

# Up Skill Athabasca:

Providing Essential Skills for the Athabasca Region  
and the Oil Sands Industry



The Centre for Literacy Summer Institute 2012  
Workplace Literacy & Essential Skills:  
Shaping a New Learning Culture  
June 27-29, 2012  
Montreal, QC

Janet Lane and  
T. Scott Murray



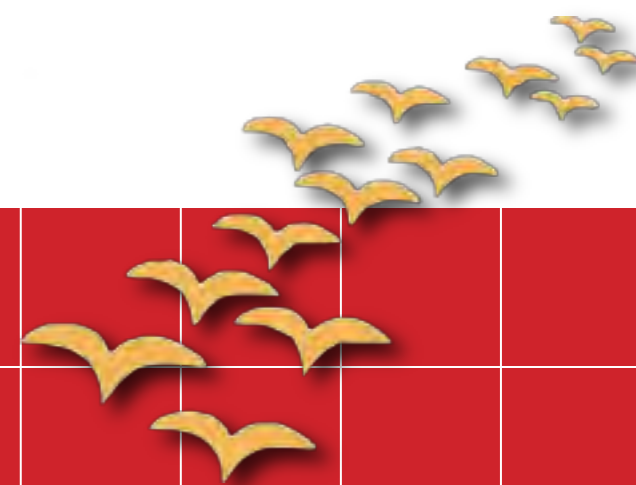
# The Need

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44% of workers in the Athabasca Oil Sands Region labour pool have literacy skills below what is required by their occupations.

Fort McMurray has a growing labour shortage, and is increasingly looking abroad to fill it.

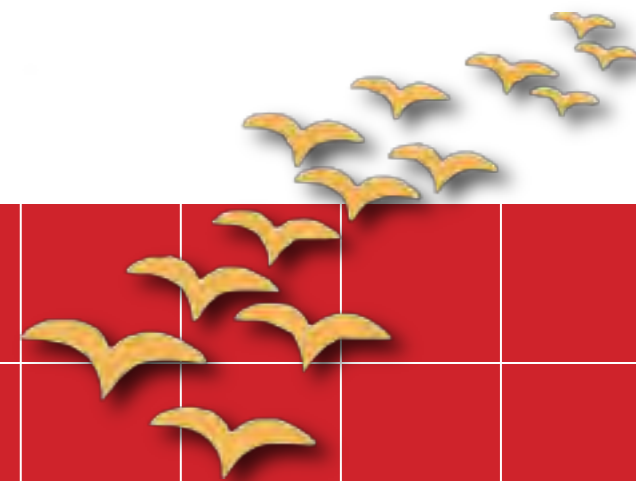
Due to this, the Essential Skills shortage will likely grow in the future.



# The Response

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Literacy Alberta, in conjunction with DataAngel and the Oil Sands Developers Group, have developed a cross-sectoral Essential Skills intervention.



# The Programme

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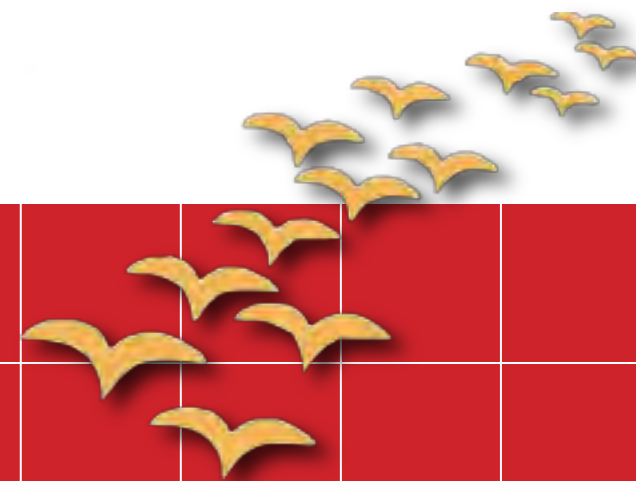
The programme will train learners in four Essential Skills:

Oral Fluency

Prose Literacy

Document Literacy

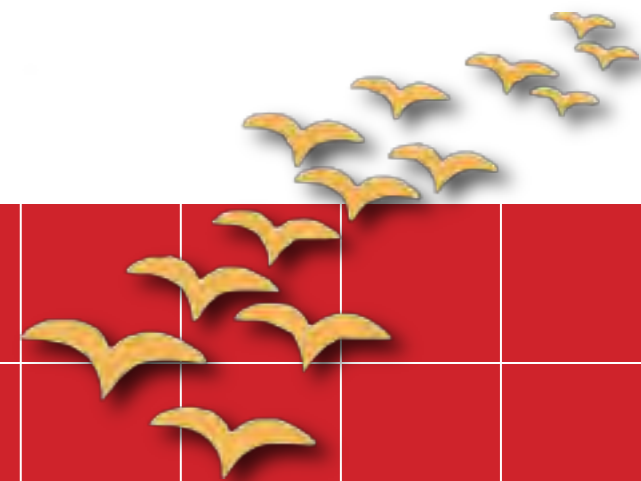
Numeracy



# The Programme

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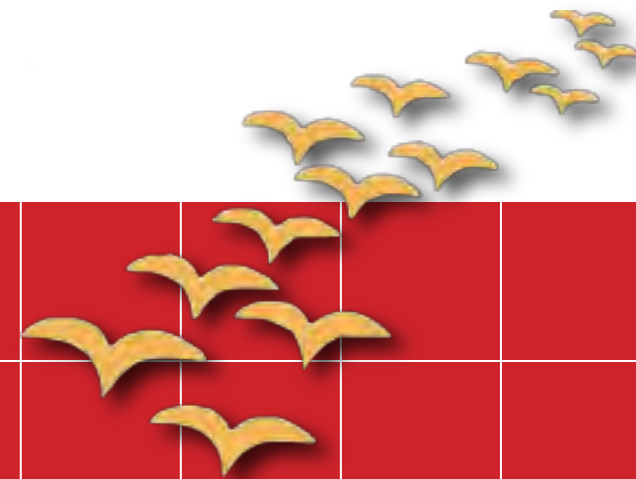
The Up Skill Athabasca Programme will  
have four distinct project streams:



## Extracting Full Value

**Beneficiaries:** Apprentices and non-apprenticed skilled workers in the Oil Sands industry

**Funder:** Oil Sands Developers Group & Oil Sands Firms



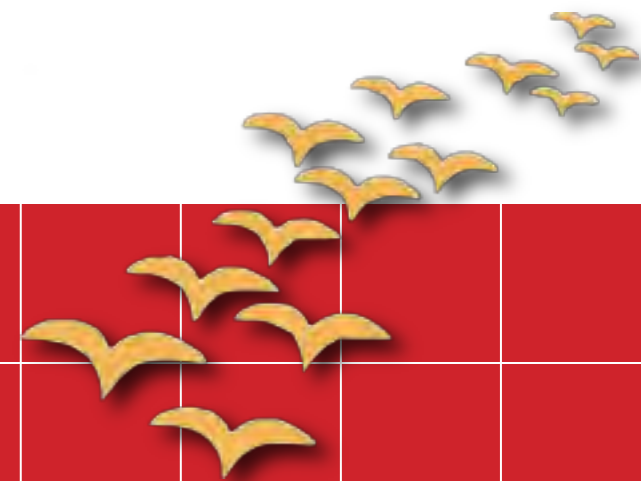
# The Programme

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## Developing Full Value

**Beneficiaries:** Non-profit sector (Fort McMurray) & aboriginal peoples (Fort Chipewyan & Fort McKay Reserves)

**Potential funder:** Suncor Foundation



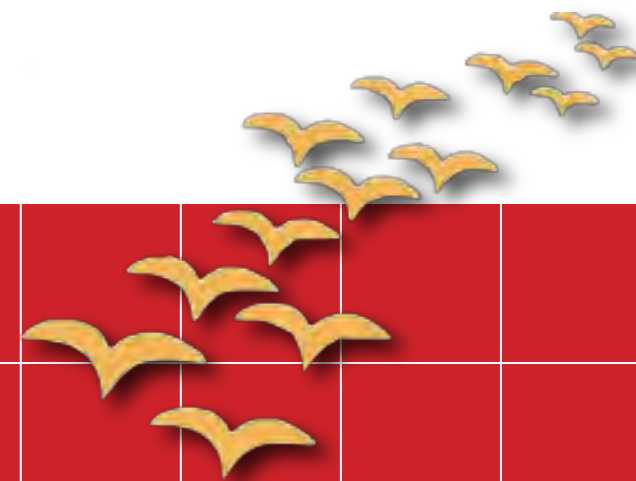
# The Programme

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## Reaching Full Value

**Beneficiaries:** Unemployed & underemployed

**Potential funder:** Federal Government

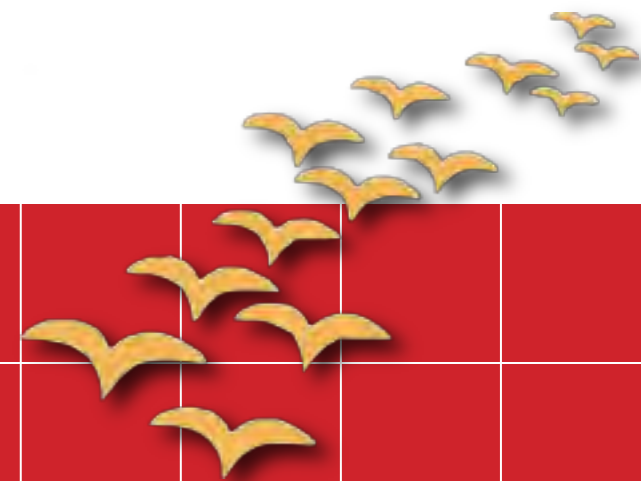




## Building Full Value

**Beneficiaries:** Local business (Fort McMurray)

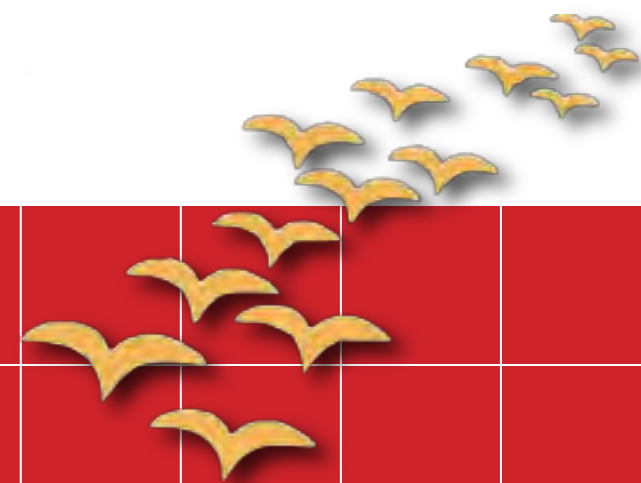
**Potential funder:** Private sector buy-in



# The Delivery

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Curricula will:

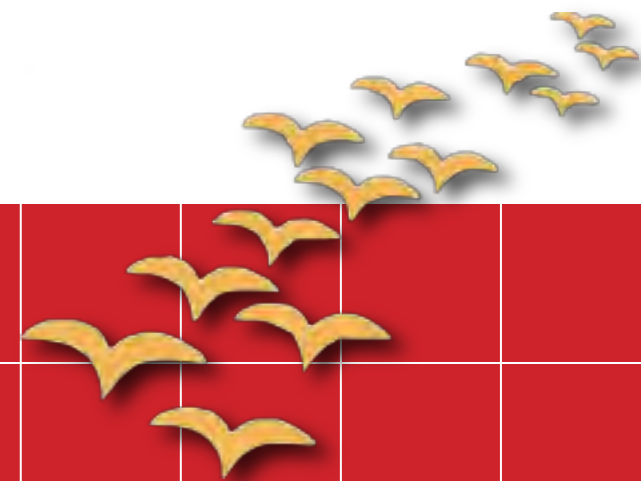


# The Delivery

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**Curricula will:**

Utilize multi-modal delivery;



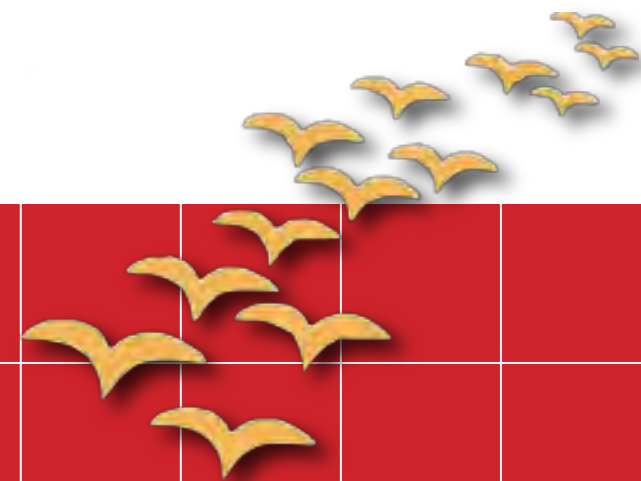
# The Delivery

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**Curricula will:**

Utilize multi-modal delivery;

Focus on individualized learning; and



# The Delivery

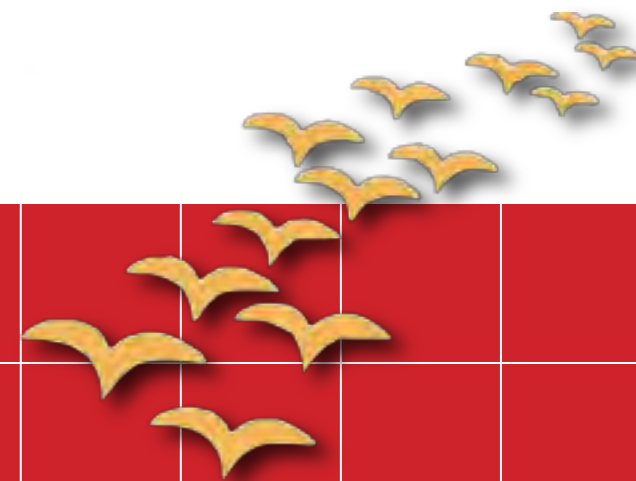
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**Curricula will:**

Utilize multi-modal delivery;

Focus on individualized learning; and

Be geared towards specific occupations to ensure relevance.



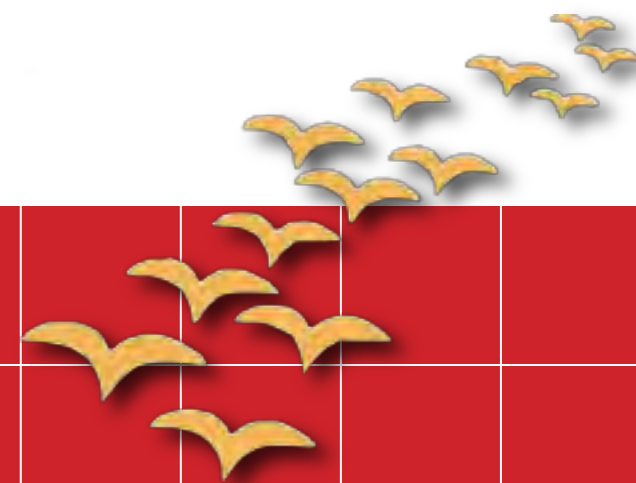
# Partnership

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Instruction will be conducted in partnership with Keyano College

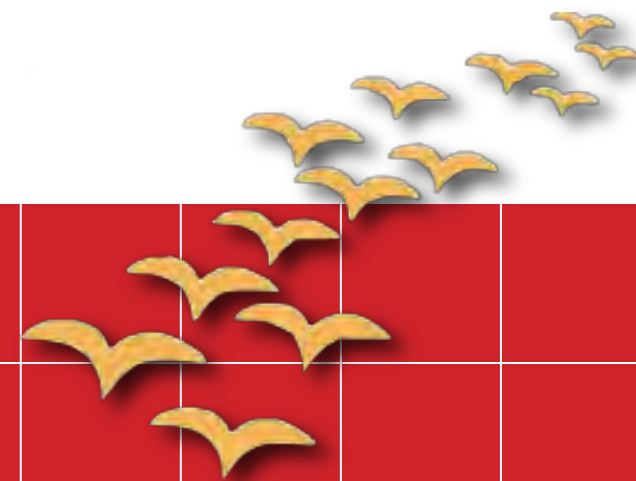
Delivery to aboriginal learners will be developed with the Athabasca Tribal Council

Extensive consultation has been done with the private and public sectors to ensure buy-in.



Funding has been obtained to begin the research portion of the programme: testing with Oil Sands employees and contractees will begin this summer.

The programme aims to begin curriculum delivery in the fall with Project Stream **Extracting Full Value**. The other streams will follow in 2013.



Thank you



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