcomes	Activities/Outputs	Performance Indicator
Deaf senior undergraduate students who are well-trained in computer skills and digital media, ready to work in high-growth sectors with transferable skills where their earning power is substantially augmented	Train 50 deaf students in computer skills, including Microsoft Office: Excel, Word, Power Point, multimedia production learning tools and graphic media production	<ul style="list-style-type: none"> <li>At least 45 deaf students will be placed in FT or PT jobs</li> <li>All students who are placed in a job will remain there for at least 12 months</li> <li>The average starting salary for students who are placed in jobs will be around 15,000 baht per month, which is approximately two-thirds higher than average salaries for deaf peers without digital media/computer skills, who tend to be placed in simple back-office support roles</li> </ul>
Hearing senior undergraduate students from underprivileged backgrounds who have professional-grade interpreting skills (both sign-to-voice and voice-to-sign), and feel confident working in real-life situations, which helps them to secure jobs longer-term	Train 40 hearing students in Thai sign language interpreting skills, including translating “live” from sign language to spoken language, and from spoken language to sign language	<ul style="list-style-type: none"> <li>At least 36 students will be placed in FT or PT jobs</li> <li>All students who are placed in a job will remain there for at least 12 months</li> </ul>

**Monitoring and Evaluation:** The education service section of Ratchasuda College will conduct a satisfaction survey with the graduates and their employers to determine strengths and weaknesses of training program in aligning skills to industry demand. In addition, the College is in direct contact with deaf organizations and schools for the deaf across Thailand, who frequently share feedback about the quality of the skills they are seeing in the deaf and hearing communities who have undergone the training program. After one year, Ratchasuda College plans to collect an “Employment Survey” to understand whether students are still employed, whether their employers are happy with their skill sets and if they themselves are satisfied with their jobs and earning capacity. Ratchasuda College will submit the evaluation forms to J.P. Morgan after the end of each training course, in addition to interim and final reports.

## Line of Business Partners and Engagement

J.P. Morgan staff will have an opportunity to volunteer their time to help conduct mock interviews with graduating students to prepare them for actual job interviews with hiring institutions.

## JPMC Funding History

Year	Project	Amount
N/A	-	-

## Project Budget (USD)

	Total
<b>Program Related Expenses:</b>	
Course preparation(Lesson plan and providing teaching materials)	
▪ Teaching materials	6,000
▪ Equipment rental fee (Computer, LCD, Video Camera)	6,000
▪ Institutional fee	10,200
<b>Staff:</b>	
Trainers' fees	90,000
<b>Training Facilities</b>	
▪ Computer lab	44,000
▪ Seminar room	
<b>Administrative Fees</b>	2,000
<b>Total</b>	158,200
<b>J.P. Morgan Contribution</b>	112,000
<b>Contribution from Ratchasuda College</b>	46,200

## JPMC Risk Assessment

<u>Reputational Assessment</u>	<u>Operational Assessment</u>
<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low
<u>Potential Risks:</u> No major risks to report.	<u>Potential Risks:</u> No major risks to report.
<u>Mitigation Steps:</u> N/A.	<u>Mitigation Steps:</u> N/A.
<p><b>JPMC Reputational Assessment</b> – reflects any risk to the firm’s image posed by making a grant to a non-profit partner.</p> <p><b>JPMC Operational Assessment</b> – reflects any operational obligations incurred by the firm’s LOBs as a result of grants made to non-profit partners, e.g. volunteerism activities or distribution of program marketing materials at nearby retail branch(es).</p>	

## Brand Visibility

- The project will be published on the university website, recognizing J.P. Morgan’s contribution as a partner.
- J.P. Morgan senior representatives will have an opportunity to meet with Her Royal Highness Princess Maha Chakri Sirindhorn, a visit that will be publicized in newspapers and broadcast on every major news channel.

## Major Supporters of Ratchasuda Foundation (average US\$ p.a.)

	Amount
Her Royal Highness Princess Maha Chakri Sirindhorn	-727,700
TOT Public Company Limited	-333,000
Electricity Generating Authority of Thailand	-333,000
Thai Airways	-167,000
Amway Thailand	-167,000
Ms. Wanna Siriwatthanapukdee (connected to Imperial Hotel Group Thailand)	-167,000

## Partner Risk Assessment

<b>Financial Assessment</b>	<b>Program Assessment</b>	<b>Operational Assessment</b>
<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low	<input type="checkbox"/> High <input checked="" type="checkbox"/> Medium <input type="checkbox"/> Low	<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low
<u>Potential Risks:</u> The financials of the Ratchasuda Foundation are healthy, and in addition to Her Royal Highness Princess Maha Chakri Sirindhorn’s continuous support for almost 25 years, the Foundation has also diversified its donor base	<u>Potential Risks:</u> This is the first time Ratchasuda College will be working formally with industry to place students in jobs. There is a chance that placement rates do not sustain 12 months	<u>Potential Risks:</u> Ratchasuda College is the only institution of higher education for the deaf in Thailand, and it has internationally trained staff that has a history of working together. Their skill sets are optimized at the College - attrition is not a challenge.
<u>Mitigation Steps:</u> N/A.	<u>Mitigation Steps:</u> Ratchasuda College is mitigating this risk by working actively with employers to make sure that they are ready to welcome and integrate the deaf effectively in the workplace	<u>Mitigation Steps:</u> N/A.
<p><b>Financial Assessment</b> – reflects the fiscal viability of the organization as suggested by the financial ratios derived from the audited financial statement.</p> <p><b>Program Assessment</b> – reflects the overall effect of the service(s) provided by the organization based on documented performance outcomes.</p> <p><b>Operational Assessment</b> – reflects the organization’s ability to (1) attract, retain, and develop the appropriate leadership and staff, and (2) design, implement and continually improve the systems needed to support and evaluate all of the organization’s activities.</p>		