

**Canada-Alberta Labour Market Agreement  
2008/2009 Performance Measures Final Report**

**Introduction**

Over the past year, Alberta Employment and Immigration (AE&I) spent in excess of \$152 million to support over 39,565 non-EI eligible Albertans, to develop skills, find and keep employment, manage their careers and adapt to the changing labour market through programs, services and informational resources.

Additional funding through the Canada-Alberta Labour Market Agreement (LMA) assisted Alberta to further address labour and skill shortages, increase the workforce participation of under-represented groups, as well as assist employed individuals with lower skill levels reach their full potential. Funds made available through the LMA represents 17 per cent of the overall spending on employment and training programs and services and helped to support approximately 6,504 non EI-eligible Albertans. Total LMA funding expended within the 2008/2009 fiscal year was approximately \$30,397,000.

Upon signing the LMA on September 2, 2008, AE&I identified priority program areas and objectives to support Alberta's economy in building and maintaining a skilled and productive labour force. These details can be found in the *Canada-Alberta Labour Market Agreement 2008/2009 Annual Plan* as made available on the AE&I website at: [www.employment.alberta.ca/documents/RRM/RRM-PUB\\_lma\\_annrpt\\_0809.pdf](http://www.employment.alberta.ca/documents/RRM/RRM-PUB_lma_annrpt_0809.pdf)

*LMA 2008/2009 Annual Plan* program priorities include:

1. **Employment and Training:** Increase opportunities for Albertans to make successful transitions from school to work, unemployment to employment and from one career path to another; as well as increase the capacity of Albertans to respond to changing skills, knowledge and abilities required by the economy.
2. **Immigration:** Assist immigrants to access labour market opportunities and ensure they have the ability to be full participants in Alberta's society.
3. **Workforce Partnerships:** Ensure working Albertans continue to enhance their skills through collaborative efforts with industry, employers and community groups.

In addition to these 2008/2009 identified program priorities, AE&I also utilized LMA funds to support program administration needs including program planning, delivery and management of the LMA.

This Final Report provides details on various activities funded through the LMA and the performance indicators information (*Appendix A*) as outlined in Annex 2 of the Canada-Alberta LMA. To determine the performance indicators, AE&I utilizes various data sources including Mobius and Work Outcomes Reporting Project (WORP). Mobius is AE&I's newly introduced client service integration system that captures client information based on self-disclosure as well as related activities pertaining to career, training and or employment related interventions. WORP is an ongoing monthly suite of sample surveys that collect follow-up data on former AE&I clients. These data sources capture activities in Employment and Training and some Immigrant programming but not for Workforce Partnerships programs.

**Employment and Training**

**Through responsive programs and services, approximately 5,223 LMA eligible Albertans received employment and training supports to develop their skills and increase their labour force participation. Approximately \$19,869,000 in LMA funding supported the following employment and training activities across Alberta:**

- Delivery of career information and employment supports such as resume preparation, job placement and safety training services for youth at 38 rural and urban Youth Connections sites

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- Increased contract/tuition-based funding for full and part-time occupational training, as well as integrated training providing employability skills both in the classroom and/or at the work-site
- Targeted integrated training programs for persons with disabilities and mature workers in skills related to the hospitality, retail and tourism industries
- Targeted training for women in non-traditional occupations including pre-trades and warehouse training
- Career decision-making workshops for women in non-traditional occupations
- Targeted job placement and job search services for persons with disabilities and immigrants
- Francophone services developed to support career and job placement services
- Targeted job fairs promoting employment opportunities with employers who engage in hiring from non-traditional labour sources
- School to work transition supports provided for Aboriginal communities
- E-Learning training programs provided to Aboriginal and urban communities throughout Alberta
- Increased activities to support Aboriginal and First Nations Training to Employment (FNTEP) programs, including trades, occupations in health care, retail, petroleum land administration program and heavy equipment operator
- Entrepreneurial training for eligible Albertans including targeted training for Aboriginals, Aboriginal women entrepreneurs, youth and immigrants
- Developed an adult literacy pilot initiative delivered in both the classroom, and at employer worksite
- Development and distribution of new career planning and assessment publications at 42 labour market information centres across Alberta. Publications are titled *Women in Non-Traditional Occupations*, *Assessing You* and *Going Somewhere* available online at [www.alis.alberta.ca/publications](http://www.alis.alberta.ca/publications)
- Development of seven new videos providing occupation-specific career information on health careers in Alberta, including *Physician*, *Registered Nurse*, *Pharmacist*, *Cardiologist*, *Physiotherapist*, *Lab Technician* and *Dentist* available online at [www.alis.alberta.ca/videos](http://www.alis.alberta.ca/videos)

## **Immigration**

**Alberta continues to support immigrants and immigration to Alberta through targeted programs and services thereby increasing labour force participation and integration of newcomers to Alberta. Approximately \$2,730,000 in LMA funding supported immigrant training programs including English as an Additional Language, as well as information supports for immigrants, communities and workplace settings. These activities served in excess of 1,059 immigrants and are comprised of some of the following:**

- Increased training opportunities in English as an Additional Language
- Handbook developed as a resource tool for use in the classroom for multi-barrier immigrants with low literacy and learning issues
- Increased programming for immigrant bridging training initiatives that assist immigrants with prior experience/education in a specific occupation to bridge gaps in knowledge or skills in order to gain entry into the related occupation. Examples include engineering upgrading, health care professions, accounting, trades, pharmacy, etc.
- Conducted information sessions for international education credentials for approximately 100 representatives from post-secondary institutions and professional regulatory bodies
- Expanded services to assist internationally educated health professionals to navigate the registration and licensure processes to support them practicing in their field or similar profession

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- Facilitated business engagement sessions to discuss foreign qualification recognition and receive input into best practices, new tools and resources
- Increased supports across the province for International Qualification Assessment Services (IQAS) for eligible immigrants interested in obtaining an assessment of their foreign education and skills recognizing their credentials obtained outside of Canada.

### **Workforce Partnerships**

**AE&I is committed to assisting employers and workplace associations with timely and direct action to attract, retain and develop workers within various sectors across the province. Over the past year, AE&I has partnered with various business and community organizations to support funding for initiatives related to workforce development, including low skilled workers, as well as training for employees in areas of critical skill shortages. Further efforts were made through key partnerships with Aboriginal communities to support both labour force planning and economic development projects. As many of these activities do not involve individual client tracking due to the scope of services, AE&I has determined that approximately 222 individuals were supported through Workforce Partnerships. This number represents activities associated with essential skills training at various workplace settings as well as some recruitment and retention events, including workforce planning on First Nations and Métis Settlements.**

**These activities supported both workplace and/or community settings utilizing approximately \$3,666,000 in LMA funding for the following initiatives:**

- Developed community action plans to increase workforce participation for First Nations and Métis Settlements
- Expanded Workplace Essential Skills Training (WEST) including literacy training to LMA eligible Albertans employed at various workplace settings, including construction, manufacturing, energy, non-profit, tourism and hospitality/retail sectors
- Held a series of industry events providing information to employers on how to respond to attraction and retention issues, including untapped labour sources
- Organized educational events for business and industry to facilitate success stories of businesses engaged in recruitment and retention of professional/skilled immigrants
- Facilitated business engagement sessions to discuss foreign qualification recognition and receive input into best practices, new tools and resources
- Developed partnerships with industry targeting sector-specific attraction/retention initiatives, including:
  - Manufacturing Consortia educating both rural and metro employers on lean processes, and productivity improvements
  - A Human Resource Strategy for the Community Disability Services Sector to pilot processes, tools and strategies
  - Activities to support sub-sector strategies as identified through Building and Educating Tomorrow's Workforce Strategy, including the Retail Sector Strategy involving the Retail Council of Canada.

### **Program Administration**

**To support program planning, delivery and management of the LMA, AE&I utilized \$4,132,000 in LMA funding for the following:**

- Design and implementation of AE&I's newly introduced client service integration data system

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- Expansion of policies and program criteria to better meet client and labour market needs
- Internal operating costs incurred in administering eligible LMA programs and services.

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**APPENDIX A  
Performance Measures Report Template (2008/2009)**

Performance Measure (As per Annex 2 of the Agreement)	Results				
<b>(i) Eligible Beneficiary Indicators<sup>1</sup></b>					
• Total number of eligible beneficiaries served/in intervention by employment status. <sup>2</sup>	Employed	772			
	Unemployed	3,768			
	Self Employed	Unknown			
• Education level of beneficiaries prior to intervention <sup>3</sup> : o Number of eligible beneficiaries served with:	Less than High School	941			
	High School Diploma	303			
	Post-Secondary Education	963			
• Number of eligible beneficiaries in an intervention by designated client group.	Aboriginal Canadians	86			
	Persons with Disabilities	195			
	Immigrants	109			
	Older Workers <sup>4</sup>	74			
	Youth <sup>5</sup>	165			
	Women	2,402			
<b>(ii) Service Delivery Indicators</b>					
• Number of eligible beneficiaries participating in interventions by intervention type. <sup>6</sup>	Employment and Training Services	5,223			
	Workforce Partnerships	222			
	Immigrant Programs	1,059			
▪ Proportion of total eligible beneficiaries "satisfied" with service received through the intervention. <sup>7</sup>	Employment and Training Services	89 %			
<b>(iii) Eligible Beneficiary Outcome and Impact Indicators<sup>8</sup></b>					
▪ Proportion of eligible beneficiaries who indicate they have completed their intervention, by intervention type.	Employment and Training Services	84 %			
• Proportion of eligible beneficiaries who, 3 months and 12 months after leaving the intervention are: - employed OR - in further intervention.		<b>3 months</b>		<b>12 months<sup>9</sup></b>	
	<b>Employed</b>	Employment and Training Services	57%	Employment and Training Services	N/A
	<b>Further Intervention</b>	Employment and Training Services	6 %	Employment and Training Services	N/A
▪ Proportion of eligible beneficiaries who indicate their training helped prepare them for future employment after leaving their intervention at 3 and 12 months.		<b>3 months</b>		<b>12 months<sup>10</sup></b>	
	Employment and Training Services	78 %		Employment and Training Services	N/A

**Client Data Set:**

Data collected is based on LMA eligible client interventions that occurred between Sept. 2/08 and March 31/09. Start dates prior to Sept. 2/08 are not included, even if the service plan was in progress and/or ended anytime between Sept. 2/08 and March 31/09.

Eligible Beneficiary Indicator results are based on voluntary client self-disclosure and are separate client counts from Service Delivery Indicators therefore the cumulative totals in sections i and ii are not comparable.

<sup>1</sup> Eligible Beneficiary Indicators are derived from Mobius.

<sup>2</sup> Employment status is the status recorded at or after service plan began. Self-employed status does not exist in Mobius.

<sup>3</sup> Education status is the highest level achieved as identified by client.

<sup>4</sup> Older worker is defined as 55+.

<sup>5</sup> Youth is defined as between the ages of 16 and 24.

<sup>6</sup> Number of eligible beneficiaries participating by intervention type is derived through Mobius and other internal data sources.

<sup>7</sup> Client Satisfaction results are derived through WORP.

<sup>8</sup> Outcome and Impact Indicators are derived through WORP.

<sup>9</sup> Data is not available for follow-up measures within this current reporting timeframe.

<sup>10</sup> Data is not available for follow-up measures within this current reporting timeframe.