

# ONTARIO TOURISM EDUCATION CORPORATION (OTEC)

## **Workforce Development: Models, Networks and Opportunities**

Adam Morrison  
Director, Project Development



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# Agenda



- Introductions
- Existing Workforce Development Models
- The Research
- Partnership Networks
- Key Principles
- Next Steps

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# Introductions



- Independent, not-for-profit Tourism and Hospitality training & workforce development organization
- Established in 1991
- Liaison between industry, government, education, associations, labour & employment services
- ***OTEC's Goal:*** Support the hospitality & tourism sector with training, standards, H.R. tools, & labour market knowledge to increase employee attraction & retention

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# Introductions



- Ontario's Tourism Sector Human Resource & Workforce Development Organization since 1991
- Ontario's representative on the Canadian Tourism Human Resource Council (CTHRC)
- Represents and administers CTHRC programs including Career Awareness and H.R. tools within the Province of Ontario
- OTEC acts as a partner to our industry stakeholders in the design of projects and in the pursuit of funding opportunities

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CANADIAN TOURISM  
HUMAN RESOURCE  
COUNCIL

discover  
TOURISM



Ready-to-work  
"Tourism Careers"  
Emplois clés en main  
"Une porte ouverte sur le tourisme"

# Introductions



- Strategic Planning and Consulting: Community Workforce Development Projects; Career Awareness Activities; Customer Service Strategy; Employee Engagement
- OTEC delivers a range of e-learning & blended training programs and models that facilitate a province-wide impact
- OTEC partners with associations, 2000 businesses, 300+ educational institutions, 100 employment & social serving agencies, and many government bodies
- OTEC has trained/certified 175,000+ individuals
- Thousands of high school & college students have received training for OTEC's Service Excellence program

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## *National Occupation Standards and Certifications*

- Led and administered by CTHRC, OTEC and other provincial/territorial HROs
- Developed, validated, and maintained by Canadian industry professionals
- Resources based on National Occupational standards
- Over 46 tourism & hospitality occupation standards and 25 certification pathways

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## *Education Partnerships*

263 High Schools from 58 Ontario School Boards  
24 Public & Private Colleges and 2 Universities

### **Programming Support**

- Specialist High Skills Major (SHSM)
- Canadian Academy of Travel and Tourism (CATT)
- *emerit* standards and certification, service excellence, co-op, dual credentialing, prior learning recognition
- College partnerships: HOHTO, Humber, Algonquin, George Brown, Niagara, Fanshawe, Confederation . . .



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## ***Pre-Employment, Skills and Bridge Training Projects and Partnerships***

### ***Tactical Projects:***

- Over 100 Service Excellence delivery partners in social / employment services across Ontario
- MCI bridging programs, ACCES, JVS, George Brown College
- Occupational certification for pre-employment
- Community and Private College Curriculum
- Ministry of Economic Development Trade and Employment (MEDEI)  
*Youth Skills Connections*

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# Existing Models in Tourism WFD



## Ready-to-Work

**NATURAL RESOURCES TRAINING TO EMPLOYMENT - ABORIGINAL TOURISM**

**IPLAN Immigrant Professionals Leveraging Architectural Knowledge for New Opportunities (IPLAN)**

**ABORIGINAL CULTURAL AMBASSADOR**

**Sales and Marketing CONNECTIONS**

**READY TO WORK**

**HEALTHCARE PRE-EMPLOYMENT PROGRAM**

**Youth Pathways**

**Ready-to-Work Program for Newcomers**

**TOURISM HOSPITALITY!**

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## ***Ontario Tourism Workforce Development Strategy 2012-17***

### **Goals:**

- 1. Foster an Environment of Collaboration & Coordination***
- 2. Develop a High Performance Workforce***
- 3. Focus on Workforce Attraction & Retention***
- 4. Enhance Information Management & Research***

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## *Tourism Northern Ontario Regional Tourism Workforce Training Strategy- April 2014*



### **Goals:**

1. Foster Awareness and knowledge of available resources, programs and training opportunities
2. Foster partnerships between educational organizations, community employment training programs and industry
3. Increase Training Capacity to meet the needs of operators
4. Advance Skills Development and Training to meet the needs of tourism operators and their staff
5. Support Operators to address HR needs and future planning
6. Promote employer investment in on-the-job training and skills development for employees

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# Partnership Networks



## Aboriginal Experience's Aboriginal Cultural Ambassador (ACA) Program

- 16 weeks
- National Occupational Heritage Interpreter Certification
- Placing graduates across Canada
- Ottawa, Calgary and Vancouver

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### **NOW ENROLLING!** **ABORIGINAL CULTURAL AMBASSADOR** NATIONAL TRAINING PROGRAM & CERTIFICATION



Prepare for exciting career opportunities in the growing Aboriginal cultural tourism, or mainstream tourism industries. This new six-month program, **beginning January 2013**, includes National Tourism certifications, Aboriginal Arts and Culture training and a valuable work placement - and is free thanks to our valued partners!

This 6-month program begins in January at our training facility in Ottawa Ontario, and runs through to the end of April. Work placements take place over May and June, and are available in Ottawa, or across Canada. Program includes National Tourism certifications, Aboriginal arts and culture training and a valuable work placement.

National Tourism Certifications by Industry leader Canadian Tourism Human Resource Council (CTHRC) will include Tourism Essentials, Service Excellence, Heritage Interpreter and a choice of other career options such as Events Coordinator, Outdoor Adventure Guide, Tour Director, Small Business Management and many others. Other certifications provided include First Aid, Food Safe and Smart Serve.

Opportunities to further expand your ability to present and interpret Aboriginal arts include Elders teachings and interpretation tools, visual arts workshops (contemporary and traditional, drums, birchbark, beading, etc.), historical storytelling and modern theatre, traditional dance, hoop dance, music and regalia teachings.

#### **For more information:**

**ACA Training Program c/o Aboriginal Experiences**  
903 Carling Avenue, Ottawa, ON K1Y 4E3

Phone: (613) 564-9494 ext 102

Fax: (613) 564-0220

Email: [acatraining@aboriginalexperiences.com](mailto:acatraining@aboriginalexperiences.com)

Web: [www.aboriginalexperiences.com](http://www.aboriginalexperiences.com)

#### **Funding Options**

We can help you identify potential funding for living allowance, travel and childcare costs. Accepted students who are ineligible for financial support from their own community can compete for one of ten sponsored openings which provide a \$200 weekly living allowance and coverage of travel costs.

#### **Apply Today!**

All interested applicants should submit a completed application form, up-to-date résumé, cover letter outlining their interest, skills and background in the field. The application form can be found on our website. Intake ongoing until November 15, 2012.



# Partnership Networks



## Seven Generations Educational Institute Hospitality for Camp Services Program

- 11 weeks
- 6 week emerit Workplace Essentials program
- 5 week National certification program in Housekeeping, F&B or Remote Culinary
- Kenora, Fort Frances and Treaty 3

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Your career begins here!

### Hospitality Skills for Camp Services

The Hospitality Skills for Camp Services program is designed to support the hiring and retention of workers in housekeeping, camp cooking/catering, and food and beverage services. The program focuses on the skill development of new workers entering the remote hospitality services sector (camp services), however, the training provided will also develop the skills required for traditional hospitality and food and beverage services positions. Based on the same nationally recognized emerit occupational standards used by industry and the college network, the course begins with the knowledge, certifications and soft skills needed to be successful in any workplace, then enables students to specialize in one of the three occupational fields.

Partners 



### Seven Generations Education Institute

is dedicated to excellence in lifelong learning and empowerment through Anishinaabemowin, by providing community-based and student-centered learning opportunities for Anishinaabeg.

**Manidoo Baawaatig**  
240 Veterans Drive, Box 1640  
Kenora, ON P9N 3X7  
Phone: 807-468-3096

**Nanicoost**  
1455 Lilywild Drive  
Fort Frances, ON P9A 3M6  
Phone: 807-274-2796

Wayne Zimmer  
waynez@7generations.org



# Partnership Networks



## Great Spirit Circle Trail and Aboriginal Experiences' Heritage Interpreter Certification for Professionals

- **Pilot Session:**  
Manitoulin Hotel and  
Conference Centre May 5-  
9<sup>th</sup>, 2014
- **Next Series of 4 Sessions:**  
March 2-27<sup>th</sup>, 2015

### Heritage Interpreter Training Solutions and Professional Certification



A heritage interpreter must be a master storyteller and combine facts with firsthand experience so visitors can relate on a personal level. Whether providing guided tours in parks, museums or around town, emerit trained heritage interpreters transform information into an experience.

Developed by the industry, emerit training resources represent the collective expertise of heritage interpreters and industry leaders from across Canada. Heritage interpreters with emerit training have finely tuned communications skills and the ability to develop new programs to engage returning guests year after year.

Heritage Interpreter training from emerit includes five skill categories, covering 10 major skill areas:

- Interpret
- Know and relate to the subject
- Develop interpretive product
- Communicate
- Deliver interpretive product
- Manage information
- Use thinking skills
- Respond to participants
- Be professional
- Practice stewardship
- Support tourism sector
- Manage risk

These skills include detailed knowledge and performance requirements for over 30 specific tasks.

Candidates who successfully complete emerit Professional Certification for Heritage Interpreter will be awarded the nationally recognized Tourism Certified Professional (TCP) designation, which they can display on business cards, resumes, etc.

#### Coming soon to your region:

5 days of intensive in-class training and coaching to prepare for the Heritage Interpreter Certification Exam. Included in the cost is the Heritage Interpreter Workbook, Performance Evaluation, and In-Class Training.

In Partnership with:



For more information call OTEC  
T.F. 1.800.557.6832 or visit [www.otec.org](http://www.otec.org)

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# NEP Program Case Study



## MNO's Navigating Employment Pathways Program: A Case Study

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**B**uilding on the success of the Ready to Work Tourism and Hospitality Program, the Metis Nation of Ontario (MNO) is pleased to announce the new Navigating Employment Pathways Program (NEP), funded in part by the Government of Canada. The Program is a partnership between The Metis Nation of Ontario (MNO) and The Ontario Tourism Education Corporation (OTEC).

The Program is designed to provide industry specific training to Aboriginal people looking for a career in the Tourism and Hospitality Sector. The program will be offered in four (4) sites including: Thunder Bay, Sault Ste. Marie, North Bay and Midland. This fully funded training opportunity will be offered twice a year.

This 22 week program is comprised of 2 components. The first is ten (10) weeks of classroom training where participants may gain certifications in Tourism Essentials, Service Excellence, Food Safety, Workplace Hazardous Materials Information System (WHMIS) and Smart Serve.

Along with these certifications, participants will also be working towards occupation specific training in one of the 16 choices available through The National emerit Professional Certification Process. These choices are listed below:

- Bartender
- Event Coordinator
- Food & Beverage Server
- Front Desk Agent
- Freshwater Angling Guide
- Heritage Interpreter
- Housekeeping Room Attendant
- Hunting Guide
- Line Cook
- Reservations Sales Agent
- Retail Sales Associate
- Sales Manager
- Taxicab & Limousine Driver
- Tour Guide
- Tourism Visitor Information Counsellor

Participants will then take the skills and knowledge they have learned in the classroom and apply them during the second component, which is a paid work placement. During the work placement, participants will begin to log their work hours towards the second step of the National emerit Professional Certification Process, bringing them one step closer to becoming a Tourism Certified Professional.

Participants will work closely with staff throughout the program to develop Individual Skills Development Plans, ensuring that individual skills, experiences, knowledge and career goals are being matched with the national occupation choices. Guest speakers, field trips and expanding cultural knowledge are also built into the program components.

Successful participants may leave the program with valuable certifications along with greater knowledge and understanding of the Tourism and Hospitality Industry and work experience gained from their work placement, which could lead to securing employment as a Tourism Certified Professional.

The program will also involve creating an Advisory Committee of industry stake holders and community members who will meet and provide knowledge and expertise to the program at each location.

For more information and application deadlines please contact the location you would like to attend.

Thunder Bay	807-624-5011	ext 313	or	TF 1-800-256-2595
Sault Ste. Marie	705-254-1768		or	TF 1-877-737-6693
North Bay	705-474-2767		or	TF 1-888-825-1742
Midland	705-527-1228		or	TF 1-888-684-7347

the Métis  
Nation of  
Ontario

Application deadline: **January 6, 2014**  
Program begins: **March 31, 2014**

[www.metisnation.org](http://www.metisnation.org)

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- **Métis Nation of Ontario's Navigating Employment Pathways (NEP) Program**
  - **Networked skills-based Tourism & Hospitality training program for Aboriginal job seekers**



*North Bay cohort enjoying a complimentary lunch at the Farina Restaurant located within the Best Western North Bay during a site visit.*

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# Project History



- Pilot conducted in 2010, NEP Program launched in 2011
- Funded in part by the Government of Canada
- Partnership with OTEC as training provider and consultant for facilitator support
- Program delivered in 4 locations

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# Program Overview



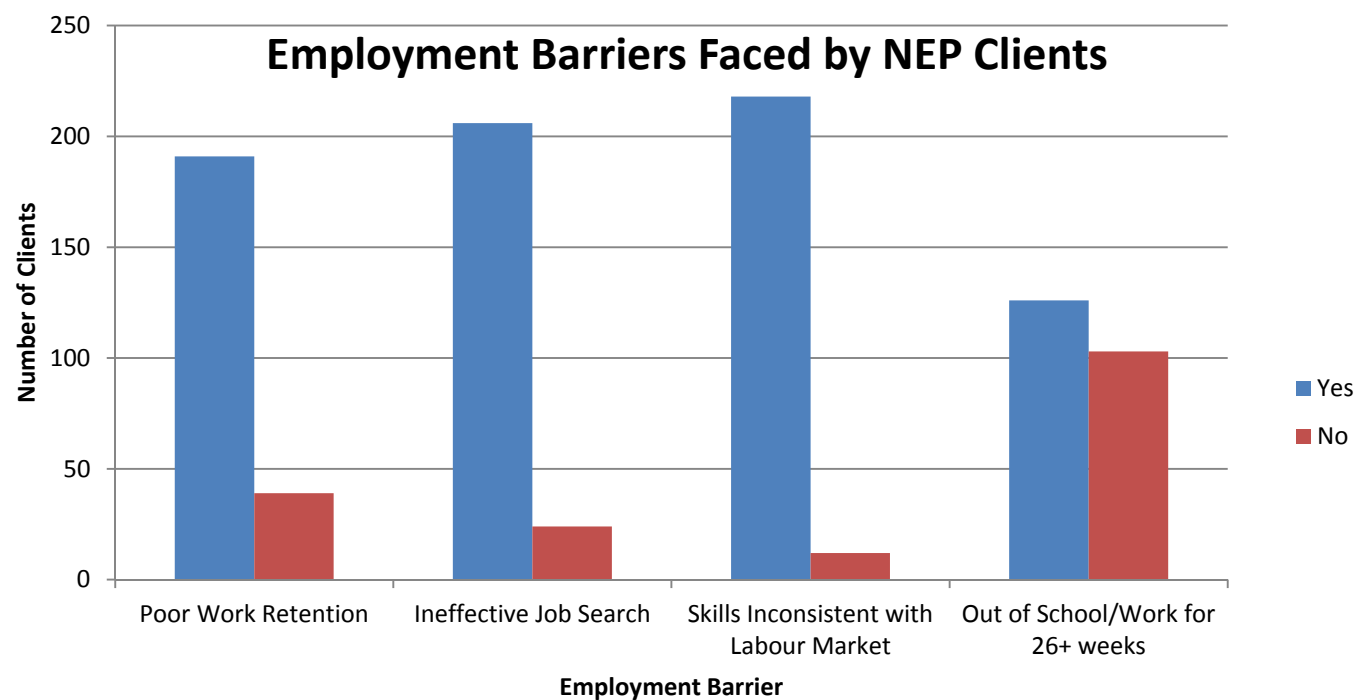
- TOWES Essential Skills Assessment for each client
- 10 weeks of in-class training
  - Career exploration of tourism & hospitality sector
  - Transferable skills assessment
  - 5 industry certifications
- 12 week paid work placement

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# Client Group



- Aboriginal learners with skills gaps and barriers to employment



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# Interest Findings



- NEP clients' essential skills levels were aligned with front-line hospitality workers (UPSKILL Study)
- Importance of addressing life skills, employability skills and general barriers in addition to skills gaps

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*“The NEP is set aside from other training programs in that it consciously sets clients up for success, when other’s have failed them. The NEP program approach considers whether the client has lost their house that week or other serious barriers that the client may need to deal with.”*

*- Scott Carpenter  
Métis Nation of Ontario  
Manager, Projects & Partnerships*

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# Program Successes



- 230 students have enrolled over 6 project intakes
- 196 completed in-class training
- 104 completed work placements
- 172 participants employed
- Database of 200+ employers created
- Partnership with Bow Valley College
- Pre-employment service delivery at 4 MNO locations

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# The Aboriginal Tourism Training Network



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# Key Principles



- Based on National Occupational Standards
  - Credibility, mobility, recognition
- Strong alignment with academic sector
  - Opportunities for credit equivalency and career laddering
- Modular
  - Facilitating cross-referral and partnership opportunities

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# Next Steps



So where do we go from here?

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# Expanding the Models



ADSAB and Mamaweswen adapting foundations module to new industries:

- 7 Weeks
- National emergit Workplace Essentials employability foundations program
- Preparation for Sault College's healthcare program
- 27 students in the 2014 pilot

**HEALTHCARE  
PRE-EMPLOYMENT  
PROGRAM**

**PREPARE FOR A CAREER IN HEALTHCARE!**

**7 Week Program will Include:**

- Industry Specific Classroom Training
- Workplace Communication Training
- Specialized 1-1 Job Search Assistance

**Graduate with 6 Certificates:**

- emergit Workplace Essentials
- Service Excellence for Healthcare
- Food Safety
- Accessible Service Excellence
- WHMIS
- Standard First Aid & CPR

**For more information contact:**

Algoma District Services  
Administration Board

Laurie Pierre  
(p) 705-842-3370 ext. 222

Gayle Fallu  
(p) 705-356-2263 ext. 108

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# Moving to the Workplace



## *UpSkill: Essentials to Excel*

**UP**  
**SKILL**  
ESSENTIALS TO EXCEL

**UPSKILL: A Credible Test of Workplace  
Literacy and Essential Skills Training**



Summary report  
August 2014

**SRDC**  **SRSA**



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# Moving to the Workplace



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## Pre-Employment

- Consistent Training Models
- Cross-Referral Networks

## Workplace Training

- Management model
- Mechanism for community needs analysis
- Mechanism for pooling resources, coordinating training opportunities, schedules . . .

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# Thank You!

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