



News Release

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THERE IS A DEMAND FOR LOCAL LEARNING OPPORTUNITIES: SURVEY

BRANTFORD (June 10, 2015) – Adults have a keen interest in learning opportunities but want them to be offered in their local communities, results from a recent survey show.

Two-thirds of the 525 residents who filled out the Adult Learner Survey said they have participated in learning or training opportunities since they completed their initial schooling. And one-third of those surveyed were participating in a program at the time of the study.

“The study results show that adults in the region are interested in learning opportunities as a way to upgrade their skills,” said Jaymie Nelson, project coordinator with the Workforce Planning Board of Grand Erie, which carried out the survey.

“We heard from survey respondents that they want these opportunities in their local community, and over 60% of respondents said they wouldn’t drive more than 30 kilometres to access a program they needed.”

The survey asked residents in Brantford, Brant, Haldimand, Norfolk, Six Nations and New Credit about their learning preferences, motivations and the challenges they faced around education and learning.

Some survey highlights:

- 25% of participants were unable to find or access a program they needed in the community;
- 66% of employed respondents said their employers let them know about education and learning opportunities;
- 65% of residents said that evening or weekends are best for them to attend training;
- Cost is the most important deciding factor for both individuals and employers regarding education choices.

Survey results are being shared with educators, trainers, government and other groups, including those in the Education WORKS Alliance. Results are also posted on the Workforce Planning Board’s [website](#) and on EducationWORKS.ca

“We want to ensure local residents can find the education opportunities they need, and not be forced to leave the region to find the training they want, or miss those learning opportunities altogether,” Nelson said

One concerning finding in the study is that although residents said they are able to do their own research about education and training opportunities, responses show they lack awareness of the services and programs available.

To aid residents in finding those services and supports, five community profiles have been designed to connect learners to: short term programing, financial supports, online access, transportation support and formal education options.

The community profiles are available online at www.EducationWORKS.ca or www.workforceplanningbaord.org

The Workforce Planning Board is one of 26 non-profit organizations in Ontario that play a leadership role in labour force planning. Education WORKS is a community group dedicated to building prosperity through training, education and lifelong learning. The group's mandate is to raise the education, literacy and skill levels of Grand Erie residents, in order to broaden opportunities for employment and economic development.

This *Employment Ontario* Labour Market Partnership project is funded in part by the Government of Canada.

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Interested in learning more? Contact Jaymie Nelson at jaymie@workforceplanningboard.org .

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