



Second Career Strategy

**Colleges Ontario
Overview**

May 2008

Outline

- The Opportunity
- Current System: Skills Clients
- Second Career Opportunities/Risks
- College Sector Challenges:
 - Improving Customer Service
 - Marketing/Sales
 - Greater flexibility in program delivery

The Opportunity

- ❑ The government is sensitive to the number of jobs being lost in the manufacturing sector and the skills challenge.
 - Recognizes that colleges can play a significant role in training displaced workers and other non-direct entrants.
 - A key element of the Second Career strategy will be training as it relates to the transitional economy.
- ❑ The government is developing a comprehensive poverty-reduction strategy. Education and training will play a key part in that strategy.
- ❑ The government needs a partner to achieve its goals; colleges are well positioned to be that partner.

The Opportunity

- ❑ A major focus of the 2008 Ontario budget was the announcement of a new Second Career program to assist the unemployed to secure training/education for new careers.
- ❑ Colleges have an opportunity to provide needed educational opportunities to the unemployed, increase enrolment, strengthen our position as the cornerstone of labour market programming.
- ❑ The Second Career initiative has the potential to help colleges regain market share.

The Opportunity

- Province's Second Career Strategy represents a major opportunity for colleges to adjust our processes, program delivery models and community relationships to better serve one component of the Non-Direct market.

Ontario Budget 2008: Second Career Strategy

- 20,000 (6,500 annually) unemployed workers over three years will be supported by Second Career funding.
- Longer-term training for new careers:
 - One- or two-year skills training programs
 - Second Career program will provide funding to clients for
 - Education
 - Living costs
 - Related needs-based income support

Current System: Skills Clients

College Share of Skills Training Clients

- ❑ About 17,000 clients served annually
- ❑ Ontario's colleges train approximately 10% of clients of the provincially funded Skills Development program
 - ❑ Considerable regional variation in the number and proportion of clients trained by colleges, ranging from 28% in the North to 4% in Central Ontario)
- ❑ Almost 90 % of “Skills” clients attend private career colleges.

Second Career Opportunities

- ❑ 24, 000 unemployed individuals seeking training/education annually.
- ❑ Build longer term attachments for clients and families to colleges.
- ❑ Many colleges developing plans/strategies to more effectively serve students not directly from high school.
- ❑ Regain market share: Second Career students can support college directions towards more intakes and greater flexibility.

Second Career Risks

- ❑ If colleges do not respond effectively to the Second Career Strategy challenge, colleges will lose client share to private colleges and lose credibility with government.
- ❑ If colleges do respond, risks include:
 - Intake cancellations due to lack of student numbers
 - Financial losses because of low section sizes
- ❑ Potential number of new “clients” uncertain
- ❑ Demographics, needs and interests of new “clients” uncertain

Provincial College Strategies

Second Career College Sector Task Force

- ❑ 1-800 number (e.g., 1-800-COLLEGE)
 - Operated by OCAS
- ❑ Second Career Website
 - Affiliated with OCAS site
- ❑ Targeted information/marketing materials
 - Coordinated by Colleges Ontario
- ❑ Central CO Support for Colleges
 - Facilitate joint college program development

College Sector Challenges

- ❑ Financial resources to devote to supporting new/revised services/programs
- ❑ Effective customer service support
- ❑ Flexible delivery of programs
- ❑ Marketing/Sales