



**Canada-Prince Edward Island
Labour Market Agreement (LMA)
And
Strategic Training and Transition Fund
(STTF)
Annual Plan - 2010/11**

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*Department of Innovation and Advanced Learning
and Skills PEI*



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Executive Summary

Over the past two years, the Province of Prince Edward Island has strategically delivered significant investments to improve labour force participation of under-represented populations throughout the Province. Based upon the outcomes of such to date, combined with various stakeholder consultations, the continuous guidance of the *Island Prosperity Plan: A focus for Change* and the principles outlined in the newly unveiled *Rural Action Plan*, the Labor Market Agreement (LMA) and Strategic Training and Transition Fund (STTF) Annual Plan 2010-2011 has been developed. This document proposes continued support through multiple targeted investments to end-user groups represented by both unemployed and low-skilled individuals as well as those affected by the recession. The Canada-Prince Edward Island LMA and STTF are integral resources to maintain such support and implement the current plan. The total investments (\$7.01 Million) outlined for the upcoming fiscal year will enable employers, educators and other stakeholders to deliver tools that are necessary to build a skilled workforce. As we strengthen the human resource component of our traditional industries, we are cognizant of the aim to focus on our identified innovative sectors – bioscience, information technology, aerospace and renewable energy. Support to the diversification of traditional rural sectors and the growth of new sectors across the full range of our economy and ensures a balance between rural and urban growth. This spirit of the “One Island Economy, One Island Future” offers benefit to all Islanders. The pages to follow provide an overview of current labour market challenges in Prince Edward Island. Objectives have been developed to address these challenges and a description of priority areas and eligible clients that will benefit are included. Programs and planned activities are accompanied by projected expenditures. The execution of objectives within will contribute to the attainment of expected results that are aligned with the economic and social plans for the Province of Prince Edward Island.

1.0 Introduction and Context

The delivery of labour market training programs and services for Islanders are based on two agreements: 1. The Canada-Prince Edward Island Labour Market Agreement (LMA) is

meant to increase labour market participation of under-represented groups by improving the skill levels of unemployed individuals who are non EI eligible and also includes low-skilled employed individuals. 2. The Strategic Training and Transition Funds (STTF) is meant to provide programs and services to eligible individuals who have been impacted by the recent economic downturn.

The accountability framework for these agreements considers planning as a key component. The Prince Edward Island Department of Innovation and Advanced learning through Skills PEI has agreed to an individual planning process, inclusive of LMA and STTF. Prior to the beginning of each fiscal year and throughout the duration of the period of the Canada-Prince Edward Island Labour Market Agreement (LMA), Skills PEI has agreed to develop and share, with the Government of Canada, an annual plan. The province has agreed to make this plan public by October 1st of each year. The annual plan includes the following:

- a) **Environmental Scan:** provides current, Prince Edward Island specific, labour market challenges.
- b) **Strategic Priorities:** provides an explanation of priority sector development and a description of intended clients that are considered a priority in the coming year.
- c) **Community Consultations:** provides a synopsis of consultation activities with key stakeholders supplemented with field notes in Appendix 1.
- d) **LMA/STTF Planned Activities:** provides an outline of proposed programs / activities for priority groups and sectors, including objectives and activities for corresponding programs/services, projected budgets and anticipated results. Services and activities for non-EI (LMA-funded) learners and STTF learners are included. Anticipated client capacity for each program / activity is noted. Details are summarized in tabular form (Table 2) and supplementary details are outlined in Appendix 2.

The context of this document was premised by the vision set forth by the Department of Innovation and Advanced Learning: *“To ensure that the Prince Edward Island workforce is competitive by making strategic investments in people through innovative programs, services and partnerships”*. The Department’s mandate to deliver programs and services that are aimed at assisting Prince Edward Islanders in acquiring the skills and employment experience necessary to secure and maintain full-time employment is fully aligned with the vision put forward in, *“Island Prosperity-A Focus for Change”* and supports the unique approach aimed to address a competitive labour market. The focal point of this shift is one which puts *quality* of employment at the forefront of core economic development strategies. Additionally, this plan complements Prince Edward Island’s

Rural Action Plan: A Rural Economic Development Strategy for Prince Edward Island and its goal to invest in education and the development of human resources in order to create opportunities, strengthen the base of island industries and to share, to the fullest extent possible, the benefits of the 'One Island Community' principle.

2.0 Environmental Scan ¹

2.1 Highlights of the Prince Edward Island Economy

Key indicators for Prince Edward Island's economy include the following:

- As of July 1, 2009, Prince Edward Island's population is estimated to be 140,985. This represents a yearly increase of 1,534 persons, or 1.1 per cent growth since July 1, 2008.
- Growth in the provincial economy is projected at 0.5 per cent for 2009, comparable to the rate of growth in 2008.
- The number of jobs in the Prince Edward Island wage economy rose 2.7 per cent in 2009.
- Employment averaged 69,500 in 2009, a decrease of 1.0 per cent from the same period in 2008.
- Total labour income grew 4.4 per cent in 2009, the fastest growth in the country.
- Non-residential construction increased 38.0 per cent in 2009.
- Prince Edward Island was the only province in Canada to post an increase in housing starts in 2009. Housing starts totaled 877 units, an increase of 23 per cent over 2008.
- Farm cash receipts for the first three quarters of 2009 totaled \$297,624 million, an increased 6.8 per cent over the same period in 2008.
- Manufacturing shipments from PEI have declined 3.4 per cent in 2009, while international exports have declined 2.0 per cent, both as a result of low fish prices, especially lobster.
- Consumer prices decreased 0.2 per cent in 2009. A decrease in the price of petroleum products contributed to this result.
- Prince Edward Island continued to have the highest participation rate in the country among the core working age group (25-44 years) at 89.7 per cent. Approximately nine out of every ten in this age group were either working or actively looking for work in 2009.

¹ A combination of the Prince Edward Island Economy Progress Report 2010 and Statistics Canada Data.

2.2 Provincial Economy

Despite the economic conditions of the past year, the Prince Edward Island economy has shown some resiliency. Though somewhat protected from the worst of the recession by the type of industry located on the Island, difficulties did become apparent towards the end of 2009, particularly in the food processing sector. The Island economy is expected to have expanded in 2009 - approximately 0.5 per cent - with a similar performance to 2008. This compares with a 2.6 per cent decline in real GDP nationally.

The Labour Market: Employment and Jobs

According to the Labour Force Survey (LFS), employment on Prince Edward Island averaged 69,500 people in 2009, a 1.0 per cent decline from 2008. The unemployment rate over this time period averaged 12.0 per cent, an increase of 1.2 percentage points over 2008. The survey showed that this decline occurred largely during the first half of the year. Employment losses occurred in both the goods, and service producing industries, with notable examples being transport and warehousing, other primary industries and manufacturing. Notable employment gains occurred in agriculture, construction and public administration. Due to a strong recovery in the employment figures in the last quarter of the year, Prince Edward Island recovered all of the jobs lost during the recession, with December's LFS data indicating there were 71,200 people employed on the Island, identical to the pre-recession peak which occurred in March 2008.

The number of jobs in the wage sector continues to expand on Prince Edward Island. According to the Survey of Employment, Payroll and Hours (SEPH), jobs in the wage sector totaled 63,869, an increase of 2.7 per cent over 2008 levels, and an all-time high. Gains were recorded in both the goods and service producing sectors, with gains of 8.1 per cent and 1.1 per cent respectively.

The LFS and the SEPH were largely divergent through the first three quarters of 2009. This divergence has corrected itself through the last quarter of 2009, with both the labour force survey, and SEPH showing strong employment gains.

Prince Edward Island led the nation in the growth in total labour income in 2009, at 4.4 per cent. This growth was due to increases in both the number of jobs and higher wages. Nationally total labour income increased 0.1 per cent.

Prince Edward Island is entering a period in which employer demand, demographics, education and skill levels, employee expectations and mobility are all changing. Prince Edward Island is at a crossroads where the demand for labour is outpacing the supply of skilled and knowledgeable workers because of changing demographics and the migration of labour. Similarly, the education and skill requirements of the Island's labour force has increased significantly and will need to continue to increase in order to meet the needs of employers in a new economy where the primary assets are people and knowledge.

Traditionally, Prince Edward Island's labour market has featured intense seasonal peaks and a significant number of low-skilled jobs. This helped stimulate strong labour force participation and high levels of employment during seasonal peaks. It also resulted in substantial unemployment and underemployment of Islanders during non-peak seasons. While the labour market issue of the past was shortages of jobs, the key issue today, and for the future, is shortages of skills and labour.

In an effort to reduce the instability of the PEI labour market, the provincial government has created a vision outlined in, "*Island Prosperity-A Focus for Change*", which positions the province to strategically address current economic challenges. An integral part of the strategy is the development of a labour market that compliments key sector investment and expansion. The number of jobs created through government action to stimulate the local economy appears to be significant, and is likely one of the driving forces behind the gains in wage employment in the goods producing sector.

Consumer Prices

A 16.1 per cent decline in the price of energy products has resulted in a 0.2 per cent decline in the level of consumer prices on the Island in 2009. Shelter costs have declined 4.1 per cent, while the price of food rose 5.5 per cent in 2009. Nationally, the all-items consumer price index advanced 0.3 per cent.

Retail Sales and Motor Vehicle Sales

The value of seasonally adjusted retail sales fell 0.3 per cent in 2009. This is largely a result of lower prices for petroleum products that persisted through most of the year. Nationally, retail sales declined 3.0 per cent in 2009.

The value of new motor vehicles sold on Prince Edward Island increased 5.9 per cent in 2009, while the volume of vehicles sold declined 3.9 per cent over the same

time-period. Nationally, the value of new motor vehicles sold declined 8.6 per cent, while the number of vehicles declined 11.2 per cent.

Construction and Housing

Construction had a positive year on Prince Edward Island, with large gains occurring in both the residential and non-residential sectors. Government-led stimulus spending was the main contributor to the gains in non-residential construction, while construction of multi-unit housing structures was the main driver of growth in the residential sector.

Non-residential investment grew 38.0 per cent in 2009. All sectors of non-residential investment contributed to this increase, with industrial investment up 17.8 per cent, commercial investment up 38.4 per cent, and government and institutional investment up 53.8 per cent.

Residential investment increased 6 per cent in 2009, largely due to increased investment in row houses, apartments and conversions. These segments increased 205 per cent, 195 per cent and 125 per cent respectively. Investment in singles and doubles declined in 2009, falling 12 per cent and 23 per cent respectively. Renovations also increased 4 per cent in 2009, likely as a result of the uptake of the home renovation tax credit, and investments in social housing.

Prince Edward Island was the only province in Canada to post an increase in housing starts in 2009. According to the Canada Mortgage and Housing Corporation (CMHC), housing starts totaled 877 units, an increase of 23 per cent over 2008. Growth in housing was driven by an increase in multiples construction in and around the Charlottetown area; there was a decline in the construction of single family homes over this time period. Though demographic shifts on the Island, including an aging population and an influx of immigrants provide some demand side to this construction increase, supply-side issues, such as favorable financing conditions also played a role. Consequently, the vacancy rate in the Charlottetown area is expected to rise for the next several years as this new stock is absorbed.

The point forecast provided by CMHC indicates that there will be approximately 638 starts in 2010 and 675 starts in 2011, as there are fewer multiple-start projects projected for this time period. Historically, over the last ten years, there has been an average of 783 starts per year on Prince Edward Island.

Capital spending is expected to increase 3.6 per cent in 2010. Capital construction expenditures are expected to increase in 2010, largely as a result of increases in

institutional spending by government. Machinery and equipment investments are expected to decrease 1.4 per cent over this time period.

Manufacturing and Exports

The value of manufacturing shipments declined 3.4 per cent in 2009. This is a result of a 13.6 per cent decline in the value of food products, reflecting the continued weakness in the seafood industry, and emerging problems for potato processing. In the absence of food processing, manufacturing shipments advanced 12.2 per cent, due to shipments of chemicals, and transportation equipment (largely composed of aerospace products), which grew 32.0 per cent and 13.9 per cent respectively.

International exports from Prince Edward Island declined 2.0 per cent in 2009. This decline was largely a result of a 32.4 per cent decline in the value of frozen seafood products. This industry struggled with low prices and lack of demand throughout 2009, especially for lobster products. Frozen food manufacturing, the province's largest export, advanced 7.6 per cent over 2008 levels. Though there was growth in this industry, it was not as high as anticipated, due to a lack of demand that materialized late in 2009. This lack of demand due to weak economic conditions is expected to persist into 2010, with producers indicating that substantially less raw product will be needed. This will likely have a negative impact on exports going forward. Exports related to the aerospace industry continued to advance despite the recession, with engine and turbine manufacturing advancing 18.1 per cent over 2008 levels. Nationally, exports declined 25.8 per cent over this time-period.

Primary Industries

Farm cash receipts through the first three quarters of 2009 totaled \$297.6 million, an increased 6.8 per cent over the same period in 2008. This compares to a decrease of 4.2 per cent for Canada as a whole.

Total crop receipts totaled \$181.7 million, an increased 11.1 per cent over this time period, led largely by a 14.9 per cent increase in potato receipts. These gains are unlikely to continue going forward due to increased pressure in the potato industry. Prices for fresh potatoes are approximately half of what growers were receiving in 2008. Growing conditions on the Island in 2009 resulted in a lower quality potato, while the United States and Europe both had excellent years in terms of both quality of product and size of harvest. This has led to disruptions in supply lines for Island producers. The appreciation of the Canadian dollar relative to the US dollar is also contributing negatively to this situation. Recently, both

major potato processors have indicated that they plan to reduce both the number of contract growers and acres under contract for 2010.

Total livestock receipts increased 1.2 per cent. A 21.6 per cent increase in cattle receipts was able to counterbalance a 37.4 per cent decrease in hog receipts. The hog industry continues to face difficulties, as the remaining processing facility in the region has indicated it will be shutting down. Dairy receipts continue to advance, gaining 6.5 per cent over the same period in 2008.

The fishing industry had a difficult year this year. Though lobster landings were up 4.7 per cent over 2008, and reached an all-time high, the price for lobster was down 25 per cent from 2008 levels. A stronger dollar, and continued economic weakness in key export markets contributed to this situation.

Tourism

The Canada Summer Games in August 2009, the 50th anniversary of the Gold Cup and Saucer, as well as a number of conventions, festivals and events including the inaugural Cavendish Beach Music Festival helped to support the tourism sector through a difficult year. Cruise ship traffic was also strong in 2009, with forty-one ships visiting the Island, bringing 63, 073 visitors. This is an increase of 10 per cent, and 14 per cent respectively over 2008 levels.

Prince Edward Island's tourism industry faced some challenges in 2009, due to the economic environment. The occupancy rate declined 0.6 per cent in 2009, while the number of room-nights sold declined 3.6 per cent. Bridge traffic was up 9.1 per cent in 2009, while both air and ferry traffic declined 1.2 per cent, and 3.0 per cent respectively. Camping was a bright note for the tourism industry in 2009, with the occupancy rate up 3.6 per cent, and sight-nights sold up 21.8 per cent. Of the visitors to the Island, 87.5 came from Canada, while 8.8 were from the United States, and 3.7 were international visitors.

Population

As of July 1, 2009, Prince Edward Island's population was estimated to be 140,985. This represents a yearly increase of 1,534 persons, or 1.1 per cent growth, since July 1, 2008. Prince Edward Island's rate of growth during this period was the highest in Atlantic Canada and just slightly below the national rate of 1.24 percent. This was the highest rate of growth for Prince Edward Island since 1984. The majority of this growth can be attributed to record gains in international migration. During this period, 1,793 international immigrants came to the province, the

highest level on the current record keeping system (since 1971). As recently as 2003, PEI was receiving less than 200 international in-migrants per year. There were 1,402 births and 1,250 deaths on Prince Edward Island from July 1, 2008 to June 30, 2009, resulting in natural growth (births minus deaths) of 152.

Outlook 2010

The economy of Prince Edward Island is expected to expand in 2010. This expansion will be fuelled by the continuation of both Federal and Provincial stimulus monies, which will largely contribute to non-residential construction projects. Employment is also expected to recover further in 2010, while immigration is once again expected to contribute positively to the economy. The Conference Board of Canada is projecting growth of 1.9 per cent for the Island in 2010, largely as a result of public stimulus. Strong private sector growth is expected to contribute to growth from 2011 onward.

Housing starts are expected to slow in 2010, after an exceptionally strong year in 2009, returning closer to their long term average. This is largely a result of fewer multi-residential structures planned for 2010. The survey of *Public and Private Investment Intentions* indicates that capital spending is expected to increase 6.6 per cent in 2010, largely as a result of increased public spending.

The tourism industry should be well supported by the cruise ship industry in 2010, with 44 ships slated to come to Charlottetown, carrying a projected 73,000 passengers. Repeat strong performances of other festivals should aid in that as well. Exports should see a return to growth in 2010, though this is largely dependent on an improvement in economic conditions in key markets for processed food exports.

The Canadian dollar has been trading increasingly close to, and at, parity with the US dollar, and is expected to trade at this level, or higher, for some time. This does provide some downside risk to the export sectors on the Island, and may erode some of the benefit of the resurgent economy, both nationally and internationally.

2.3 Labour Force Challenges

To reach its full potential, the province must address key labour market issues, particularly those issues related to supply of skilled labour. Some of these issues include:

- Developed countries worldwide are facing a massive demographic shift which is bringing profound social and economic changes in its wake.
- The twin factors of the post-war “baby boom” and declining fertility rates are resulting in a rapidly aging population.
- The aging of the Island population is illustrated by the fact that the median age has risen from 24.8 years in 1971 to 41.3 years in 2008. Furthermore, while 11 percent of the population was 65 years and older in 1971, this proportion has risen to 15.1 percent in 2008.
- Net out-migration, which is concentrated among young adults, is further shrinking the worker pool. Furthermore, out-migration of young skilled males is noteworthy.
- International immigration to PEI has increased; however the Province’s retention of these immigrants remains low.
- The skill and education demands of the labour market are steadily rising—leading to skill and labour shortages throughout the economy.
- The single most important consideration for firms considering investment or expansion is the availability of workers and the competition for workers is intensifying both with Prince Edward Island and beyond.
- Approximately 40% of the Island’s working age population lack the literacy and numeracy skills required to function effectively in a knowledge economy.

2.4 Labour Market Knowledge

In general, we are information rich, but still lacking some key knowledge in areas required for strategic growth. We have a great deal of information and knowledge in some areas (i.e. literacy). In others, we have information with limited policy-relevant knowledge in the public domain. On a go forward basis, the Province of Prince Edward Island could aim to monitor the relationship between productivity and prosperity, study the effect of looming demographic dependence on the labour force, ensure alignment with LMA areas and priority sectors and connect skills training and education with labour force readiness.

3.0 Strategic Priorities

3.1 Innovative Areas of Growth (Priority Sector Development)

To address and meet global economic challenges, Prince Edward Island will focus on innovative and skill intensive sectors – bioscience, information technology, aerospace and renewable energy. These high-knowledge industries have a strong track record and significant potential for further growth in revenues and exports and offer skilled, well paid, year-round employment opportunities for Islanders. To address and meet current local economic challenges, Prince Edward Island will take into account the needs of our current environment and consider short-term applications that will lead to sustainable solutions. A vibrant and sustainable work force is considered key in progressing economic development.

Our traditional industries and our new industries are not two separate worlds. In keeping with this understanding, the LMA-STTF annual plan will be developed based on the current range of economic activities across Prince Edward Island. During the development and integration of the LMA-STTF Annual Plan, a strong emphasis will be placed on the immediate requirements for Islanders to become employed while taking into consideration our future needs and requirements in transitioning Prince Edward Island’s economy and transforming our established sectors into innovative value chains extending from fields, forest and sea to highly sophisticated food and health products. The resulting workforce will promote a more competitive playing field both locally and globally allowing Prince Edward Island to compete worldwide.

3.2 People (Priority Groups)

The vision, objectives and principles developed in the 2010-2011 LMA-STTF Annual Plan support key government priorities outlined in the economic and social plans of Prince Edward Island.

The province is working on strategies that will:

- enable employers to implement new strategies to enhance adult literacy, essential skills, and training;
- promote continuous learning in the workplace;
- assist workers in matching their skills with job opportunities; and
- collaborate with workers and employers to help them meet their workforce training needs.

The structure of Prince Edward Island's economy is already shifting. Our new innovative industries are achieving growth in sales and employment, accounting for a growing share of our economy, and reducing our reliance on resource-based industries. The LMA-STTF annual plan targets both traditional and new investments to support individuals who may face challenges making meaningful linkages to the labour market. The objectives outlined within provide a vehicle to support provincial and federal priorities embedded in government strategies. In an effort to address the labour market challenges facing Prince Edward Island, program and services have been developed to assist those individuals who have traditionally been unable to benefit from existing labour market initiatives and who face specific challenges, are underrepresented in the labour force or have been affected by the current economic downturn. To summarize, the LMA-STTF Annual Plan 2010-2011 plan has based their people priorities on the following groups:

(a) Unemployed individuals who are not EI eligible including:

- Youth
- Immigrants
- Visible Minorities
- Older Workers
- Persons with Disabilities
- Aboriginals
- Social Assistance Recipients
- Women

(b) Employed individuals who are low skilled.

4.0 Stakeholder Consultations

To assist in the development of the LMA - STTF Annual Plan, consultation sessions were held at several locations across Prince Edward Island to gather feedback about labour market issues and seek guidance on current and future programs. Overall, Skills PEI has received input from federal and provincial partners, private sector employers, current organizations managing program delivery, community organizations dealing with priority groups and sectors, post-secondary educational institutions and industry. For this process consideration has been extended to and includes input from submitted proposals, working documents and reports from those stakeholders that are working to improve work force components in Prince Edward Island. Appendix 1 highlights themes emerging from the

culmination of notes for all materials, including the 2010 stakeholder consultation sessions. From the information gathered, opportunity areas for priority groups and suggested programs are summarized below:

4.1 Priority Groups

- Youth
 - Prepare youth for the workplace through workforce readiness and life skills.
 - Decrease youth outmigration through mentorship and career planning and development.
 - Address gap between high school completion and two year eligibility period.

- Immigrants
 - Address credential acceptance.
 - Create awareness of local or relevant business concepts with reference to self-employment.

- Older Workers
 - Create opportunities for re-integration into the workforce with re-training.

- Persons with Disabilities
 - Assist with re-integration back into the workplace, with a focus on mental health.

- Aboriginals
 - Provide specific, continuous training package to reach the goal of long-term employment.

- Social Assistance Recipients
 - Provide life skills coaching.
 - Offer incentives ensuring that training or job placement is greater or at least equivalent to current income.
 - Provide incentives to bridge gap between transition periods.

- Women
 - Continue support and assistance for re-training.

- Extend training periods.

4.2 Programming Suggestions

- Mentorship, Internship and Cooperative Programs
 - Relates to mentorship, career development and job placement for several priority groups.
 - Common theme in most sessions across the province.
- Workforce Readiness for Youth
 - Providing life skills training.
 - Addressing literacy issues.
- Business Essential Training (initial and on-going)
 - Self employed and immigrants - fundamental support issues around business context – regulations and rules of business, including taxation. Continued support for training (business essentials) and mentorship support (financial assistance) related to business transition.
 - Immigrants - developmental programs for language support training.
- Workplace Integration / Re-integration
 - Ease back programs and mentors (including coaches), in particular for people with mental illnesses and other disabilities.
 - Older workers noted as a priority.
 - Aboriginal workplace integration involves several steps to long-term employment.
 - Expand timeframes for programs to ensure workplace readiness.
- Skills Upgrading (includes Trade Certification)
 - For the under-employed or those working outside of their area of expertise due to trade certification shortage.
- General
 - Continue and expand workplace training programs.
 - Expand costs that are noted to limit training or work force entry.
 - Make programs more easily accessible by agencies, employers and participants - additional advocacy campaigns suggested.

5.0 LMA/STTF Planned Activities for 2010-2011

SkillsPEI recognizes there are some key requirements among priority groups which must be addressed. Moving forward, the province will initiate, implement and monitor programs to meet the needs of Islanders as determined by the current economic status, labor market trends and the needs identified for targeted groups and sectors. The total dollars required for executing these programs and activities are presented in Table 1 below and represent individual allocations assigned to LMA and STTF for the 2010-2011 fiscal year.

Table 1: LMA and STTF Source Budget for 2010-2011

Funding	Amount
LMA Agreement	\$2,089,000
Carry Forward (Estimate)	\$1,300,000
Re-Profile 2008	\$494,000
Re-Profile 2009	\$432,000
Sub-total	\$3,315,000
STTF	\$2,686,000
Total Funding	\$7,001,000

Table 2 to follow provides a snapshot of proposed programs and activities by objective and priority area. Services and activities for both non-EI (LMA-funded) learners and STTF learners are included. Further details such as anticipated client capacity for each program, delivery details and anticipated results are outlined in Appendix 2. A budget summary outlining the use of these individual programs is outlined in Appendix 3.

Table 2: LMA and STTF Programs / Activities for 2010-2011; Targeted Programs by Objective and Priority Area

Targeted Programs by Objective and Priority Area	Projected Annual Expenditures
<p>Priority Area: Skills Development Objective: To assist the non-EI eligible, unemployed Islanders in acquiring the skills to secure long-term employment.</p>	
<p><u>Training PEI:</u> Program to assist individuals obtain the skills necessary for employment, ranging from basic to advanced skills through direct assistance to individuals and, where applicable, contribution to provincially funded training institution to cover tuition.</p>	\$470,286
<p><u>Public Internship Program:</u> Provides participants with employment experience and skill enhancement to better position them to secure permanent employment. These positions will provide post secondary graduates with work experience related to their skills and education. The Public Internship Program will serve to assist in bridging graduates into the workforce.</p>	\$3,100,000
<p><u>Co-op Program:</u> Provides assistance for students to complete work term in the private sector.</p>	\$200,000
<p>Priority Area: Mentorship Objective: To enable Islanders to obtain a degree of mentorship (academically, socially, or financially) that will give them a competitive advantage for workforce placement.</p>	
<p><u>Enhanced Case Management:</u> Provide funding to support a more intensive case management function for Social Assistance clients who require more support to avail themselves of opportunities to participate in the labour market. This targeted client base has multiple barriers in an increasing competitive climate where highly educated and skilled workers are in demand.</p>	\$129,000
<p><u>Business / Career Mentoring Program:</u> Business leaders from across PEI will volunteer their time for a new mentoring program administered by the local agencies including the Chamber of Commerce and the Department of Innovation and Advanced Learning through Innovation PEI. The objective is to help new entrepreneurs improve their operations by developing a network of established business leaders willing to share knowledge and expertise. Additionally, this program will manage youth placements within communities throughout the Island to encourage the transfer of expertise from experienced career personnel.</p>	\$200,000

Targeted Programs by Objective and Priority Area	Projected Annual Expenditures
<p>Priority Area: Long-term Job Placement Objective: To promote and develop the skills of Islanders by providing assistance to local employers and academic institutes.</p>	
<p><u>EmployPEI</u>: Program to assist individuals who may be experiencing difficulty obtaining employment by providing a wage subsidy to an employer to offset a portion of the wages during the initial period of employment. Higher levels of financial support will be considered for priority groups.</p>	\$220,250
<p><u>Immigrant Work Experience</u>: An initiative that provides recent immigrants with a one - time work experience in order to assist immigrants in accessing long term employment. Employers receive a wage subsidy to offset the cost of hiring an immigrant.</p>	\$207,667
<p><u>Self-Employ PEI</u>: Providing individuals with financial and entrepreneurial supports to assist in establishing a business.</p>	\$261,200
<p>Priority Area: Labour Force Development Objective: To conduct research on PEI's labour market, in an effort to assess, predict and decide on labour force developments and also to enable adult Islanders to obtain or increase education levels to match such requirements.</p>	
<p><u>UPEI Centre of Life-Long Learning</u>: Will deliver learning opportunities for adults to increase education levels and also work with priority sectors to increase continuing education for adult learners.</p>	\$100,000
<p><u>Workplace Training</u>: Provides financial assistance to employers to provide training to increase employee skills, in order to remain competitive and increase production levels.</p>	\$556,597
<p><u>Workforce Re-Entry Assistance</u>: To support adults enrolled in adult education programs who are experiencing difficulties that affect their learning and their future employment success, with professional counseling from Leadership Development Associates Inc.</p>	\$145,000

Targeted Programs by Objective and Priority Area	Projected Annual Expenditures
<p>Priority Area: Priority Sector Development Objective: To offer training for our new innovative sectors – bioscience, information technology, aerospace and renewable energy to create well-paid, year round opportunities for Islanders supporting productivity and competitiveness throughout all sectors of the economy.</p>	
<p><u>Innovative Sectors Fund:</u> A training program established to acquire specialized skills to develop priority sectors.</p>	\$150,000
<p>Priority Area: Priority Group Development Objective: To assist Islanders identified as being under-represented in obtaining the appropriate training required to gain skills for career advancement.</p>	
<p><u>Trade Horizons (Women Unlimited):</u> A training program which will include skills upgrading, career exploration and employability skills for work in the trades and technology careers. Participants then select and enroll in a college trades program. Following graduation, participants will be given support to find and maintain work in the trade/technology workplace.</p>	\$246,000
<p><u>Seniors Initiative:</u></p>	\$115,000
<p><u>Aboriginals:</u> A project for Island Aboriginals facing multiple employment barriers rooted in the lack of appropriate life/ essential skills, career knowledge, hands on experience and transition to education and employment.</p>	\$200,000
<p>Priority Area: Advocacy and Awareness Objective: To create awareness, increase flexibility and improve access to programs and services.</p>	
<p><u>Social Media Campaign:</u> A social media campaign designed to interact with Island youth about career choices.</p>	\$200,000
<p><u>Public Advertising:</u> Radio and TV advertising.</p>	\$100,000
<p><u>Skills PEI Staff Mentors:</u> Four (4) direct one-to one mentoring for service providers and clients.</p>	\$400,000

CONCLUSION

The LMA implementation plan will provide Prince Edward Island with an opportunity to strategically assist Islanders with new target initiatives. This plan will significantly improve the labour force participation of individuals who have largely been under-represented in the past and capture the goals of the Rural Development Action Plan. Similarly, the vision and objectives set forth will emphasize the further development of a skilled knowledge economy which supports the key economic strategy objectives outlined in, *“Island Prosperity-A Focus for Change”*.

Appendix 1: Stakeholder Consultations

Consultation Process

The Province of Prince Edward Island seeks the advice of key stakeholders on a regular basis to ensure that services offered are effective and addressing the needs of Islanders. In developing the 2010-2011 Labour Market Agreement Annual Plan, Skills PEI considered labour market interests inclusive of federal and provincial partners, private sector employers, current organizations managing program delivery, community organizations dealing with priority groups and sectors, post-secondary educational institutions and industry. Business plans, reports and unsolicited proposals aimed at addressing the current and future needs of Prince Edward Island's labour force have been reviewed and incorporated. Information gathered from one-on-one meeting requests have been implemented.

Specific consultation sessions were held throughout Prince Edward Island to gather feedback about the labour market and invite programming suggestions to address identified issues. Various stakeholder sessions were held as follows:

- Montague (Community Groups) February 11, 2010
- Charlottetown (Community Groups) February 12, 2010
- Summerside (Community Groups) February 23, 2010
- O'Leary (Community Groups) February 24, 2010
- Education (Private and Public Institutes) February 25, 2010
- Charlottetown (Business Community) March 3, 2010
- Federal and Provincial Departments Single and group sessions; various dates

Emerging Themes

Priority Groups

An overall summary of themes that have emerged within the various sources reviewed and the consultation sessions are presented below.

- Youth
 - In many areas, but notably in the specifically in the eastern and western, there was an emphasis for youth programming. The request was twofold: 1) to provide programming to ready the youth for the workplace and 2) to stem the tide of youth outmigration. Requests for the first centered on workforce readiness

and life skills while the request for the second centered on mentorship and career planning and development.

- Older workers
 - Opportunities for re-integration into the workforce with retraining.
- Self-employed
 - Support in terms of training (business essentials) and mentorship. Suggestions for training included continued support over time and not just a one-time training. For mentorship, the suggestions included supporting (in terms of financial assistance) mentors to transition a new business person into the business and role.
- Immigrant workers
 - Challenges with credential acceptance.
 - Helping to understand the business context in order for them to become self-employed.
- Mental Health
 - Assistance with re-integration back into the workplace.
- Women
 - Support and assistance for re-training.

Geographic Differences

In keeping with the goals of the Prince Edward Island Rural Action Plan, regional differences were noted and special consideration for emerging themes will be addressed during implementation. In addition to the themes that emerged as common to all locations, distinct differences were noted by county as follows:

Kings County

In general, the feedback from the Kings County region of stakeholder groups focused on two priority groups, namely, youth and older workers. Comments from most of the participants supported a focus on non-ei eligible people. The main issues expressed in terms of programming for the priority groups included:

- Youth readiness for the workplace – specifically around literacy and life skills.
- Programming measurement – ways to assess the effectiveness of programming success for labour force attachment.

- Labour Force Demographics – out migration of youth (career opportunities in province)

Queens County

The Queens County region input was very specific with respect to the various Industry sector council and agency groups present. The main issues expressed in terms of programming for the priority groups included:

- Immigrant integration – programming and support to assist new immigrants to understand the business context and integrate into the workplace.
- Mental Health – support and assistance to help with worker re-integration.
- Labour shortage - recruitment and retention of higher level skills in the priority sectors but also in health.

Prince County

Prince County feedback was varied and touched on most of the priority groups. The general feedback from people participating in this section was the introduction of the LMA funding for non-EI eligible people was good to see. The main issues expressed in terms of programming for the priority groups included:

- Youth – readiness and training for the workplace and literacy. Outmigration is a challenge and programs are needed to retain youth in the region.
- Mental Health – support and assistance to help with worker re-integration.
- Flexibility with funding – to address other requirements for projects (such as capital relating to engineering or architecture).
- Expenses – potential participants and participants of programs struggle with covering expenses associated with training such as transportation or daycare.

Suggestions for Programming

To address the areas of opportunity identified above, the following suggestions were brought forward with respect to programming:

- Mentorship, Internship and Cooperative Programs
 - Apply such programs to a number of the priority groups.
 - This suggestion was raised by the IT sector council and supported by several other areas as well.
 - Common theme in most sessions across the province.
- Workforce readiness for Youth
 - Providing life skills training.

- Addressing literacy issues with youth.
- Mentorship programming.
- Career planning and development programs.
- Self-employment
 - Initial and on-going training support for business essentials.
 - Mentorship for continued development and understanding of how to run and grow a business.
- Workplace re-integration programs
 - Programs designed to slowly integrate people with mental illness back into the workplace (including features such as job coaches).
 - Programs designed for older workers.
- Immigrant integration programs and support
 - Self employment - fundamental support issues around business context – regulations and rules of business, including taxation.
 - Developmental programs for support in areas such as– for example, language.
- Certification as part of skills upgrading
 - Examples includes LPNs but other trades and professions raised issues about programming that supported required skills upgrading for certifications (e.g., mechanics with red seal).
- Workplace training
 - Cover other costs (such as capital related, coaches, and transportation)
 - Continuation of wage subsidization programs.

Key Messages from Service Providers

In representing all clients, key service providers noted that there is a need to create awareness, increase flexibility and improve access to programs and services. Longer term supports are also suggested to avoid situations where people are not ready to enter into the work force, in particular those without the necessary life and literacy skills to continue on the path of successful long term employment.

Appendix 2: LMA 2009-2010 Annual Plan Program Details

The following program areas have been identified as priorities for April 1, 2010 to March 31, 2011:

1) SKILLS DEVELOPMENT

A. Training PEI

Provides financial assistance to eligible individuals to help them obtain the skills training they need to obtain employment. The program provides tuition costs and basic living costs to eligible clients who are engaged in post secondary education and training. The eligible clients will be required to be registered in a training intervention that will increase access to strategic skills development and meets the eligibility criteria of the LMA Annual Plan. This will be determined through case management of all clients.

Client Eligibility

- Must be non-EI eligible,
- Must be unemployed,
- Must be a member of a LMA priority group, Client to have a reasonable expectation of attachment to the labour market on completion of training, **or**
- Must be an individual experiencing the effects of the economic downturn.

Delivery Approach

This service will be administered by the Labour Market Development Division of the Department of Innovation and Advanced Learning.

Outcomes

- Increase the number of individuals who complete postsecondary education and training. Increase the number of individuals accessing the required labour force skills.

B. Public Internship Program

The primary purpose of this program is to provide participants with employment experience and skill enhancement to better position them to secure permanent employment. These positions will provide post secondary graduates with a work

experience related to their skills and education. The Public Internship Program will serve to assist in bridging graduates into the workforce.

Client Eligibility

- Participants completed post secondary education within the last 3 years.
- Participants seeking focused work term experience.

Delivery Approach

The Public Internship Program will be delivered through staff of Innovation and Advanced Learning in consultation with Deputy Ministers in relation to the identification and approval of internship positions to ensure graduates receive a meaningful work term experience.

Outcome

- Provide an opportunity for post-secondary graduates to experience a work term and enable the participants to successfully transition into the labour force.

Clients Served

It is anticipated 45 post-secondary students will be placed in work terms of 52weeks.

C. Co-op Experience

The Co-op Experience will provide post-secondary students with an opportunity to make a successful transition into the labour market through employment exposure as part of the student’s education program. The Co-op Experience will support the development of specific occupational skills with a priority on the Island Prosperity Strategy; aerospace, information technology, biosciences and renewable energy. The Co-op Program had previously received funding through the LMA in 2008-09 and has now been expanded to expose more students to a co-op experience. This program will support work placements of 12-16 weeks and provide financial assistance to offset wage costs to private sector employers.

Client Eligibility

Student

- Must be enrolled in the second half of their program of study,
- Must be attending an eligible post-secondary education program on a full time basis for the period immediately preceding the co-op placement,
- Priority will be given to students enrolled in a program of study that is related to aerospace, information technology, biosciences, and/or renewable energy.

Employer

- Private businesses operating within the province’s priority sectors,

- Must be prepared to provide students with a detailed work plan that specifies a targeted work experience,
- Must provide students with the assistance and support required to ensure work term is beneficial to students' career development.

Delivery Approach

Through the LMA, the province will partner with eligible post secondary institutions or with employers to provide students with an opportunity to participate in co-op placements related to their field of study.

Outcomes

- Establish a labour force attachment for post-secondary students within the province,
- Increase the number of co-op placements within the priority sectors,
- Assist in retaining post-secondary students within the province,
- Help students develop employment oriented skills.

Clients Served

It is anticipated that 75 students in fiscal year of 2009-2010 will be assisted with sector specific Co-op placements.

2) MENTORSHIP

A. Enhanced Case Management

Provide funding to support a more intensive case management function for Social Assistance (SA) clients who require more support to avail themselves of opportunities to participate in the labour market. This targeted client base reflects a demographic that has multiple barriers in an increasing competitive climate where highly educated and skilled workers are in demand. It has been determined that 10% of PEI's SA caseload could be successful with support and navigation to resources already in the system.

There are many effective employment programs and services already in existence, yet SA clients who are deemed employable, require specialized case management. This program will link to such services as career exploration, language training, literacy training, skill development, secondary and post-secondary training opportunities.

Delivery Approach

This service will be delivered by an external third party service provider who will hire the four specialized case managers. The SA clients will be referrals from Social Assistance case workers.

Outcomes

- Increase the number of SA clients participating in employment support programs,
- Targeted SA clients establishing an attachment to the labour force on completion of intervention.

Clients Served

Four specialized case managers will case manage 300 Social Assistance clients targeted for this program.

B. Business/Career Mentoring Program

This initiative will assist youth and entrepreneurs improve their career and business skills by working with established business leaders willing to share knowledge and expertise. The program provides critical support to individuals in need of advice from professionals that have faced similar challenges.

Client Eligibility

Employee

Non-EI eligible clients interested in gaining knowledge and expertise in their career or business field.

Mentors

Business leaders from across the province willing to volunteer their time, and determined as a suitable mentor by the service provider.

Delivery Approach

The Business/Career Mentoring Program will be administered by local agencies promoting economic and career development. These agencies will act to partner clients with mentors.

Outcomes

- Provide mentorship to empower small business entrepreneurs to progress with confidence and to realize their full business potential.
- Provide mentorship to empower individuals to establish a successful career in their field of interest.

Clients Served

It is anticipated that more than 100 clients be assisted with mentorship placements.

3) LONG TERM JOB PLACEMENT

A. Employ PEI

In an effort to assist non-EI eligible clients who are unemployed and individuals

who may be experiencing the effects of the economic downturn secure full time sustainable employment within the private sector, the province through the LMA, will provide wage subsidies to businesses with a priority on the bioscience, information technology, aerospace, and renewable energy sectors. A wage subsidy of up to 26 weeks at 50% of eligible wage costs will be utilized to assist clients make a successful transition to meaningful employment related to their education and training.

Client Eligibility

Employee

- Must be a recent post-secondary graduate, out of school six months to five years or a member of an LMA priority group,
- Must be non-EI eligible,
- Must be unemployed, or
- Must be an individual experiencing the effects of the economic downturn.

Employer

- Must be a private sector company,
- Must intend on retaining the individual on a full time basis after the wage subsidy period ceases,
- Must be prepared to provide the individual with on-the-job training and coaching.

Delivery Approach

- This service will be delivered by an existing service provider or an eligible sponsor.

Outcomes

- Increase the number of priority group clients who are gainfully employed and self sufficient upon completion of the intervention,
- Form strategic alliances with business, industry and cultural organizations to ensure that recruitment efforts are reflective of the labour market requirements,
- Actively engage the business community by demonstrating how hiring our priority clients can meet their workforce and economic challenges.

Clients Served

It is anticipated that the initial pilot will target 50 clients for the 2009/10 fiscal year.

B. Immigrant Work Experience PEI

This initiative will provide immigrants a one- time, short term work experience in order to assist immigrants in accessing long- term sustainable employment. This

work exposure will support immigrants in the challenge of transitioning into the Island community and provide work exposure opportunities to immigrants who require this type of an intervention as part of their employment action plan. This program will allow for the flexibility to accommodate immigrant's special needs of flexible work hours to permit language training. This work experience could also assist unemployed immigrants become eligible to access Skills PEI funding. Employers in the private sector would receive 50% of a wage reimbursement and non-profit organizations would receive 100% of wage costs.

Client Eligibility

Participant

- Must be a permanent resident legally entitled to work in Canada,
 - Immigrated to PEI in the last 5 years,
 - Must be unemployed,
 - Must be non EI eligible,
 - Must assist in obtaining full time employment.

Employer

- Must be a non-profit organization, municipality or a private business registered on PEI,
- Must provide on-the-job training to the immigrants.

Delivery Approach

Clients must be referred by a case manager after an employment action plan has been developed. Program Officer will assist client in obtaining a work placement and monitor their progress throughout the placement.

Outcomes

- To provide recent immigrants to PEI with the necessary skills to obtain work,
- To demonstrate to the business community immigrants can meet their labour force needs.

Clients Served

It is anticipated 30 clients will be assisted through this program.

C. Self-Employ PEI

In an effort to assist recent graduates, members of LMA priority groups and individuals who may be experiencing the effects of the economic downturn to establish businesses on Prince Edward Island, the LMA will provide financial and entrepreneurial supports. Priority will be provided but not limited to businesses in one of the following sectors: bioscience, information technology, aerospace and renewable energy. This program provides a weekly allowance of \$300 per week

for 52 weeks. The first 10 weeks for the development of the business plan and the remaining weeks for the implementation of the business plan. In addition clients may be eligible for childcare while developing the business plan and disability-related supports if required.

Client Eligibility

Participant

- Must be a recent post-secondary graduate and out of school 1-5 years or must be a member of an LMA Priority Group
- Must be non-EI eligible,
- Must be unemployed, **or**
- Must be an individual experiencing the effects of the economic downturn.

Delivery Approach

This service will be delivered by an existing service provider or eligible sponsor.

Outcomes

- Increase in the number of post-secondary graduates and members of the LMA priority groups who become self-employed and thus remain on P.E.I.,
- Promote economic activity.

Clients Served

It is anticipated that the program will target 18 clients for the 2009/10 fiscal year.

3.) LABOUR FORCE DEVELOPMENT

A. Centre for Life Long Learning

UPEI's *Centre for Life Long Learning* is mandated to encourage and support connections among the university and all Island learners; however, it has identified a gap in services for adult learners interested in pursuing studies at UPEI. An adult learner is an individual 25 years or older, and /or have additional responsibilities such as family, career, and are seeking an educational offering on a part time basis. This educational experience will serve to enhance their careers. Specifically, where a notable gap exists in the areas of student services for adult learners, formal policies and procedures that address the needs of adult learners, and transition services for adult learners wanting to or thinking about connecting with the university.

Client Eligibility

- Must be an "adult learner" between the ages 25 – 65,
- Must need further training or skills to secure or maintain employment.

Outcomes

- Increased enrollment of adult learners in post-secondary courses,
- Increased interest and inquiries about adult learning opportunities,
- Increased number of students who attend information sessions and academic readiness,
- Expanded framework for the delivery of adult learning opportunities including location and mode of delivery,
- Increased educational attainment of the Island population.

Delivery Approach

The University of Prince Edward Island will deliver the initiative.

B. Workplace Training

Employers often require assistance in training their employees with respect to essential skills or job specific skills. The Workplace Training initiative will provide financial support to employers in Prince Edward Island to assist in the development and provision of job-specific training. This program will support training initiatives by funding a portion of the salaries of employees while on training and other related training costs.

As an example, an aerospace company may require their employees or potential new hires to obtain training in skills specific to their company.

In order to remain competitive and increase production levels, employers may require their employees to up skill thus enhancing the quality of their workforce.

Due to the effects of the economic downturn Workplace Training will be utilized to assist both employees and employers.

Client Eligibility

Employee

- Must clearly demonstrate a deficiency in the skills required to improve employment, **or**
- Must be an individual experiencing the effects of the economic downturn.

Employer

- Must be a private sector and incorporated business located on Prince Edward Island,
- Must clearly demonstrate the training provided is job related and will assist the employer deal with labour force adjustments.

Delivery Approach

Training will be delivered by employer's in-house instructors, public or private training institutions.

Outcomes

- Increase the skill levels of the employed labour force,
- Deliver on the anticipated skills required to adapt to the changing demands of the workplace.

Clients Served

It is anticipated this program will provide training to 70 employees

C.) Workforce Re-entry Assistance

With an increasing number of adults enrolling in adult education programs and post-secondary education, evidence is showing that an increasing number of students are experiencing difficulties that are affecting their learning and employment success. Many of these adult learners are trying to re-enter the workforce or re-train for a new career. They require assistance in identifying and dealing with their barriers to learning. This would provide clients access to professionals who are trained in appropriate strategies to assist in an adult learning environment.

Client Eligibility

- Adults re-entering adult education programs,
- Participants experiencing difficulty in education programs.

Delivery Approach

Career & Advanced Learning Centre will counsel clients referred by organizations who are working on behalf of their clients as a case manager. These clients would be experiencing difficulty making the transition to full time educational programs and to the labour force. Clients will be monitored and followed through to the completion of their learning goals. A three (3) month follow-up will be done on each client after completion to ensure the client has benefited from this service.

Outcomes

- An increase in the number of clients who overcome their learning barriers,
- Increase the number of clients who make a successful transition to the workforce.

Clients Served

It is anticipated 100 clients per year will be served through this initiative.

5) Priority Sector Development
A. Innovative Sectors Fund

This initiative will address skills shortage issues within the priority sectors of bioscience, aerospace, Information Technology and Renewable Energy. With an increasing demand for specialized training in the innovative sectors, out-of-province training or incoming specialist training are the only options to require skills for Islanders. Current employers that have not been successful in recruiting specialized labour would like to consider the option training their own eligible staff to fill such positions. They require assistance for the costs associated with acquiring these specialized skills. This would provide client access to professional courses in appropriate fields of study or area of expertise.

Client Eligibility

Non-EI eligible clients working in the priority sectors areas of bioscience, aerospace, Information Technology and Renewable Energy.

Participant

- Must have the pre-requisites to advance to the level of training required to obtain the skills set requires to fill an identified position.

Employer

- Must be a private sector and incorporated business located on Prince Edward Island,
- Must clearly demonstrate a need for specialized training.

Delivery Approach

Training will be delivered by employer's in-house instructors, public or private training institutions.

Outcomes

- Increase skill level in the priority sector area.
- Deliver on the anticipated skills required to adapt to the changing demands of an innovative economy.

Clients Served

It is anticipated this program will provide training to 10 employees.

6) Priority Sector Development

A. Womens' Unlimited

This initiative will assist unemployed women explore, prepare for, and maintain employment in the trades and technology fields. This project will promote gender equity in the trades and increase the recruitment and retention of women in trades and technology, thereby assisting in addressing skill shortage issues of employers. Participants will participate in a basis 14 week training program, with an option for extension based on progress. The activities will include skills upgrading, career exploration and employability skills for work in the trades and technology careers.

Participants then select and enroll in a college trades program. Following graduation, participants will be given support to find and maintain work in the trade/technology workplace.

Client Eligibility

- Women who are unemployed,
- Women with low skill levels.

Delivery Approach

This project will be delivered by the Women’s Network, a non-profit organization that supports PEI women. The Apprenticeship Branch of the Department of Innovation and Advanced Learning will provide the coordination of this project.

Outcomes

- Increase the number of women enrolled in trades,
- Increase the number of trade-skilled individuals to fill vacancies as the result of attrition,
- Increase the number of women participating in the Apprenticeship Program.

Clients Served

It is anticipated that 10 women per year will be served through this LMA initiative.

B. Seniors Initiative

The initiative is a tri-economy collaboration that will focus on community engagement, capacity building, research, communication, training, relationship building and accountability to enhance the effectiveness of services to the Older Worker population.

Client Eligibility

- Older worker population

Delivery Approach

This project will be delivered through the East Prince Seniors Initiative (non-profit organization incorporated by the Rotary Club).

Outcomes

- To enhance employment services for Older Workers in the East Prince Region, and to gain valuable knowledge from the research component.

Clients Served

It is anticipated that 50 people from the older worker population will be served through this LMA initiative.

C. Aboriginal Initiative

This project is based on creating a system that provides a progressive advancement for the clients based on their related barriers to employment. The project will have six phases (though overlap will occur in practice): Intake/Recruitment;

Personal (skills) Development; Career Awareness/Exploration; Essential and Academic skill development; Employment Development; and Transition. The proposed model focuses on transitioning to effective career choices by offering both skill and occupational training in a variety of settings. By identifying individual needs for greater job market/job opportunity awareness and ready to work skills, the pathway to employability will be better defined and more readily implemented by the participants who follow through the process. Identifying skill gaps through explicitly measuring essential skills is the starting point, meeting those gaps and building essential skills is the model to achieve re-engagement in learning.

Client Eligibility

Participant

- Aboriginal, Métis and Inuit peoples 18 to 40 years old age selected based on the basis of characteristics of learning or working disengagement that constrain employability and productivity.
- Non EI-eligible clients facing multiple employment barriers rooted in the lack of appropriate life/ essential skills, career knowledge, hands on experience and transition to education and employment.

Delivery Approach

Participant selection will be made through the current caseload of a variety of referral agencies, and social workers, as well as general advertisements in the monthly Mi'kmaq community paper, the Kwimu and other agents linked to the Aboriginal population.

Outcomes

Participants

- enhanced employability, workforce attachment, and participation;
- an increased awareness of the labour market with a wider exposure to a range of occupations;
- improved awareness of College programs and greater comfort with the college environment;
- skills (essential and academic) to adapt and thrive in a changing economy;
- greater ability to make life/work balance decisions; and
- a commitment to life-long learning.

Communities

- higher skilled community members;
- positive role modeling for youth;
- greater knowledge of education and occupational requirements;
- engaged and employed community members;
- decrease in the need of social assistance.

Employers and the Economy

- increased supply of appropriately skilled and educated Aboriginal workers with attitudes amenable to competitive business; and
- more productive Aboriginal workers with potential for rapid growth in their productivity, which the employer/business owner can share through higher wages and salaries, as well as higher profits, and re-investment.
- decreased dependency on the social safety net including EI and social assistance.

Clients Served

It is anticipated that an initial cohort of 10 - 12 aboriginal youth and adults aged 18-40 will be served through this LMA initiative.

7) Advertising and Awareness

A. Social media Campaign

Delivery Approach

Development of an online, student lead course for Island students and recent graduates focusing on career awareness, personal finance, entrepreneurship, global competitiveness and careers in Science, Technology, Math and Engineering (STEM). The program will utilize multimedia, games, contests and popular social media tools to driver awareness, community and collaboration among students.

Outcomes

- Improved career awareness among Island youth.
- Improved awareness of career opportunities in STEM.
- Improved awareness of local career opportunities in priority sectors.

Clients Served

Island high school students and recent graduates.

B. Public Advertising

Delivery Approach

A public awareness campaign will be executed through a variety of resources including: local newspapers, media (TV and radio) as well as brochures that will be placed at relevant locations throughout the Island.

Outcomes

- Create awareness

Clients Served

All non EI-eligible clients.

C. Skills PEI Staff Mentors

Delivery Approach

A total of four (4) staff members will be assigned to deliverables related to users and service providers for LMA eligible activities.

Outcomes

- Increase flexibility and improved access to programs and services.

Clients Served

All non EI-eligible clients.

Appendix 3: Overall Budget Outlining Use of Funds for 2010-2011

Skills Development

<i>Training PEI</i>	\$	470,286.00	
<i>Public Internship Program</i>	\$	3,100,000.00	
<i>Co-op Experience</i>	\$	200,000.00	
<i>Sub-total</i>			\$ 3,770,286.00

Mentorship

<i>Enhanced Case Management</i>	\$	129,000.00	
<i>Business/Career Mentoring Program</i>	\$	200,000.00	
<i>Sub-total</i>			\$ 329,000.00

**Economic Development Programs
(Long Term Job Placement)**

<i>Employ PEI</i>	\$	220,250.00	
<i>Immigrant Work Experience PEI</i>	\$	207,667.00	
<i>Self Employment</i>	\$	261,200.00	
<i>Sub-total</i>			\$ 689,117.00

Labour Force Development

<i>Centre for Life Long Learning</i>	\$	100,000.00	
<i>Workforce Re-entry</i>	\$	145,000.00	
<i>Workplace Training</i>	\$	556,597.00	
<i>Sub-total</i>			\$ 801,597.00

Priority Sector Development

<i>Innovative Sectors Fund</i>	\$	150,000.00	
<i>Sub-total</i>			\$ 150,000.00

Priority Group Development

<i>New Horizons (Women's' Unlimited)</i>	\$	246,000.00	
<i>Senior's Initiative</i>	\$	115,000.00	
<i>Aboriginal</i>	\$	200,000.00	
<i>Sub-total</i>			\$ 561,000.00

Advocacy and Awareness

<i>Social Media Campaign</i>	\$	200,000.00	
<i>Public Advertising</i>	\$	100,000.00	
<i>Skills PEI Staff Mentors</i>	\$	400,000.00	
<i>Sub-total</i>			\$ 700,000.00
Total			\$7,001,000.00