

It *is* Possible!



CONESTOGA
Connect Life and Learning

ANNUAL REVIEW—2011

School of Career and Academic Access

School Mission

To respond to emerging life-long learning requirements by assisting members of our community who have traditionally faced barriers to college/university entry and success by providing assessment, career pathing, academic/employment preparation and skills training.



Employment Services

We work with clients and employers to identify suitable careers, outline possible training needs and opportunities, and support successful job search and placement.



Academic Upgrading Preparatory Programs

Our programs provide Essential Skills upskilling, and academic preparation for students to access and succeed in postsecondary education or to acquire a Grade 12 equivalency for employment or apprenticeship training



Workforce Development

Workforce Development works in collaboration with other areas of the college, industry, community organizations and the government to develop programs that assist individuals in realizing their maximum work potential.



Conestoga Career Centres

We offer prospective students, internationally trained immigrants, and those who are under-employed and unemployed information about the labour market, employment and further education or training for career advancement or career change.

A Message from the Dean

The purpose of this first annual review is to provide information about our programs and services, an update on their outcomes, and an opportunity for you to respond to us.

We are connected with both the College and with the community at large. Our School offers programs, courses and services that help adults develop the skills and direction needed to define a career path, improve academic skills and find employment.

Over the years we have supported thousands of adults as they improve their lives and the lives of their families. Now more than ever, in this changing labour market, we strive to stay responsive to our customers.

To this effect, we are establishing a School Advisory Committee. Our first meeting is March 22. Please contact me if you'd like to attend.

—Andrea Leis
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519-748-5220 x3672



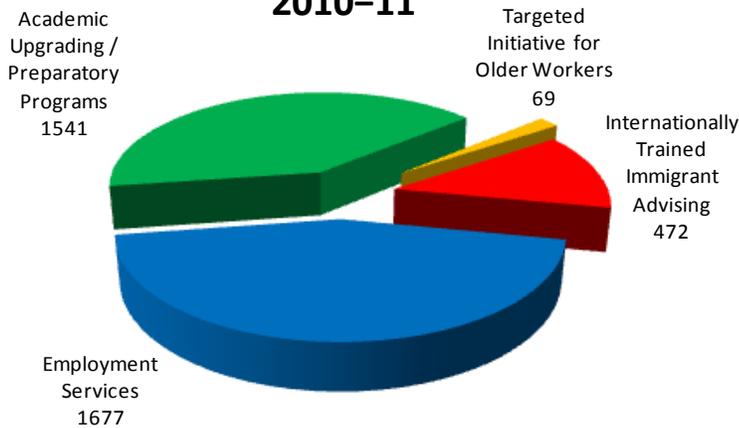
CAA Outcomes

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.” Peter Drucker

From 2006 to 2011, the programs and services of the School of Career and Academic Access assisted **26,650 clients and students** in reaching their goals of education, training or employment.

26,650

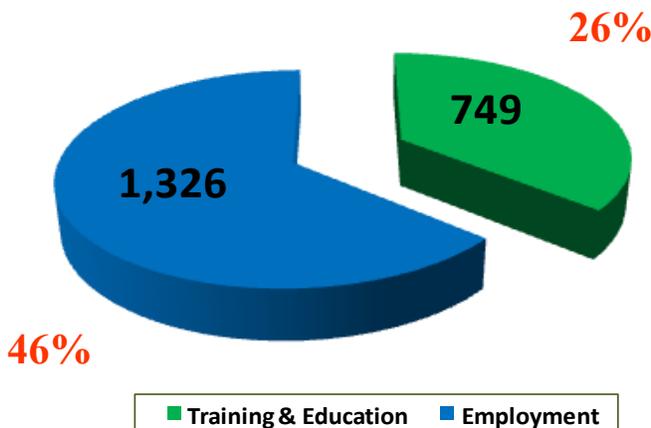
CAA Programs and Services 2010–11



2010–11

3,759 clients and students accessed the programs and services of the School of Career and Academic Access last year

CAA Service Outcomes 2010-11



2,890 clients and students participated in programs and services of longer duration. Of those:

- 72%** (2,075) exited directly to employment or further education or training.
- 46%** (1,326) started employment,
- 26%** (749) continued with education or training.



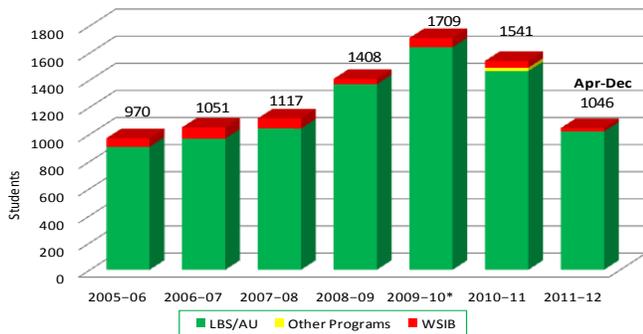
Academic Upgrading

During the last four academic years

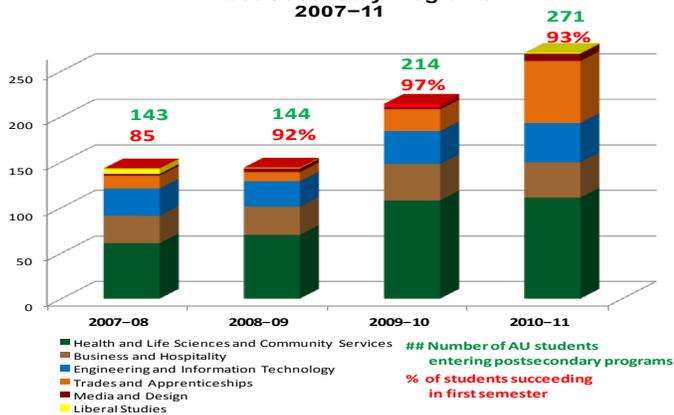
772 Academic Upgrading students successfully entered Conestoga postsecondary programs

93% completed their first semester successfully

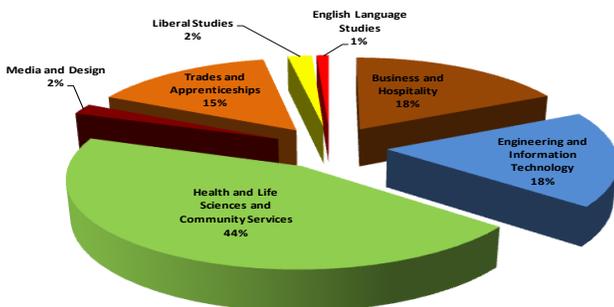
Preparatory Programs
Activity Levels
2005–2011



Academic Upgrading Students in Post-Secondary Programs 2007–11



Academic Upgrading Students in Post-Secondary Programs 2007–11



During the last four academic years
772 Academic Upgrading students successfully entered
Conestoga Postsecondary Programs

We all know that there are hardly any jobs left that do not require a minimum of a Grade 12 education, and any good job these days requires training and education at the post-secondary level. This long-term trend of losing lower-skilled jobs and manufacturing jobs to lower-wage countries has been exacerbated by the recent recessions, financial crises and economic turmoil.

Preparatory Programs and Academic Upgrading have always provided an important bridge for adults to move from wherever they are on the education and training continuum to their goal of higher education and training, apprenticeship training or employment requiring a Grade 12.

With the recession and the long-term economic trend of needing more and more highly skilled employees, the number of adults requiring and wanting to upgrade and bridge into postsecondary training has increased dramatically, so much so that it has become difficult to meet the demand.

As a result, the student numbers in Academic Upgrading, including *Focus for Change* and *Discover Your Future*, went from 970 in 2005–06 to over 1500 for the last three years (see 1st graph).

While family, financial, health and other barriers prevent some students who start with us from completing their studies, those who did complete our programs with the goal of further education and training were extremely successful at their next step. Of the 772 students who entered postsecondary programs and apprenticeship training at Conestoga over the last four years, 93% were successful in first semester. This number increased to 95% over the last three. The two graphs on the left show not only the number of students, but also which areas of study they pursued.

In addition to the students with postsecondary goals, other students obtained their GED or completed other Grade 12 equivalent courses and secured employment. Last year 259 students achieved their goal of employment at exit; this year 160 students left for employment.



The Conestoga Career Centre is the first point of contact for many first-time visitors to the Doon, Guelph, Waterloo and Stratford campuses. The CCC provides immediate answers to a great variety of questions by potential students and clients seeking employment, as well as longer-term individualized employment services.

Program information, job search assistance and career planning are the top three needs addressed.

Other services include:

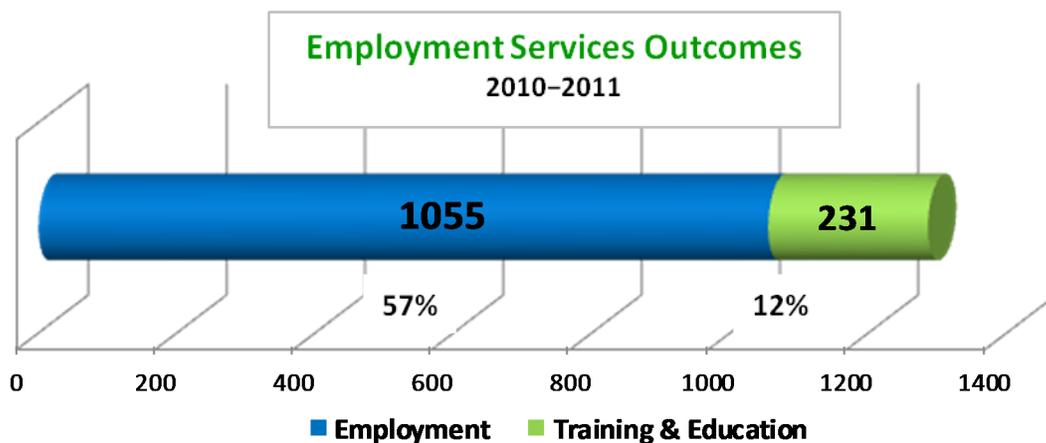
- connections to employers
- Internationally Trained Immigrant advising
- pathways to academic upgrading
- workshops/seminars
- labour market information



Employment Services

This was a year of transformation and transition in our Employment Services division as a result of the implementation of Employment Ontario Employment Services. Job Connect, Career Development Services and Perth Counselling evolved into our Employment Ontario Employment Services as a result of this transformation. The redesign of the employment services integrated aspects of the previous programs that were proven effective while modernizing and reducing duplication. Our fifth Career Centre and only off-campus location was introduced in August 2010 at 285 Weber Street North, Waterloo.

Conestoga Career Centres employment programs saw 1,868 clients. 69% of clients seen found employment and/or returned to school for further education and training.



What our clients say:

“My whole experience with Conestoga College has been a blessing for my family. I can’t thank the staff at the resource centre enough, and I recommend looking for a career to take the time and meet with them. You won’t be disappointed and you owe it to yourself and your family.” - Monica Hall



Targeted Initiative for Older Workers—TIOW

TIOW, a new initiative in Guelph, assisted 69 unemployed people aged 50 and over to access upgrading, training and employment resources. From August 2010 to March 2011, 66% of the participants who completed the program were employed.

All participants participated in group sessions to increase their job search skills. Some went on to academic upgrading to obtain Grade 12 equivalency, and most updated their basic computer skills and Essential Skills for the workplace.

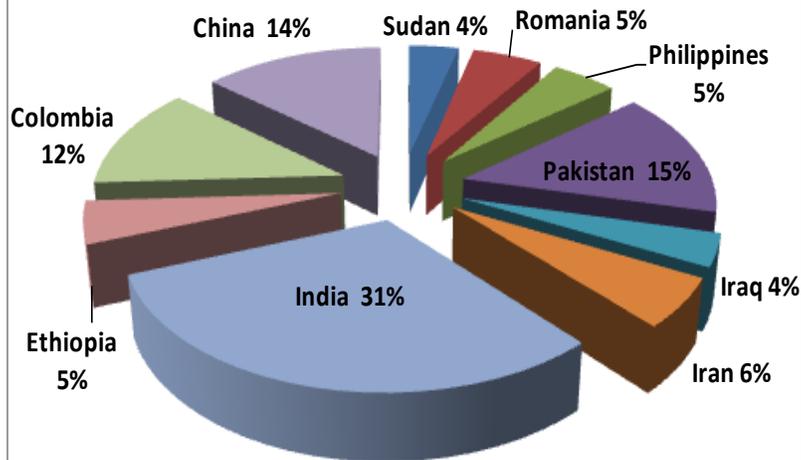
62% of the participants accessed further training opportunities which included Word 2010, Excel 2010, Auto Cad, Quick Books, Project Management, Food Service Worker, Medical Transcription, Panel Wiring, and Truck Driver Training.

“We all gained support, confidence and courage to define our goals and the way to achieve them.”

—TIOW participant

ITI Advising Services

Countries of Origin



Since the beginning in 2008

1,353

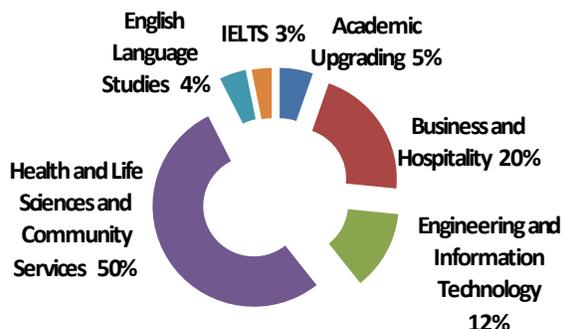
**Internationally Trained Immigrants
received advising services**

Conestoga has been providing Internationally Trained Immigrant (ITI) advising since 2008. This service assists clients with postsecondary program information, admission assistance, credential assessments, career advice and educational planning, labour market information and referrals to employment supports, language assessments and instruction, community resources and other services.

95% of the immigrants served have post-secondary education and work experience from their home countries.

Clients can access this service at Conestoga Career Centres at the Doon and Guelph Campuses and the Waterloo (285 Weber Street North) off-campus location.

ITI Destinations



Between April 2010 and March 2011

263

**Internationally Trained Immigrants
accessed advising services**



Essential Skills Projects: Conestoga’s School of Career and Academic Access uses the model of Essential Skills as the foundation for learning skills associated with workplace preparation and workplace change. Our employment services include Essential Skills coaching and facilitating while working with job seekers and employers to develop a common language and recognized skills.

Literacy and Essential Skills training is important in assisting employees with expanding their skill set to meet a new scope of work.

Special project funding was received for the following Essential Skills-based projects:

Retooling for the Trades offered services to anyone interested in pursuing a career in the skilled trades. The focus was on prospective apprentices who were unemployed, underemployed or internationally trained workers as well as existing apprentices. Over 200 individuals took part in the project.

Pathways to Essential Skills was a partnership with Linamar Corporation on the delivery of a workplace Essential Skills program. It offers a model to other manufacturing companies for the integration of Literacy and Essential Skills training into workplace training and retraining. Over 75 employees took part in training and a web-based tool and video were developed.

Additional information about Essential Skills resources is available on the College website at <http://www.conestogac.on.ca/caa/skills/pathways.jsp>

Workforce Development

Working in partnership with other college areas as well as external organizations, the Workforce Development area prepares proposals for funding to support programs and services to improve employment outcomes for individuals with barriers.

Most recently we have been involved in the following projects:

Pathways to Essential Skills, funded through the Ministry of Training, Colleges and Universities (MTCU), in partnership with Linamar Corporation in Guelph, supported the professional development of human resources management and plant staff. See the description above.

Building to Employment, funded through Citizenship and Immigration Canada (CIC), provided internationally trained engineers with wrap-around service plus skills training in project management.

Developing a National Framework for Essential Skills project, funded through the Association of Canadian Community Colleges (ACCC), and in partnership with 11 other colleges, targets health and business students. The goal of the project is to improve the retention and success rates of college students by raising their Essential Skills levels. Improved student success rates will provide an opportunity for colleges to make a business case for integrating an Essential Skills approach into the learning process in college programs.

Opportunities for Non-traditional Pathways to Postsecondary Education in Ontario: College Preparatory Programs at Conestoga College, funded through the *Higher Education Quality Council of Ontario* (HEQCO) will support research to examine the effectiveness of non-direct pathways for non-traditional students (e.g., mature students) entering postsecondary education.



CAA STRATEGIC PLAN 2012-2013

Looking Forward

CAA Strategic Objectives

1. To continue to support **Workforce Development** within CAA, across college programs and in the community to enhance access the labour market for people with barriers.
2. To increase delivery of **Essential Skills** programs for employers and employees.
3. To improve existence and coordination of **immigrant programs and services** at Conestoga.
4. To support **pathways** leading to successful entry into and through the college for non-direct students.
5. To enhance **Employment Ontario Employment Services and LBS/AU programs and services** and the linkages to Apprenticeship training and other college programs

Alignment with College Strategic Goals

| Objective | Strategic Goals | | | | |
|--|---------------------|-----------------|--------------------|------------------------|-------------|
| | Academic Leadership | Student Success | Polytechnic Status | Operational Excellence | Fundraising |
| 1. Workforce Development | • | • | | • | |
| 2. Essential Skills programs | • | • | • | • | |
| 3. Immigrant programs and services | • | • | | • | |
| 4. Pathways to college | • | • | | • | • |
| 5. Enhance Employment Ontario Employment Services and LBS/Academic Upgrading programs and services | | • | | • | |



Career and Academic Access

**School of
Career and
Academic Access**



This Employment Ontario program is funded in part by the government of Canada.

www.conestogac.on.ca/caa/

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|---|---|---|----------------------|---|
|  <p>School of Career and Academic Access</p> | Preparatory Programs | | |  <p>Employment Services</p> |
| | Academic and Career Entrance | Academic Upgrading | Discover Your Future | |
| CAMBRIDGE Cambridge Downtown Map 150 Main Street – Suite 402 Cambridge, Ontario N1R 6P9 519-623-4890 | Daytime Mon–Fri | | | |
| DOON Doon Campus Map 299 Doon Valley Drive Student/Client Services Bdg Kitchener, Ontario N2G 4M4 Preparatory Programs 519-748-5220 x3681 Doon Career Centre 519-748-3535 or 1-877-748-3535 careercentre@conestogac.on.ca | Continuing Education Mon–Wed 6–9 pm Wed 9–12 am | | | Mon–Fri 8:30 am–4:30 pm Thu until 6 pm |
| GUELPH Guelph Campus Map 460 Speedvale Ave West Guelph, Ontario N1H 6N6 Preparatory Programs 519-824-9390 x6172 Guelph Career Centre 519-824-9390 x6156 guelphcareercentre@conestogac.on.ca | Daytime Mon–Fri Wed 6–9 pm | | | Mon–Fri 8:30 am–4 pm |
| STRATFORD Stratford Campus Map 130 Youngs Street Stratford, Ontario N5A 1J7 Preparatory Programs 519-271-5700 x7227 Stratford Career Centre 519-271-5700 x7221 or 1-800-463-0796 | Daytime Mon–Thu (Except “Focus”) | | | Mon–Fri 8:30am–4:30pm Wed until 6 pm |
| WATERLOO Waterloo Campus Map 108 University Ave East Waterloo, Ontario N2J 2W2 Preparatory Programs 519-885-0300 x5229 Waterloo Career Centre 519-885-0300 x5226 waterloocareercentre@conestogac.on.ca | Daytime Mon–Fri | | | Mon – Fri 8:30 am–4:00 pm |
| Waterloo Off Campus Resource Centre 285 Weber Street, Waterloo 519-772-4605 x 5603 | | | | Mon–Fri 8:30 am–4:30 pm |
| For Listowel contact the Stratford Campus | Tue 9–2:30 | For program information about Academic Upgrading contact 519-748-5220 x3681 or upgrading@conestogac.on.ca | | |
| For Arthur contact the Guelph Campus | Tue & Thu 1–7 | | | |