



SKILLSFORSUCCESS INITIATIVES SERVICE DELIVERY PILOTS 2023/24

CASE STUDY OVERVIEW

From 2022 to 2024, Ontario's Literacy and Basic Skills (LBS) program received federal funding to undertake projects in support of Canada's Skills for Success (SFS) framework.

Resource development and/or service delivery pilots were funded under five initiatives:

- **Supporting Underrepresented Groups;**
- **Supporting Apprenticeship Integration;**
- **Supporting Better Jobs Ontario Integration;**
- **Workplace Literacy;** and
- **Expanding and Enhancing Digital Delivery.**

Projects were designed in accordance with the Ontario Adult Literacy Curriculum Framework (OALCF).

The goals of SFS initiatives are:

- to support ongoing LBS program development objectives by building capacity across cultural streams and delivery sectors;
- to strengthen LBS employment and apprenticeship outcomes;
- to integrate LBS services into the broader workforce development system; and
- to enhance and expand blended and fully distance learning opportunities.



CASE STUDY OVERVIEW

PROGRAM: ALGONQUIN COLLEGE ACADEMIC UPGRADING: SKILLS FOR SUCCESS

SECTOR: COLLEGE CULTURAL STREAM: ANGLOPHONE

INITIATIVE: UNDERREPRESENTED GROUPS

GOALS

To provide **women newcomers to Canada** in the Ottawa region the opportunity to complete free essential skills training needed to start a rewarding career in office administration.

To partner with a local staffing firm to provide **a unique training program that supports participants in securing meaningful employment.**

To deliver high-quality content, instruction and support throughout the program.

LESSONS LEARNED

We have learned how powerful a good marketing campaign can be in attracting program candidates.

We attracted **over 900 applicants** before closing the application portal due to the size of the wait-list and end of program funding.

Our marketing campaign also drove engagement with numerous community partners, including **hiring managers who made job offers to participants**, associations

who came to offer mentorship like the International Association of Administrative Professionals and Dress for Success.

OUTCOMES

This program had a very long wait list, demonstrating high demand for this program. It **helped new Canadian women enter the job market more rapidly, and supported people with multiple barriers to employment.**

With this program providing **mental health support, skills upgrading, a recognizable credential, job coaching and access to employers**, and the opportunity for developing a sense of belonging with classmates, it is a holistic program offering with high impact.



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SNAPSHOT

The Algonquin College Skills for Success program has given nearly **100 women newcomers to Canada** in the Ottawa region the opportunity to complete free essential skills training needed to start a rewarding career in office administration.

In partnership with staffing firm, Altis Recruitment, the College has run a **unique training program that supported participants in securing meaningful employment**. Our experienced Academic Upgrading staff has been excited to deliver high-quality content, instruction and support through the program.

93 learners

New Canadian Women

Winter Intake will graduate March 28, 2024

REASON FOR PROJECT

Algonquin College is committed to transforming hopes and dreams into lifelong success - and this program offers us the opportunity to do just that and **make an impact for marginalized women** in our community.

PROJECT IMPACT

The impact of the project is demonstrated in the following videos:

Program Launch: <https://www.youtube.com/watch?v=4-AxatJcVYg>

Graduation: <https://www.youtube.com/watch?v=cnsiWH3GV80>

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Partnering with Altis recruitment, a firm whose goal is to match employers with talent, was an important step. They have the systems for job placement, and Algonquin College has the educational ability and excellent reputation in the community. This partnership enabled each partner to deliver on activities that they excel at to ensure the best success for program participants.

FUTURE IMPACT POTENTIAL

This program had a very long wait list, demonstrating high demand for this program. This would continue to **help new Canadian women enter the job market more rapidly, and is supporting people with multiple barriers to employment.**

With this program providing **mental health support, skills upgrading, a recognizable credential, job coaching and access to employers**, and the opportunity for developing a sense of belonging with classmates, it is a holistic program offering with high impact.

RESOURCES & SUPPORTS

We worked with Winston marketing to complete a full labour market analysis and develop a targeted regional marketing plan to reach to women most likely to be helped by Skills for Success.

BENEFIT TO PARTICIPANTS / EMPLOYERS continued

PARTICIPANT: **PROMISE**

SKILLS FOR SUCCESS PROGRAM PILOT

PROMISE is a talented and dynamic HR professional recently landed from Nigeria. With a masters degree in Human Resources, she was surprised at the difficulty she faced in getting that first job in Canada.

With a passionate dedication to career success, she became a leader in the classroom. When a manager from Correctional Service Canada called the project manager after seeing the bus advertising asking if we had any learners that might be interested in a job in the HR service center, Promise was the obvious choice. A connection was made, and **Promise was successful in securing a career in the Government of Canada.**

"I had the skills before. I used them for my job, Of course, there's always room for improvement."

PARTICIPANT: **ZINIRATAHSIN**

SKILLS FOR SUCCESS PROGRAM PILOT

ZINIRATAHSIN arrived in July from Bangladesh, where she was a doctor. **Now she's working** as a patient observer at The Ottawa Hospital. Her goal is to become certified to practise medicine once again.

"It's not impossible," she said. "It's possible, it happened once in my lifetime. It's not beyond my capability. I will achieve [it] someday."