



Government Relations and Non-Direct Entrants Project

Government Priorities as Related to Postsecondary Education

- **Economy**
 - The government is sensitive to the number of jobs being lost in the manufacturing sector and the skills shortage challenge.
 - As demonstrated by the 2008 provincial budget, training is a key element of the government's economic strategy.

- **Training and Education**
 - The government recognizes that colleges can play a significant role in training displaced workers (non-direct entrants), particularly in preparing people for meaningful careers, rather than just the first available job.
 - A key element will be training as it relates to the transitional economy.
 - Colleges have an opportunity to target this client group to boost enrolment and address the economic challenges.
 - The government needs a partner to achieve its goals and colleges are well positioned to be that partner.

- **Poverty Reduction**
 - Deb Matthews, Minister of Children and Youth Services, is responsible for chairing the government's anti-poverty committee. Minister Matthews is leading the charge in developing a comprehensive poverty-reduction strategy within one year.
 - Colleges are the natural players to assist the working poor, immigrants and displaced workers find their way out of poverty through training and education. In fact, Premier Dalton McGuinty has publicly stated (on Global TV's Focus Ontario and elsewhere) that education and training will play a key part in the government's efforts to reduce poverty.
 - Some colleges have programs in place that we can use as examples of the knowledge and expertise we have in serving this community. Our work can be positioned as going hand-in-hand with achieving the government's goals.

Creating a Win-Win Situation

- If we can align our strategic goals with the government's priorities, we will create a win-win situation.
- Colleges must demonstrate their value and importance to the non-direct entrant by showing reliable data on results – a college credential/training leads to long-term stable employment.
- Colleges must be able to demonstrate measurable results that government can point to as success.
- Commit to continued marketing of colleges so that colleges can fulfill government goal of getting more people into college.