

Engaging the Front Line

A College Network Development Project

Project Update

Bulletin #2 September 2008

With the funding support of the Ministry's *Employment Ontario Network Development Fund*, college frontline staff have been involved in the development of processes and resources to better support the success of students and clients in college-based Employment Ontario programs and services.

Discussions have taken place at individual colleges and at four regional events. Follow up actions are being planned and implemented.

Information is being shared via Bulletins 1,2 and 3, as well as individual college bulletins. Resource information is available on the web.



Brian Scharf and Dave Stewart,
Automotive program co-ordinators,
Loyalist College

The Results are In!

College Event Results

College frontline staff are working together to improve student and client outcomes!

The commitment to work together to improve student and client outcomes has never been greater **among Ontario's college staff working in Employment Ontario sponsored programs** -including Apprenticeship, Job Connect, Academic Upgrading/Literacy and Basic Skills and Employment Assistance Services

This spring, more than 600 of you attended 22 individual college events.

College events provided a forum for staff to discuss improved referral processes and integration of services, additional resources for students and clients and an opportunity to network and gain additional insights into the Employment Ontario programs offered at each college.

Participant evaluations for the college events indicate the following:

- 97% (of staff) indicated that their knowledge about EO programs and services at their college had increased as a result of the event
- 97% indicated that the discussion about improved referral processes and integration of services was productive
- 97% felt that the referral process at their college would like improve as a result
- 96% said discussions helped them identify additional resources for students and clients
- 97% agreed that logistics for the event were satisfactory

Actions and recommendations were also developed at each college event and will be addressed throughout the year. Participants stressed that progress and results for these recommendations should be reviewed regularly.

Individual college newsletters which summarize these actions will be sent out to you via email.

Regional Event Results

Regional events also promoted networking, information exchange, and the identification of action items within the context of regional initiatives. College leaders, Employment Ontario Regional Directors and representatives and guest speakers participated with 125 college frontline staff in four regional events.

Participant evaluations indicated the following:

- Discussion groups were productive — 100%
- Outcome of discussions will likely improve processes and services at my college — 99%
- Additional resources for students and clients were identified— 96%
- Participants gained a better understanding of the role and strategic importance of colleges in the delivery of EO programs — 99%
- **An increase in participants' knowledge and understanding of EO programs and services — 91%**
- Logistics for the event were satisfactory — 100%

Each region developed a **TOP 10 Actions** list. Actions identified by all four regions include: develop and document client pathways and service flowcharts, improve information for prospective clients and students, enhance marketing and internal communications, and provide additional staff development.

Central Region

The Central Region event was held on June 2nd at **Georgian College's Kempenfelt Centre**. Guest speakers included Joan Homer, former President of ACAATO and Deb Crawford, Service Delivery Manager, Employment and Training Division, MTCU.

Barb Glass, Canadore, was the facilitator and Dave Forbes, Georgian, hosted the event for 43 participants.

Words of Wisdom:

"... collaboration is healthier than working in silos"

- Joan Homer

Top Ten Actions Identified

1. Merge all programs into a single brochure.
2. Schedule on-going combined staff meetings.
3. Publish success stories through college newsletters.
4. Review current marketing materials with a view to target audiences.
5. Create flowchart to track activities within each college.
6. Establish a wish list and workflow process for new initiatives, so that when opportunities for funded projects/programs arise, we are better prepared to produce a timely, cohesive response.
7. Share Employment Ontario information between main and satellite campuses (regularly and on-going).
8. Provide continuous and regular information sessions for clients.
9. Create a map of programs and services for employment resource centres.
10. Review current services, identify gaps and opportunities.

Regional Event Results

Eastern Region

Held in Kingston at St. Lawrence College on June 18th, Robert Dupuis, **Regional Director, Employment Ontario**, and Sean Conway, **Queen's University** were guests for the event.

Bea Clark was the facilitator and Janet Ashford, St. Lawrence hosted the event for 40 participants.

Throughout the day, presenters and participants stressed the need to **promote the "value add" that colleges provide students and clients**. Colleges must remain agile and responsive to community, employer, client and student needs. Knowledgeable, trained staff, quality programs and services, intensive marketing internally and externally **and collaborative approaches and processes are all key to colleges'** position in the marketplace.



Sean Conway and Janet Ashford

Top Ten Actions Identified

1. **Develop and implement "College Knowledge" sessions and tools** which will inform Employment Ontario program staff as well as other college staff, particularly those in the service areas.
2. Develop and distribute a flowchart to staff which describes the referral process internally. Use a common referral form and provide staff contact information. Follow up and tracking processes are required.
3. Use a variety of methods to increase the marketing and promotion of Employment Ontario programs internally and in the community.
4. As a region, work together to influence service areas of the college- **admissions, student services, Registrar's Office**- to reduce and eliminate barriers for Employment Ontario students and clients.
5. **Establish a universally accepted "front door for" Employment Ontario programs and services** in order to provide better customer service and better information.
6. Develop a collaborative, targeted marketing strategy which emphasizes the success of college students and clients in order to gain market share for Second Career and post secondary programs.
7. Establish campus based working groups to ensure collaboration among staff in four program areas.
8. Provide Employment Ontario students with college orientation programs.
9. Partner with internal Employment Ontario partners to host information sessions for potential clients and students.
10. Schedule orientation sessions and PD events to promote information and resource sharing.

Regional Event Results

Western Region

Held on June 16th at Conestoga College's Doon campus in Kitchener, Sherree Mahood, Regional Director, Employment Ontario, Jennifer Trimmel, C.E. Marketing Manager, and John Tibbits, President, Conestoga were guest speakers.

Bea Clark facilitated the session and Andrea Leis, Conestoga, hosted the event for 36 participants.

John Tibbits challenged the Western Region participants to **promote the "non-traditional" students, clients and services in their colleges.** His comments reinforced the group's focus on customer service for Employment Ontario sponsored students and clients.



Andrea Leis, Karen Karnis, & Greg White

Top Ten Actions Identified

1. Develop customer service strategies which provide exceptional service to both internal and external customers.
2. Develop techniques and job aids which allow staff to quickly assess and refer Employment Ontario clients and students, regardless of their entry point.
3. Increase marketing and promotion both internally and externally, using a variety of tools and methods.
4. Identify and provide cross training to staff in Employment Ontario areas, as appropriate.
5. Identify and implement methods to increase regular communication and information sharing among staff at individual colleges and the staff in western region college Employment Ontario programs and services.
6. Simplify processes for Employment Ontario clients and students, including those which involve other college service areas.
7. Develop formal documentation for referrals of Employment Ontario clients and document pathways available.
8. Promote awareness and understanding of Employment Ontario programs and services at each college to achieve a cultural shift.
9. Increase the recognition of the successes of Employment Ontario students and clients at each college and regionally.
10. **Take steps to ensure that the "student is a student is a student" philosophy includes clients, students and apprentices.**

Results from Regional Events

Northern Region

Held May 26 and May 27 at Cambrian's eDome. Barbara Taylor, President Canadore College and Lisa Brosseau, Acting Manager, Employment and Training Division, MCTU were featured speakers.

Barb Glass, Canadore, facilitated the session and Sue Ferguson, Cambrian, hosted the event for 26 participants.

Canadore College President Barbara Taylor's experience in the college system is firmly rooted in the employment services and adult upgrading areas. Her positive message focused on the longevity of the employment and upgrading programs in the college system as well as the increasing significance of Employment Ontario programs in terms of preparing and recruiting adult students for postsecondary and/or apprenticeship training in Ontario's colleges. She affirmed the importance of the work that colleges' Employment Ontario staff undertake .



Barbara Taylor, President, Canadore College

Top Ten Actions Identified

1. Update college web sites to provide easy access to EO information, preferably via a link from the college home page.
2. Hold internal information sessions for college employees re: EO. This should include relevant service areas and academic departments, e.g. Student Services, Marketing, Registrar/Admissions, academic schools.
3. Create an easy-to-use EO resource binder to distribute to EO programs and related referral areas like the Registrar's Office and Student Services.
4. Create a student-friendly flow chart to show continuum of EO services in the college. This could be used by clients/students, college employees, and community partners.
5. Investigate the possibility of creating an electronic newsletter to highlight EO services in the college and in the community if applicable. (See Best Practices from Sault College.)
6. Ensure that all EO services in the college are aware of the Second Career Strategy and its implementation in the college.
7. Provide opportunities for job shadowing/cross-training among EO program staff in the college
8. Hold ongoing information sessions for potential clients regarding all available EO services at the college.
9. Promote better integration of postsecondary and non-postsecondary programming, beginning with information sharing, to raise awareness of the role EO programs can play in college recruitment.
10. Access college-wide promotional materials to promote EO programs and services, e.g. full-time calendar, continuing education calendar.

Best Practices - Sharing Ideas and Strategies

The frontline staff at Ontario's colleges are known for their creativity, innovation and willingness to share best practices. The following are a few examples of college efforts which have improved student and client outcomes, demonstrated collaboration, and which can be replicated in colleges and communities across Ontario. Other examples are available on the College Sector Committee website at www.collegeupgradingon.ca

Employment Assistance Services- SEB-Fleming

The Fleming Employment Resource Centre in Haliburton recently celebrated the success of one of their Self Employment Benefit clients, Erin Lynch. In 2002, Erin became an entrepreneur by establishing her own jewellery business. On May 3, 2008, Erin won the Emerging Artist Award presented at the Art's Council for Haliburton County's Arts Honours Gala. In addition to this honour, The Art Hive won the New Business of the Year for 2007 Award from the Haliburton Highlands Chamber of Commerce.

Erin's story can be found at www.collegeupgradingon.ca.

Pathway to College Project: Niagara College Job Connect and Stamford Collegiate Secondary School

Kathy Upper, Consultant, Niagara College Job Centre initiated a pilot project with links to Job Connect, LBS and apprenticeship.

"As a result of the Innovation Fund, I was able to establish a relationship with Stamford Collegiate and meet with students and graduates in the guidance office of the school to provide them with career, education and employment information both individually and in groups."

If you have questions about this project, contact Kathy at kupper@niagaracollege.ca. For the full report, go to the *Publication and Resources* section of www.collegeupgradingon.ca

Employment Ontario Today Publication: Sault

The Sault Ste. Marie and area service delivery agencies have collaborated to produce a bimonthly publication entitled: Employment Ontario Today. It is an internal communication mechanism for local Employment Ontario service providers. The first issue featured each agency, its staff and its programs and services. Krysia Jacobsen, Information Specialist, Sault College Community Employment Programs has taken the lead on this worthwhile communication tool. Contact Krysia (krysia.jacobsen@saultcollege.ca) for more details, or check out the first issue in the *Publications and Resources* section of www.collegeupgradingon.ca.

Effective School to Work Transitions: Northern

Here is a success story originally developed and submitted to the *Prospects* magazine late last fall. This example illustrates the integration of services between the TDSBONE, Northern College's Apprenticeship and Academic Upgrading departments along with Job Connect and the MTCU apprenticeship branch. It features a young man who hoped to enter an apprenticeship program and required a few more credits to do so. Read the wonderful story about David Mitton and how the staff at Northern College provided program and service options which supported his goals. The full story is available at www.collegeupgradingon.ca or contact Jocelyn Vlasschaert, Employment Consultant at jvlasschaert@northern.on.ca

Job Connect and the OYAP Program: St. Lawrence

The Ontario Youth Apprenticeship Program (OYAP) opens the door to apprenticeship in a wide range of exciting careers. Students can work towards a career in a skilled trade as a registered apprentice, and eventually a certified skilled worker or journeyman, while completing their Ontario Secondary School Diploma. For several years now Job Connect at St. Lawrence College has partnered with the OYAP Program through the local school boards. (Limestone District School Board and the Algonquin and Lakeshore Catholic District School Board.)

Job Connect assists in bringing the Employers, the Apprenticeship Office and OYAP students together. In almost all cases the students are signed on as apprentices with their employers.

For more information, contact Janet Ashford, St. Lawrence College, co-ordinator, Job Connect— jashford@sl.on.ca

Check Out These Websites for Updates and Information!

Ministry of Training, Colleges and Universities	www.edu.gov.on.ca	See the College of Trades announcement on Sept 16
Employment Ontario	www.eopg.ca	Transforming Employment Ontario - see the Sept 4 update
Colleges Ontario	www.collegesontario.org	Check out the <i>Second Career</i> information
College Sector Committee (CSC)	www.collegeupgradingon.ca	Review Projects and Reports, including <i>Best Practices</i>
College Sector Employment Services (CSES)	www.algonquincollege.com/jccs	Watch this website for important updates

COLLEGE SECTOR EMPLOYMENT SERVICES



College Sector Employment Services News

Working together as the newly formed CSES, College Job Connect and EAS staff are focused on the transformation of Employment Ontario’s employment services this fall.

Managers will take part in an information day in late September where new program details, funding model and timelines will be discussed. All Job Connect and EAS deliverers across the province will complete a survey to assist the province in determining agency organizational capacity and ability to deliver a full suite of employment services. MTCU expects to have a minimum of 25% of the agencies who will deliver the new program established by April of 2009. The remainder who are deemed suitable to deliver the full services will be moved to the new program by 2010.

MTCU is in the process of purchasing the new Employment Ontario Information System (EOIS) as an OTS – off the shelf system and will be holding sessions with 48 representatives of agencies to look at developing the fine details of the program. Ultimately the system will track all clients and handle case notes for all programs of Employment Ontario.

MTCU continues to hold sessions with representatives of umbrella groups of Employment Ontario such as CSES, OAYEC, ONESTEP, and Colleges Ontario about every two months. The group is called SDAG- Service Delivery Advisory Group, and is chaired by the ADM Kevin French and attended by all MTCU Directors. CSES is represented by Dan Goldring, Executive Director of CSES and Colleges Ontario by Lois Willson of Humber College.

Employment Ontario is hosting an Employment Ontario Managers’ Forum in Toronto at the Westin Harbour Castle on November 24, 25. Transition of the employment programs and discussion by region will be the main focus of the two day forum. CSES will hold a full membership meeting of Managers in Toronto prior to the Forum.

College Upgrading Quick Facts for 2007-2008

- 17,960 people participated in College Upgrading.
- 4,195,076 contact hours were delivered.
- 44% of College Upgrading participants are between 16 and 24 years of age.
- 56% are female.
- 39% of participants are employed.
- 86% of ACE students identified Further Education as their goal.
- Colleges were able to track 2,245 upgrading students who moved on to postsecondary programming.
- 80% successfully completed the first semester of their postsecondary program and registered for second semester.
- The most popular program areas for Upgrading graduates were Health Sciences (27%), Technology (26%) and Business (18%)
- Participation in Pre Apprenticeship and Pre Trades programs continues to be the lowest at 5% and has actually declined since 2001-2002.
- 81% of Upgrading graduates in Pre Apprentice and Pre Trades programs successfully completed their first semester with an average GPA of 3.33.

To see the complete *Prepared for Success* and *2007-2008 Year End Stats* reports, go to www.collegeupgradingon.ca and click on "Publications and Resources"

Working Group

Lynne Wallace, CSC, Dan Goldring, CSES, and Piero Cherubini, HAT, are responsible for securing this project.

College staff from all four program areas comprise the project's Joint Working Group.

College of Trades Announcement

Minister John Milloy announced that the Ontario government plans to introduce legislation which will establish a new College of Trades.

A proposed Ontario College of Trades is one of the key recommendations of the Compulsory Certification Review(Armstrong Report) released May 22, 2008.

NO MONEY? NO TIME? NO RIDE? NO PROBLEM!!

All 10 Academic and Career Entrance (ACE) courses are now available online in both French and English, free of charge.

The ACE certificate is accepted as equivalent to an OSSD for admission to post-secondary institutions, for registration as an apprentice, and by employers such as OPP, General Motors, and the Ottawa Civic Hospital. ACE courses have also been analyzed by the Ministry of Education **and determined to be "highly comparable" to college-stream secondary school courses.**

There is no charge for either books or tuition. Participants progress at their own rate in a highly **supportive learning environment; all that's** required is reliable computer and Internet access.

This online opportunity may be of particular interest to people seeking a certificate or prerequisites to improve their employment, apprenticeship or postsecondary opportunities.

Participation in the Core and/or Apprenticeship Mathematics courses will provide apprentices the necessary foundation to succeed during in-school training.

To register, contact the Distance Education department at your college. Intakes are scheduled for the first week of every month.

Project Lead

The project lead is Bea Clark, the recently retired director of Workforce and Business Development at Niagara College.

Please send questions, feedback or comments about the project to Bea at: beaclarke@cogeco.ca.