

**Canada-Alberta Labour Market Agreement  
2010/2011 Performance Measures Final Report**

**Introduction**

During the year covered by this report, Alberta Employment and Immigration (E&I) spent almost \$178 million to support 76,256 interventions for 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.

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 represent 38 per cent of the overall spending on employment and training programs and services and helped to support approximately 28,977 interventions for non EI-eligible Albertans. Of the total budget, LMA funding expended within the 2010/2011 fiscal year was \$68,280,000.

Upon signing the LMA on September 2, 2008, E&I identified priority program areas and objectives to support Alberta's economy in building and maintaining a skilled and productive labour force. These priorities and objectives can be found in the *Canada-Alberta Labour Market Agreement 2010/2011 Annual Plan* located at [www.employment.alberta.ca/documents/RRM/RRM-PUB-lma-annplan-1011.pdf](http://www.employment.alberta.ca/documents/RRM/RRM-PUB-lma-annplan-1011.pdf).

*The LMA 2010/2011 Annual Plan* program priorities included:

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 identified program priorities, E&I also utilized LMA funds to support program administration 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, E&I uses various data sources including Mobius and Work Outcomes Reporting Project (WORP). Mobius is E&I's 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 collects follow-up data on former E&I clients. These data sources capture activities in Employment and Training and some Immigration programming but not for Workforce Partnerships programs.

**Employment and Training**

**Through responsive programs and services, 25,697 employment and training supports interventions were provided to eligible Albertans to develop their skills and increase their labour force participation. Approximately \$41,674,000 in LMA funding supported the following employment and training activities across Alberta:**

- Increased funding and focus on integrated training programs throughout the province.
- Provided employment services and placement for clients with multiple barriers.

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- Initiated two part-time integrated training pilot projects for Income Support clients to provide personalized training.
- Received designation approval for two additional Integrated Training programs: Trades Preparation and Building Services Worker.
- Promoted and prepared women for careers in the trades. For example, one of the programs prepared women as Class 3 Ready Mix Drivers.
- Supported occupational training programs in high demand areas such as: professional insurance and customer service representative, early childhood services, community/disabilities support worker, bookkeeping, security officer, and general industrial pre-trades training.
- Through Alberta Supports, participated in youth career planning initiatives.
- Supported young, single mothers with Alberta Works grants to complete secondary school and learn parenting and self management skills.
- Placed high priority on helping Albertans find jobs. Examples include assigning job marketers and coaching individuals in effective job search, hosting job fairs and job clubs.
- Implemented Acceleration to Employment project to assist Income Support applicants get back to work.
- Hosted weekly information sessions to Albertans on E&I programs and services prior to providing Alberta Works funding.
- Provided one-day Who Wants What motivational workshops for employable clients. Participants heard a motivational speech from a successful former Income Support client, learned what employers want and received up-to-date information on job openings and labour market trends in their area.
- Offered sessions entitled: Work Life Balance and How Volunteering Can Help You Get Employed.

## **Immigration**

**Alberta continues to support immigrants and immigration to Alberta through targeted programs and services that increase the labour force participation and integration of newcomers to Alberta. Approximately \$11,563,000 in LMA funding supported immigrant training programs including English as a Second Language (ESL) and information supports for immigrants, communities and workplaces. These activities provided in excess of 2,920 service interventions to immigrants and are comprised of some of the following:**

- Completed four language training projects assisting immigrants to integrate into the workforce for health occupations.
- Consulted on the Pan-Canadian Foreign Qualification Recognition (FQR) Framework and developed action plans for all eight target occupations to ensure progress and continuous improvement in FQR. This will make a difference for newcomers in the following occupations: architects, engineers, financial auditors and accountants, medical laboratory technologists, occupational therapists, pharmacists, physiotherapists and registered nurses.
- Supported professional regulatory organizations to make positive and substantial improvements in their foreign qualification recognition processes.
- Hosted an FQR Forum for over 80 representatives from professional regulatory organizations to promote best practices and continuous improvement in the FQR system in Alberta.
- Developed 30 additional accreditation fact sheets that outline requirements for immigrants to become licensed in Alberta. In total 65 fact sheets are now posted on the Alberta-Canada Immigration website at: <http://www.alberta-canada.com/immigration/working/occupations-regulated-professions.aspx> and <http://www.alberta-canada.com/immigration/working/occupations-regulated-trades.aspx>. Developed Education Overview Guides that provide web-based information to immigrants, potential immigrants

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and employers on how international credentials compare to educational standards in Alberta. This tool is available online at: <http://employment.alberta.ca/immigration/12638.html>.

- Developed three interactive tutorials (<http://www.employment.alberta.ca/immigration/12459.html>), a brochure (hard copy brochure and poster were mailed directly to stakeholders) and an updated application form (<http://www.employment.alberta.ca/documents/WIA/WIA-IM-IQAS-ApplicationForm.pdf>) to improve the understanding and access to foreign credential recognition resources for internationally trained individuals, as well as employers, professional regulatory bodies and post-secondary institutions.
- Enhanced access to English as an Additional Language programs across the majority of the province.
- Provided ESL/Adult Literacy training off-site at public libraries for new Canadians.
- Drafted the “Adult ESL E-Learning Strategic Framework” for internal use to increase understanding about delivering ESL to adults and through E-learning.
- Developed tools for instructors and administrators when making decisions on incorporating e-learning into blended ESL programming and the appropriate use of resources. The resource “Building Skills and Expertise for Using E-Learning with Adult ESL Learners” may be accessed at <http://www.atesl.ca/resources>.
- Launched ESL literacy and settlement/integration language resources relevant to the Government of Alberta Adult ESL Continuum plan. The continuum can be found at <http://www.employment.alberta.ca/documents/WIA/WIS-IM-EAL-ESL-Continuum-CLB-levels.pdf>.
- Developed phase one of a strategic framework of best practices for English in the Workplace programming.
- Supported occupation-specific language training, with a focus on accounting.

### **Workforce Partnerships**

**E&I is committed to assisting employers and industry associations with timely and direct action to attract, retain and develop workers within various industry sectors across the province. E&I has formed partnerships with business and community organizations to support workforce development initiatives for targeting low skilled workers, and training for employees in areas of critical skill shortages. Further efforts were made through key partnerships with Aboriginal communities to support labour force planning and economic development projects. Because many of these activities do not involve individual client tracking, E&I estimated that Workforce Partnerships directly supported 360 Albertans and countless others were indirectly supported. Workforce Partnerships also supports activities associated with essential skills training at various workplaces and recruitment and retention events, including workforce planning in First Nations communities and Métis settlements.**

**These activities supported both workplace and/or community settings using approximately \$4,982,000 in LMA funding. Examples of initiatives:**

- Hosted an employer symposium focusing on building your business.
- Partnered with different industries to promote industry-specific career paths and career planning tools for career fairs and other events. For example, partnered with the Retail Council of Canada at five job fairs.
- Supported the MLA Committee on the First Nations, Métis and Inuit (FNMI) Workforce Planning Initiative throughout its public engagement with Aboriginal leaders, communities and other stakeholders.

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- Assisted Aboriginal and First Nations people with the transition into urban centers and secure employment and training placement.
- Revised the Aboriginal Health Careers Strategy Committee work plan to introduce a number of online health career training programs, including: Health Care Aide, Diabetes Education for Para-Professionals and Medical Receptionist.
- Implemented a variety of southern Alberta sector-specific strategies such as in the non-profit and greenhouse sectors through industry partnerships.
- Provided Employment Standards and Health & Safety information to employers and individuals through publications, brochures, and a call-centre.
- Helped implement various industry workforce strategies through the Industry Contributor's Group. Workforce and productivity were also promoted to assist with industry workforce strategy implementation, resulting in the development of 19 grant projects.
  - Supported 45 Workforce Partnership Agreements (i.e. Workplace Essential Skills Training, Attraction Retention Program), hosted 227 Employer Connection events and 76 career/job/employment fairs.
- Developed and tested a workshop on the topic of resolving workplace conflicts.
- Developed a monthly Job Market Update report describing labour market activity in the South region.
- Developed a Work Culture DVD about oil sands work culture, cultural diversity, living away from home and making informed decisions

**Program Administration**

**To support program planning, delivery and management of the LMA, E&I utilized \$10,061,000 in LMA funding for the following:**

- Internal operating costs in administering eligible LMA programs and services.
- Increased staffing to respond to higher levels of activity and demands for service due to the slowing economy; hired Employment Placement Counselors to proactively assist Alberta Works Income Support clients gain employment.
- Conducted policy and program research, review and revisions to better meet client and labour market needs.
- The final phase of implementation of Mobius adjustments for learners starting programs August 1, 2010.
- Implemented various initiatives to streamline service delivery, simplify processes and enhance practices such as the LMI electronic tool which assists staff in locating current information on actual jobs and includes LMI informational links to support the current local labour market trends.

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**APPENDIX A  
2010/2011 Performance Measures Report (as per Annex 2 of the Agreement)**

Performance Measures	Results				
<b>(i) Eligible Beneficiary Indicators<sup>i</sup></b>					
• Total number of eligible beneficiaries served/in intervention by employment status. <sup>ii</sup>	Employed	5,823			
	Unemployed	19,754			
	Self Employed	Unknown			
• Education level of beneficiaries prior to intervention <sup>iii</sup> : o Number of eligible beneficiaries served with:	Less than High School	8,999			
	High School Diploma	2,669			
	Post-Secondary Education	6,497			
• Number of eligible beneficiaries in an intervention by designated client group.	Aboriginal Canadians	2,172			
	Persons with Disabilities	2,346			
	Immigrants	2,612			
	Older Workers <sup>iv</sup>	1,654			
	Youth <sup>v</sup>	6,727			
	Women	13,548			
<b>(ii) Service Delivery Indicators</b>					
• Number of eligible beneficiaries participating in interventions by intervention type. <sup>vi</sup>	Employment and Training Services	25,697			
	Workforce Partnerships	360			
	Immigrant Programs	2,920			
• Proportion of total eligible beneficiaries "satisfied" with service received through the intervention. <sup>vii</sup>	Employment and Training Services	91%			
	Immigrant Programs <sup>ix</sup>	89%			
<b>(iii) Eligible Beneficiary Outcome and Impact Indicators<sup>viii</sup></b>					
• Proportion of eligible beneficiaries who indicate they have completed their intervention, by intervention type.	Employment and Training Services	84%			
	Immigrant Programs <sup>ix</sup>	93%			
• Proportion of eligible beneficiaries who, three months and 12 months after leaving the intervention are: – employed or – in further intervention.	<b>Employed</b>	Employment and Training Services	51%	Employment and Training Services	62%
		Immigrant Programs <sup>ix</sup>	68%	Immigrant Programs <sup>ix</sup>	87% <sup>x</sup>
	<b>Further Intervention</b>	Employment and Training Services	17%	Employment and Training Services	16%
		Immigrant Programs <sup>ix</sup>	5%	Immigrant Programs <sup>ix</sup>	0% <sup>x</sup>
• Proportion of eligible beneficiaries who indicate their training helped prepare them for future employment after leaving their intervention at three and 12 months.			<b>3 months</b>		<b>12 months</b>
	Employment and Training Services		81%	90%	N/A <sup>xi</sup>
	Immigrant Programs <sup>ix</sup>		81%	90%	N/A <sup>xi</sup>
• Number of eligible beneficiaries who have earned credentials or certification through participation in intervention	285				
• Median hourly earning by eligible beneficiary following intervention	\$15.00/hour				

**Client Data Set:** Data collected is based on LMA eligible client interventions between April 1/10 and March 31/11. Start dates prior to April 1/10 are not included, even if the service plan was in progress and/or ended anytime between April 1/10 and March 31/11. 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>i</sup> Eligible Beneficiary Indicators are derived from Mobius.

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<sup>ii</sup> Employment status is the status recorded at or after service plan began. Self-employed status did not exist in Mobius for 2010/2011.

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

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

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

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

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

<sup>viii</sup> Outcome and Impact Indicators are derived through WORP. The 3 month data is from clients that ended their training program between April 1, 2010 and March 31, 2011 and the 12 month data is from clients that ended their training program in April 2009, June 2009, August 2009, September 2009, October 2009 and December 2009.

<sup>ix</sup> WORP surveys Immigrant Bridging Program only

<sup>x</sup> Note that the 12-month follow up data for the Immigrant Bridging programs are based on 6 months of data and that the N=15. Use caution when interpreting these results.

<sup>xi</sup> Data is currently not available.