



THE ANSWER SERIES BRINGS SUCCESS TO MATRICS THROUGH PROJECT JIKA

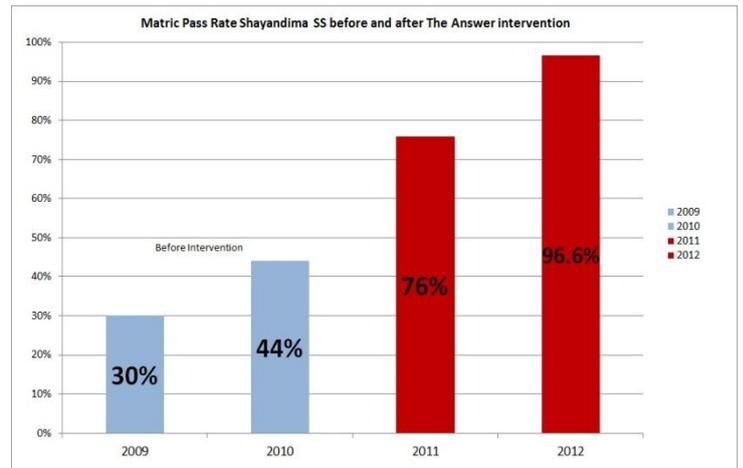
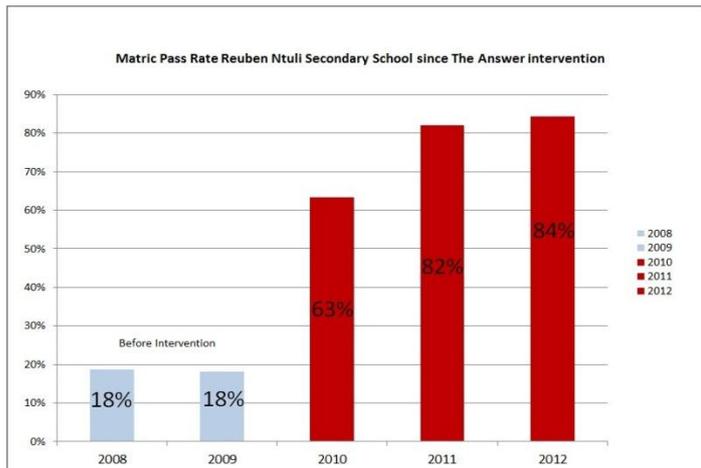
The Answer Series was established in 1975. Over the past 38 years it has developed a formula for making educational material more accessible to learners through its structure and user-friendly, conversational styled Study Guides. Most significantly, The Answer Series study guides are designed to be used independently and can be used both in the classroom and at home, offering a wealth of practice and

reinforcement.

In 2010 The Answer adopted a school in the Eastern Cape Province and in 2011, a school in Limpopo Province. Both schools were selected with the help of the Provincial Education Departments from the group of underperforming schools. Reuben Ntuli from Eastern Cape had a matric pass rate of 18% in 2009 and Shayandima from Limpopo, 44% in 2010.

“Adopting” these schools means The Answer supplied them with study guides for the core-subjects, with top-ups year-on year until present. This was the only intervention at both schools. The Answer is now promoting this programme which it calls Project Jika (meaning transformation) and calling on corporates to adopt a school as part of their CSI budget.

The outcomes have been phenomenal!



This intervention has given the learners in these schools a new hope.

In South Africa it is recognized that if a person hasn't had a permanent job by the age of 25, he probably will never have one – that is a frightening thought when you consider that there are approximately 600 000 Gr 10 and 11 drop outs and a further 180 000 matric failures each year! This statistic is a huge drag on the economy.

These adopted schools have performed way beyond expectations – but no surprise to The Answer, because The Answer has been associated with matric success nationwide for many years. Although it has not been able to “claim” the success because there are usually other interventions employed concurrently, the “coincidence” has been pretty convincing!

In the case of Reuben Ntuli, it rose from last (29th) in the Qumbu district to 5th place in 2011 and 2nd in 2012 it also gained top honours for its performance in English FAL in 2011. For 2012 Shayandima was acclaimed the most improved school in Limpopo Province. If one looks at the national pass rate 73,9% and then at these 2 previously underperforming schools, Reuben Ntuli Senior Secondary School 84,6% and Shayandima Senior Secondary School 96,6%, both well above national average – even above the average of the top performing province, Gauteng, whose average was 83,9% - one can only but ask: why are we not applying this program to all the schools in our country? Based on the success of the adopted schools, both

Eastern Cape and Limpopo Departments of Education are investigating the expansion of Project Jika in their Provinces.

A further endorsement of the success of The Answer Series is the IkamvaYouth programme that annually achieves 100% matric pass rates with up to 80% achieving tertiary passes. IkamvaYouth has been using The Answer Series for the past 3 years. This is apart from the thousands of South African learners who have been improving their grades by using The Answer Series over the past 38 years. So, not only does using The Answer Series improve matric pass rates but it improves the quality of the pass.

Successful implementation of Project Jika would render thousands more South Africans employable and eligible for further (tertiary) education annually. Any Corporates or philanthropists interested in assisting with the success of Project Jika should contact Dave, Monwabisi or Gary on 021 762 3326 or *Visit the web site - www.theanswer.co.za* .