



NL WORKFORCE  
**INNOVATION**  
CENTRE



Ideas. Innovation. Impact.



# NL Workforce Innovators Roundtable 2021 Report

## Technology

The slide decks found within this NL Workforce Innovators Roundtable 2021 Report are updates from research projects that are funded by the NL Workforce Innovation Centre (NLWIC).

Established in 2017 by the Government of Newfoundland and Labrador and administered by College of the North Atlantic, NLWIC has a provincial mandate to provide a coordinated, central point of access to engage all labour market stakeholders about challenges, opportunities and best practices in workforce development.

The Centre's goal is to promote and support the research, testing and sharing of **ideas** and models of **innovation** in workforce development that will positively **impact** employability, employment and entrepreneurship within the province's labour force and particularly underrepresented groups. Funding for NLWIC is provided by the Department of Immigration, Population Growth and Skills (IPGS) under the Canada-Newfoundland and Labrador Labour Market Development Agreement.

Nineteen of 20 research proponents presented their slide decks during the NL Workforce Innovators Roundtable 2021 on October 5, 2021 to provide updates on their NLWIC-funded research projects. One was presented at a Government Stakeholder Briefing on July 29, 2021.

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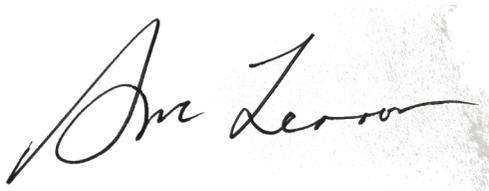
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# Acknowledgements

On behalf of NL Workforce Innovation Centre (NLWIC), I would like to acknowledge the innovation, expertise and passion of everyone who has contributed to the NL Workforce Innovators Roundtable 2021, with a special thank you to the following:

- NLWIC Team
- Department of Immigration, Population Growth and Skills Team
- NLWIC-Funded Research Proponents
- Marketing, Communications and Recruitment Team, College of the North Atlantic



Sharon McLennon  
Director, NL Workforce Innovation Centre  
College of the North Atlantic

CANADA'S TOP  
**50**  
RESEARCH  
COLLEGES  
2021 **RESEARCH**  
Infosource Inc.

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# Introduction

The NL Workforce Innovators Roundtable 2021 was a virtual event held on October 5, 2021 to give Research Proponents the opportunity to provide updates on their NLWIC-Funded Research Projects. There are 20 research projects funded to date by NLWIC following two Calls for Proposals in 2017 and 2018 and totaling \$7,663 million.

Each research projects deals with one or more of the following sectors: Agriculture, Aquaculture, Community Organizations, Employment Services, Forestry, Health, Technology, Tourism, Training & Education, Mining and Social Enterprise.

They also explore the challenges and opportunities of the following underrepresented groups in Newfoundland and Labrador: Immigrants, Indigenous Peoples, Refugees, Women, Youth, Persons with Disabilities, Older Workers and Persons in Rural & Remote NL.

During the event, each research proponent was given eight minutes to present an update on their Research Project. This included a project overview, early learnings if the project was still in progress or findings if the project was completed, as well as impacts on the project team, organization and participants.

This modified Report is focused on the five projects that fall under the Technology category. It contains a summary of each Research Project followed by the slide deck presented at the NL Workforce Innovators Roundtable 2021. There have been no edits of the slide decks by NLWIC.

# NL Workforce Innovators





# TECHNOLOGY





## **Research Project: *Evidence for Community Employment Services: A Collaborative Regional Approach***

In the face of complex and unpredictable labour markets, clients with multiple barriers and limited resources, there has perhaps never been a time when an efficient, innovative and impactful employment service was more needed. Funders want to know that they are getting a strong return on investment and frontline employment services want the best possible outcomes for their clients, but current data management systems and professional support tools are limited and a culture of evaluation is not firmly established. From the perspective of frontline services, their data “goes into the ether” with no analysis coming back to them to inform their practice.

Governments across Canada are increasingly recognizing that more data is needed, both for the benefit of funders and employment services. Such data could capture indicators of client progress toward employment/training, uncover trends in client needs, highlight those interventions linked to the most positive outcomes and help create evidence-based refinements to the areas of service that are not resulting in desired outcomes. Such data could serve to inform policy and practice and, in the end, create stronger journeys to employment for citizens of Newfoundland and Labrador.

This project will enable employment services to provide tailored and timely interventions that result in the best employment outcomes for clients, communities and government.



## Evidence for Community Employment Services: A Collaborative Regional Approach



### Primary Research Question:

- What interventions, in what contexts, with what client profiles produce what result?
- How can this data be used to create system efficiencies and ensure services meet priority client needs and result in the outcomes clients and funders want?

### Who

Research led by Collective Interchange  
Co-operative, in partnership with Canadian  
Career Development Foundation.

### Where

Research to be conducted across agencies  
within the Avalon region of NL.

### When

June – March 2021 *\*This research project is completed.*

### Research Project Updates

The following slides were presented at the NL Workforce Innovators Roundtable  
2021 on October 5.

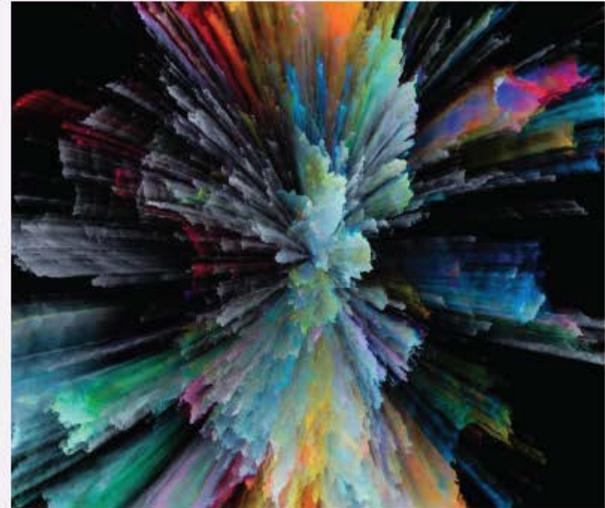


# Evidence for Community Employment Services A Collaborative Regional Approach

## A Tale of Transformation

Sareena Hopkins, Executive Director,  
Canadian Career Development  
Foundation

October 2021



*“Never before in human history have  
quality career service been more needed.”*

Build the confidence and capacity of  
the career development sector to  
be innovative in its development of  
services, strategic in its delivery and  
impactful with respect to priority  
outcomes.



# The Reader's Digest Summary of this Project

## Phase 1 | 10 Years of ARMS Data

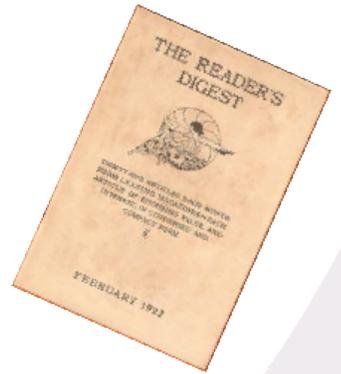
- Analyze reporting data (2008-2018)

## Phase 2 | Implement PRIME

- Train CDPs to use PRIME to assess needs and evaluate progress/impact

## Phase 3 | New Evidence & Adapting Practice

- Apply learning to policy and practice



## Research Findings

# The Tale of Client Transformation



## The Tale of Client Transformation

- Clinically and statistically significant positive changes in clients across 6 employability dimensions and 36 indicators
- A separate analysis of client progress across 16 indicators of mental health and wellbeing likewise showed statistically significant positive changes



# The Tale of Practitioner Transformation



**PROFESSIONALISM**

"THIS HAS BEEN THE MOST SUCCESSFUL AND INSIGHTFUL WORK-LEARNING EXPERIENCE I HAVE EVER HAD."

- 100% ARE CONNECTED TO AND SUPPORTED BY THE NATIONAL AND INTERNATIONAL PROFESSIONAL CAREER DEVELOPMENT COMMUNITY, UP FROM 66.7%
- I AM CLEAR ABOUT THE SCOPE OF MY PRACTICE AS A CAREER DEVELOPMENT PRACTITIONER.

**ETHICAL PRACTICE**

"PRIME ENSURES ALL CAREER PRACTITIONERS ARE USING SIMILAR PRACTICES, AND IT STREAMLINES THE WORK OVERALL."

- DEEPER UNDERSTANDING AND APPLICATION FOR THE CAREER PRACTITIONER ETHICAL GUIDELINES THAT UNDERPIN QUALITY CAREER SERVICES.
- I KNOW HOW TO APPLY THE ETHICAL GUIDELINES FOR CAREER PRACTITIONERS IN MY DAY-TO-DAY PRACTICE.

**CLIENT ENGAGEMENT**

"MORE CLIENT ENGAGEMENT, MORE DISCUSSION, BETTER FOLLOW THROUGH. A VISION FOR THE FUTURE."

- 100% OF CLIENTS ARE ENGAGING IN THEIR ACTION PLANS, UP FROM 88.3%
- 100% OF CLIENTS SEE THEIR PROGRESS, UP FROM 83.3%
- 100% OF CLIENTS SEE WHERE AND HOW THEIR ACTION PLANS NEED ADJUSTING, UP FROM 83.3%

**QUALITY SERVICE**

"PRIME INSTILLS HOPE FOR BUILDING A FUTURE STORY. IT MEETS CLIENTS WHERE THEY ARE."

- CDP'S ABILITY TO ACCURATELY ASSESS THEIR CLIENTS' EMPLOYABILITY STRENGTHS AND NEEDS AT INTAKE INCREASED FROM 77.4% TO 83.3%.
- CDP'S ABILITY TO DELIVER CAREER SERVICES THAT MEET THEIR CLIENTS' NEEDS INCREASED FROM 83.3% TO 91.7%

**EVIDENCE-BASED PRACTICE**

"PRIME GIVES RELEVANT, REAL-TIME INFORMATION THAT REFLECTS THE CLIENT'S JOURNEY."

- 100% OF CDPs AGREE THEIR MTA IS MEANINGFUL AND ACCURATELY REFLECTS THE REAL PROGRESS AND OUTCOMES THEY SEE IN THEIR CLIENTS, UP FROM 72.2%
- 91.7% OF CDPs AGREE THAT USING [PRIME] FOR COLLECTING AND REPORTING DATA PROVIDES THEM WITH RELEVANT AND USEFUL FEEDBACK.

**PRIME: MEASURING THE IMPACTS ON THE JOURNEY TO EMPLOYMENT**

# The Tale of Systemic Transformation: The Art of the Possible



## Opportunities

- Significant impact of quality career services on socio-economic and health outcomes
- Return on investment in training for career service providers
- Unintended benefits of community-based research
- Widespread implementation of PRIME





Sareena Hopkins, Canadian Career Development Foundation  
E: [s.hopkins@ccdf.ca](mailto:s.hopkins@ccdf.ca)





Eastern  
Health

## ***Research Project: Improving Psychological Health and Safety in Health Care Workers through Technology-Based Support***

Eastern Health is engaging in an exciting research project to determine if technology based support increases employee knowledge and uptake of psychological support services, in turn improving employee wellness factors and organizational healthy workplace indicators. This three year project will involve the development, implementation and evaluation of application based technology (from personal technology devices) which will incorporate internal and external supports to the organization as well as a built in peer “chat” function, allowing employees to gained timely and appropriate support and information about what is available for them.

Eastern Health is the largest employer in Newfoundland and Labrador, employing almost 13, 0000 employees, 82% of them are women, about 10% come from rural parts of the eastern region. The organization currently has below average engagement scores and significant rates of sick leave and absenteeism. This project aims to target all employees within the organization.



## Improving Psychological Health and Safety in Health Care Workers through Technology-Based Support



### Primary Research Question:

- Will the use of technology to provide more accessible and timely employee mental health supports (including peer support) increase the organizations healthy workplace indicators?

### Who

Research led by Eastern Health.

### Where

Districts covered by Eastern Health  
(all employees)

### When

March 2019-June 2022

### Research

The following slides were presented at the NL Workforce Innovators Roundtable 2021 on October 5.



# Improving Psychological Health & Safety in Health Care Workers Through Technology Based Support

**Troy Mitchell, Eastern Health**

Evaluation services provided by Charlene Reccord and Scott Taylor of Eastern Health's Health Innovation Team



## Background and Project Overview



- Eastern Health employs a significant number of people in NL – 13,000 employees
- Below average engagement scores, significant sick leave and absenteeism
- A three-year project to develop, implement and evaluate a chatbot application to increase employee knowledge and uptake of psychological support services.
- Develop, implement and evaluate application and peer support function
  - Assess change in employee perceptions of organizational support and psychological health and safety indicators.



## Research Question

Will the use of technology to provide more accessible and timely employee mental health supports (including peer support) increase the organizations healthy workplace indicators?



## Project Update

### DEVELOPMENT

- Employee Virtual Assistant (EVA) developed and iterated based on EH staff feedback
- Session held to develop application content and chat bot persona
- An initial group of 100 users tested the application and provided feedback.
  - 85% liked the application and found it easy to use
  - 62.5% indicated they would use it frequently
  - 72.5% found the functions were well integrated
  - 87.5% thought other people would easily learn to use the application
  - 77.5% felt confident using the application

*(NOTE: Still in process of analyzing data; therefore, the results presented herein should be considered preliminary).*



# Project Update



## RELEASE

- App launched April 20, 2020, with built-in Peer-2-Peer (P2P) peer support program

## EVALUATION

- An evaluation occurred between April 2020-April 2021.
- Evaluation methods include:
  - survey administration [Organizational perceptions and psychological health and safety survey items and a built-in survey within EVA system] and
  - analysis of administrative utilization data.



The screenshot shows a chat window titled "Check with EVA" and "EMPLOYEE VIRTUAL ASSISTANT". It features the EVA logo and logos for Eastern Health and the NL Workforce Innovation Centre. The chat content includes:

- Hi, I'm EVA. I'm here to connect Eastern Health employees and their families with available mental health supports. I'm not a counsellor and not trained on diagnosis, treatment or medical advice.
- Talking with me is anonymous, please don't give me any personal identifiers for you or anyone else (like names)
- If this is an emergency, call [911](#) or the Mental Health Crisis Line at [1-888-737-4668](#).

A "Keep chatting" button is visible at the bottom of the chat window.



## Perceptions of Organizational Support and Psychological Health and Safety



### SURVEY ADMINISTRATION (PRE)

- A total of 1019 employees from areas across the organization including acute care, long term care and support areas completed all or parts of the survey prior to release of EVA.
- 658 (65%) of respondents agreed or strongly agreed they would use an employee support program if available.
- 540 (53%) agreed or strongly agreed employee mental health is supported in the organization.



## Perceptions of Organizational Support and Psychological Health and Safety (PRE)



- 648 (63.6%) agreed or strongly agreed people in organization have good understanding of employee mental health
- 607(59.6%) agreed or strongly agreed they feel supported when dealing with personal or family issues
- 464 (45.5%) agreed or strongly agreed that the organization provides support when critical incidents occur
- 483 (47.4%) agreed or strongly agreed the organization provides tools to support psychological well-being

### STILL AWAITING POST VALUES

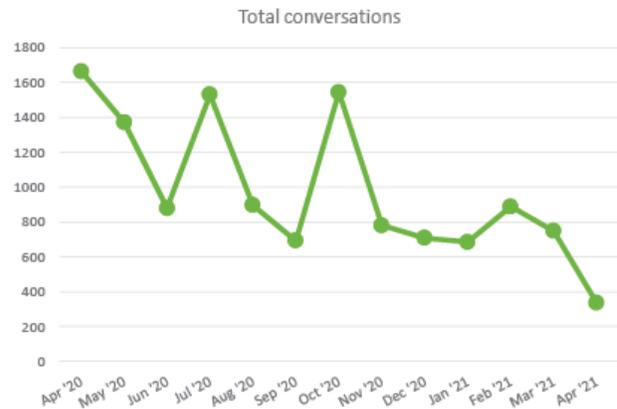


# Utilization Data (administrative data)



Data captured between April 20, 2020-April 20, 2021

- **12713** total conversations
- 3509 (**27.6%**) were active users – made it past the first few questions
- 2463 (**70.2%** of active users) were first time users
- **Top 3 reasons users use EVA** (most common intents):
  - Looking for someone to talk to (informal and/or counseling) (n=1720, **49.0%** of active users)
  - Feeling stressed (n=724, **20.6%** of active users)
  - General health concerns/questions (n=665, **19.0%** of active users)
- 511 (14.6% of active users) requested peer support



# Embedded EVA Survey Data



- 736 surveys completed (all); however, 63 only completed part.
- Most were first time users (n=612, 83.2%) but most that used it more than once (n=112, 16.8%) indicated they used it between one and four times
- Most respondents

- found it was helpful, n= 588(79.9%)
- found it easy to use, n= 613(83.3%)
- found it easy to navigate, n=565(76.8%)
- would use it again, n=593(80.6%)
- felt it was a valuable resource, n=604(82.1%) and
- would recommend it, n=611(83.0%)

But,

- many were already aware of the resources/supports suggested, n=299(40.6%) and
- fewer found the resources identified to be helpful, n=168(22.8%)



# Opportunities



- EVA became a go-to portal to access a suite of psychological safety resources and supports COVID-19 brought significant change.
- Organization was able to offer confidential peer support in a user-friendly manner and to pivot on peer support to expand to other programming
- We were able to find out the kinds of information/resources people needed information on, and what are they asking and not finding answers to?





## ***Research Project: Going the Distance: Equipping Rural Newfoundlanders and Labradorians with the Abilities and Skills to Succeed in Online Learning***

Newfoundland and Labrador has the highest number of working aged people without a high school diploma at 15.7% compared to the national average of 11.5% (Literacy and Institutional Services Division, Advanced Education, Skills and Labour, 2018). Sixty percent of the population of our province live in a rural area. These people have more difficulty accessing education than their urban counterparts (Simms & Greenwood, 2017).

The purpose of this project is to help learners improve their technology and writing skills so that they may be successful using an online learning environment to help further their education and increase their employability skills.

To bring education to those living in rural areas we need to provide them with an effective online learning tool. Online education is a growing trend but without computer and writing skills, individuals are disadvantaged.

A national survey of 73 found that 93 percent of Canadian institutions offer online and distance courses (Bates, 2016).



## Going The Distance: Equipping Rural Newfoundlanders and Labradorians with the Abilities & Skills to Succeed in Online Learning



### Primary Research Question:

- What are the barriers to online learning that exist for rural Newfoundlanders and Labradorians who have limited writing and computer skills and how might these be overcome?

### Who

Research led by Newfoundland and Labrador Laubach Literacy Council Inc.

### Where

Research to be conducted at locations in rural Newfoundland and Labrador.

### When

February 2019 – February 2022

### Research Project Updates

The following slides were presented at the NL Workforce Innovators Roundtable 2021 on October 5.



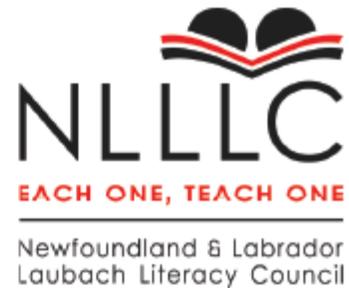
## Introduction

**Kelly Taylor-Hulan**, B.A.A., B.Ed., M.A. *Lead Researcher*

**Todie Winter**, B.A.A., M.L.I.S, *Research Assistant*

**Margie Lewis**, B.A. *Project Manager*

Newfoundland and Labrador Laubach Literacy Council



## Overview of the *Going the Distance* Research Project

### Research Question:

What are the barriers to online learning that exist for rural Newfoundlanders and Labradorians who have limited writing and computer skills how might these be overcome?

**Date:** March 2019 – February 2022



## The gist of it..

**Idea** – find a way to reach more people with low literacy skills through online learning.

**Innovation** – deliver NLLLC’s book format 1:1 training via online and maintain 1:1, tutor: student delivery mode

**Impact** – to help increase the skills of participants so they are equipped to study online – to have access to literacy training as a starting point



## Early Learnings – participant interviews

- Rapport
- Skills identification-- *We want to welcome them with the skills they have so they can leave with the skills they need.*
- *Barriers include...*



## Barriers:

- *money, access to computers (desktop, laptop), level of education attained, and family commitments.*
- *former learning experiences, especially during high school, are a barrier to continuing education.*
- *Mental illness, especially social anxieties, are also barrier to classroom learning and online learning is perceived a potential way to overcome this.*
- *English as second language*



## Quotes

*"When it comes to learning it's hard for me to understand stuff, especially English. That's my downfall. I was grade 10 when I quit. I got grade 10 math done but I don't have English done."*

*"I would like not having to leave my house because of my anxiety. If I'm sick then I don't have to leave my house. I could just do my work online."*



## Limited Access to ABE:

ABE was not available online in our province at the time of interviews.

*"What I want is not being offered. I have level 1 ABE but they don't have level 2 and 3 available online. I've been wanting to do another course for years. I want to get my grade 12 online but it isn't offered. I can't afford to move."*



## Early Learnings –usability test

- **Rapport**
- **Uploaded, Downloaded, and Overloaded** – pandemic has made people more knowledgeable about web-conferencing but also tired of web-conferencing.
- **Access to teacher/instructor/professor/tutor**
- **Engagement** – the King Kong theory (by Kelly) –applies to meetings and events, too





## Impacts

- Weather
- Pandemic
- Finding participants(cold-calls, Steering Committee)
- Good rapport = participation
- Confidence



## Opportunities *(even though we are still in progress)*

- Sharing/dissemination
- Online learning is commonplace since pandemic
- Online learning may have been forced or hurried due to pandemic
- Let's share what we've found—applicable to new Canadians





Ideas. Innovation. Impact.

*Going the Distance: Equipping Rural Newfoundlanders and Labradorians with the Abilities and Skills to Succeed in Online Learning* is a research project led by Newfoundland & Labrador Laubach Literacy Council and funded by the NL Workforce Innovation Centre (NLWIC).



The NLWIC, administered by the College of the North Atlantic (CNA), has a provincial mandate to provide a coordinated, central point of access to engage all labour market stakeholders about challenges, opportunities and best practices in workforce development. The Centre's goal is to promote and support the research, testing and sharing of **ideas** and models of **innovation** in workforce development that will positively **impact** employability, employment, and



entrepreneurship within the province's labour force and particularly under-represented groups. Funding for NLWIC is provided by the Department of Immigration, Population Growth and Skills under the Canada-Newfoundland and Labrador Labour Market Development Agreement.





## *Stella's Circle*

Hope Lives Here

### **Research Project: *Exploring the Use of and Impact on Mobile Technology in a Work-Based Employment Program for Adults Who Face Barriers to Employment***

Employment is a key factor in helping people recover and improve their lives. In addition to earning money, employment helps reduce incidences of hospitalization and incarceration<sup>1</sup>, which has significant financial implications for governments. People with psychiatric disabilities can gain both economically and socially from increased participation in the labour market. The longer someone spends away from work, the less likely they will ever return. Low levels of digital literacy continue to overlap with other aspects of socio-economic marginalization, including low incomes. Employers want people to have the skills to be productive in a new role and believe digital skills improve employee employability and increase business productivity.

This project seeks to ensure the education and skills of cohorts who have been traditionally difficult to employ by encouraging and increasing their digital literacy. Providing participants with the technology, assisting them in using the technology and designing the technology to be user-friendly and appropriate for this population is an innovative way to develop this work-based program.

In addition, using mobile learning will help to strengthen the pre-employment training elements by focusing on relevant essential skills and employer validated workplace skills. The Ontario Literacy Coalition recommends that digital skills are incorporated into basic literacy and essential skills programs set in the workplace. Digital literacy, encompasses a wide range of skills, all of which are necessary to succeed in an increasingly digital world. Comfort and proficiency using digital technology, such as tablets, smartphones, and computers is a focus with links to employment. Awareness of how to navigate the web, share images on social media, and do a Google search to find information.



## Exploring the Use of and Impact on Mobile Technology in a Work-Based Employment Program for Adults Who Face Barriers to Employment



### Primary Research Questions:

- Can adding mobile learning and technology to a work-based employment program enhance digital literacy, increase job satisfaction and increase long-term attachment to the labour market for adults who face many barriers to employment?

### Who

Research led by Stella's Circle

### Where

- Stella's Circle Employment Training Centre, 114 Cabot Street, St. John's, NL, A1C 1Z8
- Various commercial cleaning sites and locations served by Clean Start.
- Bluedrop Learning Network 18 Prescott Street, St. John's, NL, A1C 3S4

### When

March 2019 – March 2022.

### Research Project Updates

The following slides were presented at the NL Workforce Innovators Roundtable 2021 on October 5.



# Stella's Circle

Hope Lives Here

**Exploring the use and impact of mobile technology in a work-based employment program for adults who face barriers to employment**

Presented by: Kelly Guitard, Research Project Coordinator

Dates and status: March 2019 – March 2022, On-going



*Stella's Circle*

Hope Lives Here

**Stella's Circle Vision:**  
A Home. A Job. A Community.

**Stella's Circle Mission:**  
To transform lives by offering  
Real Homes, Real Help and  
Real Work





Brian Martin Housing  
Resource Centre

Housing Help

Housing Support  
Services

Jess's Place

Naomi Centre



Community Support Program

Just Us Women's Centre

Emmanuel House

Work Experience

Employment Counselling &  
Transition Groups

Adult Basic Education (ABE)

Social Enterprise



## Research Project Title

"Exploring the use and impact of mobile technology in a work-based employment program for adults who face barriers to employment"

---



## Research Question

Can adding mobile learning and technology to a work-based employment program enhance **digital literacy**, increase **job satisfaction** and increase long-term **attachment to the labour market** for adults who face many barriers to employment?

---



## Project Purpose

- 3 year research and evaluation project
- Provide 30 Clean Start participants with mobile based technology that includes online training, skills tracking & validation, just in time job aids and real time reporting, specifically designed for this cohort
- Develop, disseminate and evaluate technology as a tool of engagement



- Paid employment, often used to gain experience, a reference or transition to other employment
- 53% of our workers are over 45
- 4 to 30 hours/week in small teams or independently
- Range of employment barriers, work capacity and experience using mobile technology
- Challenges - remembering scope of work, attention to detail time management and ability to cope with on the job stress



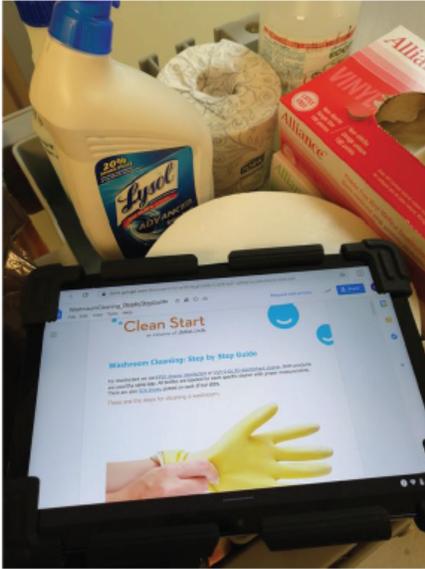
## Google Site, Job Aids & Digital Tools

- 3 videos on how to use the site and the tools
- 7 Safe Working Guides
- 11 Cleaning Instructional Guides (text and picture based)
- 6 Cleaning Instructional Videos
- Job Site Guide – work locations and task lists
- Self Assessments - skill and work satisfaction
- Supervisors - skill and performance feedback
- Google Calendar & Gmail
- Access to other Google apps
- SkillsPass NL account and access to on-line training



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## ● ● ● Research Project Status



20 participants engaged to date:

- Issued Chromebooks
- Provided access to Gmail, Calendar and private Google site
- Provided on-going training and support
- 90% retention rate for research participants

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## ● ● ● Early Evidence of Impact to Participants

**Digital Literacy** – participants who initially rated themselves lowest in comfort with technology showed the largest gains in comfort and knowledge

**Job Satisfaction** – to date, 81% of participants describe working with Clean Start as “good” or “very good”

**Labour Market Attachment** – most participants indicated an increase in their ability to work independently, most are working more hours and 2 participants have been promoted to positions with more responsibility during their participation

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● ● ● **Impact - Participant Comments**

"Gave helpful steps to do things in a certain order."

"How-to instructional videos have been helpful to make things easier."

"More confident and better worker; taking pride in my work."

"If I get a new job, this experience will be very helpful to a new job."



---

● ● ● **THANK YOU**



**Kelly Guitard** (She/Her)  
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## Research Project: *Enhancing the Women in SETT Leadership Program in NL*

The Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre) is an action-oriented organization that aspires to recruit, retain and advance women in SETT fields. It takes a national focus on advocating for women's full inclusion in SETT workplaces and fosters links between academia, industry, governments, professional associations, unions and non-government organizations. The Centre was incorporated in 2009 as a Canadian not-for-profit corporation. WinSETT's vision is a world where women participate fully in science, engineering, trades and technology.

The WinSETT Centre's Women in SETT Leadership Program has been delivered for eight years in Newfoundland and Labrador (2010-2018), through a partnership with WISE NL and company and university sponsorship. It has delivered 30 interactive leadership workshops during this time, and about 400 women from many different workplaces throughout the province have participated in the program.

This project will focus on the low number of women being retained, supported and promoted in Science, Engineering, Trades and Technology fields and to increase women in underrepresented areas of the labour force.



## Primary Research Question:

- What impact has the WinSETT Leadership Program had on the women in Newfoundland and Labrador (NL) who have taken the program and their organizations?
- Can the Leadership Program be made more effective and more available to women in isolated and remote workplaces in NL through the delivery of a series of webinars?

## Who

Research led by Canadian Centre for Women in Science, Engineering, Trades and Technology (WinSETT Centre)

## Where

Newfoundland and Labrador (St. John's, Labrador City)

## When

March 2019 - October 2021

## Research Project Updates

The following slides were presented at the NL Workforce Innovators Roundtable 2021 on October 5.



## Research Project Update NL Workforce Innovators Roundtable 2021

October 5, 2021

*Presenter: Susan Hollett*

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### Land Acknowledgement

As a national organization, WinSETT respectfully recognizes we live and work on the traditional and unceded territories of the many Indigenous Nations and First Peoples that have thrived throughout Canada since time immemorial

At WinSETT, we strive for respectful partnerships with all the peoples of this country as we search for collective healing and true reconciliation and honour this beautiful land together



## About WinSETT

**VISION:** A world where women participate fully in science, engineering, trades and technology.

A Federally incorporated not for profit in 2010

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## Enhancing the Women in SETT Leadership Program in NL

### *Research Project Overview*



1. What impact has the WinSETT Leadership Program had on the women in Newfoundland and Labrador who have taken the program and their organizations?
2. Can the Leadership Program be made more effective and available to more Newfoundland and Labrador women in isolated and remote SETT workplaces through the delivery of a series of webinars?

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## Major Findings



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1. Leadership Program was found to be very relevant to both employers and employees by addressing the well documented inequity for women in the SETT field.
2. Providing online segments of the LP enabled more men and women to learn and grow.
3. Online offering was critical to efficiency and effectiveness during the pandemic (and probably after)
4. Having a Learner-focused website with current and easily navigable info was critical to marketing (<https://winsettcentre.org/leadership-program/overview/>)
5. Updating the in person workshops with current data, and making them more accessible and inclusive will enable the programming to stay relevant, even though we can't offer them in person yet.



*"Within two years, I became a supervisor and later a manager. I was ready but I didn't have the courage to promote myself. This program provided with the tools to do that."*

# Impact (on Program and Participants)



## WinSETT Impacts

- Environment and Jurisdictional Scans provided insight into our operating environment
- Thorough Program Evaluation gave us lots of recommendations for the future and data on our impact
- 12 online Skill builders created and piloted, including process; Content for 6 in person workshops updated
- Facilitators trained to develop and deliver online Content.



## Participant Impact

- 237 Participants in the 12 Online Pilots
- All Pilots were favourably evaluated
- Invited and engaged women from NL organizations such as IOCC, NARL, NF Power, NL Hydro, Mun Engineering and PEGNL.
- Participants committed to acting on each of the Skill Builders topics

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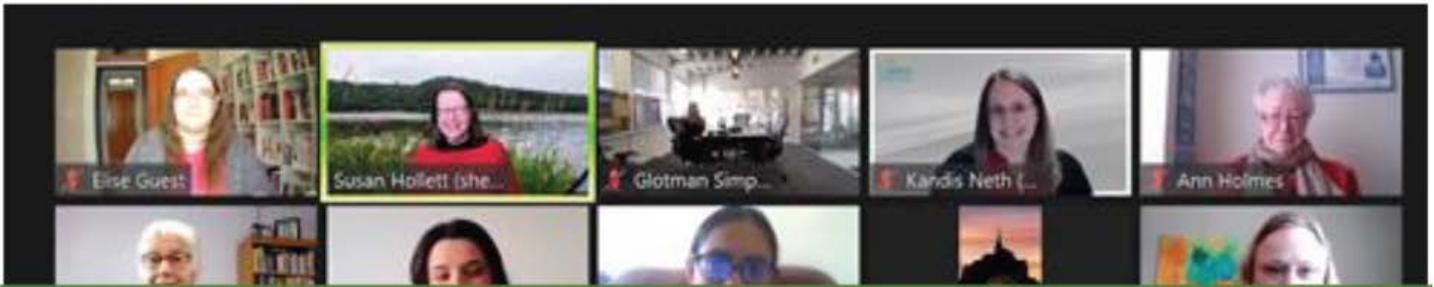
# Participants in Online Pilots



Topic	Date	Registered
Microaggressions	19-Aug-20	15
Unconscious Bias	27-Aug-20	23
Communications Styles	19-Sep-20	16
Negotiation	07-Oct-20	25
Leading Change	10-Nov-20	15
Difficult Conversations	12-Nov-20	22
Mentors and Sponsors	13-Jan-21	24
Navigating Politics	28-Jan-21	16
Working with Challenging People	12-Feb-21	21
Allyship	23-Feb-21	13
Self Promotion	01-Mar-21	24
Respectful and Inclusive Workplaces	15-Apr-21	23
	12	237



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## What will you do Different after this UB Session?

- *Be mindful before I speak to ensure what I'm going to say is not offensive to my audience.*
- *Continue to help others navigate Unconscious Bias*
- *Be an ally.*
- *Try to incorporate some of things we learned into our hiring practices at work*

## Opportunities & Recommendations

- Online programming needs to be as close to in person experience as possible – *interactive, professionally facilitated interpersonal, and based on lived experience*
- Wrap around supports would deepen impact – *peer mentoring, coaching, networking*
- Marketing of the LP needs more resources
- We need more support & training for people who hire, manage and employ women in SETT
- Training programs like the WinSETT Leadership Program needs to be continually evolving.



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Ideas. Innovation. Impact.

*Enhancing the Women in SETT Leadership Program in Newfoundland and Labrador* is a research project led by Canadian Centre for Women in Science, Engineering, Trades and Technology and funded by the NL Workforce Innovation Centre (NLWIC).



The NLWIC, administered by the College of the North Atlantic (CNA), has a provincial mandate to provide a coordinated, central point of access to engage all labour market stakeholders about challenges, opportunities and best practices in workforce development. The Centre's goal is to promote and support the research, testing and sharing of **ideas** and models of **innovation** in workforce development that will positively **impact** employability, employment, and entrepreneurship within the province's labour force and particularly under-represented groups. Funding for NLWIC is provided by the Department of Advanced Education, Skills and Labour (AESL) under the Canada-Newfoundland and Labrador Labour Market Development Agreement.



## Continue the conversation – join us on Social Media



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