



**FORWARD
TOGETHER**

CESBA Conference 2024
December 4-5
CELEBRATING 25 YEARS

**AVANCER
ENSEMBLE**

Conférence de CESBA 2024
4-5 décembre
CÉLÉBRONS NOS 25 ANS

Digital Upskilling for Mid-Career Workers

Bridging the Tech Talent Gap

Presenters: Julia Blackburn & Derek Darch



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NPower Canada creates pathways to economic prosperity for Canada's underserved youth and adults by launching them into meaningful and sustainable digital careers.



Land Acknowledgment

NPower Canada is a national organization and acknowledges with respect that the land on which we operate and reside, now called Canada, is the traditional territory of diverse First Nations, Métis, and Inuit, and that the work on these lands and by these peoples precedes Canada, and all of its Settler and Newcomer representatives.

This slide includes art created by Nahanni Giuricich for our Reconciliation Action Plan. Nahanni Giuricich is a Saisi Dene artist from Calgary, Alberta, whose work is deeply rooted in the landscapes of the prairies and the Rocky Mountains.

Discussion Points

- ✓ Digital Skills Gap
- ✓ Bridging the Gap: Dual-Client Model
- ✓ Supporting Mid-Career Workers
- ✓ Working with Employers
- ✓ Key Takeaways
- ✓ Q&A



Digital Skills Gap

Canadian Landscape

- **9 out of 10 jobs will require digital skills in the next decade** (*Building a Digitally Skilled Workforce*, FSC & Conference Board of Canada)
- **Only 54% of workers in Canada** possess the digital skills necessary to fulfill those roles
- **Canada received an index score of 23/100** (*Digital Skills Index*) below the global average of 33
- **6.5% national unemployment rate**
- **94% of Canadian technology leaders are struggling to find qualified candidates** (*Tech Hiring Trends*, Robert Half)



Digital Skills Gap

AI & Automation

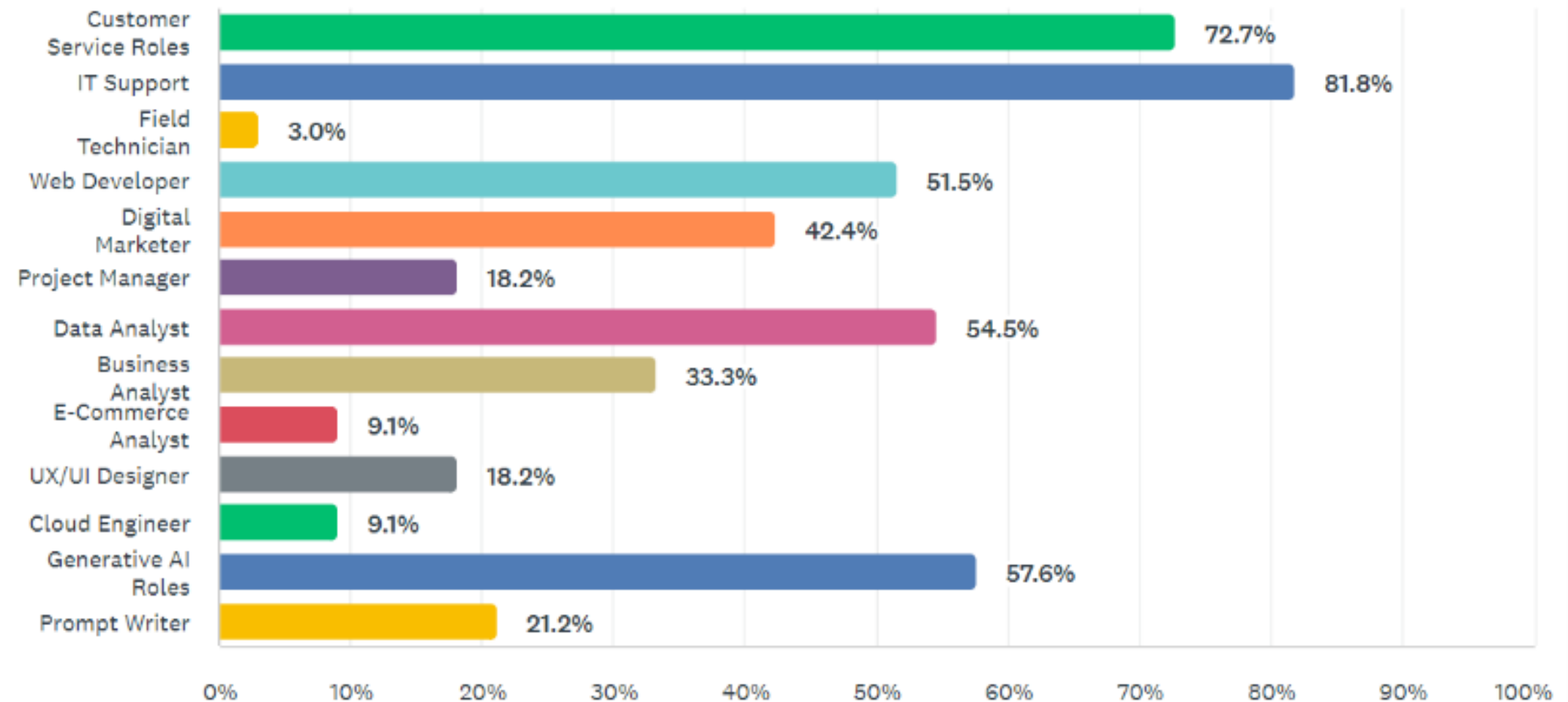
The World Economic Forum projects that automation and AI will displace 85 million jobs globally by 2025.

According to our employer partners, Customer Service and IT Support will be the most impacted roles.

The World Economic Forum also projects that 97 million jobs will be created globally, requiring **50% of workers to reskill in the next five years.**

What roles do you see being impacted the most by Automation and AI? Please select all ...

Answered: 33 Skipped: 9



Barriers for Mid-Career Workers

Many mid-career Canadian workers have been forced to pivot their careers due to sector closures and increased automation. This has led to the need for mid-career workers to upskill or search for work in another industry. However, they face significant challenges:

- Limited recent experience with job searching strategies and career planning
- Reduced confidence
- Time/Cost constraints
- Fewer training opportunities for adults
- Access to the right training that will lead to employment

Bridging the Gap

NPower Canada is a national workforce development organization and employment solution. We provide employers with a pipeline of diverse, custom-trained **junior and mid-level** talent by providing candidates with skills training and job placement opportunities.

WORKFORCE PROGRAMS

Industry-driven professional & technical training

Job-placement (co-op, contract, FTE)

Career laddering services & mentorship for graduates



TALENT FOR EMPLOYERS

Data Analytics

Q/A Testing; Programming

Agile Program Management

IT Support & Customer Care



Bridging the Gap

Supporting Mid-Career Workers

As a response to increase demand to upskill and reskill job seekers of all ages for tech careers, NPower Canada ratified our mission statement and eligibility to serve all job-seekers 18+.

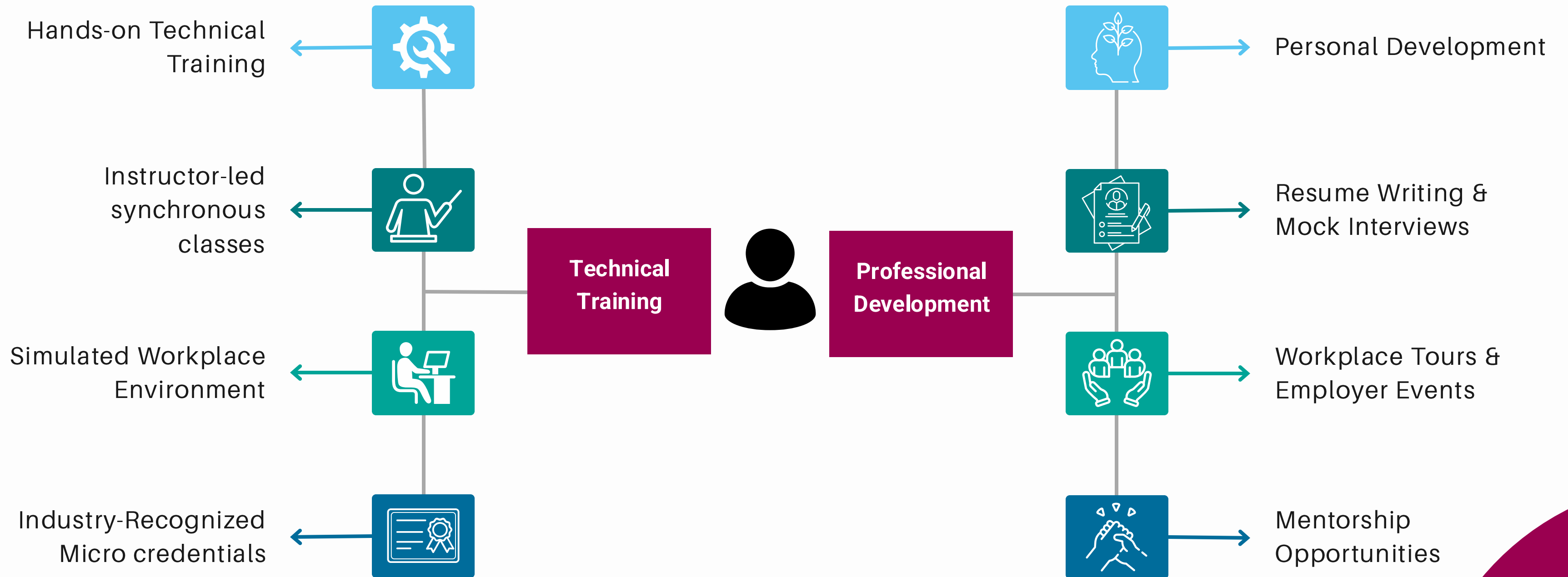
Bridge Skills Gap: Workforce development programs provide fast-tracked, industry-recognized skills to upskill professionals for high-demand roles, and provides employers with access to diverse talent

Skill-Specific & Fast-Paced: Focus on targeted, relevant competencies for quickly evolving fields like tech and digital marketing

Accessibility & Flexibility: Alleviates barriers related to time and money

Bridging the Gap

Holistic Workforce Development





Sheila U.

Customer Service Advisor, Scotiabank

“The world is moving very fast and not being able to follow the pace is super disappointing and gives me a sense of fear.”

Prior to joining NPower Canada, Sheila recognized the opportunities that employment in tech could lend her, but she was nervous to try something new as a mid-career worker. Without the money to pay to go back to school, Sheila wasn't sure how to reskill.

When she heard about NPower Canada, a tuition-free program where she could learn sought-after tech skills, Sheila faced her fears. Sheila also enjoyed the professional development sessions, stating **“those sessions teach you not how only how to land a job, but keep the job.”**

Shortly after graduating from the program, Sheila found a tech-enabled role as a Customer Service Advisor at Scotiabank.

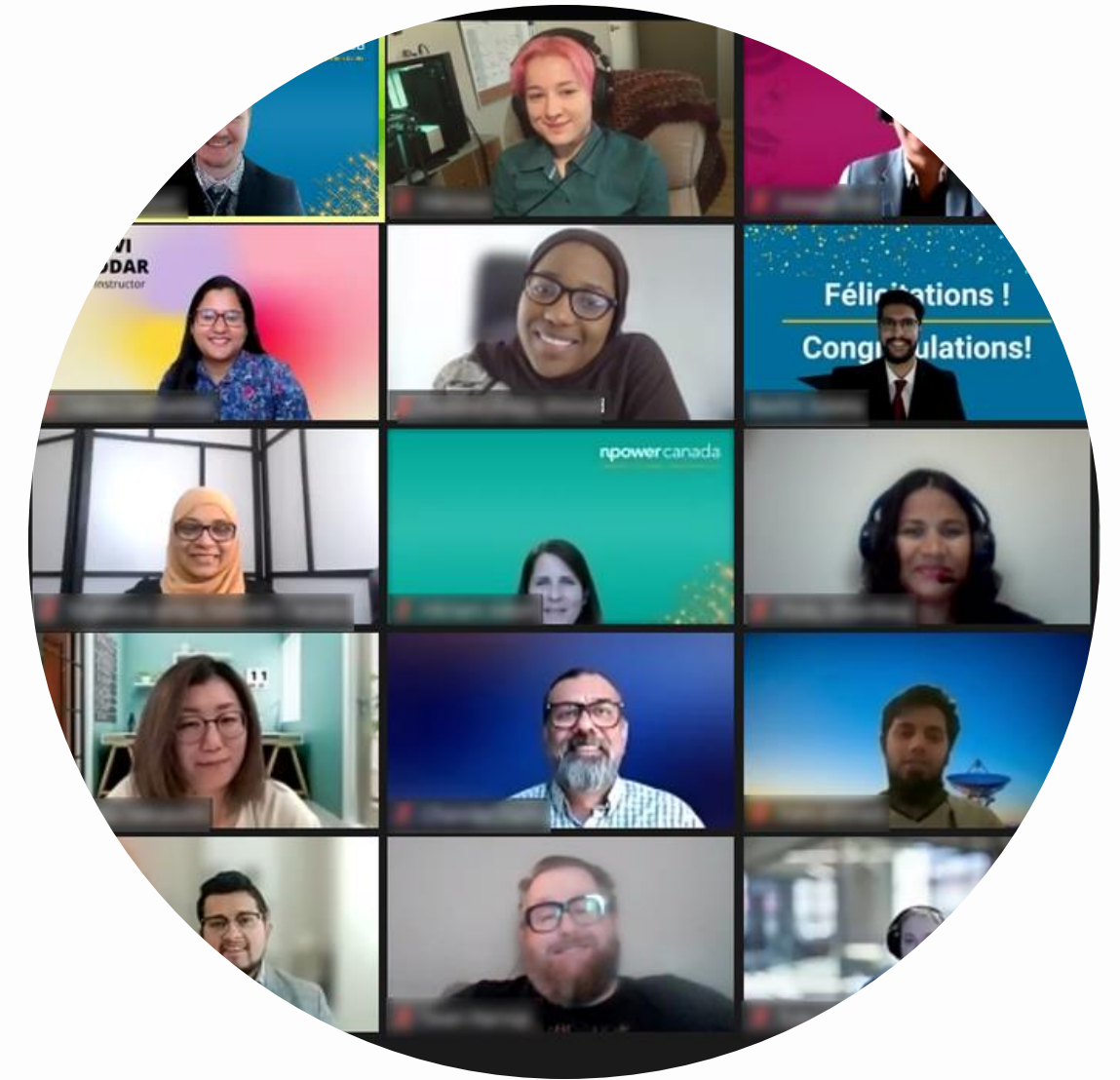
Our Impact

Of mid-career participants that secured a digitally-related role in 2024:

- 36% entered the program in a survival role
- 62% entered the program unemployed
- 2% entered the program self-employed

Mid-career participants are **26% more likely** to secure a role within 6 months of completing the program

The average wage for mid-career graduates in first placement is **30% higher** than entry-level graduates



Bridging the Gap

Working with Employers



UNDERSTAND NEEDS

We consult with employers to learn more about their talent strategy and hiring needs.



TAILORED TRAINING

We customize our training to align with junior and mid-level tech talent requirements.



FILTERED CANDIDATES

We pre-screen and refer candidates whose skills and profiles best suit employers needs.



LONG TERM SUPPORT

We collaborate with employers to assist onboarding, request feedback, and provide any additional support as needed to ensure success.

Working in Partnership with Industry

NPower Canada has placed its graduates with more than 500 employers to date.

70% of NPower Canada graduates have been hired by large employers & **30%** have been placed with SMEs in junior and mid-level positions.

A growing group of SME employers benefit from our talent pipeline, including **Ecobee, Touchbistro, Document Direction Canada, Dancebug and Microserve.**

A number of large employers have hired over 100 graduates, including **CIBC, Rogers, Teleperformance, TD Bank, City of Toronto, Mosaic, RBC, and Accenture.**



We establish specific touchpoints with employers based on their hiring strategy; as well, we send out surveys based on three months of an Alumni securing employment at the organization.

We report back hiring metrics to decision-makers.



Case Study

TD Upskilling Program

- In December 2020, TD Insurance identified that 29 employees were at risk of being made redundant due to automation
- At risk employees participated in our Junior IT Analyst Program to upskill
- 93% off staff were placed into new roles thanks to the skills they acquired during the program

Key Take-Aways

1

There is a critical need for digital upskilling among mid-career workers for Canada to remain competitive in the global economy

2

Holistic workforce development programs ensure that mid-career workers get the technical and professional training required for success

3

Dual-client models ensure that programs are designed to lead to employment in an evolving landscape

Our Impact



I'd been good at computers since I was a kid,



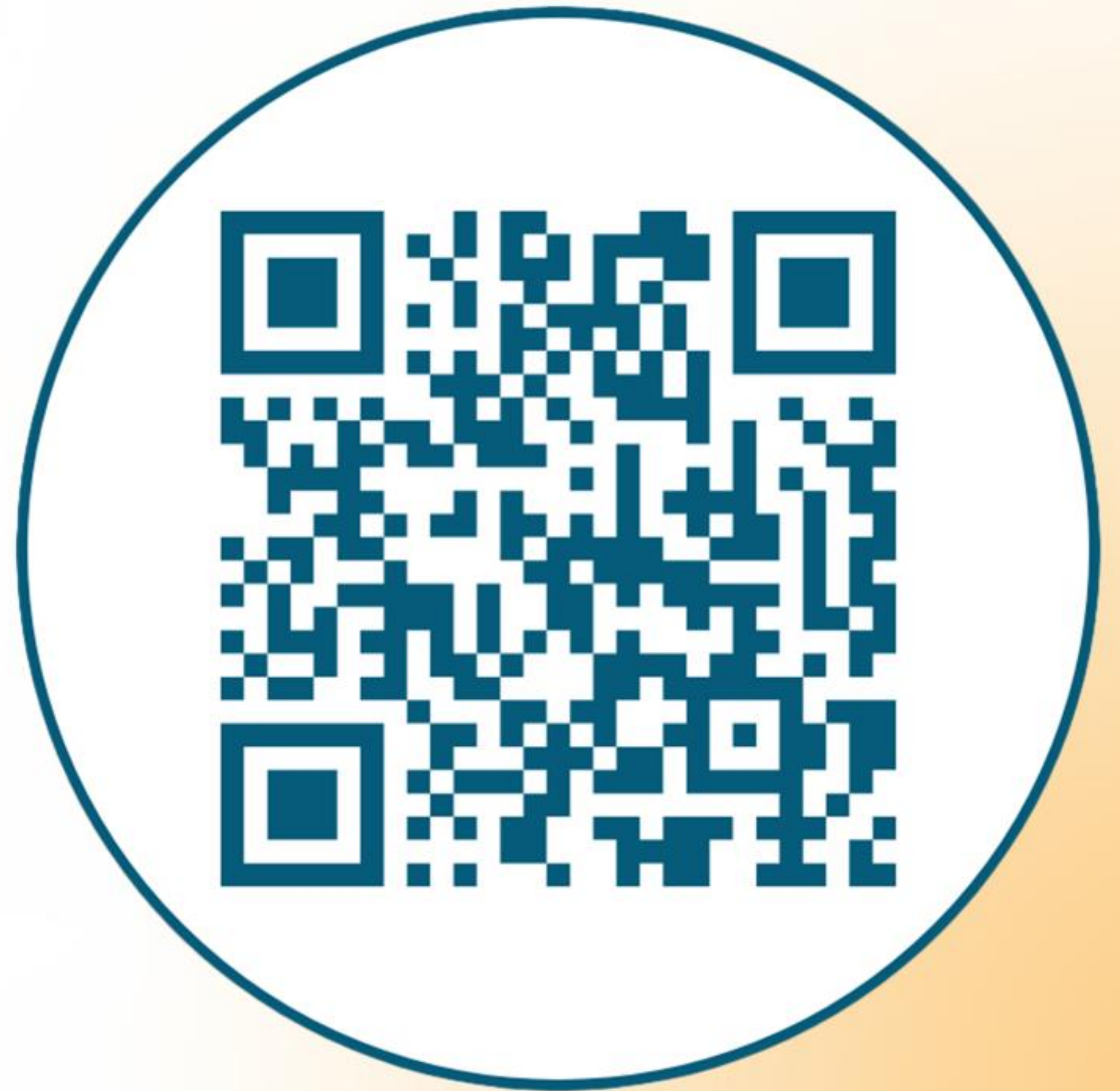
Q&A

Tell us what you think!

Visit:

www.cesba.com/2024surveys

or use the QR code to share feedback on this workshop.



Coming up - Workshops block C | À suivre - Atelier bloc C

1:30 PM – 2:35 PM

C1 - The Best of Blended Learning	Rossetti
C2 - Those Who Lead Must First Learn to Serve: Centering Equity in our Leadership Practices	Mountbatten B
C3 - Inclusion and Employment Awareness: Building an Employment Transition Path for Students with Developmental/Intellectual Disabilities	Scott
C4 - Sharing Our Stories, Experiences, and Ideas: Professional Learning for Adult Educators in a Changing World of Work	Wren
C5 - Pardon Me, Your AI is Showing: The Impact of Generative AI	Mountbatten A

Thank you

Merci



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