



LOCS
LITERACY ONTARIO
CENTRAL SOUTH

Northumberland County
Community Service Plan

2020 – 2021

February 2020



Acknowledgements

Thanks to the following community partners for their contribution to this report and for their leadership and tireless support for their community, including learners, job seekers and employers:

Adult Training Network-Cobourg (Northumberland Centre for Individual Studies)

Fleming College – Academic Upgrading (Cobourg)

Contact North – Northumberland/Durham

Port Hope Community Employment Services (Durham College)

Watton Employment Services

Workforce Development Board/Local Employment Planning Council

Employment Assistance Resource Network (E.A.R.N.)

Northumberland County Social Services

Ontario Disability Support Program (Peterborough & Northumberland)

The Help Centre

Ministry of Labour, Training and Skills Development



This Employment Ontario service is funded in part by the Government of Canada and the Government of Ontario and through the Canada-Ontario Job Fund Agreement.

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Introduction

Northumberland County offers two Employment Ontario (EO) adult skills development and training (including academic upgrading) service providers (with three sites):

- Centre for Individual Studies (CIS) Cobourg (school board sector, Kawartha Pine Ridge)
- Campbellford District High School (school board sector, Kawartha Pine Ridge)
- Fleming College Academic Upgrading (college sector).

Northumberland County does not have an EO community-based adult education and training program. Lack of a community-based provider may account for the lower than average learners on the employment pathway compared to both the LOCS and Eastern regions. The Help Centre, an adult education and training program offered by a non-EO agency supports learners not ready (or best served) by existing EO providers.

While the percentage of employment pathway learners is lower than other regions, Northumberland continues to have the highest percentage of people on the Apprenticeship pathway. This is largely due to the number of learners accessing Academic Upgrading services at Fleming prior to (or during) enrollment in personal support worker and other apprenticeship college programs.

Overall, the region's lower than average percentage of learners with Grade 12 or equivalent is offset by the higher percentage with a College Diploma or University Degree. Learners with employment as a primary source of income is also higher than both the LOCS and Eastern regions.

Note that data cited in the appendices and the following sections of this report is derived from service providers' report 60B-Learner Profile 2018-19 fiscal year. The 60B report for the same period for the Eastern Region is also used for comparison purposes at the aggregate level. Data from reports are entered into a database developed by LOCS that compiles calculations for the LSP region and by sector (community-based, school board, college).

School Board Sector

There is ongoing demand for service by learners in the 20-25 age range with many being early leavers (from high school). Some are coming back for training, including workplace readiness skills, like point-of-sale (POS), customer service, and foundational computer training. Practitioners are seeing a significant gap in numeracy skills, but many learners are uncomfortable with working on addressing this gap (e.g., math anxiety). Therefore, practitioners are using a strategy of contextualized math learning as a benefit (e.g., “is it really on sale”?) thus making math a necessary life skill. Agencies serve a similar percentage of learners over 45/under 64 compared to the school board sector program in Peterborough (7%). More students are completing their Ontario Secondary School Diploma, but those remaining prove to be challenging to serve through the current secondary school system.

Learner profile (Apr 2018-Mar 2019) See Appendix A:

- average age is 28 with 9% of learners over 45/under 64 (2017-18: 14%)
- Female 54%, Male 46% (2017-18: 47% / 53%)
- 13% of people identify as having a disability (17% in 2017-18)
- Goal Path (first percentage is fiscal 2018-19, second is fiscal 2017-18):
Employment (15% / 13%), Apprenticeship (3% / 6%), Secondary School (81% / 81%), Postsecondary (0% / 1%), Independence (1% / 0%)
- Referrals IN: OW (19%), ES (17%). 2017-18: OW (23%), ES (10%)
- Source of income: OW (23%), ODSP (8%), Employment (27%)

In 2018-19, we saw a trend to fewer older learners accessing school board sector services in the region. This trend indicates the pressure on programs to serve learners under 19 (although specific data is not available). The ratio of females to males, while shifting slightly, remains consistent. The number of learners identifying as having a disability dropped slightly over the previous year and, same as the Peterborough school board sector site, continues to be lower than the LOCS regional average (30%). Learner goal paths were like fiscal 2017-18. See Appendix B for more school board sector data.

College Sector

As noted, the lack of EO community-based programming in Northumberland means existing programs serve more learners with employment goals (than typical for the sector). The sector is seeing ongoing demand for computer training (70% are 45-64, most are female). Site receives many referrals from ES for this training, and most are on the Employment goal path. There is less demand from male learners who often only want limited training (e.g., email). Most learners (e.g., females) are accessing the full computer course (including email, internet, file management, Word, Excel, PowerPoint). Learners are seeking work in customer service and office administration. The Apprenticeship goal path is influenced by many learners going into trades (e.g., transitioning from labourer, manufacturing) who want to move up and earn more. Also, some learners are seeking skills training certifications (e.g., online training for administrative assistant through Contact North). This site also supports learners who are transitioning into the PSW program offered by the college.

Learner profile (Apr 2018-Mar 2019) See Appendix A:

- average age is 38 with 32% of learners over 45/under 64 (2017-18: 20%)
- Female 73%, Male 27% (2017-18: 68% / 32%)
- 30% of people identify as having a disability (36% in 2017-18)
- Goal Path (first percentage is fiscal 2018-19, second is fiscal 2017-18):
Employment (36% / 16%), Apprenticeship (19% / 21%), Postsecondary (44% / 62%), Independence (1% / 1%)
- Referrals IN: OW (2%), ES (32%). 2017-18: OW (1%), ES (17%)
- Main sources of income: OW (11%), ODSP (13%), Employment (34%)

Northumberland's college sector over 45/under 64 learner cohort is second oldest after Haliburton (35%). The college's PSW (and other "caring services" programs) likely has an impact on the gender imbalance of learners (e.g., PSW is a gendered occupation). Also, the number of learners on an apprenticeship goal path is the highest in the LOCS region at 19% (Peterborough is next at 11%, and regional average of 9%). See Appendix C for more college sector data.

E-Channel – Contact North

Contact North is seeing a trend towards an older demographic (e.g., 30-50 age range), as well as a higher number of female clients. The number of learners served has increased over last year. Many learners are employed and want to fill skill gaps to get a better job. Office administration a popular choice (as noted above in College Sector). Most referrals from ES are for MS Office training (free!). It is important to note whether the learner needs to upgrade skills or needs a credential – most are for skill building.

Learner statistics for region (includes Northumberland, Peterborough and Kawartha Lakes): 2,286 registrations last fiscal. 362 University, 882 college, 77 high school, 187 literacy, 773 training (e.g., Gale).

The Help Centre – Partners in Learning

Learner profile (as of September 2019):

- 62% over 45 and under 64, 72% female/28% male
- 82% with identified disability
- Goal path – employment 20%, Apprenticeship 0%, Secondary & AU 38%, Post Secondary 11%, Independence 31%
- Source of Income – OW 19%, ODSP 38%, Employment 23% Other 20%

Majority of referrals come from Fleming AU, The Legal Centre and self-referral. A very small percentage of referrals from OW and ES. THC has partnered with OW to run the JobFit program and the first cohort (mostly males) graduating in August, with positive outcomes (including employment and moving on to further training).

Employment Services

Employment Services across the LOCS regional network are struggling to fill jobs for employers, including in the service sector and manufacturing. Employment services partners and other provincial and national sources attribute this situation to

- a strong labour market
- lack of appropriately skilled (or interested) workers
- below market wages
- unattractive working conditions (labour) and benefits
- lack of access to transportation (for those without access to a car)

Durham College Employment Services reports that many job seekers are exhibiting anxiety, which requires additional meetings with counselors, significant relationship development, and referrals to community supports. The current client group tends to be more female (that are observable) and the agency is serving a full range of age groups with about two thirds being over 50. Older clients are finding it challenging to get back into the workforce (e.g., ageism). Managing expectations of older workers is also a challenge (e.g., reporting to younger supervisor, starting at a “lower level” again, etc.).

Watton noted that employer education an important component of service delivery. Low wage, precarious work creates churn and it is low-wage employers that tend to engage with ES. Employers need to be flexible and implement strategies for retention. Peer education is helpful, as well as employment education workshops (e.g., WDB series). COJG is also promoted to support manager soft skills training. The agency is also noting greater demand for youth programming in both Cobourg and Campbellford (YJC). They are also serving people who are underemployed who want to improve their career planning and outcomes (all age groups).

EO Employment Services assisted service client profile for fiscal 2018-19:

Gender: Female - 49% Male - 51% Average Age - 39

| Age Range | 2018-19 | Educational Attainment | 2018-19 |
|-----------|---------|------------------------|---------|
| < 20 | 9% | Up to/incl Gr 8 | 1% |
| 20 - 24 | 16% | Grade 9-11 | 13% |
| 25 - 29 | 12% | Grade 12 or equiv. | 38% |
| 30 - 44 | 29% | Some Post-Sec | 6% |
| 45 - 54 | 18% | College Diploma | 31% |
| 55+ | 18% | Univ. Degree | 8% |

Source: 2018-19 EOIS-CaMS 15B Report

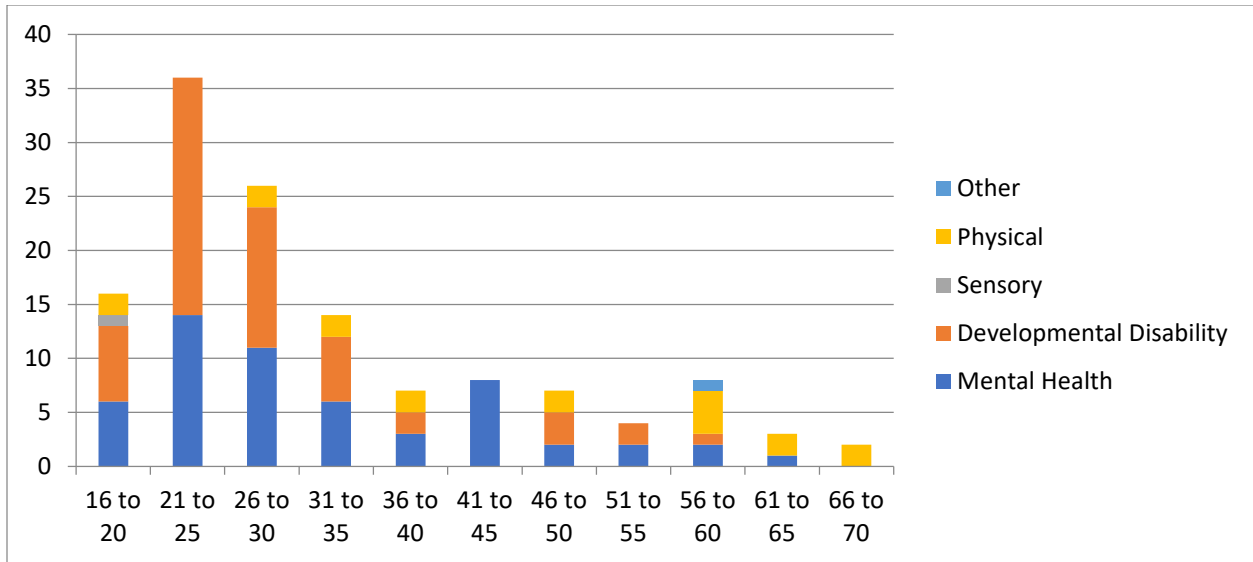
| Source of Income | 2018-19 | Client Self-Identification | 2018-19 |
|----------------------|---------|----------------------------|---------|
| Employment Insurance | 11% | Person with disability | 19% |
| Ontario Works | 13% | Indigenous | 3% |
| ODSP | 7% | Racialized person | 1% |
| Employed | 15% | Newcomer | 2% |
| No source of income | 49% | | |

Source: 2018-19 EOIS-CaMS 15B Report

Note: Does not include data from Career Edge Campbellford (included in Hastings report). See Appendix D for LOCS Region comparative EO ES Client Profile data.

The tight labour market may be responsible for an increase in employers hiring people with disabilities. E.A.R.N. reported last fiscal year that, for the first time, employers were contacting their agency seeking potential employees. So far this year, E.A.R.N. highlights the need for emotional regulation interventions (e.g., conflict resolution), and continue to offer Workplace Intelligence Necessities (WIN) as part of the intervention strategy. Transportation is a barrier for many clients as they are unable to obtain a driver's license due to disabilities. Practitioners noted that motivating clients to take the jobs that are available is an issue, perhaps presenting a need to better convey an appreciation for the value of entry level positions. Some clients also express a concern that caregivers will "get all the money" and, at times, parents are pushing program

engagement, rather than clients being self-motivated. E.A.R.N. is seeing a reluctance in some to disclose all aspects of disability and are planning to better engage with wrap around supports providers (e.g., Four County Crisis) to help move clients forward.



Source: E.A.R.N., Individuals Served by Age and Disability (2018/19)

Social Services Client Profile

Changes to the social assistance program announced in November 2018 is impacting on service access and delivery as we transition into 2020-21. Employment Ontario transformation and shifting of employment services from OW and ODSP to EO will prioritize social services agencies' focus on life stabilization activities.

Ontario Works (OW)

- 719 cases in 2018-19 (compared to 785 in 2016-17)
- 63% single, 31% sole support (percentages consistent over time)
- 15% employed in June (also consistent), with 20% terminating on monthly basis for employment (higher than provincial average)
- 38% have less than Gr 12, 3% less than Gr 8 (2016 Census: 10% for <Gr 12)
- 6% increase in ages 45-64

- Youth (under 30) cases dropped about 10%. Same for ages 30-45 (clients could be aging into next demographic)

Few clients remaining to refer to partner programming (e.g., many remaining clients highly barriered). Barriers include transportation (limited options for rural clients), affordable housing (lowest vacancy rate in region), and affordable connection to online services (for rural clients, e.g., \$60-120/mth).

Ontario Disability Support Program (ODSP)

For the period 2018-19, there were 2,615 ODSP cases, that included 2,702 persons with disabilities (as defined in the ODSP Act). It has been noted that ODSP case loads are up year-over-year across the LOCS regional network (e.g., in 2016-17 Northumberland reported 2,438 cases). ODSP reports that caseloads continue to rise in the current fiscal year. To facilitate managing case loads, ODSP has been moving towards a more “risk based” approach to service provision.

Social assistance modernization moving forward, e.g., online applications, direct bank deposit with 3rd party service providers. The region is part of pilot for My Benefits program which provides online access to case file where client can report changes, review benefits, etc.

Responsive Programming and Services

Service providers are instituting programming that addresses current community and learner demand/needs, including:

- foundational computer/digital technology
- numeracy (contextualized math training)
- essential skills/soft skills training (e.g., self-management and workplace skills)
- essential skills for the trades (construction)
- updated academic upgrading curriculum (including communications, math and science).
- customer service programming (including soft skills)

- academic upgrading (including ACE, especially in college sector where a significant percentage of learners do not have a high school diploma)

Service providers are coordinating to deliver programming across sites and providers (including ES and OW), as well as offering pre-apprenticeship programming and supporting entry into college programming, e.g., PSW. LOCS will focus efforts on service coordination across the employment and training network, ensuring that service providers have an awareness of all programming supports available to clients and learners. LOCS will also work to identify strategies and processes to improve learner persistence and motivation.

LOCS will seek opportunities to improve coordination between the Ministry of Education (EDU) and MLTSD that could ensure all learners of any age receive the programming needed for their success (e.g., seek greater engagement in the Adult Education Strategy). Service providers are also advised to document demand for service by learners under 19 (e.g., how learner came into agency, need for service and how it is not met by EDU system).

LOCS will also seek out strategies and tools for service providers (LBS and others) to support learners and clients with barriers to achieving positive outcomes in the labour market (i.e., employment and training/upskilling), such as mental health. We also recognize that mental health challenges can often be situational and can be the result of life instability (poverty, lack of housing and/or transportation, etc.). LOCS will ensure that partners are aware of, and access programming like Bridges out of Poverty so that they have better understanding of learners and clients and are able to develop and administer programming that is sensitive to these issues and concerns.

Local labour market trends

According to data collected by the Workforce Development Board/Local Employment Planning Council the Top 10 Job Postings demand, as well as associated National Occupation Classification codes (and links) and links to [Essential Skills](#) profiles (as of October 2019) are listed in Table 1, followed by the Top 10 Skills in demand (Table 2).

Table 1: Job Posting Demand, October 2019

| Top 10 Job Postings (including NOC code and Essential Skills profiles) |
|---|
| 1. Home support workers and housekeepers (NOC 4412) |
| 2. Labourers in Processing, Manufacturing and Utilities (NOC 9619) Essential Skills |
| 3. Cooks (NOC 6322) Essential Skills |
| 4. Customer & information services representatives (NOC 6552) Essential Skills |
| 5. Light duty cleaners (NOC 6731) Essential Skills |
| 6. Material Handlers (NOC 7452) Essential Skills |
| 7. Registered Nurses/Registered Psychiatric Nurses (NOC 3012) Essential Skills |
| 8. Administrative assistants (NOC 1241) Essential Skills |
| 9. Retail Salespersons (NOC 6421) Essential Skills |
| 10. Delivery & courier service drivers (NOC 7514) Essential Skills |

Table 2: Top 9 In-demand Skills, October 2019

| Top 9 Skills (key associated Essential Skill(s) where applicable) |
|--|
| 1. Oral and written communication (reading, writing, oral comm.) |
| 2. Team oriented (working with Others) |
| 3. Detail oriented (reading, thinking) |
| 4. Work independently (thinking, oral comm.) |
| 5. Organizational skills (thinking) |
| 6. Dependability (working with others) |
| 7. Microsoft Office (digital/computer) |
| 8. Customer service oriented (oral comm., working with others, thinking) |
| 9. Integrity (thinking, working with others) |
| 10. Problem solving (thinking, continuous learning) |

[Learn more](#) about how to use Essential Skills profiles, including what they are, how they are used, descriptions and definitions.

WDB also noted that preliminary findings from their In-Demand Skilled Trades project indicate high demand for carpenters, welders, truck drivers, millwrights. Also, of note, employers cited soft skills as critical.

Addressing labour market trends

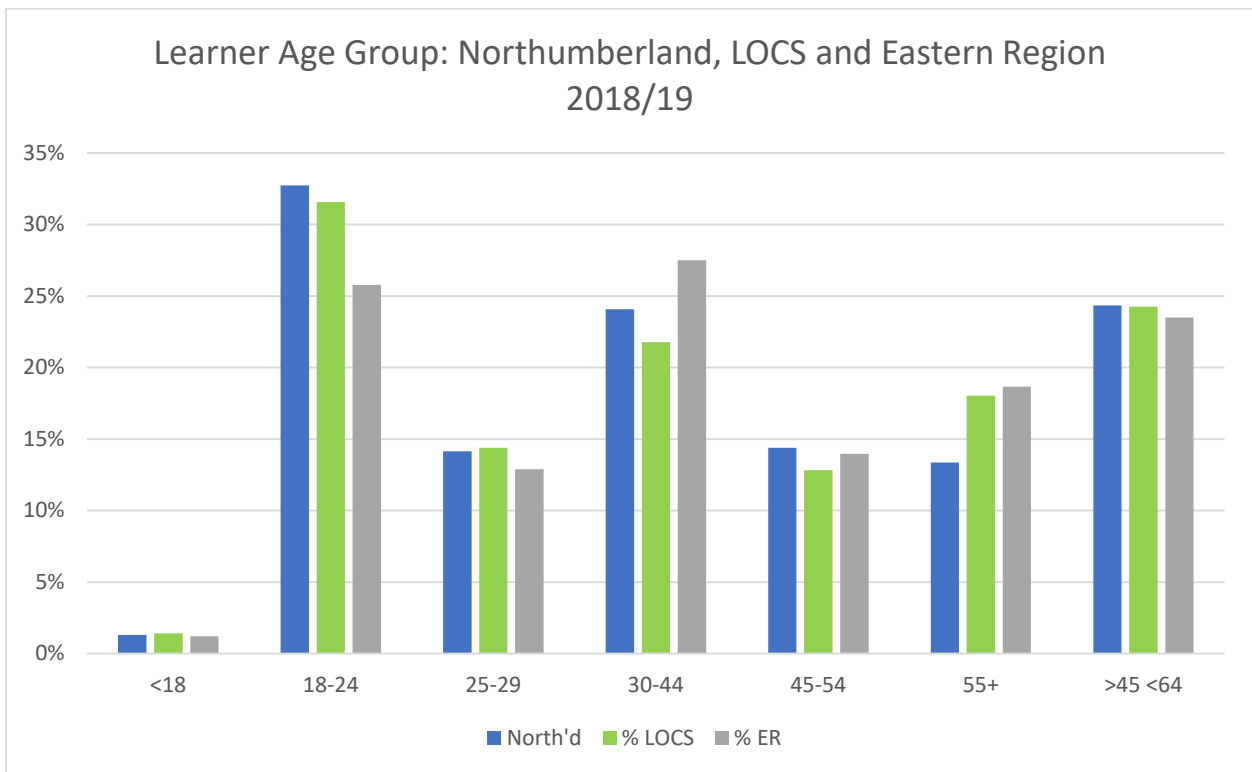
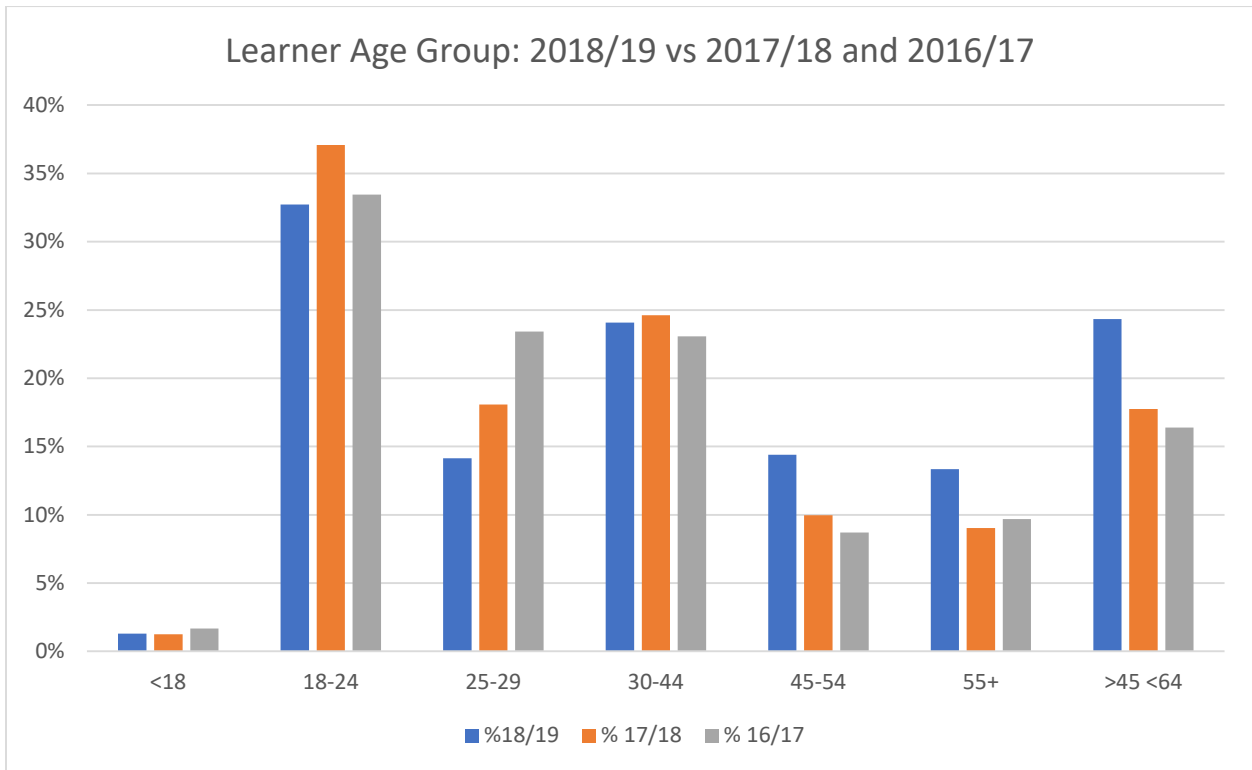
Service provider partners will continue to adapt, develop and deliver programming and services to serve the needs in the community as they arise by

- Continuing to study the local labour market to inform and tailor education and training, and employment programming to address demand
- Fostering collaborative partnerships for service delivery (e.g., offering training programming at partner agency sites; co-developing and delivering programming based on partner/client demand)
- Offering essential skills/soft skills/employability skills training programming that address labour market and client/learner demand
- Engaging across partner networks to identify challenges, opportunities and implement solutions through leveraging the collective expertise of employment and training practitioners
- Participating in community and regional events, such as job fairs, chambers of commerce events, information sessions, etc.
- Participating in Workforce Development Board initiatives and other employment and training partner community meetings.

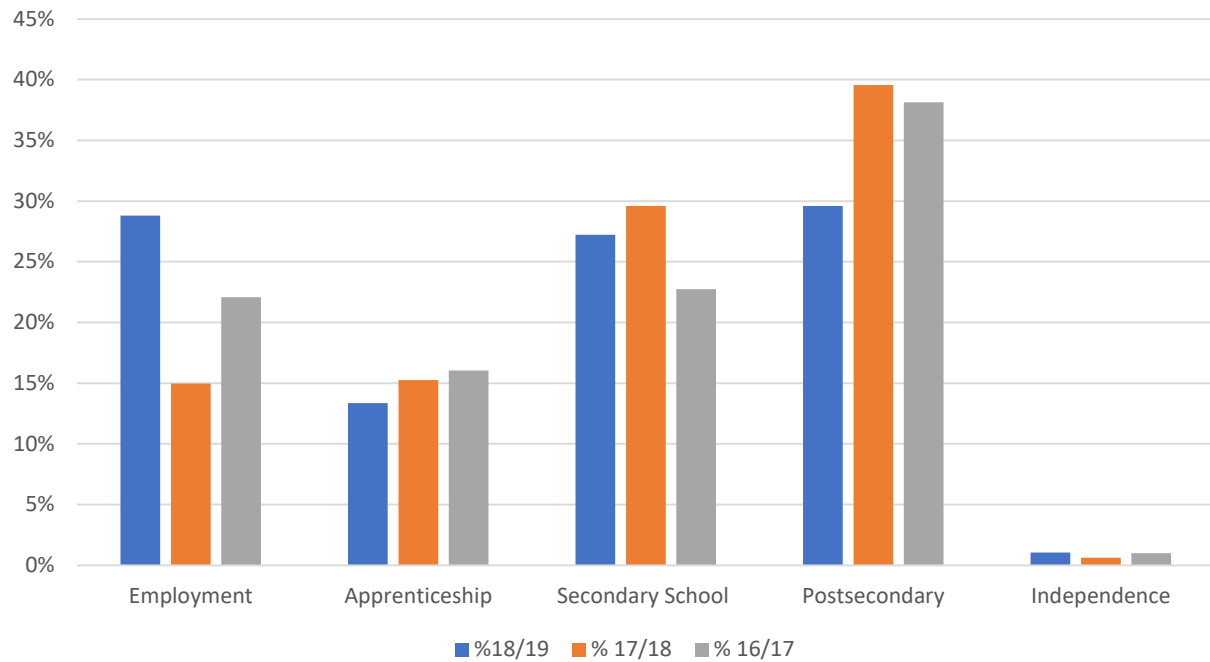
LOCS is actively promoting partnerships to work with employers to develop workplace-specific targeted upskilling programs (e.g., workplace/workforce essential skills) that could assist in enhancing capacity and productivity (opening more entry-level positions). There may also be an opportunity to work with employer service partners to provide education and training for employers to improve attraction and retention (relationship, hiring and management literacy).

As noted above, transportation continues to be cited as a significant barrier (real or perceived) to accessing the labour market and skills development training. Service providers are encouraged to work with funders to advocate for enhanced transportation supports.

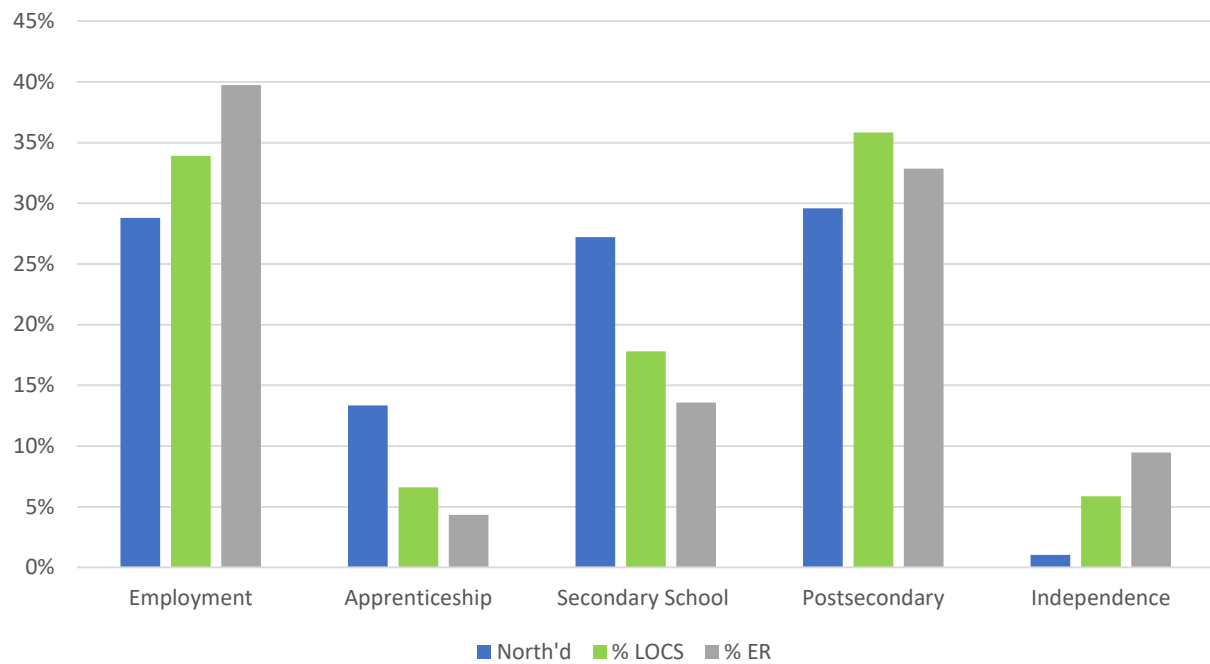
Appendix A – Learner Profile Data for Northumberland (2018-2019)

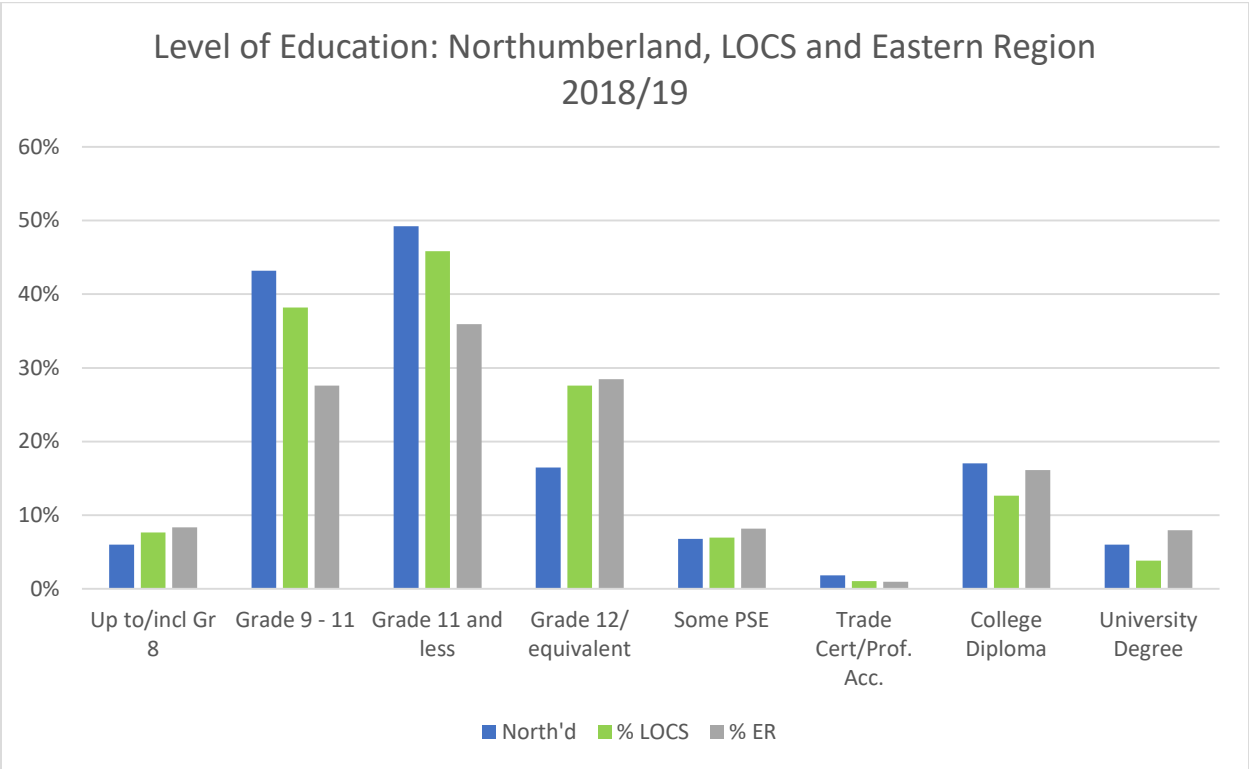
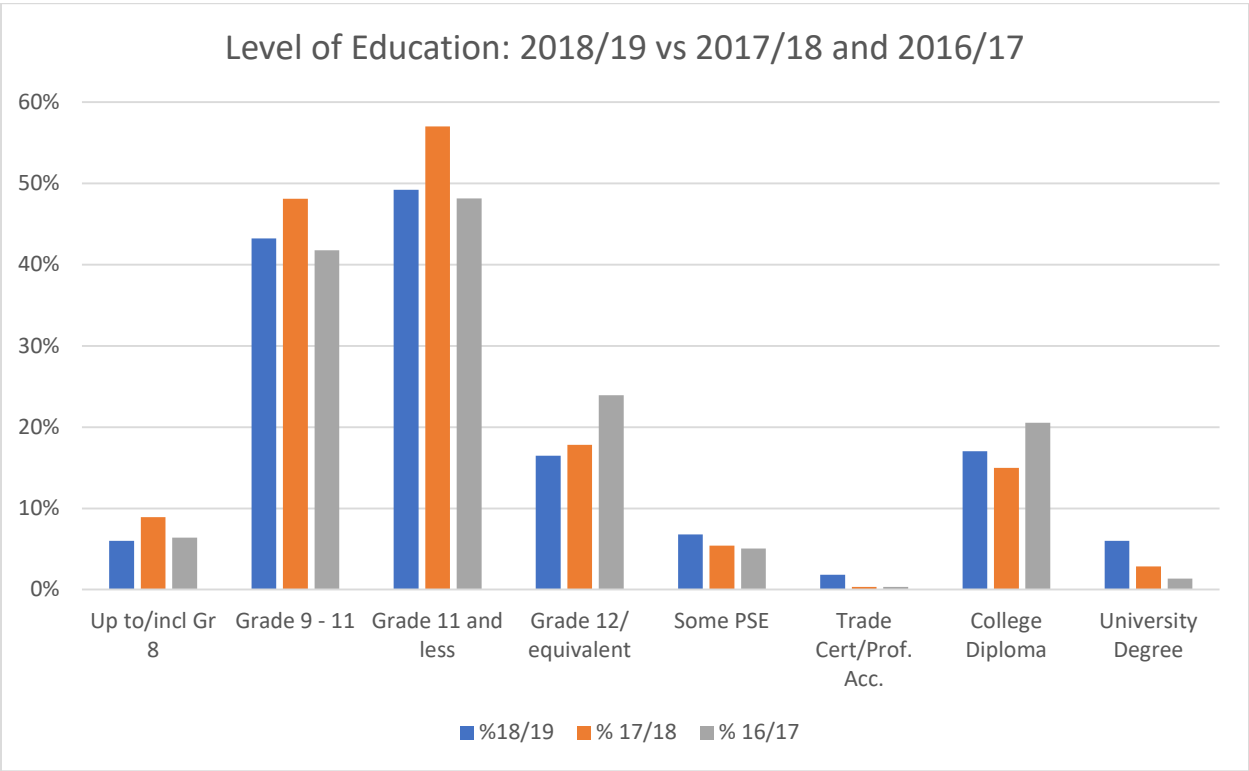


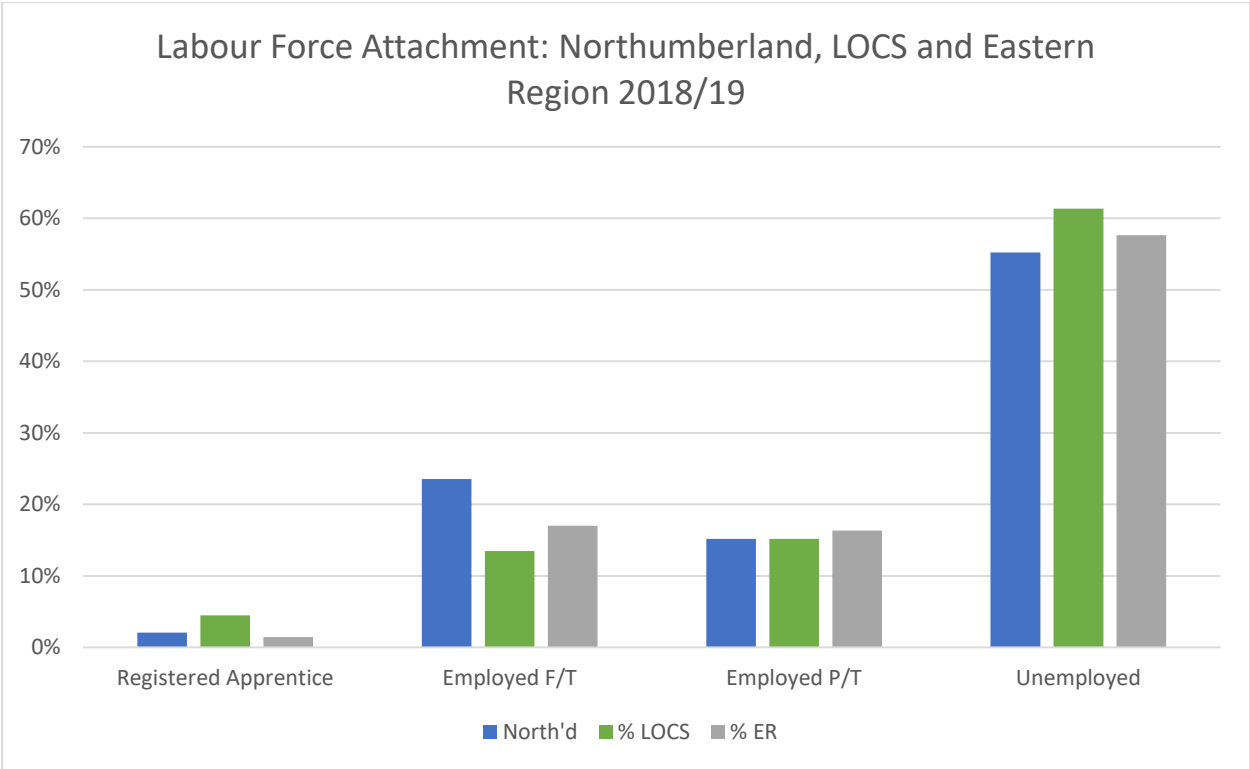
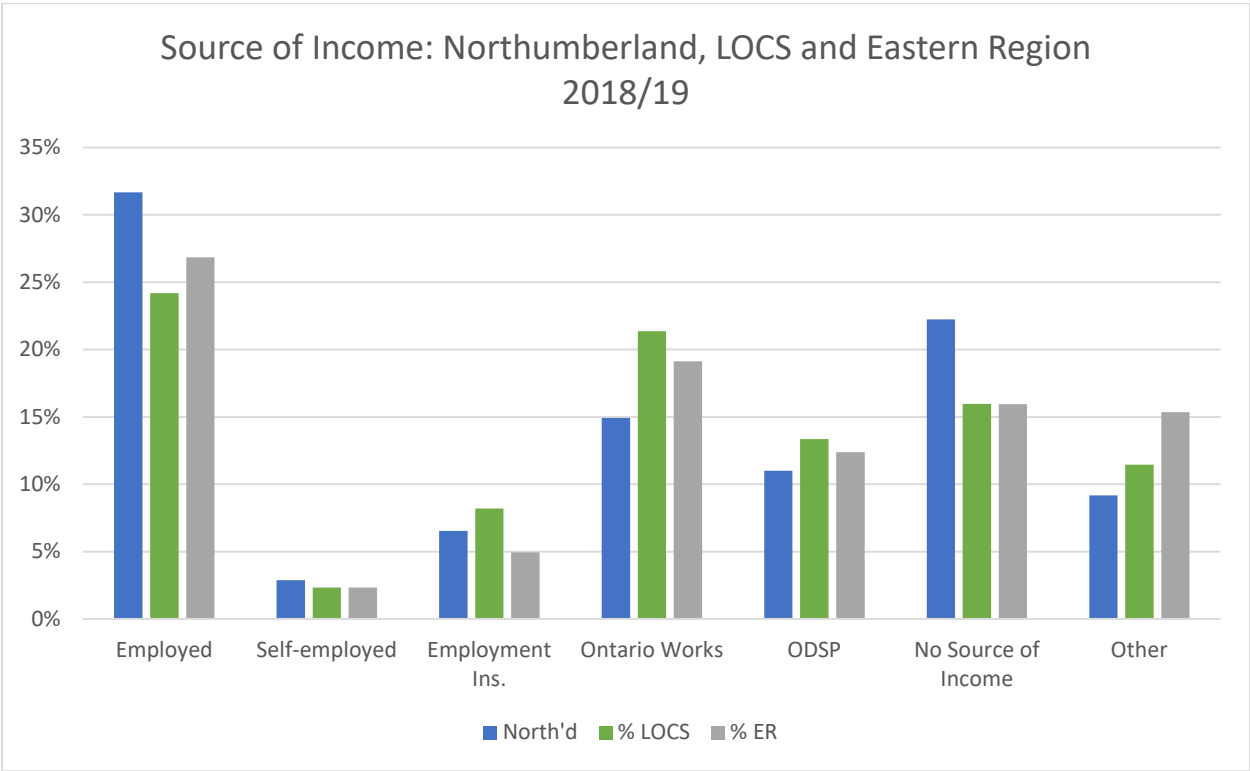
Goal Path: 2018/19 vs 2017/18 and 2016/17



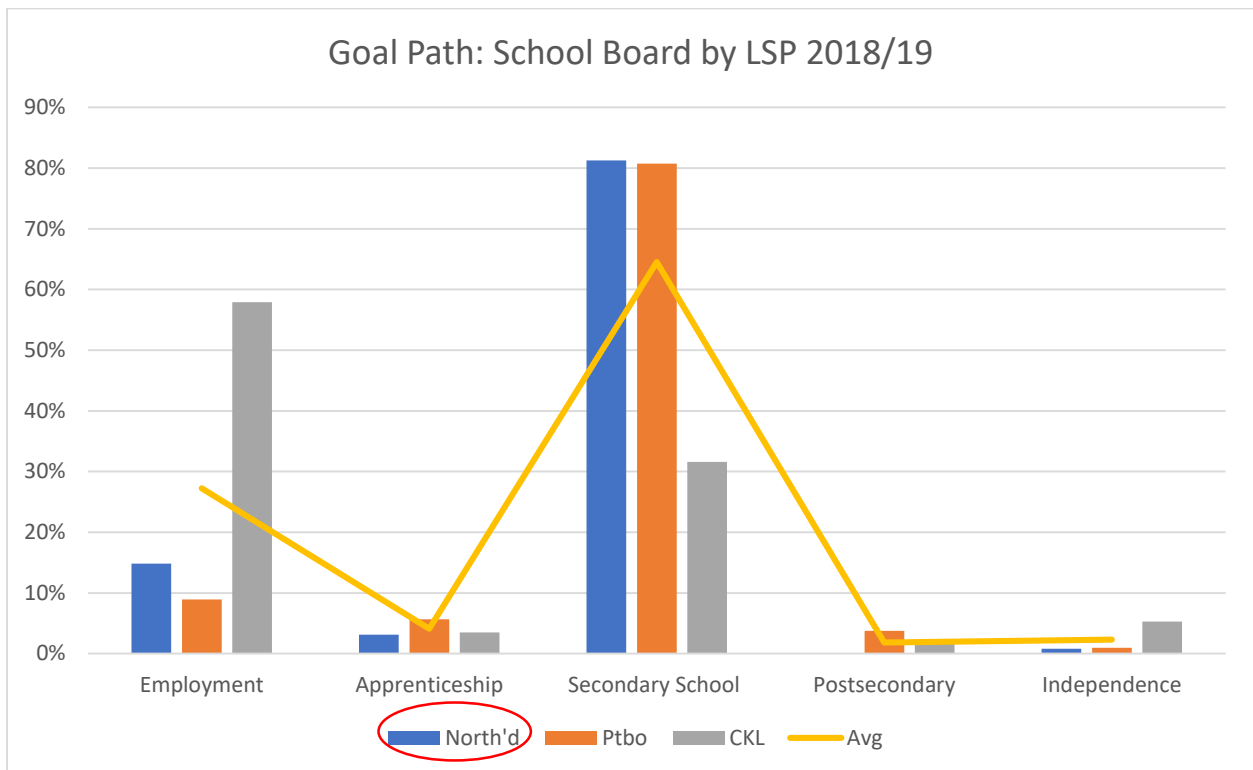
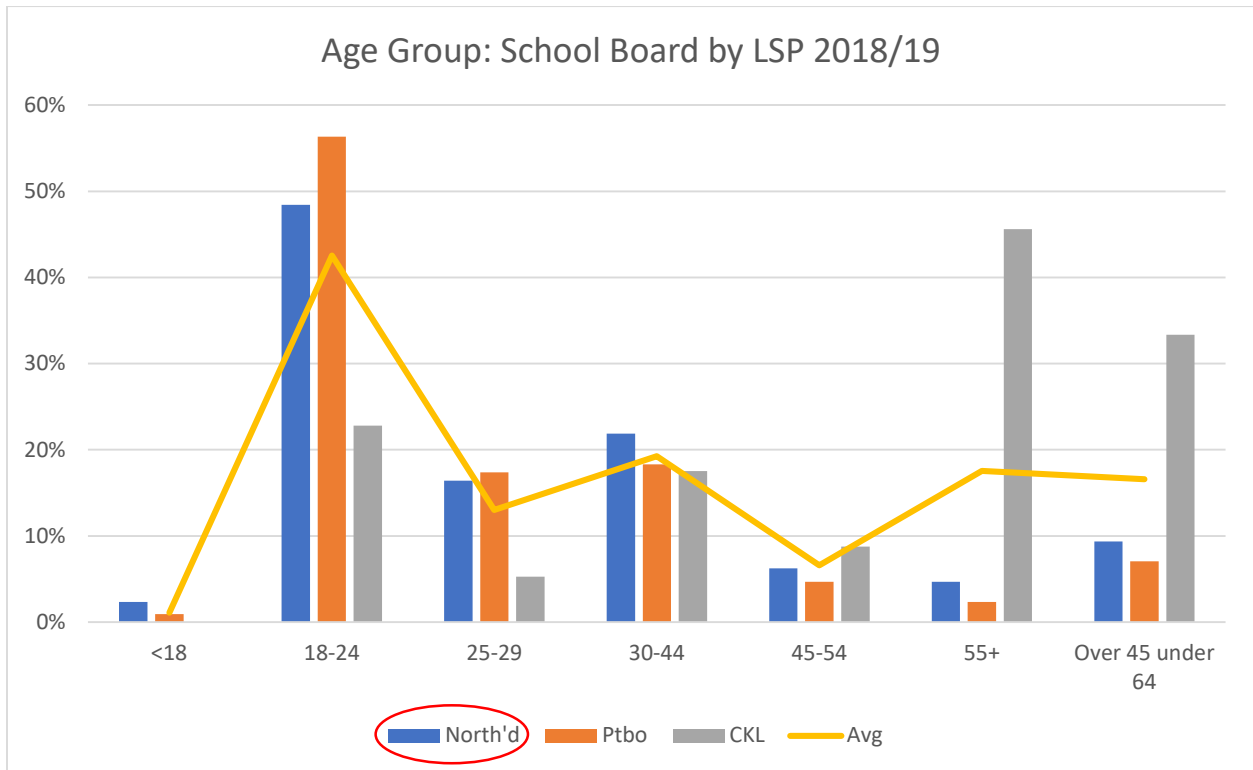
Goal Path: Northumberland, LOCS and Eastern Region 2018/19

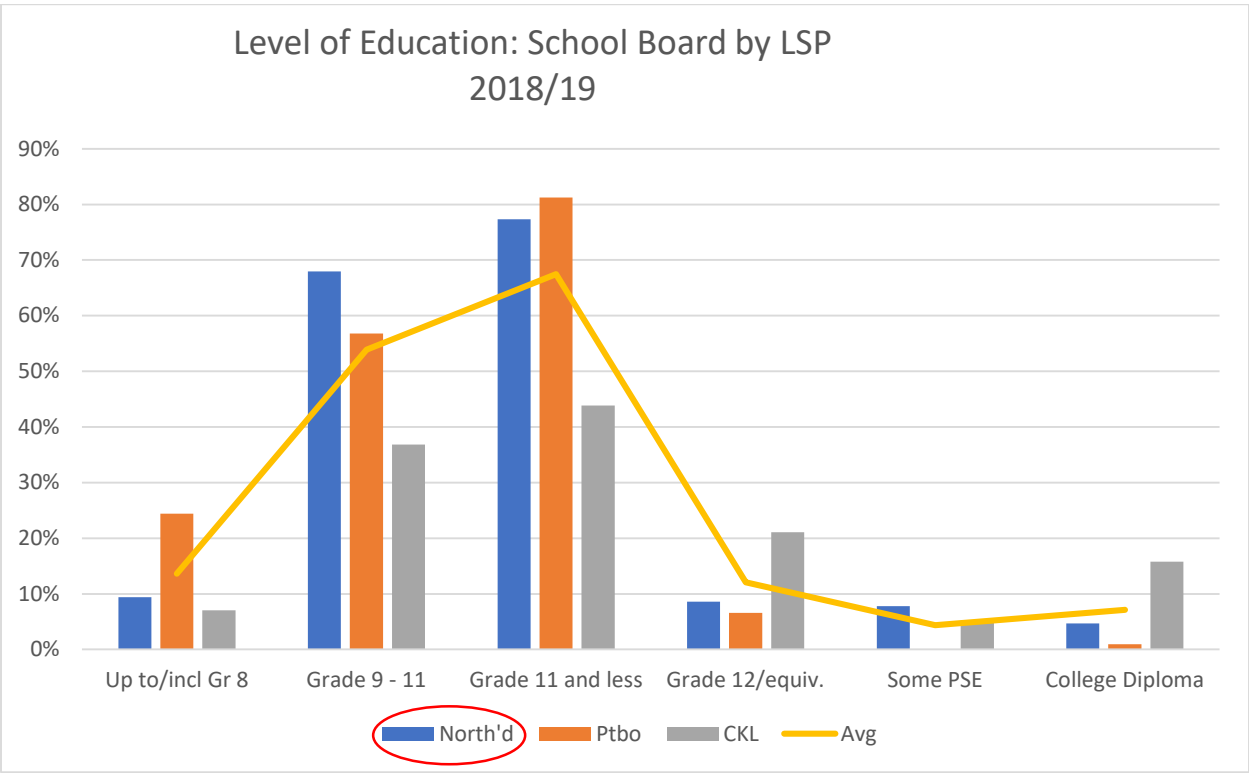
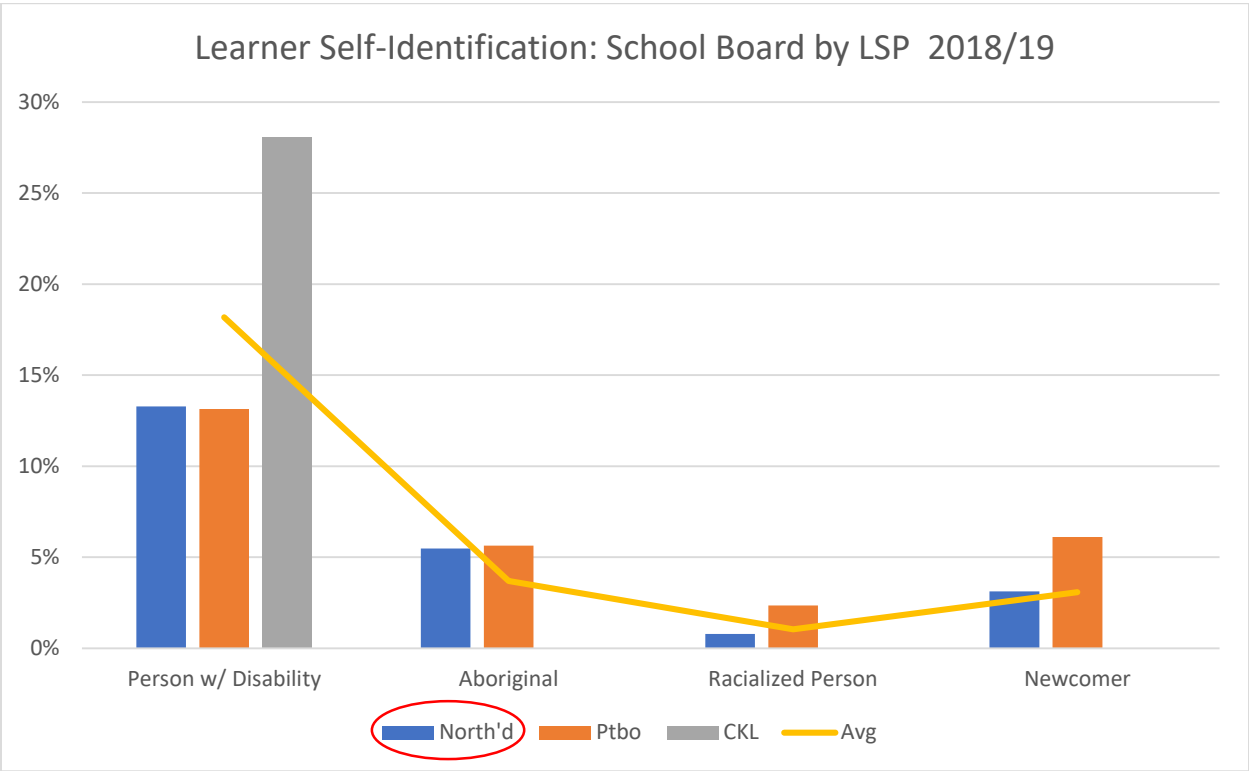




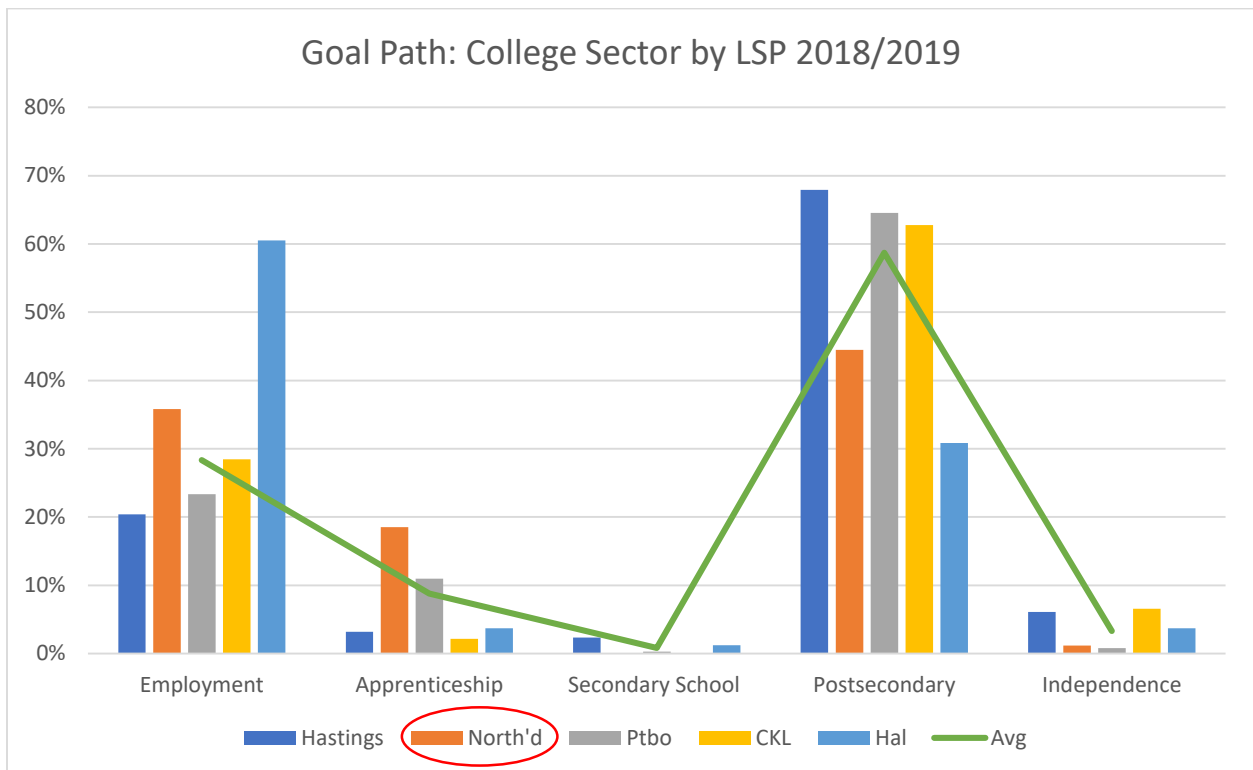
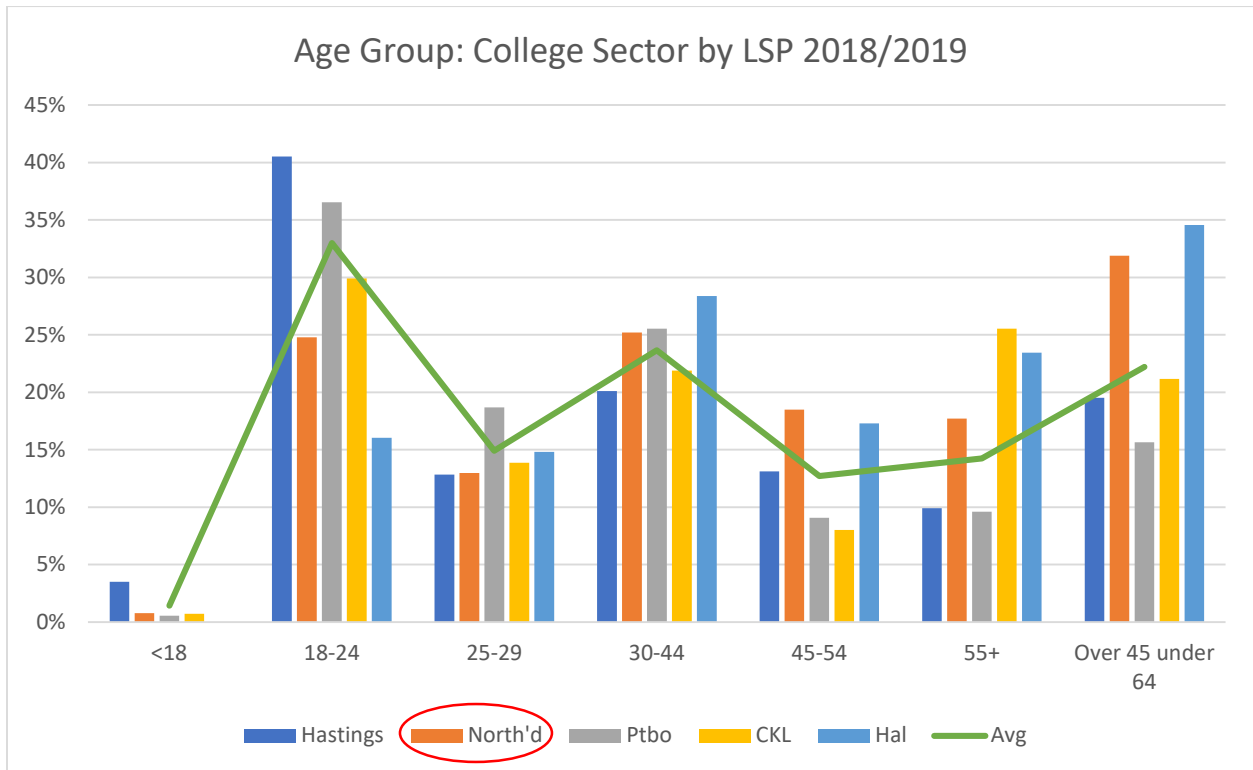


Appendix B – School Board Sector, LOCS Region (2018-19)

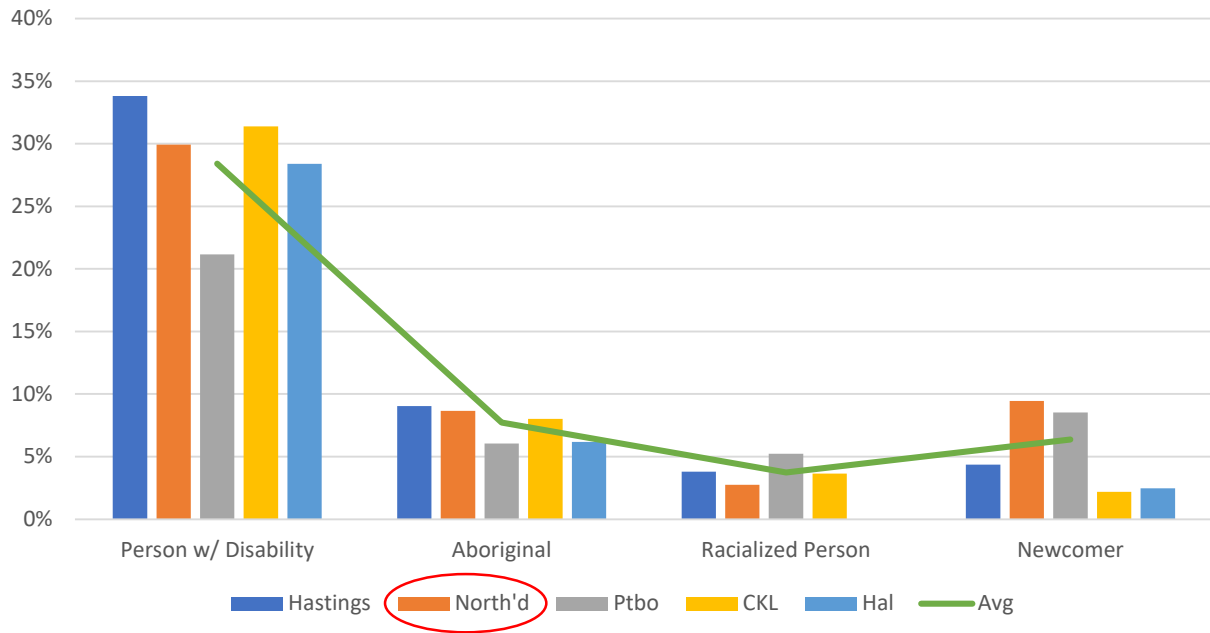




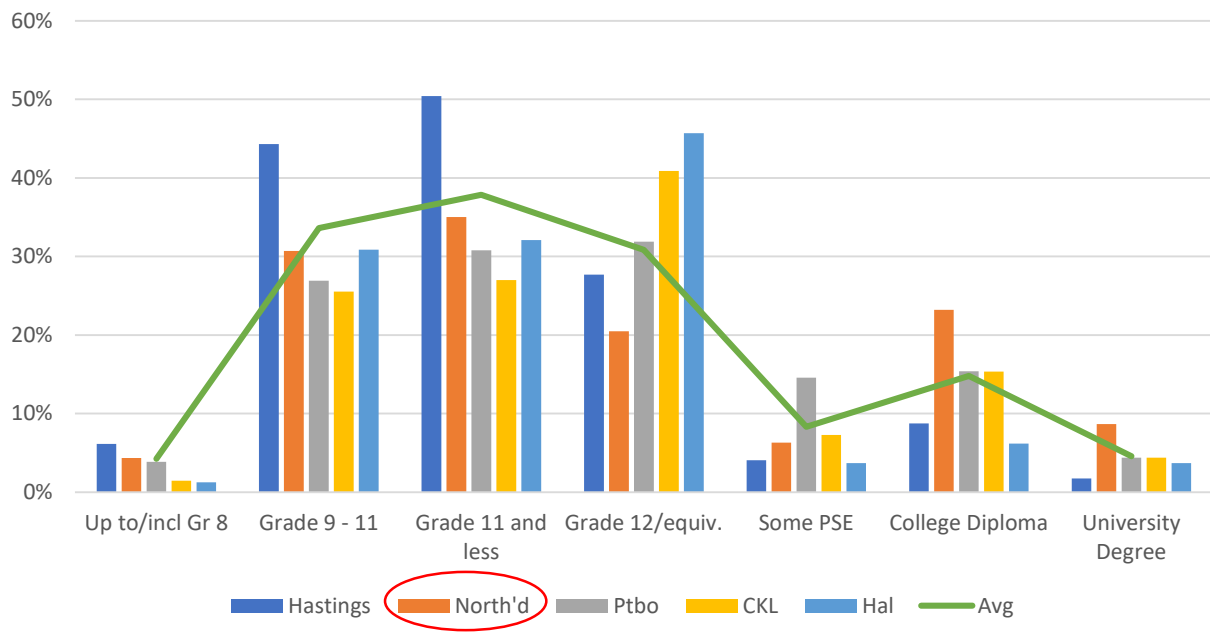
Appendix C – College Sector, LOCS Region (2018-19)



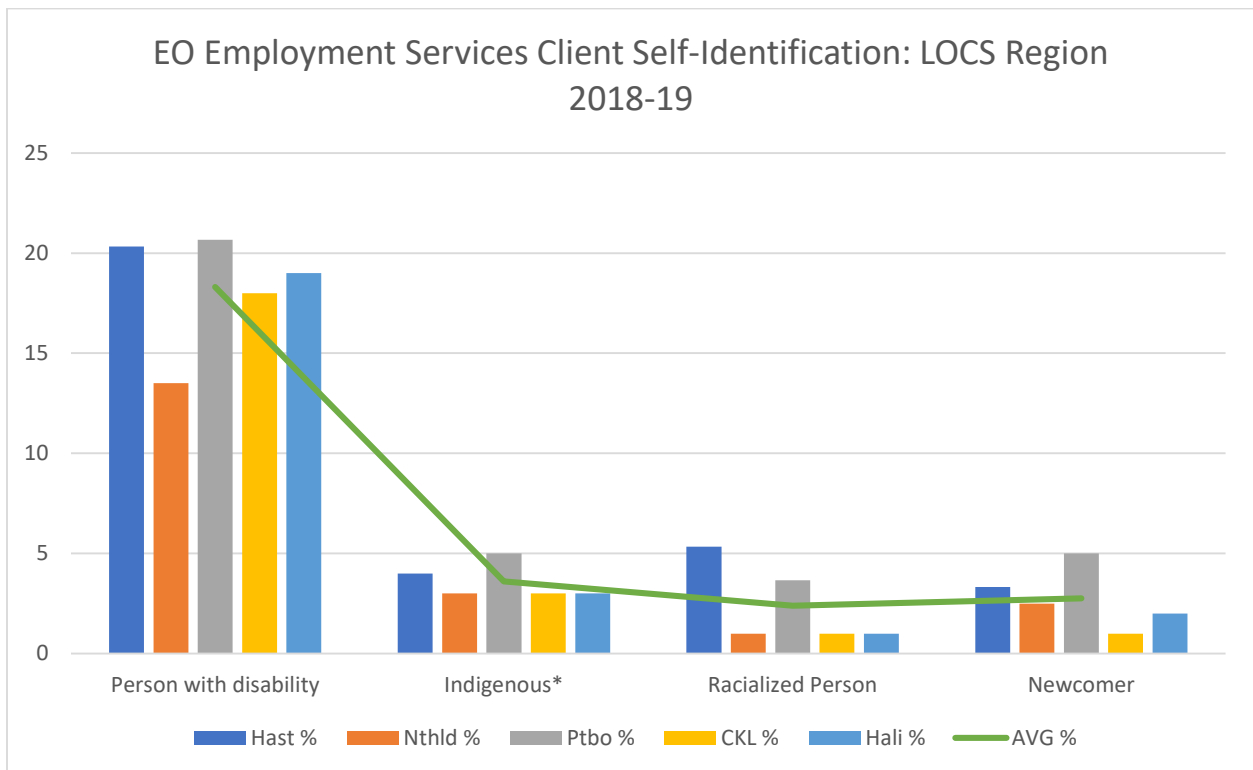
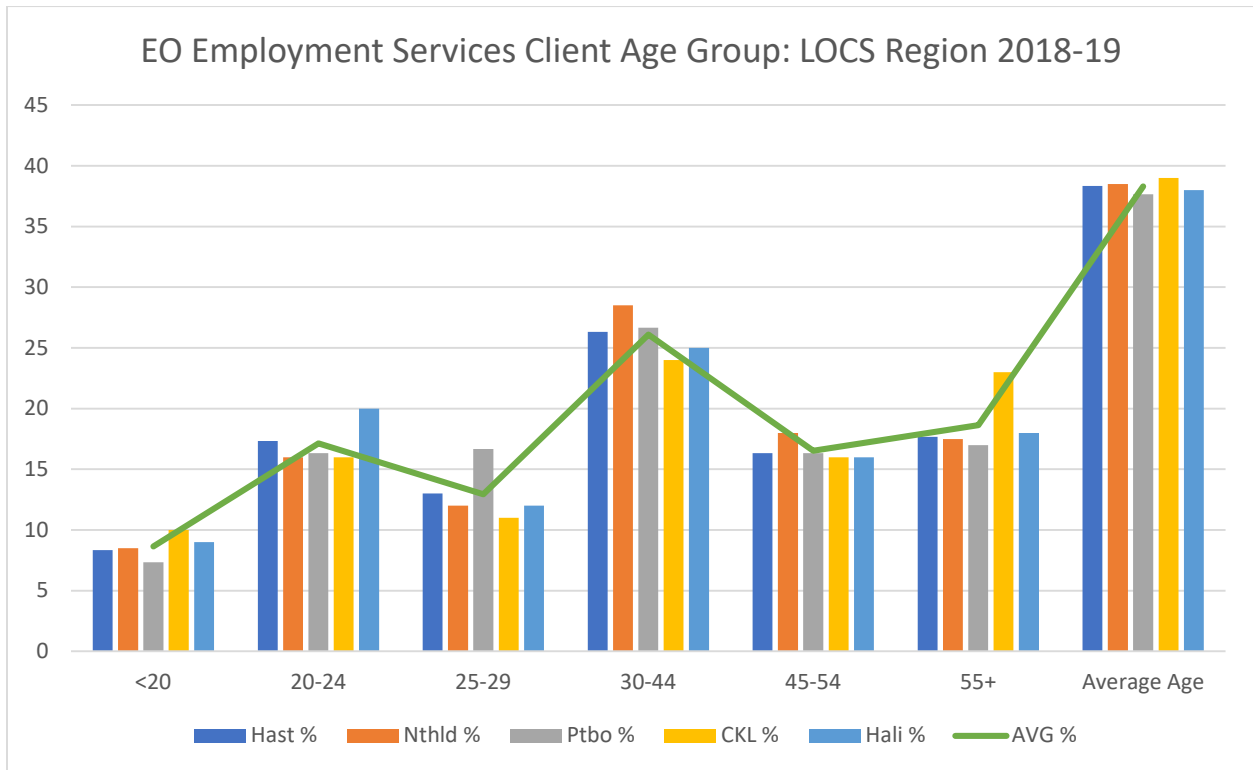
Learner Self-Identification: College Sector by LSP 2018/2019

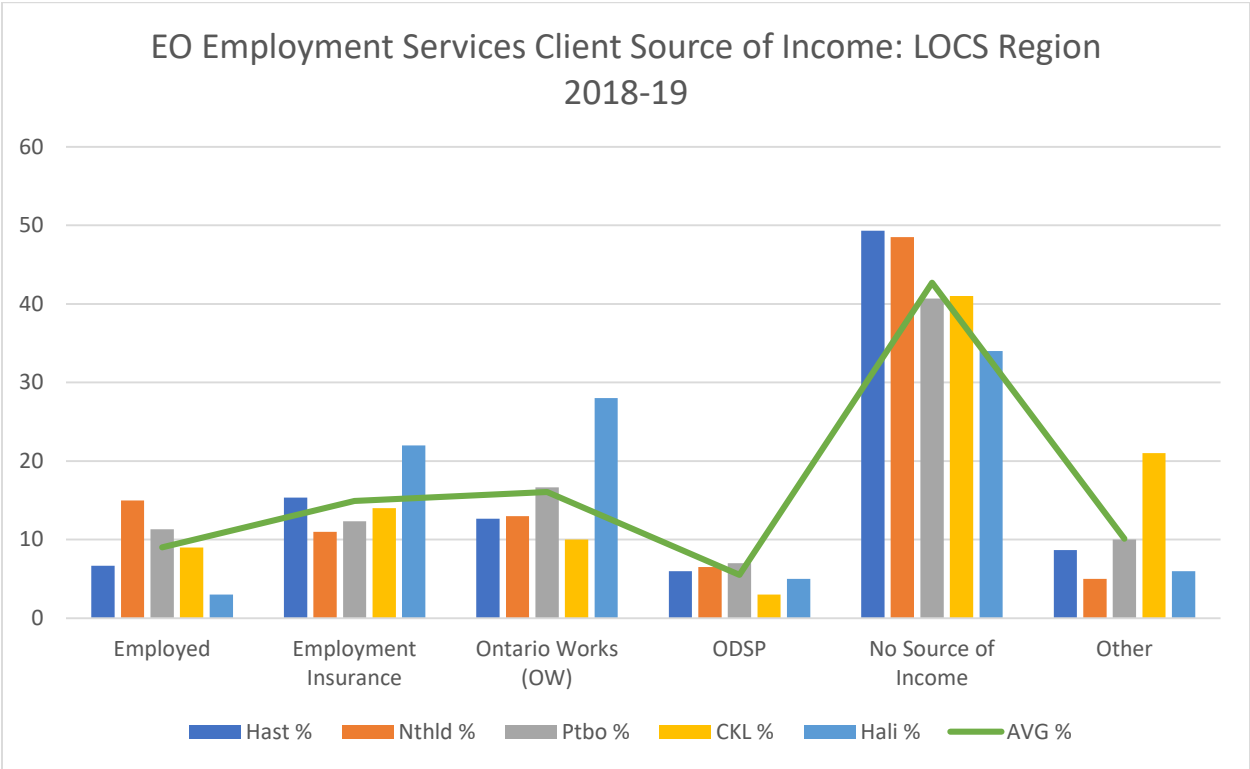
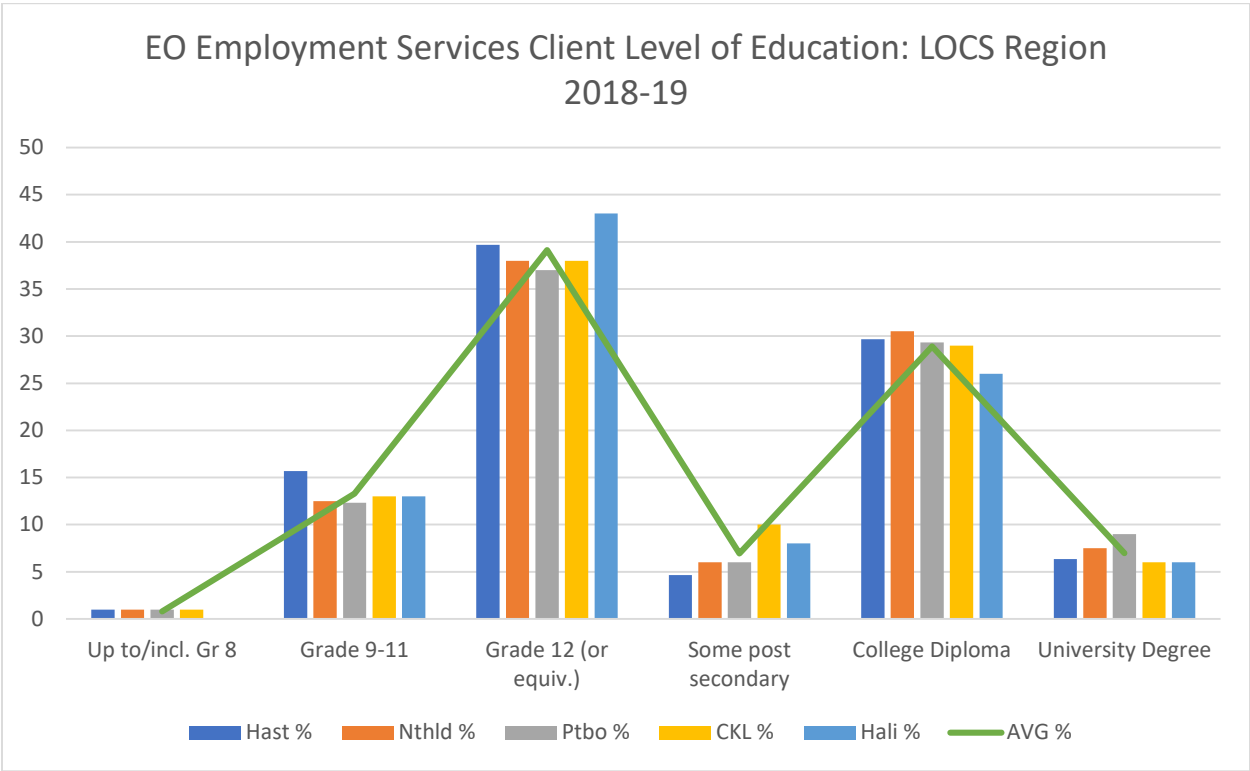


Level of Education: College Sector by LSP 2018-2019

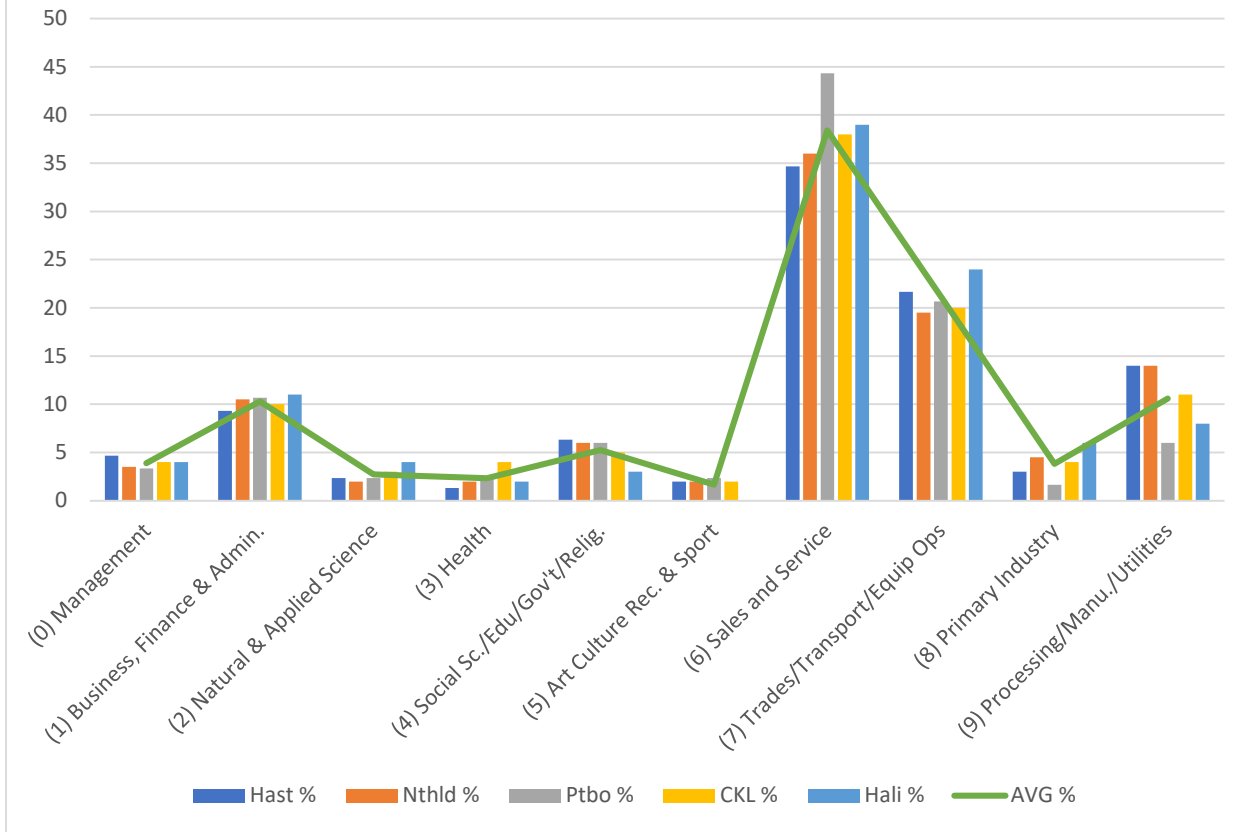


Appendix D – EO Employment Services, LOCS Region (2018-19) (Assisted Service clients only)





EO Employment Services Client Last Employment Occ.: LOCS Region 2018-19



Questions about this report? Contact LOCS:

E: info@locs.on.ca

P: 705-313-4385

W: locs.on.ca

