

COMMUNITY LITERACY OF ONTARIO EMPLOYMENT ONTARIO E-COMMUNIQUE JUNE 2009

In this E-Communiqué, Community Literacy of Ontario provides an overview of some of the various projects, resources and initiatives relating to Employment Ontario.

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UPDATE ON EMPLOYMENT ONTARIO

For the most recent update on Employment Ontario, please go to Appendix one at the end of this e-communiqué and view the [PowerPoint slides](#) from the May 28, 2009 Service Delivery Advisory Group Meeting.

Brief updates are included in these slides on Integrated Local Labour Market Planning; Second Career; Apprenticeship; Employment Services and Rapid Re-employment and Training Services.

YOUTUBE VIDEO ON LITERACY SERVICES AND LAID-OFF WORKERS BY REGIONAL LITERACY NETWORKS

Three of Ontario's regional literacy networks (Adult Basic Education Association of Hamilton, Literacy Link South Central and the QUILL Learning Network) partnered together to create a helpful YouTube video called "Skills Upgrading for Laid Off Workers". This video overviews the support LBS agencies can provide to laid off workers in our province and how they can access help.

It provides generic information and as such could be used to promote literacy in many different communities. Check out this valuable new resource at: www.youtube.com/watch?v=7zGeIGiESy0

WHY NOT APPRENTICESHIP FOR SOME OF OUR LBS LEARNERS?

By Pathways to Possibilities (PTP) Staff

A provincial leader in workplace literacy programming, PTP Adult Learning and Employment Programs has released its latest research report, ***Filling the Gap: Building communities to support the aspiring apprentice***, to help Ontario's community-based LBS agencies expand their role in linking LBS learners to successful apprenticeships and pre-apprenticeship training. The research – timely, in light of the fact that significant labour shortages, with particularly severe labour deficits in the skilled trades expected to reach a critical point by 2014 – examines several effective models of program delivery and offers a set of best practice principles that can be used by agencies in large urban centres, towns or rural areas as they help support would-be apprentices transition to – and through – apprenticeship.

It is the hope of PTP Adult Learning and Employment Programs that LBS providers will find the report informative and practical as they expand their training role to provide the aspiring apprentice with trades-relevant programming. To download a copy of the report or to obtain trade-specific contextualized assessment materials and program resources discussed in this report, please visit www.ptp.ca or contact Aleksandra Popovic at (416) 510-3266.

APPRENTICESHIP AND LBS

Increasing and supporting apprenticeship is a priority for the Ontario government. This Ontario government website has useful information on apprenticeship options, trades certification, finding an employer, and getting financial help:

www.edu.gov.on.ca/eng/tcu/employmentontario/training/

The Ontario government is sponsoring the Pre-Apprenticeship Training Program which supports the government's focus on increasing the number of new entrants to apprenticeship programs while addressing skilled trade shortages.

Projects funded under the Pre-Apprenticeship Training Program will support potential entrants to the apprenticeship system who require job readiness skills and trade readiness experience to gain employment as apprentices. Interested proponents are invited to submit proposals for the development and delivery of pre-apprenticeship training projects across Ontario. **The deadline for submission is July 8, 2009.** You can learn more about this initiative here: www.eopg.ca/eng/preApprent.html

In January 2008, Community Literacy of Ontario, with the support of the College Sector Committee, prepared an informative newsletter which overviewed apprenticeship facts and figures, legislation, certification and how the apprenticeship system works and its relations to LBS. To view this valuable resource, please click on: www.nald.ca/clo/newslet/jan08/jan08.pdf

PROFILING A SUCCESSFUL EMPLOYMENT ONTARIO PARTNERSHIP

By Chris Benninger, Adult Language and Learning Centre

Chatham-Kent's dependence on the automotive industry and the economic downturn has tripled the number of referrals for literacy services since January. Without counting the people with permanent job losses in Windsor that live in Chatham, the unemployment figures have been driven into double digits. (April 12.2% reported by Service Canada)

Increased demands on literacy service providers with status quo funding already challenging the capacity to deliver services have necessitated some innovative thinking. Chatham's Adult Language and Learning (ALL) Centre (a community based literacy agency) has formed an excellent partnership with the Goodwill Employment Action Centre. ALL is located within a city block and refer when and where necessary. The Action Centre has become very adept at identifying possible literacy issues that will impede or set up an unemployed worker for failure when trying to access training, e.g. Second Career Strategy. They immediately forward that person to our agency for assessment and preparation to enter academics.

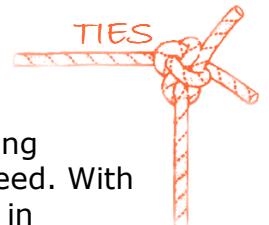
The type of learner/client that is seeking assistance wants the most expedient passage into further training and employment without having to retell their story numerous times. Facilities and presentations are sometimes shared and contingency plans are in place for further increases. The Action Centre has just increased its staff by eight people which should streamline the process for both organizations. For more information on ALL, please see <http://adulthoodlanguageandlearning.ca/>

KINGSTON LITERACY'S TRAINING INCORPORATING ESSENTIAL SKILLS PROJECT

By Karen McGregor

Kingston Literacy's (www.kingstonliteracy.com/) TIES Project (Training Incorporating Essential Skills) continues to roll forward gathering speed. With the research completed by Carla Douglas the top 50 entry level jobs in Canada have been identified. From this list, Essential Skills checklists have been developed to aid trainers and counselors to identify the skills required to get a job in that field. This list of 50 has been studied by a reference group comprised of local employment counselors, training board members and training groups to select the top 10 entry level jobs in our region. Their input regarding current trends and opportunities reflects the labour market today, instead of information gathered before the recession. Information about the skills required for these ten jobs will be collected and added to the 50 checklists to create a handy binder that can be used to select employment options, identify the skills required and preview authentic workplace materials related to the job.

When the binder is completed it will be piloted by LBS staff, employment counselors and Ontario Works Case Managers. The applications of this new resource are endless and requests are already coming in for copies as soon as it is available! If any LBS agencies are interested in piloting the new tools, please contact Karen McGregor at Kingston Literacy at 613-547-2012 or kmcgregor@kingstonliteracy.com.



EDUCATIONAL INTERVIEWS FOR DISPLACED WORKERS

By Tamara Kaattari, Literacy Link South Central

The idea of Educational Interviews was introduced to southwestern Ontario in March 2008. Originally funded through Labour Adjustment, Literacy Link South Central (LLSC) (www.llsc.on.ca/) received funding to conduct 400 interviews with our partners – the six other regional networks in the southwest region.

An Educational Interview is an opportunity for someone from the literacy field to sit down in a one-on-one interview setting with a displaced worker. The interviewer finds out about the displaced worker's educational and employment past as well as future educational and training goals. Then the interviewer explains the educational options that may exist for that particular worker, including upgrading, credit, GED, Academic and Career Entrance, and ESL programming, as well as postsecondary training options.

The evaluation from the first phase Educational Interview project were extremely positive, showing that displaced workers found the process of having the interview as well as the results to be very beneficial. The original Educational Interview project ended in March 2009. Fortunately, Literacy Link South Central was able to find additional funding for this initiative.

Currently, there are four networks in southwestern Ontario that are delivering Educational Interviews. We have the funding to deliver another 350 interviews. For this phase of Interviews, there have been some interesting developments. For example, while LLSC has historically worked directly with Action Centers, in 2009 we have struck up relationships with two employment programs and we provide Educational Interviews to clients of those programs. It's a different market but it's an effective intervention. The relationships with the two employment programs are quite different. With the first program, we delivered 90 Educational Interviews over a three-month period in which the Educational Interviews were one of a series of job-readiness, self-evaluation interventions offered to clients. It was a very intense relationship, requiring a number of interviewers to meet the demand. With the other employment program, we have a standing relationship to deliver three or four Educational Interviews every other week.

What's become clear is that relationships with employment partners and with Action Centers and their staff are incredibly important in terms of introducing the Educational Interviews to clients. We have found that, increasingly, Action Centers are seeking out the Interviews instead of our having to market the Interviews to the Action Centers. We think this is a direct result of word-of-mouth marketing and it's definitely increased demand.

Recently, in southwestern Ontario, another tool has been piloted as an option for displaced or unemployed workers – the Educational Essential Skills Assessment (EESA). The EESA is a 3 – 3.5 hour functional skill assessment. We are finding that the Educational Interviews and the EESA complement each other. Through an Educational Interview, we can determine for whom an EESA would be beneficial. Both tools – the Educational Interviews and the EESA demonstrate ways in which the literacy sector is working to be responsive to the needs of displaced workers.

JOBSEEKER'S JOURNEY TO EMPLOYMENT IN NIAGARA

By Margaret Maynard, Niagara West Employment & Learning Resource Centres

The Niagara Employment Resources Network (NERN) is a group of eight foundational skills and employment services delivery agencies representing all geographical areas and population sectors of Niagara. NERN was formed in May 2008. They have worked collaboratively in support of TCU priorities for a seamless customer service strategy, to build understanding in Employment Ontario service providers of the importance of essential skills, academic assessment, literacy training, and academic upgrading for employment, employability and further training success of their clients.

Based on the research of Thomas Sticht and the premise that literacy and essential skills education needs to be embedded in, or contextualized with job skills or vocational training, NERN produced "*The Jobseeker's Journey to Employment in Niagara*", a Guidebook comprising detailed case studies with real life examples of participant situations. Possible barriers to employment, suggested solutions, the role of essential skills and transferable skills in employment and employability are described in simple terms. Pathways are suggested to education and employment opportunities and assistance. Future labour market trends are listed and job seekers can map their own pathway to employment at the end of the Guide.

The Guide was screened for readability levels and for plain language and design. Though this Guide was designed for the Niagara region, much of the information could be adapted for other regions of the province.

To order copies of the "*Jobseeker's Journey to Employment in Niagara*" email: contactus@nwelrc.ca. The Guidebook costs \$15 includes shipping and handling.

FEATURED EMPLOYMENT ONTARIO PARTNER: YOUTH EMPLOYMENT SERVICES

By First Work Staff

Do you remember how you got your start in the world of work? Who supported you and encouraged through your challenges and successes? Perhaps it was a youth employment centre

First Work: the Ontario Association of Youth Employment Centres champions and supports the youth employment delivery network through 70 youth employment centres located across Ontario. Since 1988, First Work has been committed to advocating for accessible, high quality, sustainable, outcomes-based employment services to young people to assist them in reaching their employment and life goals.

Youth employment centres aim to help young people find and maintain meaningful employment. The many programs offered focus on the employment literacy needs of the diverse populations of vulnerable or at-risk youth-specifically programs concentrate on career and job search skills and tools development while addressing behavioral approaches for survival in the world of work.

First Work conducts research, disseminates information, and cultivates, through programs, the professional development of the centres' staff. First Work members benefit from the associations information dissemination and action of on provincial and federal policies that affect the youth employment sector.

First Work also operates "*Evidence: Your Community's Research Department*", a community-based research and program evaluation group. Through Evidence, First Work has helped evaluate over 35 non-profit programs across Ontario. Please see www.evidenceconsulting.ca for more information. We also operate *Hire Prospects*, the Youth Survey Outreach Service. Through Hire Prospects, First Work has generated thousands of youth responses to on-line surveys for academic, government and community-based researchers. Please see www.oayec.org/hireprospects for more information.

For more information about First Work, to find a centre close to you or to become a member, visit our website at www.firstwork.ca or phone (416) 323-9557.

EMPLOYMENT ONTARIO

*Presented to
Service Delivery Advisory Group
Via Teleconference
May 28, 2009*

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Strategic Objectives for Employment Ontario

Implement Service Delivery Framework

Employment Ontario Information System (EOIS)

- Central to the transformation of EO
- Aimed at improving the delivery of Ontario government information and programs, improving internal operations and providing enhanced services cost-effectively

Multi-Channel Access

- Real-time, web-based Ministry case management system
- Will support consistent client access to services, regardless of where they first access Employment Ontario

Integrated Planning

Integrated Local Labour Market Planning

June 2008

- Seven pilots began testing the Integrated Local Labour Market Planning Framework

June 2009

- Evaluation of the ILLMP Framework to be completed
- Readiness and Capacity Assessment of Local Boards regarding their role as a Secretariat to be completed

Operations – Programs and Services

Second Career

- **February 2009:** Met goal of 4,000 people enrolled in Second Career in the program's first ten months
- **April 30, 2009:** Over 6,800 people enrolled in the program and more than 4,400 applications are being reviewed

College Capacity Initiative:

- Call for proposal launched to encourage increased intakes at public colleges
- Additional programs to start as early as Spring 2009

Operations – Programs and Services (cont.)

Apprenticeship

- Met our target of 28,000 new apprenticeship registrations last year
- Budget Enhancements
 - Apprenticeship Training Tax Credit (ATTC)

Operations – Programs and Services (cont.)

Rapid Re-employment and Training Service (RRTS)

- The Rapid Re-employment & Training Service (RRTS) provides an immediate response to labour adjustment situations
- MTCU has been working closely with Service Canada and other ministries in developing a coordinated response to laid-off workers
- Local and regional contingency planning

Employment Services

Employment Service Implementation

- New ES network will build on the strength of the current network and enhance existing services by making them more customer-centric, flexible and responsive to local community needs
- Extra measures to ensure that deliberation and care are applied to the unplanned and unpredictable events that have recently occurred in the global market

College of Trades

On May 13, the government introduced Bill 183, the Ontario College of Trades and Apprenticeship Act, to:

- **Establish the College of Trades as an arms-length governing institution to protect the public interest and regulate persons practicing in skilled trades in Ontario and employers who employ them**
- **Require that membership in the College of Trades include all certified journeypersons in compulsory and voluntary trades and employers or sponsors of journeypersons and apprentices**
- **Create an Appointments Council with the function to appoint the members of all decision making positions for the College of Trades (i.e., Board of Governors, Divisional Boards, Trade Boards and Roster of adjudicators for the Review Panels)**
- **Empower the College of Trades with the responsibility to establish the training standards for the trades and determine compulsory status for trades and setting appropriate journey person to apprentice training ratios**
- **Set out the apprenticeship functions retained by the Minister of Training, Colleges and Universities, including registering training agreements, approving training providers for apprenticeship programs, research and policy development**
- **Repeal the Apprenticeship and Certification Act, 1998 and the Trades Qualifications and Apprenticeship Act**

2009 Provincial Budget Incentives to Enhance Skills Training and Create Jobs

Overview

- **2009 Budget:**
 - \$700M in funding over two years for *Incentives to Enhance Skills Training and Create Jobs*
 - Funding to support meeting the challenges of the new knowledge-based economy and key growth sectors
 - Initiatives are supported by amendments to the Canada-Ontario Labour Market Development Agreement and Labour Market Agreement

Proposed Initiatives

- **Summer Employment**
 - \$71.3M over two years
 - TCU portion delivered through JC agencies
- **Literacy including workplace, distance and community**
 - \$90M over two years
 - Consultations with literacy agencies underway
 - New funding will address increasing demand for literacy services, created by the economic downturn
- **New Canadians including bridge training, mentorships**
 - \$94M over two years
 - Funding for both TCU and MCI
 - Building on existing initiatives and new strategies

Proposed Initiatives (cont.)

- **Green Jobs Skills Strategy**
 - \$5M over two years
 - Strategy to bring trained skilled labour to meet the labour demand in the emerging green energy sector
 - PLAR tools and assessment strategies
- **Proposed Enhancements to the ATTC and Co-operative Education Tax Credit**
 - Approximately \$100M over two years
 - Subject to the approval of budget bill
- **Other Initiatives under development**
 - Further supports to Employment Ontario to respond to economic downturn
 - Apprenticeship strategies (i.e. accelerated in school, completions)
 - Targeted support to groups specifically impacted by economic downturn

Next Steps

- TCU working with other ministries to define options and design programs
- Targeted discussion with external stakeholders including Colleges on key funding areas
- Implementation strategy over Q1/Q2

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Ontario's employment & training network

www.ontario.ca/employmentontario

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