

ACCC Conference 2009

College and Chamber Essential Skills—Keys to Success

Presented by:

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CONESTOGA
Connect Life and Learning



Introduction...

Conestoga College (Waterloo Campus)

Pamela Jadischke (Essential Skills Specialist)

partnered with:

Bingemans

**Michelle Playfair (Human Resources
Manager)**



The Project...

Project Title:

**College and Chamber
Essential Skills—Keys to Success**

The Project...

Purpose of the Project:

- **To continue to raise awareness and begin the process of implementing Essential Skills in small and medium workplaces**



Clientele...

Original Target Population and Economic Sectors:

- **Employees of SMEs in Trades, Transport and Equipment Operators occupations (NOC 7) and Processing, Manufacturing and Utilities occupations (NOC 9)**

Essential Skills...

Target Essential Skills:

- **All nine (9) Essential Skills with emphasis on Oral Communication, Working with Others, Thinking Skills and Computer Use**

Essential Skills...

ES Tools & Practices developed or adapted:

- **Assessment Tool (Working with Others)**
- **Awareness and Upskilling Session (Working with Others)**
- **Customized the HRSDC Hiring Checklist to one SME's needs**
- **Built stronger relationships within the College (Co-op and Career Services, Job Connect, Corporate Training)**

Approach from College...

- **Hosted a “Business After 5” Chamber event to “kick-off” the project and create awareness**
- **Hosted a table at a subsequent “Business After 5”**
- **Hosted an Essential Skills Awareness Breakfast**
- **Individual meetings with employers through past contacts**
- **Marketed through Chamber Magazine and weekly e-news**

Involvement of Partner...

- **Met with partner organization (Human Resource Assistant) to provide information about the project**
- **Information was passed on to the Human Resource Manager who investigated the materials and called for more information**
- **ES Specialist met with employer to further explain the project and Essential Skills**
- **Partner began to implement Essential Skills**

Project Results...

Questions & Answers from Partner...

Q1. What is Bingemans?

Q2. What was it about ES that interested you?

Q3. How do you plan to use ES?

Q4. What has your experience been so far?

Q5. Lessons learned? Conclusions?



Catering

Conference Centre

Entertainment

Camping

Events

www.bingemans.com



Results and Successes...

- **The project opened the door with one SME, who is looking at implementing ES practices to assist with Health and Safety Issues**
- **Another SME (high-end hotel) is looking at implementing ES practices with their staff (particularly Oral Communication)**
- **ES information has reached a large number of employers in the community**

Challenges

From the College:

- **Changes in the labour market (economy, recession)**
- **Getting face-time with the targeted SMEs**
- **Marketing/generating new SME leads**
- **Accessing interested employers through the Chamber of Commerce**
- **Finding employers willing to invest the necessary time to implement ES practices**



Follow-up...

Next Steps & Actions:

- **Continue to follow up with employer leads**
- **Continue to market and offer Essential Skills Services to SMEs**

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