

# ADaPT

Advanced Digital and Professional Training

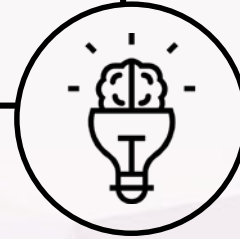
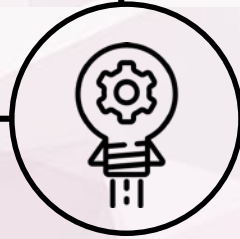
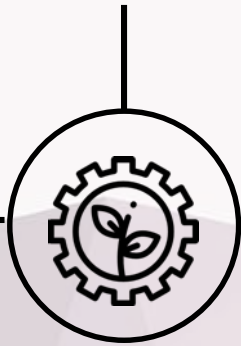
Wendy Cukier, PhD & Brian Robson, PhD

# AGENDA

Unemployment

The ADaPT Program

Lessons Learned



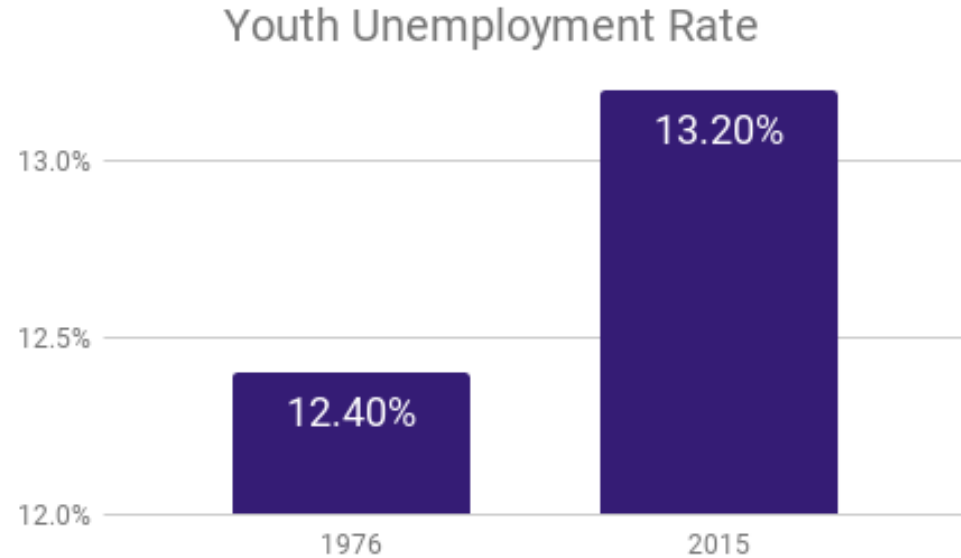
Skills Gap

Outcomes

“Jobs without  
people and people  
without jobs.”

- Don Drummond

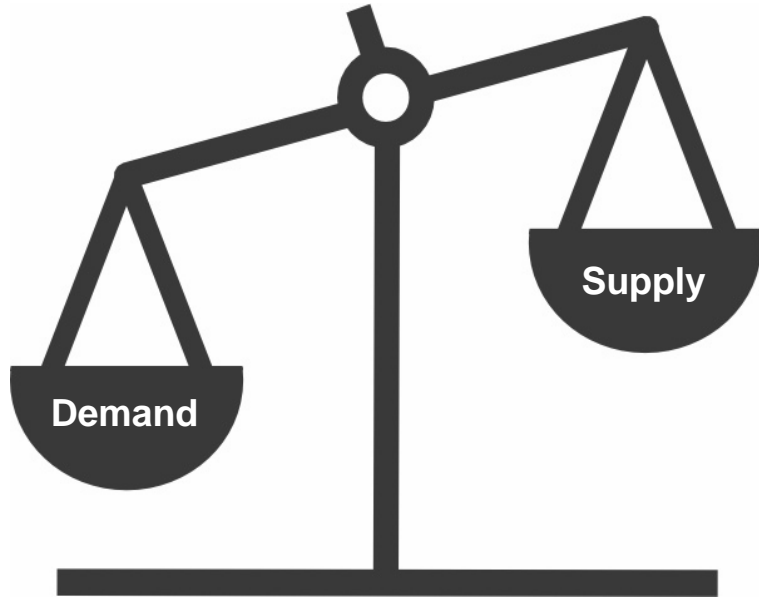
*Order of Ontario, Canadian Economist*



# UNIVERSITY GRADUATE EARNINGS

	2005 Grad	2012 Grad
Engineering	\$58,939	\$65,265
Business & Commerce	\$52,383	\$53,286
Mathematics	\$50,814	\$56,776
Health Professions	\$51,410	\$50,320
Therapy & Rehabilitation	\$50,313	\$48,334
Education	\$47,992	\$43,787
Social Sciences	\$43,996	\$42,105
Humanities	\$41,550	\$38,399
Fine & Applied Arts	\$36,911	\$34,695
	Growth in Salary	Reduction in Salary

# SKILLS GAP



Challenges in recruiting recent graduates due to skills gap:

- **28.3%** for SMEs
- **30.9%** for large employers

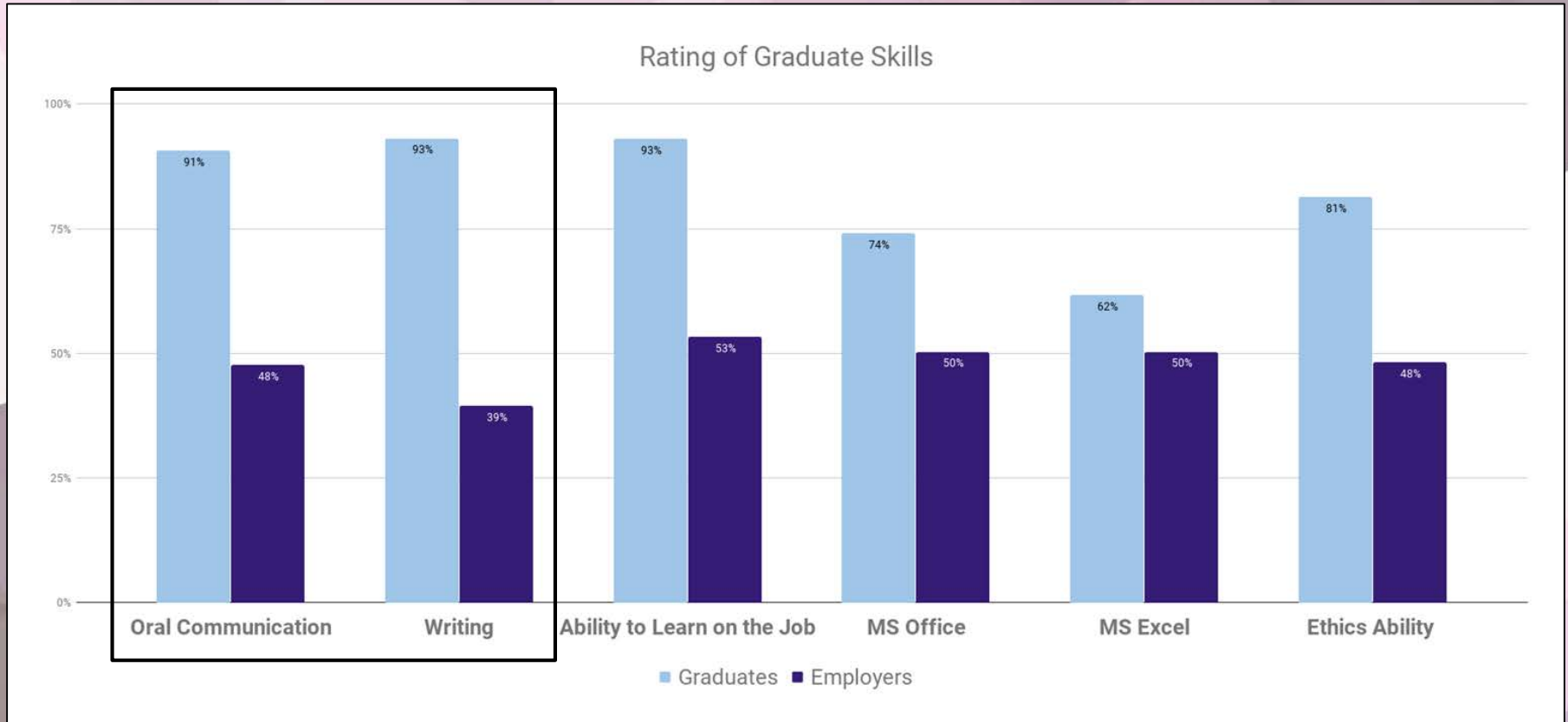
*Survey conducted with 200 Employers in 2013 for the Ontario Human Capital Research and Innovation Fund (OHCRIIF)*

# SKILLS GAP

“Canadian advanced technology businesses (88%) believe they face a skills shortage. Many jobs remain open because of this shortage.”

- Globe and Mail, 1997

# GRADUATE VS. EMPLOYER RATINGS



# THE ADaPT PROGRAM



Work-integrated learning to address this skills gap between employer needs and graduate skills by providing **intensive training** for university graduates or senior students, in collaboration with employers and industry partners, in a paid work term.



# SKILLS DEVELOPMENT WORKSHOPS



Microsoft  
Excel



Finance



Adobe  
Creative  
Suite



Business &  
Marketing



Applied  
Research



Writing for  
an Audience



Presentation  
and Networking  
skills



Personal  
Branding &  
Communication



3D Printing



Google  
Analytics



Search  
Engine  
Optimization

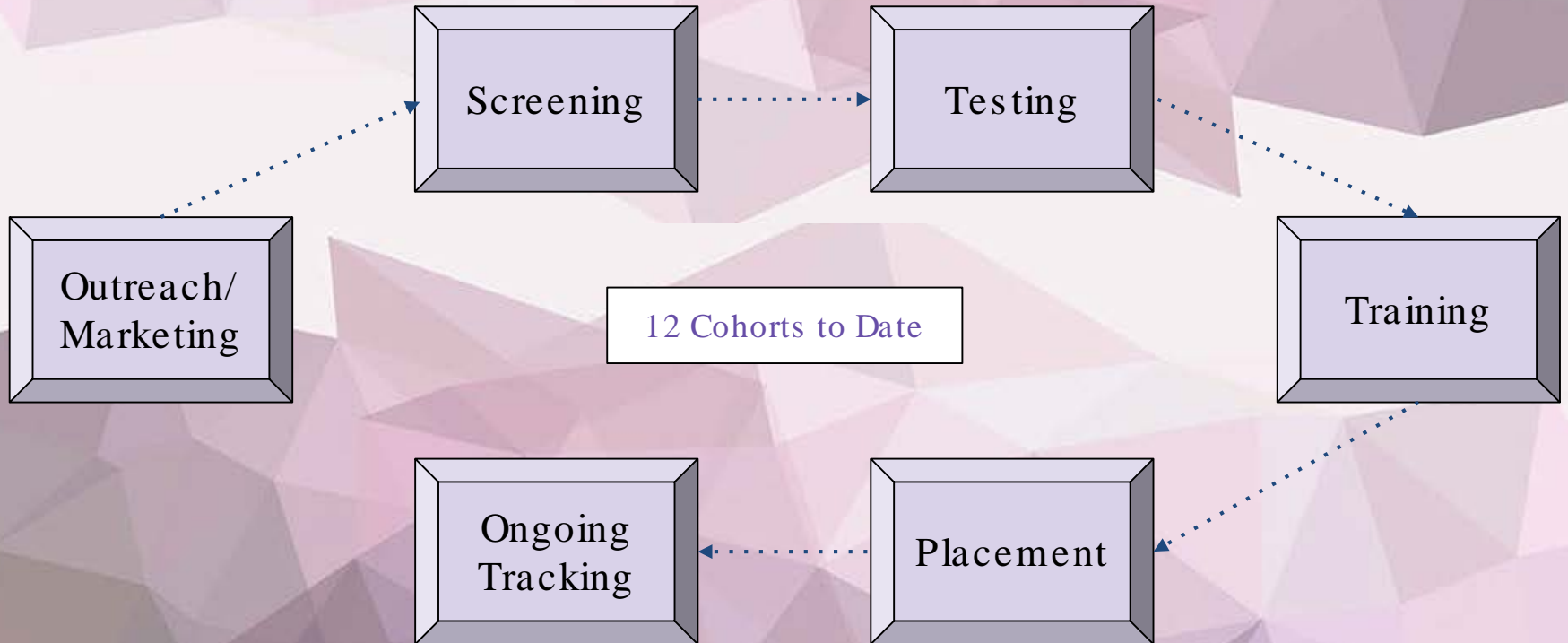


Coding

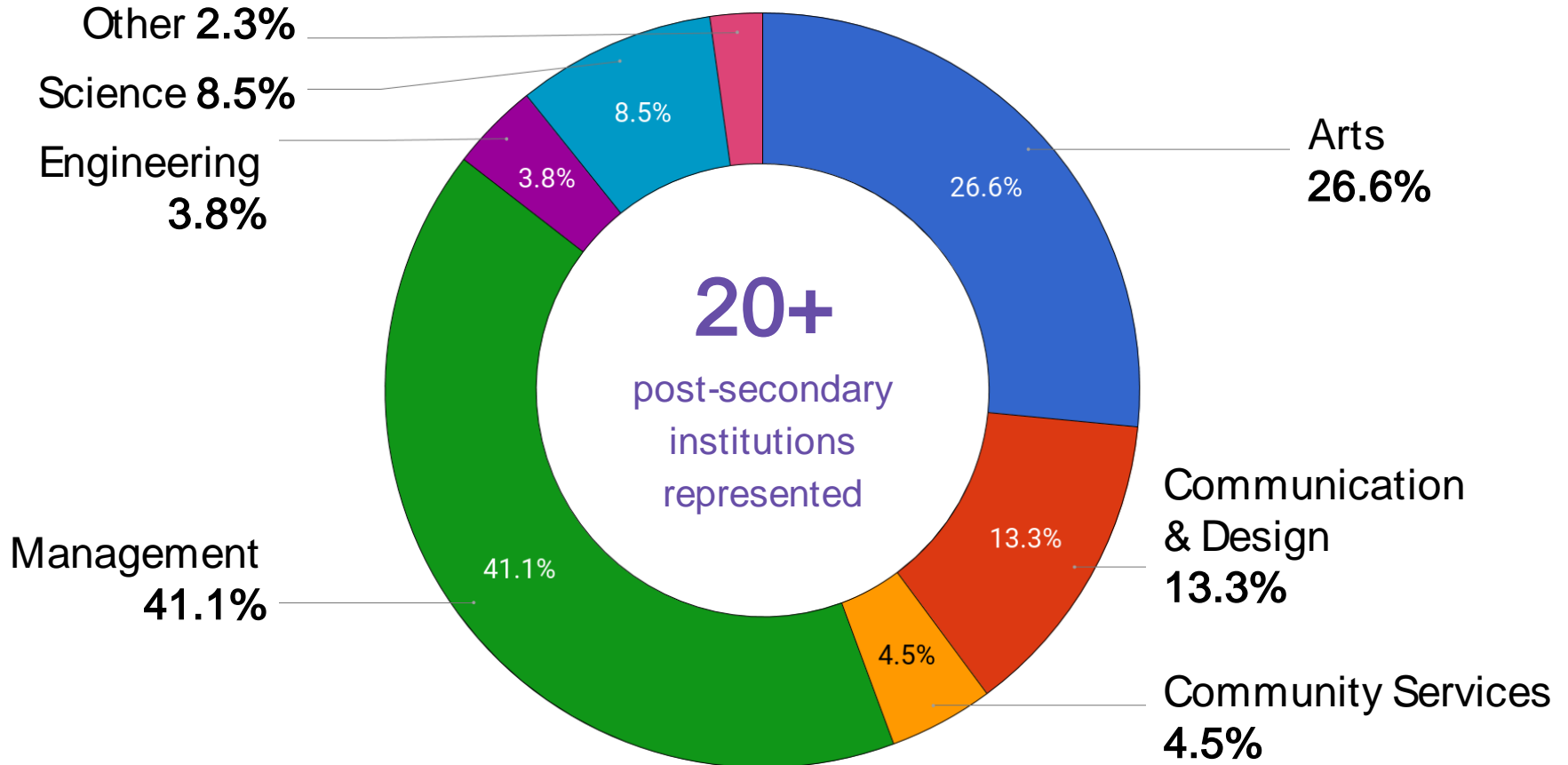


Big Data  
Analytics

# ADaPT PROCESS

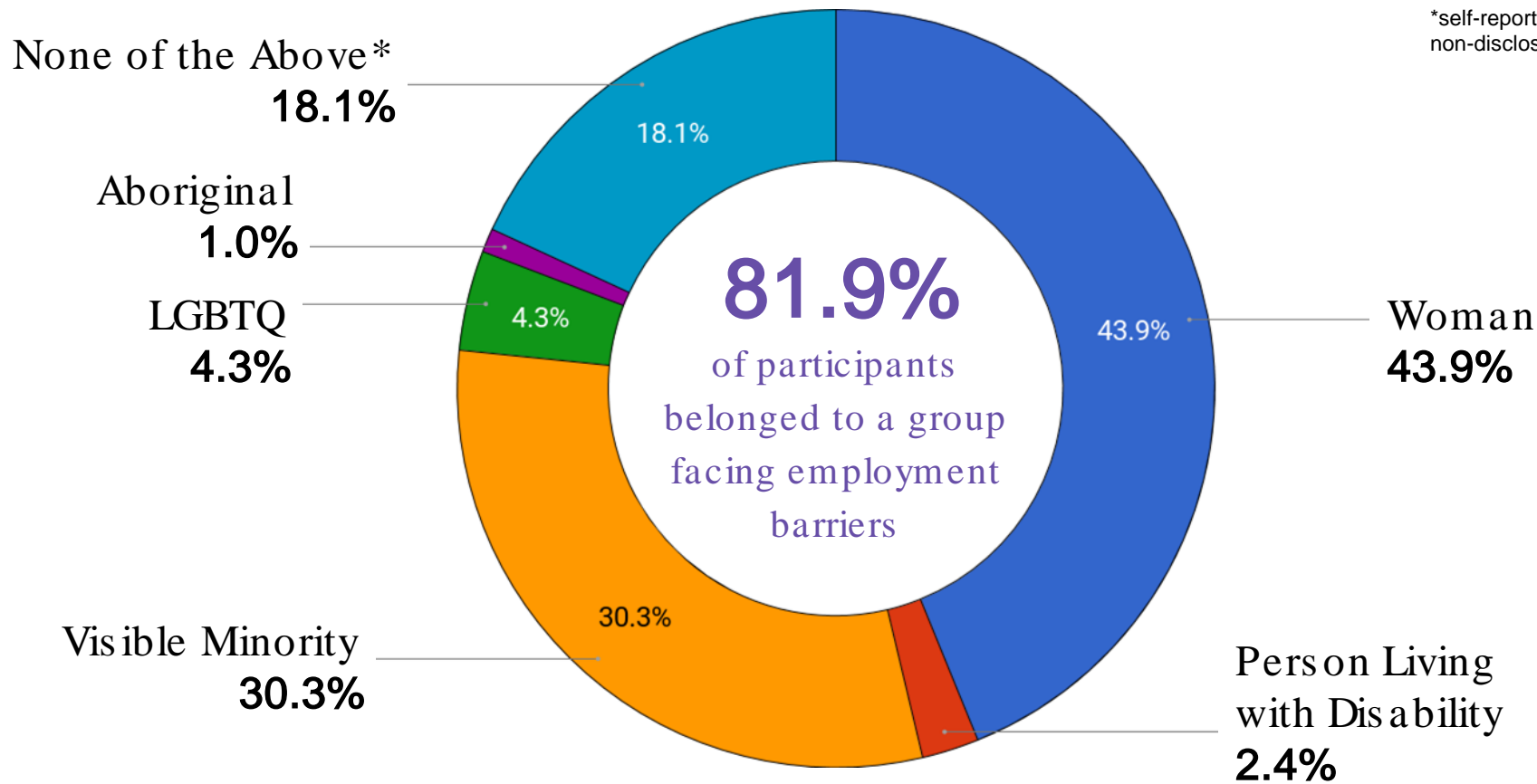


# DEMOGRAPHICS: PROGRAM DISCIPLINES



# DEMOGRAPHICS: DIVERSITY

\*self-reporting, includes non-disclosure



# CORPORATE PARTNERS/ PLACEMENTS



- Account Coordinator (Agency)



- Assistant Automotive Manager



- Entry Level Customer Service Branch Managers



- Entry Level Marketing
- Finance
- Social Media Coordinator



- Marketing Coordinator
- Entry Level Finance



- Underwriter Assistant

- Event planning



- Marketing Coordinator
- Communications
- Research Assistant
- Project Coordinator



- Business Development Associate

INTERNSHIPS

CO-OP PLACEMENT

ENTREPRENEURSHIP

RESEARCH PROJECT

# CAREER PATHWAYS

400+ participants placed

89.1% satisfaction rate  
(until 2017)

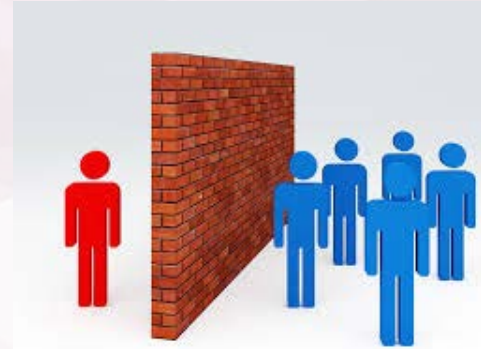
# ADaPT RESULTS



Skills Development Evaluations Post Training	
Skills	Increased By
Job Search	11.6%
Technical (Excel, Website/Graphic Design)	21.9%
Financial Literacy	20.3%
Entrepreneurship	22.3%
Understanding of Business Environment	11.2%
Oral Communication	6.1%
Leadership	5.3%



# ADaPT LESSONS LEARNED



1. Cohort Based Training Works
2. Diverse Groups are Effective
3. Cultural Gap for Immigrants



# ADaPT FUTURE PLANS

- Scale program **nationally**
- Recruitment and placement of **1000 students**
- **Employer centered**, customized training for corporate sponsors
- Continue to target **youth facing barriers**
- Increase **funding**

# REFERENCES

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Thank You