

Job Connect and the LMDA

Key Messages from the Job Connect Coalition

For submission to:

The Honourable Christopher Bentley
Ministry of Training, Colleges and Universities

The Job Connect Coalition represents members of:

Ontario Association of Youth Employment Centres (OAYEC)

Job Connect College Sector Committee (JCCSC)

Ontario Association of Help Centres (OAHC)

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KEY MESSAGES SUMMARY

#1 *“Job Connect is the platform on which to build a world-class system of labour force development.”*

- No Client Is Turned Away
- Supports Program Integration
- Three Tiers Of Service

#2 *“Job Connect agencies deliver excellent results for all Ontarians.”*

- Real Results Measured and Verified
- Job Connect Is Highly Accountable
- Demonstrated Continuous Improvement Over 7 Years

#3 *“Ontario has invested millions in Job Connect’s capacity and infrastructure. Mobilize this base for the LMDA.”*

- Proven Infrastructure Already in Place
- Service Canada and Ontario Works Connections
- Job Connect Can Grow
- Job Connect Adapts To Government Priorities
- Creating Community-based Hubs

#4 *“Job Connect deliverers respond to local conditions. They are imbedded in their communities through their many relationships with stakeholders.”*

- 7000 Employers Engaged Each Year
- Rooted in the Community
- Boards of Directors From Community Leaders
- Community-based All Across Ontario

#5 *“The Job Connect Coalition and Job Connect agencies in local communities are willing to take leadership roles in the planning process.”*

- The Job Connect Coalition Is Willing To Play A Leadership Role With MTCU
- Job Connect Agencies At The Local Level Are Willing To Collaborate In Local Planning

KEY MESSAGE 1

“Job Connect is the platform on which to build a world-class system of labour force development.”

No Client Is Turned Away

- Right now, any Ontarian can walk into a Job Connect deliverer and receive welcoming and needed support. This is the essence of the “No Wrong Door” concept the province has been promoting. The current Job Connect model of “No Wrong Door” is already in place.
- Clients receive the services when and as they need them. Job Connect delivers the appropriate level of service and provides referrals ensuring clients’ holistic needs are addressed.
- Job Connect recognizes employers as “the other client” and effectively meets the needs of both the individual and the labour market through a focus on job development.
- Only Job Connect sets targets for meeting the needs of employers as well as individuals.

Supports Program Integration

- Job Connect services complement other services, regardless of whether these services are delivered by the same delivery agency or not.
- Job Connect measures service coordination – the referrals of clients between Job Connect deliverers and other service providers – and thereby provides an effective tracking mechanism for program integration.
- Through their referral function, Job Connect deliverers are familiar with and work in partnership with other service providers in their communities. This is the basis of integrated service delivery.
- Job Connect agencies are known by other community service providers as a source of referrals and a destination for clients seeking employment assistance.

Three Tiers of Service

- Job Connect has proven effective in addressing diversity of clients by providing three tiers of service which include:
 - Self-serve job search support, referral and basic training;
 - One-on-one career and employment counseling for clients requiring additional assistance in meeting their goals;
 - Job Search and Employer liaison for those unable to compete in a competitive market.
- These client-focused three tiers consistently generate:
 - Short-term solutions for job-ready clients;
 - Long-term results for those needing greatest help;
 - Coordination in community and positive relationships with employers.

KEY MESSAGE 2

“Job Connect agencies deliver excellent results for all Ontarians.”

Real Results Measured and Verified

- Job Connect is truly results-based and publicly accountable.
- Through a web-based provincial information system, Job Connect deliverers know their targets including what percentage of their clients are employed on a monthly basis, and continually compare individual results against regional and provincial average performance.
- Job Connect targets, performance and their adjustments are discussed collaboratively between agencies and the government.
- Each year a business case is presented to demonstrate how results will be improved on prior year commitment – the bar is raised annually.
- The self-serve and all-ages model of Job Connect welcomes a wide diversity of clients while continuing to meet the unique needs of youth and newcomers.

Job Connect Is Highly Accountable

- The performance records of all Job Connect deliverers are easily available and communicated to the public and to politicians.
- The rationale for continued funding of Job Connect deliverers is easily communicated to the public and politicians.
- Stability of funding is based on performance.
- Trade secrets do not inhibit Job Connect deliverers from sharing their program with appropriate stakeholders.

Demonstrated Continuous Improvement Over 7 Years

- The employment success rate of Job Connect has improved across the province, in all labour market conditions and for all types of clients by almost 10% over 4 years.¹
- These statistics have been validated through rigorous file audits, demonstrating over 95% accuracy.
- The global budgeting process of Job Connect enables deliverers to strategically invest resources, allowing for the development of strong organizational capacity and the ability to be highly responsive to community needs.
- There have been 6 new Calls For Proposals (CFPs) in the last 4 years, and community agencies have accepted the outcomes.
- Few CFPs and ‘Lean’ management have meant low administrative costs for the program.
- Continuous improvement system operates over the long-term providing stability and strategic growth and improvement.

¹ Morley Gunderson, “Determinants of Success in Ontario’s Job Connect Program: 1999-2002,” Report to the Ontario Association of Youth Employment Centres (OAYEC), January 2004.

KEY MESSAGE 3

“Ontario has invested millions in Job Connect’s capacity and infrastructure. Mobilize this base for the LMDA.”

Proven Infrastructure Already in Place

- Job Connect has ‘retail’ locations and computer labs in over 180 communities.
- Job Connect deliverers have relationships with over 7000 employers (mostly small and medium sized with local or regional operations).
- Job Connect has qualified staff in 129 different agencies.
- Many Job Connect deliverers have significant resources, including popular and integrated web sites, in-bound and out-bound call centres, and specialized staff resources that can be tapped as the program continues to evolve.

Service Canada and Ontario Works Connections

- The **majority** of Job Connect deliverers have relationships with their local Service Canada offices and already deliver Service Canada programs.
- 80% of agencies deliver Service Canada or other federal programming. The 129 Job Connect agencies deliver approximately 645 Service Canada projects and hundreds of other programs financed by the federal government.
- Job Connect agencies across the province work in close cooperation with Ontario Works.

Job Connect Can Grow

- Coalition members recognize the potential of Job Connect to double in size with appropriate investment if necessary.
- Services can be expanded to reach adults who are currently underserved, such as those ineligible for Employment Insurance or Ontario Works.
- Services could be modified to address the emerging needs of older youth (ages 25-30) as a result of the extended training path created by the “Learning to 18” initiative.
- Recent growth has occurred to serve communities of New Canadians. The new centres have met with significant success.
- Job Connect has the capacity to become a platform for further licensing and certification pathways for New Canadians.
- The consistent application of Job Connect across Ontario provides for easy development of new sites. Consistent model and non-profit delivery provides for few barriers to sharing best practices between agencies.
- Funding history has helped us to address challenges, adjust to new target clients, and build our organizational capacity through research and program-wide professional development.

Job Connect Adapts to Government Priorities

- Job Connect provides core services on which to build project-based responses quickly and effectively to address emerging labour market needs, such as adjustment (lay offs) and investment (job creation).

- Job Connect agencies are positioned to take leadership to adjust to targets in high-priority labour market areas without heavily bureaucratic program re-designs.
 - For example: Job Connect has recently been modified to support New Canadians, and in 2005-06, assisted over 5400 individuals in their entry to the Ontario labour market.
 - For example: Job Connect has recently been modified to support Apprenticeships, and in 2005-06, placed over 5200 individuals in apprenticeable occupations.
- Job Connect could be modified to emphasize service for early school leavers to support the recent government's "Learning to 18" initiative. Already over 20% of those leaving high school before 18 are registered in Job Connect.
- Job Connect could be modified to emphasize service for Ontario Works recipients. Already, over 10,600 OW recipients find employment assistance through Job Connect annually.
- Let this history of adjustment and partnership support further efforts to build an integrated and effective employment system in Ontario.

Creating Community-based Hubs

- Job Connect programs could become community hubs for LMDA program integration, supporting and working with existing networks and deliverers of federal employment programs.
- Job Connect is often the core of very diverse multi-service agencies. These other services are sources of alternative expertise that can inform the growth and evolution of Job Connect.
- Through the broader structures of their parent organizations, Job Connect agencies connect labour market services to other opportunities, such as post-secondary education, pre-apprenticeship training, settlement services, financial and personal counselling, language assessment and training, and more.

KEY MESSAGE 4

“Job Connect deliverers respond to local conditions. They are imbedded in their communities through their many relationships with stakeholders.”

7000 Employers Engaged Each Year

- Mostly small and medium sized enterprises, from a wide diversity of industries, ranging from manufacturing to information technology to tourism and the service sector.
- Job Connect’s deliverers are members of Chambers of Commerce, Boards of Trade, Local Training Boards, Industry Education Associations and other groups.
- Job Connect’s involvement with these associations further enhances coordinated service delivery at the local level.

Rooted in the Community

- Job Connect deliverers liaise with Municipalities, Unions, Independent Colleges, Community Colleges, Training institutions and in many service coordination forums, including various community employment coordinating committees.
- Many Job Connect deliverers are also members of United Ways and receive funds for other projects from Private Foundations and Trillium Foundation.

Boards of Directors are Community Leaders

- Job Connect agency Boards are comprised of community leaders.
- Board members often multiply government support through philanthropic giving. They sit on United Way, Chamber of Commerce, and other boards across the province.

Community-based All Across Ontario

- Job Connect is delivered across all of Ontario, in 129 different centres.
- Job Connect has proven effective across all of Ontario in unique labour markets.
- Job Connect deliverers customize their employment service approaches to their local communities, ensuring that local labour market conditions, including for example, key employers or employment sectors, are engaged in the employment service offerings.
- Job Connect has the distinctive value of delivering services through a combination of community-based agencies and the college sector, creating a unique network of Youth Centres, Adult Centres, and Community Colleges.

KEY MESSAGE 5

“The Job Connect Coalition and Job Connect agencies in local communities are willing to take leadership roles in the planning process.”

The Job Connect Coalition is Willing to Play a Leadership Role with MTCU

- The current Job Connect Coalition (JCC) of OAYEC, OAHC, and JCCSC is willing and able to play an integral role at this turning point in the evolution of labour market programming in Ontario.
- JCC are willing to collaborate with the MTCU in the planning process.
- JCC understand that there is a symbiotic relationship between the Ministry and third party delivery system in the interests of client service.
- JCC are interested in exploring the creation of an Ontario Employment Coalition so that the Ministry can work with a unified voice employment service deliverers rather than multiple overlapping umbrella organizations.

Job Connect Agencies at the Local Level are Willing to Collaborate in Local Planning

- JCC are willing to provide constructive ideas for the effective transition to an integrated employment system in Ontario.
- JCC are willing to leverage on existing strengths as the “no wrong door” model and as established partners with other employment service deliverers, to become community-based hubs of employment service activities during the LMDA transition and beyond.

JOB CONNECT COALITION MEMBERS

Organization Representatives

Ontario Association of Youth Employment Centres (OAYEC)

- Marilyn Duncalfe
Director, Red Lake Career & Employment Services
- Darlene Holowachuk
Director, YMCA Employment & Community Services–Mississauga
- Matt Wood
Executive Director, Ontario Association of Youth Employment Centres

Job Connect College Sector Committee (JCCSC)

- Terri Blair
Leader of Employment Programs, Sir Sandford Fleming College of Applied Arts and Technology
- Dan Goldring
Executive Director, Job Connect College Sector Committee

Ontario Association of Help Centres (OAHC)

- Stephanie Mancini
Coordinator, The Working Centre
- Alison Pond
Executive Director, Access Community Counselling and Employment Services
- Pamela Pons
Executive Director, Unemployed Help Centre, Windsor

129 Job Connect Centres Across Ontario

1. ACCES – Scarborough
2. ACCES – Toronto
3. ACCES – Mississauga / Brampton
4. Algonquin College of Applied Arts and Technology - Pembroke
5. Algonquin College of Applied Arts and Technology - Perth
6. Alternative Youth Centre for Employment (AYCE)
7. Cambrian College - Job Connect, Espanola
8. Cambrian College of Applied Arts and Technology, Sudbury
9. Career Edge
10. Centennial College of Applied Arts and Technology
11. Centre de Consultation pour l'Embauche des Jeunes Inc
12. Centre de services a l'emploi de Prescott-Russell
13. Club 2000 Niagara
14. College Boreal - Elliot Lake
15. College Boreal - Hearst
16. College Boreal - Kapuskasing
17. College Boreal - Simcoe
18. College Boreal - Sturgeon Falls

19. College Boreal - Sudbury
20. College Boreal - Timmins
21. College Boreal - Toronto
22. College Boreal - Windsor
23. Community Employment Services (Oxford)
24. Community MicroSkills Development Centre
25. Community Resource & Employment Service
26. Conestoga College of Applied Arts and Technology – Kitchener
27. Conestoga College of Applied Arts and Technology – Guelph
28. Conestoga College of Applied Arts and Technology – Cambridge
29. Conestoga College of Applied Arts and Technology – Stratford
30. Confederation College of Applied Arts and Technology – Thunder Bay
31. Confederation College of Applied Arts and Technology – Marathon
32. Confederation College of Applied Arts and Technology – Geraldton
33. Confederation College of Applied Arts and Technology – Dryden
34. COSTI - Caledonia Employment Centre
35. COSTI - Vaughan Employment Centre
36. District of Parry Sound Employment Service
37. Durham College of Applied Arts & Technology - Oshawa
38. Durham College of Applied Arts & Technology - Uxbridge Campus
39. Durham College of Applied Arts and Technology - Port Hope
40. Elgin / St. Thomas Youth Employment Counseling Centre
41. Employment and Education Centre (Y.E.A.H.)
42. Employment Planning & Counselling
43. Fanshawe College of Applied Arts and Technology - London
44. Fanshawe College of Applied Arts and Technology - Simcoe
45. FOCUS Community Development Corporation
46. Georgian College of Applied Arts and Technology - Barrie
47. Georgian College of Applied Arts and Technology - Midland
48. Georgian College of Applied Arts and Technology - Orangeville
49. Georgian College of Applied Arts and Technology - Orillia
50. Grand River Employment & Training Centre
51. Hamilton Help Centre - Youth Employment Centre
52. JHS Youth Employment Resource Centre - Nepean
53. Job Gym - St. Catharines
54. Job Gym - Welland / John Howard Society of Niagara
55. Job Zone d'emploi
56. JobStart
57. John Howard Society / Cambridge Career Connections - Waterloo-Wellington
58. John Howard Society of Durham Region - Job Connect
59. John Howard Society of Peel-Halton
60. Kettle & Stony Point YES
61. KEYS Employment Counselling Services
62. La Cité Collégiale – Rockland
63. La Cité Collégiale – Ottawa
64. L'ACFO Conseil regionale de London/Sarnia
65. Lake of the Woods Employment Action Project, Inc.
66. Lambton College of Applied Arts and Technology
67. Loyalist College of Applied Arts and Technology - Bancroft
68. Loyalist College of Applied Arts and Technology - Belleville
69. Lutherwood - Cambridge

70. Lutherwood - Guelph
71. Lutherwood - Kitchener
72. Mohawk College of Applied Arts and Technology – Hamilton
73. Mohawk College of Applied Arts and Technology – Brantford
74. Multi-Service Centre (MSC)
75. Niagara College of Applied Arts and Technology – Niagara Falls
76. Niagara College of Applied Arts and Technology – St. Catharines
77. Niagara Falls Employment HELP Centre
78. Northern College of Applied Arts and Technology
79. Northern College of Applied Arts and Technology - Kirkland Lake
80. Northern College of Applied Arts and Technology - Timmins
81. Northern Community Development Service - NCDS Career Works
82. Operation Springboard
83. Ottawa Young Men's and Young Women's Christian Association
84. Red Lake Career & Employment Services
85. Sault Community Information & Career Centre
86. Sault College of Applied Arts and Technology – Elliot Lake/ Blind River
87. Sault College of Applied Arts and Technology – Sault Ste. Marie
88. Second Chance Employment Counselling
89. Seneca College of Applied Arts and Technology
90. Sheridan College of Applied Arts and Technology - Brampton
91. Sheridan College Skills Training Centre - Oakville
92. Sir Sandford Fleming College - Cobourg
93. Sir Sandford Fleming College - Haliburton
94. Sir Sandford Fleming College - Lindsay
95. Sir Sandford Fleming College - Peterborough
96. South Essex Community YEC Service
97. St. Clair College - Chatham/Kent YECC
98. St. Clair College / Windsor YES
99. St. Lawrence College of Applied Arts and Technology - Brockville
100. St. Lawrence College of Applied Arts and Technology - Kingston
101. St. Lawrence College of Applied Arts and Technology - Ottawa
102. St. Leonard's Community Services – Brantford YEC
103. St. Leonard's Community Services – Dunnville Employment Centre
104. St. Stephen's Employment & Training Centre
105. Sudbury Vocational Resources Centre
106. The Working Centre
107. TRACKS Employment Services
108. Unemployed Help Centre - Durham Region
109. Unemployed Help Centre - St. Catharines
110. Unemployed Help Centre - Windsor
111. Unemployed Help Centre - London
112. Victoria County Career Services Inc.
113. Woodgreen Youth Job Centre
114. YES Employment Services - Thunder Bay
115. YES Employment Services Inc. (Nipissing)
116. YMCA Career Development & Learning Centre - Hamilton/Burlington
117. YMCA Community & Employment Services - Owen Sound, Grey & Bruce Counties
118. YMCA Employment & Career Services - Sudbury
119. YMCA Employment & Community Services - Durham

Job Connect and the LMDA: Key Messages from the Job Connect Coalition

120. YMCA Employment & Community Services - Etobicoke
121. YMCA Employment & Community Services - Mississauga
122. YMCA Employment & Community Services - North York
123. YMCA Employment & Community Services - Sault Ste Marie
124. YMCA Employment & Community Services - Scarborough
125. YMCA Employment & Community Services - York Region
126. Youth Employment Service - Toronto
127. Youth Employment Training Centre
128. Youth Opportunities Unlimited
129. Youth Services Bureau of Ottawa