



Labour Market Study of Literacy and Essential Skills Workers in Canada

Anne Ramsay, Project Manager, CLLN
March 13, 2013

GOALS OF THE LMS PROJECT:

- ▶ Build knowledge about the current state of practitioners involved in adult LES services across Canada
- ▶ Increase understanding of overarching human resources issues that may affect Canada's capacity to achieve better Literacy and Essential Skills results for Canadians
- ▶ Inform policy makers at the national and provincial/territorial levels
- ▶ Conduct a Survey to provide a national picture of the practitioners who work in a variety of capacities in the field
- ▶ Determine the implications and considerations of the survey findings.

WHY?

Fill the **information gap** about
Literacy and Essential Skills
providers & workers

IN CONTEXT:

- ▶ Winter 2010, the Office of Literacy and Essential Skills (OLES) pursued a study, conducted by the Canadian Council on Learning (CCL), to determine the feasibility of surveying the adult Literacy and Essential Skills (LES) service sector
- ▶ Winter 2011, Statistics Canada conducted a feasibility study of the analytical potential and limits of using provincially and territorially held administrative data in developing a pan-Canadian portrait of adult LES services
- ▶ Both studies pointed to a gap in information related to LES service providers and confirmed that a survey of providers would be an appropriate way in which to fill the gap

LMS PROJECT ACTIVITIES:

- ▶ Develop & Conduct Survey – engage survey expertise, Social Research and Demonstration Corporation (SRDC)
- ▶ Constitute Advisory Committee – representatives with variety of perspectives & experiences
- ▶ Conduct Supplementary Research – key informant interviews, focus groups, relevant research from Canada & other jurisdictions
- ▶ Complete & Share Final Project Report - survey results & research findings

This project is funded by the Government of Canada, Office of Literacy and Essential Skills (OLES), Adult Learning, Literacy and Essential Skills Program (ALLESP).

Canada

COMMUNICATION:



LESworkforce.ca
maindoeuvreACE.ca

COMMUNICATION:

- ▶ Key informant interviews & focus groups – Indigenous, English and French
- ▶ Create database on contacts – groups, organizations, associations that link with the field
- ▶ Email, newsletters, brochure, info sheets, announcements
- ▶ Word of mouth – colleague to colleague
- ▶ CLLN and SRDC – communicating with the broad field
- ▶ Governments – federal and provincial/territorial
- ▶ Public posting of Final Project Report on CLLN websites – Fall 2013

SURVEY – WHO?

- ▶ Paid practitioners (Literacy and Essential Skills workers) of all types – trainers, instructors, facilitators, managers, assessors, supervisors, coordinators, program developer, administrator, etc.
- ▶ Working in programs that deliver LES at IALLS/ES Levels 1 – 3
- ▶ Primary work is Literacy and Essential Skills – stand alone or imbedded

SURVEY – WHO?

- ▶ Variety of settings & delivery modes – workforce, workplace, family (parents), adult upgrading, small group, 1:1 tutoring, classes, distance, face-to-face, for-profit, nonprofit, school boards, community-based, colleges, etc.
- ▶ Beyond the Scope - ESL or LINC, volunteer tutors, children & youth programs (learners under 18 years of age)

SURVEY – WHAT?

- ▶ Demographics
- ▶ Education – formal & informal, credentials
- ▶ Professional Development – formal & informal
- ▶ Knowledge, Skills & Attitudes – relevance & importance
- ▶ Pathways into the field
- ▶ Working Conditions – status, hours of work, pay rates, program location, benefits
- ▶ Characteristics – the organization & geographic region
- ▶ Work activities, target groups, level of LES delivery
- ▶ Supports & recognition

SURVEY – CONCERNS

- ▶ Complete confidentiality & privacy – CLLN owns the data
- ▶ No small area results will be released that might compromise privacy
- ▶ This is about valuing current LES work not promoting any specific approach, credential or model
- ▶ This survey is not about funding levels or mechanisms
- ▶ Provides information about the field to the field
- ▶ Helps us to plan for the future – information is power
- ▶ Final Project Report including aggregate survey results will be shared publicly in Fall 2013

PROJECT RESULTS:

- ▶ Report providing a statistical profile of demographic characteristics of the adult LES services workforce, based on robust data collection and meaningful data analysis
- ▶ Findings shared with advisory committee, partners and other stakeholders at the national and provincial/territorial levels
- ▶ Identification of key characteristics of LES practitioners
- ▶ Identification of the implications and considerations based on identified characteristics

PROJECT OUTCOMES:

- ▶ **Enhanced knowledge of the human resources needs and issues in the adult LES service sector.**
- ▶ **A better understanding of the implications and considerations, trends and needs facing the LES workforce.**

WHY SHOULD I CARE?

We need you!

WHY SHOULD I CARE?

- ▶ Tell your story – the realities of working in the Literacy & Essential Skills field
- ▶ Share the depth and breadth of the work
- ▶ Raise the profile - information to enhance the importance and value of LES work
- ▶ Opportunity to influence policy, practice and direction of the field

VARIETY OF PERSPECTIVES

...did I mention: **WE NEED YOU**

BY THE FIELD FOR THE FIELD

- ▶ Indigenous, French and English programs & workers
- ▶ From the beginnings of literacy and the higher levels of essential skills
- ▶ Regional differences and strengths
- ▶ Capture the richness of the field

BY THE FIELD FOR THE FIELD

Make your voice heard.
Complete the survey
this March.

FOR MORE INFORMATION

- ▶ If you have specific questions –
Contact Anne Ramsay, LMS Project Manager
Email: aramsay@literacy.ca
- ▶ Visit the CLLN website - <http://www.literacy.ca> -
Click on “Literacy Professionals”
- ▶ For more project information and updates -
Visit the LMS Project website – www.LESworkforce.ca

Thank You.

[please click
here to
evaluate this
webinar](#)

