

# Achieving Our Potential

March 2011



Strategies to Raise Educational Attainment  
in Brant-Haldimand-Norfolk



Workforce Planning Board of Grand Erie  
Commission de planification de la main-d'oeuvre de Grand Erie

# Acknowledgements

The Trends, Opportunities and Priorities (TOP) labour market planning consultations for the communities of Brant, Haldimand and Norfolk are facilitated by the Workforce Planning Board of Grand Erie. During these community consultations, one of the priority issues identified was the need to raise the educational attainment rates of Grand Erie residents. We would like to acknowledge and thank the many Grand Erie organizations who gave their time and effort to participate in this project. Your contribution, knowledge, time, ideas and expertise were invaluable and greatly appreciated.

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*The views expressed in this document do not necessarily reflect those of Employment Ontario.*

# A Community Partnership

This Strategic Plan is the result of the shared ideas and contributions of a community partnership that met as a regional Education Taskforce during 2010-11. The taskforce was struck by the Workforce Planning Board of Grand Erie, in consultation with community partners and industry, in response to the growing impact of low education on laid-off workers within the region and on the future economic growth and stability of our communities. The taskforce is a formal community partnership approved by the Ministry of Training, Colleges and Universities.

Taskforce members recognize the importance of educational attainment to Grand Erie residents and share the goal of raising attainment levels to help residents thrive in their personal and working lives.

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We know today's and tomorrow's jobs require new and more sophisticated skills, training and education. Individuals lacking the education and skills the economy calls for are at risk of job instability. It is with a sincere desire to help our residents be ready for these changes that we've decided to act.

Our society places a high value on education. Education is a key section of every person's resume. The level of education, as well as the perceived value of that education, often plays a large role in whether a person is hired for a job. Employers look at education as a gauge of whether a person has the knowledge and ability to do a job. The attainment of educational credentials – whether a diploma, degree or trades certificate -- is considered evidence that someone has the ability to learn and achieve their goals

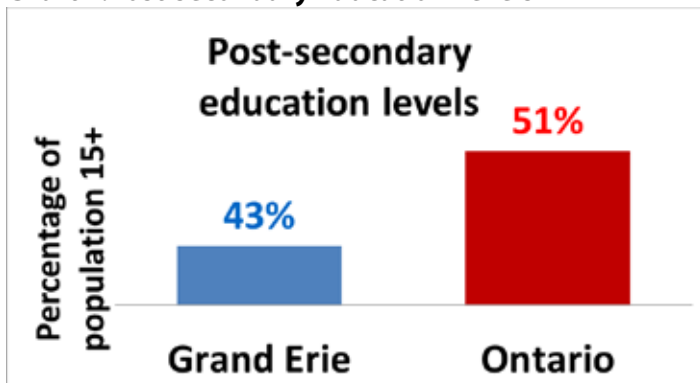
Because of the increasing importance of education in our labour force, it is a key indicator used to assess the workforce in any community. Statistics Canada collects information on education levels. Educational attainment plays a key role in job creation. Research has linked educational attainment to the vibrancy of a community's economy and the social-economic well-being of residents. There's clear evidence that the higher the education, there's a better chance of earning higher income.

## How Grand Erie Region Compares

Grand Erie is made up of two census divisions: Brant, which includes the City of Brantford and County of Brant, and Haldimand-Norfolk, which includes two counties. In each census division, the educational attainment rate for the working-age population<sup>1</sup> lags behind the Ontario average in key categories, according to Statistics Canada 2006 Census figures.

Overall, only 43% of Grand Erie residents have some form of post-secondary education – trades certificate, apprenticeship, college or university -- compared to the Ontario average of 51%. This gap is largely due to Grand Erie region having a higher percentage of residents who haven't completed secondary school, 29% compared to Ontario's 22%.

**Chart 1: Post-secondary Education Levels**



Source: Statistics Canada 2006 Census

Grand Erie also lags behind the provincial average in the number of people with university degrees, 10% compared to Ontario's 20%.

On a more positive note, more Grand Erie residents have college educations, apprenticeships and trades certificates (31%) than the Ontario average (26%). This isn't surprising considering the history of the region, since manufacturing has long been the largest employer.

It's a mistake to assume these numbers are due to the presence of older workers or youth in the statistics. Grand Erie's pattern – a lower percentage with post-secondary and a higher number with Grade 12 or less – holds true across all age categories.

In fact, it is perhaps most disturbing to see that in the 25-34 age group – the group one might expect to have gone on to post-secondary – Grand Erie lags behind. Only 57% of Grand Erie residents aged 25-34 have some form of post-secondary education, compared to 67.5% for the Ontario average. (See full chart: Appendix A)

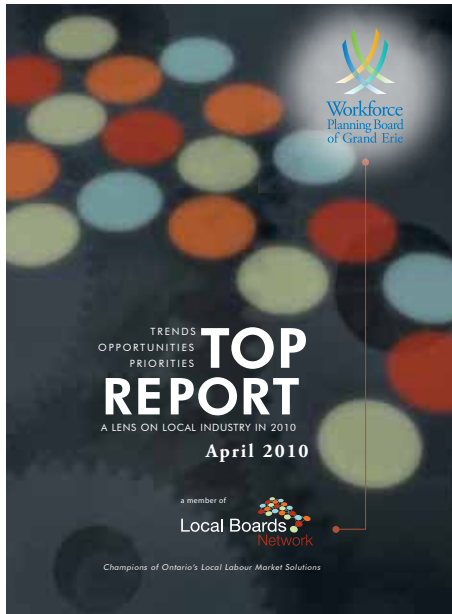
## Aboriginal Population

We know that educational attainment rates lag behind the Ontario average even more in our large aboriginal population, both those who live in the communities of Six Nations and the Mississaugas of New Credit and off reserve.<sup>2</sup> Education is a major theme for this population, which faces unique education challenges. For instance, First Nations say the education system in their communities – funded by the federal government – receives less funding per student than in the provincial system.

Our communities are working hard to address these challenges. For instance, the Chamber of Commerce Brantford-Brant has supported the Canadian Chamber of Commerce's recommendation to the federal government to review the education funding formula in First Nations communities with the goal of achieving parity with the provincial funding model.

## 2010 TOP Report

The fact that residents in Grand Erie have a lower educational attainment level than the Ontario average has been a troubling concern for more than a decade. Grand Erie's poor grade, as such, has often been cited in reports and mentioned as a community concern. Despite this, people are still sometimes shocked when told the numbers.



Education continued as a major concern during business and industry consultations led by the Workforce Planning Board of Grand Erie for the community's 2010 TOP (Trends, Opportunities, Priorities) Report. The annual labour market report looks at key trends in the Grand Erie economy and workforce, and investigates how businesses and employees are affected by those trends.

Education was identified by the community as a priority of the TOP Report's Community Action Plan. The plan outlines a strategic action to form a regional education taskforce. The taskforce's goal was to "develop strategies that will increase the level of literacy and educational attainment within Brantford, Brant, Haldimand and Norfolk."

### Simple Purpose

The purpose of the taskforce – and this project – is simple: to put in place strategies to help residents of Grand Erie's communities achieve their greatest potential. Grand Erie needs to keep building its competitive edge and use its human talent to contribute to economic development, job creation and prosperity.

We know Ontario's economy is changing. We know some types of jobs are disappearing. We know today's and tomorrow's jobs require new and more sophisticated skills, training and education. Individuals lacking the education and skills the economy calls for are at risk of job instability. It is with a sincere desire to help our residents be ready for these changes that we've decided to act.

## Taskforce Formed

In the fall of 2010, Community leaders from across Grand Erie came together to address the issue of educational attainment and create this strategic plan.

The plan identifies three main strategies to move forward into actions:

## 3 Strategies

### Strategy 1

**Create an inventory of existing education and training-related programs and services in Grand Erie.**

The inventory will list programs available to individuals to improve their education, training, and literacy. The inventory will identify gaps and barriers for adult learners within the region.

### Strategy 2

**A two-pronged communications/marketing campaign promoting:**

- The value of education attainment and life-long/continuous learning to individuals
- The value of our human talent – a skilled, educated workforce – as a powerful resource contributing to Grand Erie's economic development, job creation and prosperity.

### Strategy 3

**Form a new coordinating body or formalized structure to encourage and improve Grand Erie's educational attainment.**

This will be a long-term project. The body will be able to pursue funding opportunities.

It's natural to ask: Why is Grand Erie region below the Ontario average in educational attainment? There is no definitive answer. It has just been that way.

Educational attainment has been a community red flag in Grand Erie for years.

Our labour force's level of education has long been a concern to a wide spectrum of community leaders and services: educators, human resource managers, literacy workers, economic development officials, employment service providers, social workers and others. They each observed a different aspect of the problem and its impact on the community -- and on people.

- School boards have worked hard to help students complete secondary school because they know the challenges and disadvantages young people face in the labour market if they don't.
- Ontario Works staff has seen a particularly low education level among its clients; this has been a major obstacle to clients finding meaningful employment.
- Economic development staff routinely field questions about education levels of the workforce from potential new companies considering locating in Grand Erie.
- Literacy workers and educators encourage adults to get the credentials they need to be successful in the workplace, post-secondary or in apprenticeships. It's estimated that 42% of the Canadian population has less than the required literacy skills to be successful in everyday tasks.
- Employment services face a constant challenge to find jobs for people with limited education.

## The Why

It's natural to ask: Why is Grand Erie region below the Ontario average in educational attainment? There is no definitive answer. It has just been that way.

It's been suggested that Grand Erie's long, rich history as a centre of manufacturing has something to do with it. With well-paying manufacturing jobs being in abundant supply for decades, many residents didn't need to complete secondary school to land a good job, maintain a career and raise a family. Individuals who followed this route to success in manufacturing may not have seen a need to promote post-secondary education to their children. Similarly, agriculture has been a mainstay of Brant, Haldimand and Norfolk. Agriculture is a career that has traditionally been learned on the job.

It has also been suggested that residents didn't necessarily look to university because there wasn't a university in

Grand Erie until Wilfrid Laurier University opened a Brantford campus in 1999. Two community colleges have called Grand Erie home for decades. Fanshawe College opened a Simcoe campus in 1967 and Mohawk College opened in Brantford in 1970. As we've seen, Grand Erie boasts a higher than average number of college graduates.

## Importance for Workers

When the economy is doing well and there is relatively low unemployment, the effects of low educational attainment may be shielded – but they are still there. However, when a recession hits, the importance of education becomes more obvious. When jobs are in high demand, employers are unable to find the educated and skilled workers they need. When recession hits, workers with less education are the most vulnerable to losing their jobs.

## Generational Change

A generation ago, workers didn't need to finish secondary school to land a relatively good-paying job in manufacturing, a mainstay of the Grand Erie economy, or in many other fields. That route to career success is disappearing in Grand Erie and elsewhere.

Statistics show that overall employment is shrinking for Canadians with limited education. In 2008/09, there was negative employment growth for the working population with less than secondary school. In contrast, employment grew for people with post-secondary education.

**Chart 2: Employment Growth by Educational Attainment**

Education Level	Employment Growth 2007/08	Employment Growth 2008/09
Less than secondary school	-2.46%	-2.50%
Secondary school graduate	0.99%	-1.67%
Some post-secondary	6.3%	3.02%
Post-secondary certificate or diploma	3.53%	0.31%
University degree	2.64%	4.26%

Source: Statistics Canada, Labour Force Survey

## Job Creation, Job Loss

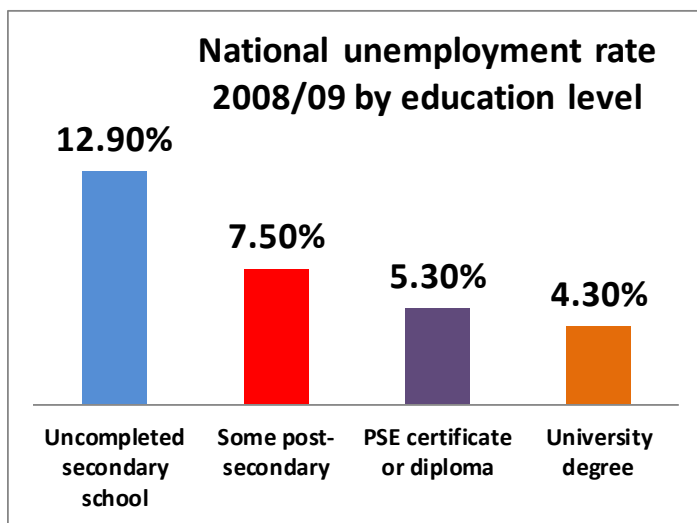
Ontario statistics for the past decade demonstrate further that new job creation is taking place in jobs requiring post-secondary education. Ontario figures for 2000-2009 show that there were 1.02 million jobs added in fields for people with post-secondary education as a minimum. Over the same period, 313,500 jobs disappeared for people with Grade 12 or less education.

Statistics Canada's figures show there's been a steady decline in job growth for adults (25-64) who did not graduate secondary school from 1990 to 2007. There's been only slight job growth for secondary school graduates over that time. But job growth for people with post-secondary education has been dramatic – almost double.<sup>3</sup>

## Unemployment Rates

Unemployment rates are higher for Canadians who have not completed secondary school, according to Statistics Canada. The 2008/09 unemployment rate for Canadians who did not complete secondary school was 12.9%; in contrast, it was 4.3% for Canadians with university degrees.

**Chart 3: Canadian unemployment rate by education level**



Source: Statistics Canada, Labour Force Survey

## A Long History of Concern

In the late 1990s, a group of Brantford area residents tried to set up a private university in Brantford. One of its stated goals was to help raise the educational attainment levels of residents, as well as provide local secondary school graduates a local university to attend.

Later, the group's work was continued by the Grand Valley Educational Society. This group was instrumental in attracting Wilfrid Laurier University of Waterloo to set up a small

satellite campus in downtown Brantford. Laurier Brantford has grown rapidly over the years and celebrated its 10th anniversary in 2009 with 2,500 students.

## Recurring Theme

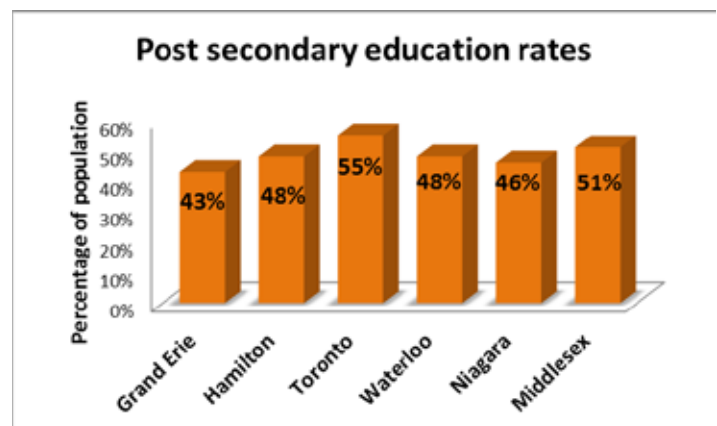
Educational attainment has been a recurring theme in the work of the Workforce Planning Board of Grand Erie, formerly known as the Grand Erie Training and Adjustment Board (GETAB). In its 2004-05 Community Action Plan, or TOP Report, it identifies the issue in this way: "Technology, fast-paced change and global competition are demanding a more highly skilled labour force to meet the needs of a knowledge-based economy." The same is being said today.

## 2006 Census

Further evidence of Grand Erie's challenge with educational attainment was highlighted when the 2006 Census data was released. An Ontario Ministry of Finance Fact Sheet on educational attainment ranked Brantford last among Ontario Census Metropolitan Areas in the percentage of the population with university degrees.

There is legitimate concern about Grand Erie's educational attainment compared to other parts of the province, especially neighbouring areas. Grand Erie communities do not want to be put at a competitive disadvantage.

**Chart 4: Post-secondary Education Rates**



Source: Statistics Canada 2006 Census (Note: Includes all forms of education above the secondary school level)

## Community Profile

Education level is one of the measures included in a 2009 Brantford-Brant Community Profile prepared for the two municipalities. It repeated that both communities have a higher proportion of residents with no secondary school diploma than the Ontario average. Brantford-Brant also ranked below the Ontario average on the Composite Learning Index compiled by the Canadian Council on Learning in 2006. The index measures lifelong learning.

The profile stated the importance of education succinctly: "Education is important because it leads to job opportunities and wider choices."

### **Economic Development Strategies**

During 2010, the issue of educational attainment was highlighted in new economic development strategies developed for the municipalities of Brantford and Brant County by WCM Consulting Inc.

The Brant strategic plan lists enhancing the education and skill levels of the workforce and promoting lifelong learning as a community value. The plan also stated that "educational attainment levels less than key competing jurisdictions" was a key weakness in Brant.

Brantford's Economic Development Strategy echoes the messages about the importance of educational attainment to help build the ability of the workforce.

The Brantford plan also talked about how the model for employment has changed in the community, with high-paying jobs for workers without Grade 12 largely dried up. "While Grade 12 will be no guarantee of a job, NOT having completed Grade 12 will become a characteristic of NOT being re-employed."

### **Regional Issue**

Educational attainment, though, is a regional issue, affecting all communities within the Grand Erie economic region. Many of our communities have education or education-related committees, which is a testament to the importance of the issue. Norfolk County council, for example, showed its support for post-secondary education in 2010 with a \$150,000 commitment to the expansion of Fanshawe College's Simcoe campus.



# Good Work is Being Done

Even with all the good programs and services for education and training across Grand Erie, more needs to be done. There's still a need to address the issue of educational attainment to help people in our communities. We need to focus efforts on helping residents with Grade 12 or less add to their education and skills to enhance their job stability and prospects.

There is plenty of good work being done in our communities to help people achieve success and assist employees to start and grow careers. School boards, colleges, universities, literacy organizations, libraries and other groups offer a wide variety of programs.

## Secondary School Level

Numerous innovative programs and pathways have been created to help students complete secondary school and to give them the education, training and skills they need to move on to the workforce, apprenticeships and to post-secondary education. Some programs are aimed at students who are considered at-risk of not completing secondary school.

Examples of programs:

- Expanded cooperative education programs, which give students exposure to the work world and potential careers.
- Turning Point classes, which allow students to work and study independently for credits at the same time.
- Ontario Youth Apprenticeship Program (OYAP), which allows students to start an apprenticeship while still in secondary school.
- School Within a College (SWAC), which allows students to receive both secondary school and college credits at the same time.

## Bridges to Post-Secondary

Area colleges and universities offer programs to make it easier for students to transition from secondary school to post-secondary programs. In some cases, students can achieve college or university credits while still in secondary school, such as through the School Within a College program. Laurier Brantford has a partnership with the Grand Erie District School Board and Brantford Collegiate Institute where some students can take a university course while still in secondary school.

## Literacy and Academic Upgrading Programs

A variety of programs are offered in Grand Erie communities, through community organizations, school boards and colleges, to provide adults with academic preparation for employment, further education, apprenticeships and personal independence.

Many of the adult literacy programs assist clients in preparing to write the General Educational Development (GED), a secondary school equivalency test. Participation in these programs has been growing over the past few years, as laid-off workers and others recognize that they need to have at least Grade 12 or higher education to compete effectively in today's labour market. Adult literacy programs assist individuals who need to brush up on skills they once had or learn new ones.

Community colleges offer GED and Academic and Career Entrance (ACE) programs, which allow adults without Grade 12 entrance into college or apprenticeship. Such programs are seeing increasing enrolment and graduations.

The number of adult learners has more than doubled over the last couple of years at Fanshawe College's Simcoe campus. Of the 283 students in the campus' Academic Upgrading Program in 2010, more than 85% moved on to employment and/or further education and training, either in a post-secondary setting or in apprenticeship (Source: Fanshawe College). Mohawk College, meanwhile, offers a College and Career Preparation program, giving adults a pathway to achieve GED or ACE and move on to college courses, apprenticeship programs and the workforce. Like Fanshawe, Mohawk has seen enrolment climb, graduating 31 students in 2010 at two Grand Erie locations (Source: Mohawk College).

Adults can also achieve their Ontario Secondary School Diploma through full day, night school or correspondence courses at Grand Erie Learning Alternatives, part of the Grand Erie District School Board. Enrolment and graduations has increased in these programs. During 2009-10, 98 people completed their secondary school diploma in Brantford-Brant by taking full-time day classes. That number is expected to climb to more than 130 for 2010-2011. Another 34 got their diploma in Haldimand-Norfolk in 2010 (Source: GELA). Other students take upgrading through night school or correspondence.

Meanwhile, elearnnetwork.ca serves Grand Erie, offering residents a way to further their education and skills training through eLearning courses and programs offered by Ontario colleges and universities. Mohawk and Fanshawe also offer online and continuing education courses.

Six Nations Polytechnic offers a number of programs, including ones for individuals to get high school credits, as well as a variety of university and college programs.

Meanwhile, Grand River Employment and Training (GREAT), located in Ohsweken, offers a variety of adult learning, training and skills enhancement programs.

### Other Community Programs

Libraries, which are heavily used by job-seekers, also offer programs across the Grand Erie region. Many of these programs teach computer skills to adults, while some offer their facilities for other education-related programming. There are also special programs for Ontario Works clients, such as the Learning, Earning and Parenting (LEAP) program offered by Ontario Works – Brant.

### Employment Services and Second Career

Employment services across Grand Erie help laid-off workers access training and education upgrading. This can include anything from learning how to use a computer to short-term training, earning a trades certificate or going to college. In some cases, employment service providers help the unemployed and laid-off workers access the Ontario government's Second Career program, which allows people to access training and education upgrading. The Second Career program has been well-used by Grand Erie residents (although statistics aren't available). An Ontario government survey done in 2010 of Second Career participants, found that more than half entered the program with Grade 12 or less education.<sup>4</sup>

### More to be Done

Even with all the good programs and services for education and training across Grand Erie, more needs to be done. There's still a need to address the issue of educational attainment to help people in our communities. We need to focus efforts on helping residents with Grade 12 or less add to their education and skills to enhance their job stability and prospects. This includes:

- Helping laid-off workers as they transition to new occupations, careers and industries;
- Helping employees obtain the knowledge and skills being demanded of them by employers;
- Helping new entrants to the job market so they're well-equipped to succeed in their choices;
- And helping everyone to understand that learning is a continuous process.



# The Process

Raising educational attainment requires leadership and community champions. This is one of the reasons why the taskforce decided to take its message to political leaders in each community. Starting in February 2011, the taskforce made presentations to elected councils in each community.

The Workforce Planning Board of Grand Erie named educational attainment as a priority project for 2010-2011 in its 2010 TOP (Trends, Opportunities, Priorities) Report. The action identified was the creation of a regional education taskforce to develop concrete strategies that would begin to improve educational attainment rates.

Prior to the taskforce being called together, research and a literature review was conducted on the issue of educational attainment. This research helped inform the argument that it was important and timely to tackle the issue, form a taskforce and develop strategies.

## Regional Approach

The taskforce was designed to be regional for several reasons.

- Our workforce doesn't always live and work in the same place. For example, someone who lives in Simcoe may work in Nanticoke; someone from Six Nations may work in Brantford.
- Education at the elementary and secondary school level is delivered on a regional basis.
- Economic development is not limited by municipal boundaries. Development in one community benefits a wider area and provides employment to people in the region.
- The Workforce Planning Board serves the entire economic region of Grand Erie in its projects and partnerships.

## Community Partners

Partners from communities and organizations with an interest in educational attainment were invited to join the taskforce during the fall of 2010. Invitations went out to all educational institutions serving Grand Erie, including both the public and Catholic school boards and post-secondary colleges and universities. The Grand Erie District School Board and the Brant Haldimand Norfolk Catholic District School Board appointed representatives after receiving presentations from the Workforce Planning Board. Also invited were economic development departments, literacy groups, libraries, social service agencies, business organizations, employment services and e-Learning groups from across the Grand Erie region.

## Broad Participation

The first meeting of the Education Taskforce was held on Oct. 8, with more than 20 people representing a broad spectrum of organizations from Brantford, Brant, Haldimand, Norfolk,

Six Nations and New Credit. Subsequent meetings were held on Nov. 12, Jan. 7 and Feb. 11, with some new members joining along the way. Each meeting had a targeted agenda to move towards the development of this strategic plan. The group worked on a collaborative and consensus basis to develop the plan.

The group followed the process below:



## Presentations to Community Councils

Raising educational attainment requires leadership and community champions. This is one of the reasons why the taskforce decided to take its message to political leaders in each community. Starting in February 2011, the taskforce made presentations to elected councils in each community. The presentations had several goals: inform elected leaders of the taskforce's work, highlight the importance of educational attainment, outline this Strategic Plan, and ask for endorsement of the plan. Councils were asked to endorse a "Letter of Commitment."

## Community Launch of Strategic Plan

Plans were also put in place for a community launch of this Strategic Plan. The priority was to inform communities in Grand Erie about the taskforce and the importance of educational attainment to residents' lives.

Strategy	Explanation	Action
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1

**Inventory of education and training-related services**

There is no inventory of existing programs and services that serve adults, as well as list programs that help young people complete secondary school. The inventory will identify gaps and barriers for adult learners within the region.

Subcommittee established to coordinate collecting information, define inventory's purpose, intended audience, end product and format.

2

**Communications and marketing plan**

A community-wide communications and marketing plan is needed, with two pillars:

Subcommittee established to coordinate the development of a plan.

- Promote value of educational attainment, lifelong learning and continuous learning to Grand Erie residents, especially adult learners;
- Promote the value of our human talent – a skilled, educated workforce – as a powerful resource contributing to Grand Erie's economic development and prosperity.

3

**New coordinating body or formal structure**

Since raising educational attainment levels is a long-term strategy, there's a need for a coordinating body or formalized structure to build on the steps taken by the regional Education Taskforce.

Create a model that provides the leadership needed to meet our short- and long-term objectives.

# Conclusion — A Community Responsibility

Creating a culture of life-long or continuous learning is a challenge, but it is an achievable one.

Raising educational attainment levels in Grand Erie up to and above the provincial average – the goal of this project – may seem like a daunting task. No one believes it will happen overnight. Taskforce participants realize this is a long-term, multi-year initiative. Part of the job requires changing attitudes towards education. And changing attitudes always takes time. Taskforce participants have compared the task to well-known public-awareness-raising campaigns, such as those aimed at reducing drinking and driving.

It is natural for many people to think their education is done once they finish school and land a job. Today, though, most employers expect their employees to remain up-to-date and current, with trends in their field, innovative ideas and the latest technologies. Such expectations have been standard in many industries, especially in professional fields, for years. Those expectations have been less common in manufacturing and similar industries. But that is changing. Jobs change and evolve – so must today's employees.

The way people look at education may also need to change. People tend to equate education with schooling. But learning new ideas and skills, undergoing training, and pursuing professional development doesn't always mean going back to school. All forms of education, inside and outside the

classroom, are equally valuable. Taskforce members have, for instance, discussed the need for more flexible learning settings, options and vehicles to address the needs of employees and employers.

Creating a culture of life-long or continuous learning is a challenge, but it is an achievable one.

Likewise, raising educational attainment rates for Grand Erie residents to give them a competitive advantage in tomorrow's world is achievable. Achieving these goals requires collective effort.


Raising educational attainment is a community responsibility.

Everyone needs to accept the challenge: parents, employees, employers, educators, community services, and political and business leaders. This issue needs champions. Everyone has a role to play to help our community increase its education levels to ensure our economy can grow and our residents can prosper.

The Education Taskforce has started the ball rolling.

**Now, it's time for us all to become champions.**





Grand Erie isn't the only region that faces a challenge in raising the educational attainment rates for its working-age residents. Warnings about the need to increase education levels, particularly getting students to pursue some kind of education beyond secondary school, have been frequent in recent years. Such warnings have been issued in Ontario, Canada and the United States (see Resources page).

Such warnings make it clear that if Ontario is to remain competitive as we move towards a more knowledge-based economy, education and training is a key. Likewise, if individuals are to be successful in their careers, more education, skills and training will be needed. That's not to say everyone needs to have a university degree to have a successful career, but most jobs will require higher skills than ever before.

For Ontario, experts forecast that between 70% to 77% of jobs within the next 20 years will require post-secondary credentials of some kind. These credentials can include trades certificates, apprenticeship, university, college and professional designations.

"With the emergence of our knowledge economy, the proportion of the labour force requiring some form of education or training beyond high school will increase dramatically." – Rick Miner, **People Without Jobs, Jobs Without People**, February 2010.

"Ontario needs to raise its talent attainment – the percentage of our workforce that has post-secondary education." – Roger Martin & Richard Florida, **Ontario in the Creative Age**, 2009.

While the Conference Board of Canada gives Canada an A in the category of Education and Skills in its report card, it stresses more can be done. Canada is given top marks for increasing secondary school graduation rates. However, the board says Canada needs to do a better job of focusing on work-based skills training and lifelong education outside traditional academic institutions.

# End Notes

- 1 Statistics Canada definition: 15 years and over
- 2 Few Six Nations and New Credit residents participate in the Census, so comprehensive statistics are unavailable. Census data for aboriginals living off reserve in Brant shows 29% of residents have post-secondary of some kind, while 71% have secondary school or less (2,340 participants).
- 3 Statistics Canada, Labour Force Historical Review 2007. Cited in *Post-Secondary Education in Canada: Meeting our Needs?* 2009
- 4 The Ontario government released information in September 2010 that 36,000 laid-off workers had been helped by Second Career since June 2008. As of May 30, 2010, 12,149 Second Career students had completed their training. A government survey of Second Career graduates showed that 93% completed training and 61% found new jobs. The average length of training was nine months and average funding was about \$17,500. The average age of Second Career graduates was 43 for women and 42 for men. The government also reported that more than half of students had a Grade 12 education or less when they entered the program.

# Appendices

## Appendix A

Educational attainment rates by highest level of education				
Education attainment characteristics of population	Brant (Census division)	Haldimand-Norfolk (Census division)	Grand Erie (combined CDs)	Ontario
<b>Total population 15 years and over</b>				
No certificate; diploma or degree	28.5%	29.7%	29.1%	22.2%
Secondary school diploma or equivalent	28.4%	27.5%	28.0%	26.8%
Apprenticeship or trades certificate or diploma	9.6%	11.8%	10.6%	8%
College; CEGEP or other non-university certificate or diploma	19.6%	20.5%	20.0%	18.4%
University certificate or diploma below the bachelor level	2.8%	2.2%	2.5%	4.1%
University certificate; diploma or degree	11%	8%	9.70%	20.5%
<b>Total population aged 15 to 24</b>				
No certificate; diploma or degree	45.2%	46.5%	45.8%	39.9%
Secondary school diploma or equivalent	37.2%	35.2%	36.3%	38.6%
Apprenticeship or trades certificate or diploma	2%	3%	2.5%	2.3%
College; CEGEP or other non-university certificate or diploma	10.3%	10.5%	10.4%	9.8%
University certificate or diploma below the bachelor level	0.7%	1.1%	0.9%	2.1%
University certificate; diploma or degree	4.6%	3.6%	4.1%	7.3%
<b>Total population aged 25 to 34</b>				
No certificate; diploma or degree	14.6%	14.9%	14.7%	8.7%
Secondary school diploma or equivalent	28.5%	27.9%	28.3%	23.8%
Apprenticeship or trades certificate or diploma	8.7%	10.0%	9.2%	6.0%
College; CEGEP or other non-university certificate or diploma	29.3	31%	30%	24.3%
University certificate or diploma below the bachelor level	2.4%	1.9%	2.2%	4.5%
University certificate; diploma or degree	16.3%	14.2%	15.5%	32.7%
<b>Total population aged 35 to 64</b>				
No certificate; diploma or degree	21%	20%	21%	15.0%
Secondary school diploma or equivalent	28.2%	27.9%	28.0%	25.4%
Apprenticeship or trades certificate or diploma	11.3%	14.3%	12.7%	9.6%
College; CEGEP or other non-university certificate or diploma	22.7%	24.7%	23.6%	21.3%
University certificate or diploma below the bachelor level	3.5%	2.6%	3.1%	4.7%
University certificate; diploma or degree	13.3%	9.6%	11.6%	24.0%

Source: Statistics Canada, 2006 Census

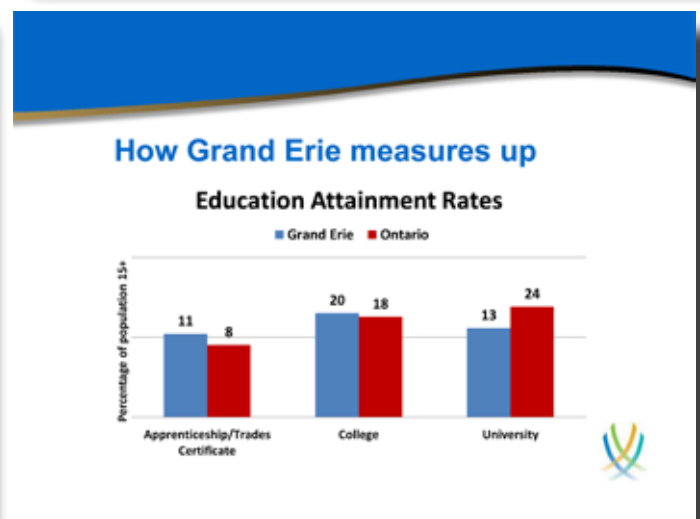
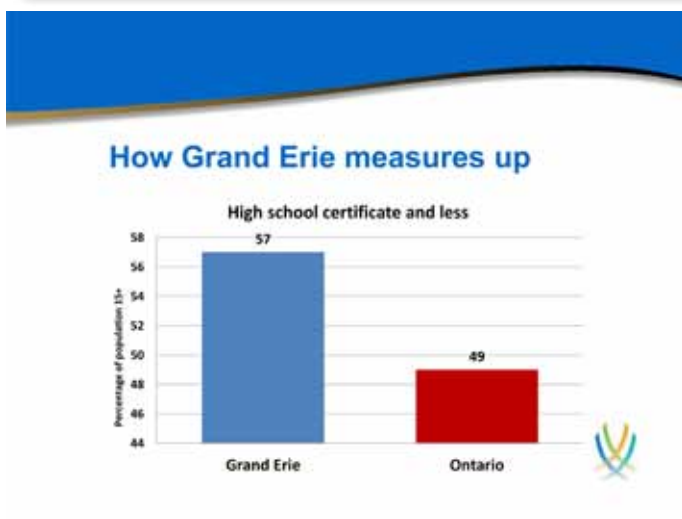
## Appendix B: PowerPoint presentation to Education Taskforce, Oct. 8, 2010.



### Why we're here . . .

Education attainment levels and literacy rates of adults in the workforce was identified as a priority in our 2010 TOP report based on community consultations

The cover of the 2010 TOP REPORT is shown, featuring a dark background with colorful circles and the text "TOP REPORT April 2010".



### A community issue . . .

- "Learning is fast becoming a community issue and one that will need to be shared by individuals, families, communities and business."  
– Tamara Kaattari, executive director Literacy Link South Central

### A community issue . . .

- "(It's) imperative to enhance the education and skill levels of the workforce to meet the needs of the emerging economy and help to foster 'sustainable employment.'"  
-- 2010 Brant Economic Development Strategic Plan

## An Ontario perspective

- "With the emergence of our knowledge economy, the proportion of the labour force requiring some form of education or training beyond high school will increase dramatically."  
– Rick Miner, *People Without Jobs, Jobs Without People* (2010)

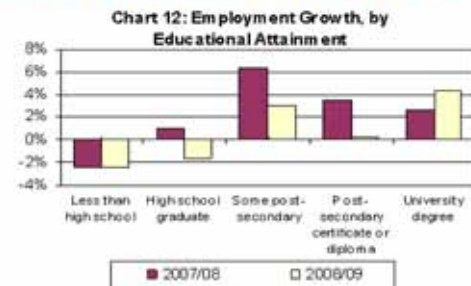


## National statistics . . .

- Unemployment rates double for unskilled youth compared to college grads
- PSE grads earn more than high school grads
- 42% of population has less than ideal literacy skills
- 1 million new jobs created between 2000 and 2009 were for post-secondary grads
- 300,000 jobs lost were in occupations not requiring PSE



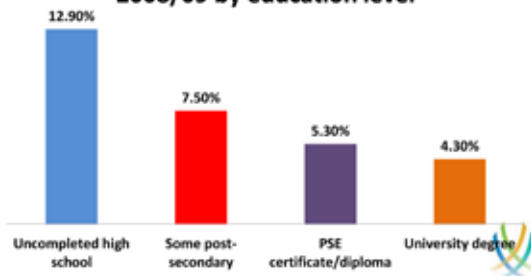
## Higher education = job growth



Source: Statistics Canada, Labour Force Survey.



## National unemployment rate 2008/09 by education level



## Success and challenges

- Conference Board of Canada gives Canada high marks for its public education system and for raising the high school graduation rate
- But Canada lags in education outside the formal classroom



## Room for improvement

1. "(Canada) lacks focus on work-based skills training and lifelong education that can be fostered outside traditional academic institutions."
2. Adult literacy rates



## Looking ahead

"We must not only develop the skills and knowledge of our next-generation of workers; we must also enhance the skills and knowledge of the current stock of people in our labour force."

– *Conference Board of Canada*



## Last thoughts . . .

Education is a measure of success in the job market



There is a large amount of research showing the importance of educational attainment to the success of adult workers, especially as Canada and many parts of the world move more towards a knowledge-based economy.

*Note: All of the following reports are available online.*

***Trends Opportunities Priorities (TOP) Report: A Lens on Local Industry in 2010***, Workforce Planning Board of Grand Erie, April 2010

***2009 Brantford- Brant Community Profile***, published by City of Brantford and County of Brant, 2009.

***How Canada Performs 2007: A Report Card on Canada***; Education and Skills section, Conference Board of Canada, 2007.

***Ontario in the Creative Age***, Roger Martin and Richard Florida, Martin Prosperity Institute, University of Toronto Rotman School of Management, February 2009.

***People Without Jobs, Jobs Without People: Ontario's Labour Market Future***, Rick Miner, Miner Management Consultants, February 2010.

***Postsecondary Education Attainment and Participation in Ontario***, Ken Norrie and Sylvia Lin, Higher Education Quality Council of Ontario, November 2009.

***Post-secondary Education in Canada: Meeting our Needs?*** Canadian Council on Learning, February 2009.

***Postsecondary Success: Focusing on Completion***, Bill & Melinda Gates Foundation, 2009.

***The Price of Knowledge: Access and Student Finance in Canada***, Fourth Edition, Edited by Joseph Berger, Anne Motte and Andrew Parkin, The Canadian Millennium Scholarship Foundation, November 2009.

***The Challenge Ahead: Averting Skills Crisis in Ontario***, Ontario's Workforce Shortage Coalition, 2007.

***Workforce Requirements: Recession and Recovery***, Ontario's Workforce Shortage Coalition, 2009.



# Workforce Planning Board of Grand Erie

The Workforce Planning Board of Grand Erie serves the communities of Brant, Haldimand and Norfolk as a leader in local labour market planning. The Workforce Planning Board delivers authoritative research, identifying employment trends, targeting workforce opportunities and bringing people together to act on solutions. The Workforce Planning Board conducts annual research on the trends, opportunities and priorities impacting the local labour market and releases regular updates, reports and an annual publication that captures strategic actions to address key labour market priorities.



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## OUR VISION

A skilled, adaptable workforce contributing to a vibrant economy.