

Newfoundland and Labrador

Ministry responsible for literacy	Department of Advanced Education and Skills ¹
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Joan Burke • Candice Ennis-Williams Director, Adult Learning & Literacy
Ministry responsible for the LMA	Department of Advanced Education and Skills
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Joan Burke
Ministry responsible for workplace literacy	
<ul style="list-style-type: none"> • Minister's name • Key Staff 	

Definition of literacy

The 2000 *Strategic Literacy Plan* stated:

Literacy is defined as the ability to understand and use the printed word in daily activities at home, at work and in the community. To become literate, an individual must go beyond knowing how to read and write to use this knowledge for personal, social, economic, or other purposes. The level of literacy necessary depends on the user and the context in which it is used. For example, as a result of the groundfish moratorium, a large number of people who had worked successfully in the fishing industry required additional literacy skills before they could participate in new career training or job opportunities. Today's society, with its emphasis on information technology and communications skills, requires an even more sophisticated level of literacy than was sufficient to function a decade or two ago.

¹ October 2011 departmental restructuring saw Human Resources Labour and Employment (HRLE) become Advanced Education and Skills with the adult literacy section of the Department of Education moving to AES.

Adult Literacy Policy

In 2000, the government released a *Strategic Literacy Plan* for the province. The plan covers literacy for all ages and outlines strategic directions for literacy initiatives including adult education and workplace literacy. One of the plan's objectives is to support workplace literacy programming by sharing best practices with employers and unions and by "encouraging" workplace literacy initiatives.

In June 2008, the province initiated a consultation process to update the provincial *Strategic Adult Literacy Plan*. A discussion paper was developed, focusing on major adult literacy topics, including program delivery and access, workplace literacy, public awareness and recruitment, funding for literacy programs, evaluation and assessment, professional development, and support for an intergenerational context.

In March 2010, the Minister of Finance announced the implementation of a new *Strategic Adult Literacy Plan* with an allocation of \$2.3 million under the Labour Market Agreement. However, the plan itself has never been made public. In January 2012, Literacy Newfoundland and Labrador called upon the province to state why it had not released the adult literacy plan.

Newfoundland and Labrador, along with the three other Atlantic provinces, has launched "Literacy: It means more than you think," a four year awareness campaign. Phase One of the campaign, delivered through four French and four English TV ads, will inform Atlantic Canadians regarding the importance of strong literacy and essential skills. Phase Two of the campaign will mobilize partnerships with stakeholders and employers, and encourage adult learners to participate in adult learning programs.

How are literacy programs provided?

The Adult Literacy and Learning Branch, Department of Advanced Education and Skills (AES), coordinates planning and advancement of adult literacy through the provincial Adult Literacy Grants program, the provincial Adult Basic Education (ABE) program, and the implementation of the *Strategic Adult Literacy Plan*.

ABE is a provincial program for adult learners and is made up of three levels: Level I refers to basic literacy and roughly equates to K-6; Level II is considered equivalent to grades 7-9; Level III corresponds to grades 10-12 and requires the completion of a minimum of 36 credits in order to graduate.

The Department of Advanced Education and Skills contracts a number of non-profit community-based centers to offer the ABE Level I program. Level I is also offered through a limited number of College of the North Atlantic sites and some private

training institutions. Some community groups offer volunteer one-to-one literacy tutoring services.

During 2003, revisions were made to the ABE Level I program including an updated curriculum, new assessment tools, and delivery standards. A new pilot program for the online delivery of Level I of the provincial ABE program was initiated in fall 2009.

Individuals on income support wishing to attend ABE are eligible to receive a placement support allowance that may include a start-up allowance, monthly stipend, transportation and subsidized child care.

AES provides support to community organizations under “Community Partnerships.” These funds may be used for basic skills training, such as literacy and numeracy, and skills training or on-the-job training and workplace-based skills upgrading.

There has been a focus on literacy under *the Poverty Reduction Strategy*. The 2007 strategy recommended increased access to literacy programs and funding for non-government organizations in support of literacy delivery. Initiatives under the Strategy include AES’ expansion of Adult Basic Education and Academic Upgrading programs at campuses of the College of the North Atlantic and Innovation, Business and Rural Development’s support of “Bridging the Gap: From Education to Employment Project” that provides participants with essential, practical, workplace, and personal development skill sets to work with partnering private businesses.

Is there a focus on workplace literacy and essential skills?

The 2010-11 LMA Annual Plan allocated \$300,000 for an “Adult Workplace Literacy and Essential Skills” initiative designed to support delivery of training and upgrading in the workplace. No further information on this initiative was found.

The “Job Skills/Essential Workplace Skills” program assisted 73 employers to develop and deliver on-the job training for 267 individuals. The 2010-11 LMA Annual Plan allocated \$800,000 to this initiative.

In 2009, the Department of Innovation, Business and Rural Development initiated the “Workplace Skills Enhancement Program” funded from the LMA and the Strategic Training and Transitions Fund. The program supports skills development initiatives that focus on occupational- and workplace-specific training, industry-recognized certification, and other essential skills needed to remain competitive and promote new growth. It additionally includes a wage subsidy component that enables employers to target new highly skilled positions or those vacancies that are difficult to fill. At the end of March 2011, \$3,093,075 had been invested in this program. In 2010-11, there were 94 clients of which 42 clients used the wage subsidy component.

In the 2009-2010 LMA plan, the province signalled its intention to work with partners in business and labour to identify and assess requirements for consistent, comprehensive approaches to workplace-directed skills assessment and training to help direct future investments in this area. This work will also include development of a web-based workplace essential skills assessment tool that can be utilized by training instructors, employment delivery professionals, and educational institutions in the delivery of labour market and training supports and services.

Is there a formal role for labour?

The Strategic Partnership (formerly called the Strategic Partnership Initiative – SPI) was formed in 2002 to provide a forum for open dialogue among government, labour and business (represented by the Government of Newfoundland and Labrador, the Newfoundland and Labrador Federation of Labour, and the Newfoundland and Labrador Business Coalition). It is a dynamic partnership, unique to North America, modeled after several European examples which had delivered significant economic and social development benefits to their jurisdictions, most notably Ireland. The Strategic Partnership is consulted during the development of the LMA Annual Plan.

What is the available financial support? (For workers, for labour)

The workplace activities appear to have employers as the main client. There is no information about the workplace literacy and essential skills initiative. Workers would be eligible for support to attend ABE classes, based on need.

Newfoundland and Labrador	
Amount	\$46 million (6 years)
Date Signed	September 5, 2008
Focus for the Unemployed	<p>The new investments will focus on supporting skills development for unemployed who are not eligible for training assistance under the Employment Insurance (EI) program, including groups who are under-represented in the labour market, such as</p> <ul style="list-style-type: none"> • Aboriginal people, immigrants, persons with disabilities, youth, women, and older workers; and • individuals entering and re-entering the work force
Focus for the Employed	<p>The new investments will focus on supporting skills development for low skilled employed individuals who are not eligible for training assistance under the Employment Insurance (EI) program, including groups who are under-represented in the labour market, such as</p> <ul style="list-style-type: none"> • Aboriginal people, immigrants, persons with disabilities, youth, women, and older workers; and • individuals entering and re-entering the work force
Provincial Priorities	<ul style="list-style-type: none"> • provide a variety of supports to individuals and employers by assisting skills training tailored to specific occupations leading to higher skill levels; • increase industry investment relating to human resource planning to train employees, improve competitiveness, and support economic growth and job creation; and • improve access to literacy and essential skills training providing an essential linkage to the labour market and additional education
Accountability Measures	<p>The Labour Market Agreements contain commitments to:</p> <ul style="list-style-type: none"> • develop annual plans and engage stakeholders; • manage financial resources provided under the agreement; • measure the outcomes and benefits of investments in three areas-participants, service delivery and results; • regular public reporting of results; • review and evaluate activities regularly.
Displacement	<p>These new arrangements also contain a commitment to ensure that federal investments do not displace normal provincial expenditures within the labour market.</p>

Newfoundland and Labrador	
Official Languages	In developing and delivering its eligible programs and services, the Province will take into account the needs of the official language minority communities within the province, and to deliver, where there is significant demand, services in either official language.
Administration	The Department of Advanced Education and Skills is responsible for the LMA
Strategic Transitions and Training Fund	Newfoundland and Labrador received \$17,800 in STTF funding which was applied to existing LMA programs
Consultations	<p>The Government of Newfoundland and Labrador regularly consults with a broad array of industry, employer, community, special interest, the general public and client groups to inform policy and budget priorities and to ensure programs and services are effective and relevant, and will continue to do so throughout the six-year period of the CA-NL Labour Market Agreement.</p> <p>One example includes the Labour Market Committee of the Strategic Partnership Council is a tripartite forum involving business, labour, and government to identify and respond to the province's human resource requirements and labour market challenges and opportunities. The LMC is an active participant in ongoing LMA and labour market policy discussions.</p>
Literacy and Essential Skills	<p>The Adult Basic Education program was expanded in terms of numbers of learners; additional funding was provided for adult learners support allowances. Individuals on income support wishing to attend ABE are eligible to receive placement support allowance which may include a start-up allowance, monthly stipend, transportation and subsidized child care.</p> <p>Provision is made in the most recent annual plan for a Workplace Literacy and Essential Skills program.</p>

Newfoundland and Labrador - Original LMA

Priority Areas (\$000's)	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	Six Year Total	Notional %
Increasing Participation and Labour Market Attachment	407	3,163	3,194	3,165	3,165	3,146	16,242	35%
Enhancing Recruitment, Retention and Development of a Skilled Workforce to Improve Competitiveness	722	3,427	3,377	3,440	3,444	3,454	17,868	39%
Strengthen Human Resource Development and Planning Capacity Among Employers and Partners	93	703	730	745	745	768	3,783	8%
Increasing Access to Comprehensive, Integrated and Effective Labour Market and Training	481	1,142	1,460	1,675	1,675	0	6,435	14%
Administration	148	351	365	279	279	307	17,304	4%
Total (\$000's)	1,851	8,787	9,127	9,309	9,309	7,675	46,058	100%

Newfoundland and Labrador LMA Activity

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
Increasing participation and labour force attachment among unemployed and low-skilled employed individuals	\$1.407	This may include programs, services and financial supports for individuals such as apprentices, persons with disabilities, displaced workers, Aboriginal people, immigrants, older workers, and under-represented groups in the labour market, for: i. employability and <i>Essential workplace skills development</i> ; ii. <i>adult basic education and literacy</i> ; iii. technical skills development and upgrading that could include occupation-specific training, especially those	\$10.749	Strategic Training and Skills Development Program: Funding was provided to expand access to medium term training programs (3 weeks to a year) for eligible participants. Training courses were supported based on occupational demand from strategic growth sectors or regions under pressure. Targeted Wage Subsidy Program for Persons with Disabilities Funding was provided to expand the number of participants able to be served under the current	\$11.262	Strategic Training and Outreach <ul style="list-style-type: none"> Expand access to outreach programs designed to provide participants with a supportive environment in which to return to school to explore career options and improve their learning skills. Provide funding for skills development course offerings and/or training allowances and supports to eligible clients Targeted Wage Subsidy

² A report on 2008 - 09 LMA activities could not be located.

³ The 2009 - 10 Annual Report did not provide information on actual spending. The data provided in this table comes from the 2009 - 10 Annual Plan.

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
		related to skilled trades, supports to gain recognized credentials and skill-specific supports such as English as a Second Language (ESL); and iv. job readiness, employment, and career planning.		<p>Targeted Wage Subsidy for Persons with Disabilities.</p> <p>Successful Transition to Training (ABE) Scholarships Funding was provided to double the number of scholarships available to eligible individuals who <i>graduate from ABE</i> and go on to pursue postsecondary education.</p> <p>Targeted Supports for Apprentices Programming aims to reduce barriers to participation in the apprenticeship system experienced by employers and potential apprentices. Program components include:</p> <ul style="list-style-type: none"> • Expansion of the Graduate Employment Program to assist unemployed, non-EI eligible apprenticeship graduates gain the 		<p>Program for Persons with Disabilities Expand targeted wage subsidies to assist unemployed, EI eligible and non-EI eligible persons with disabilities to integrate into the labour market.</p> <p>Literacy Supports and Services (\$1,923,000)</p> <ul style="list-style-type: none"> • Expand and enhance access to <i>adult literacy and Essential Skills programming</i>, this includes support for unemployed, non-EI eligible individuals and low skilled workers to access support allowances while participating in Adult Basic Education Level I courses. • Expand the Incentive program – Successful Transition to Training Scholarships - for

Priority Area (\$, millions)	2008-2009 Planned ²	2008-2009 Planned Activities	2009-2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010-2011 Planned (includes STTF)	2010-2011 Planned Activities
				<p>work experience required to move toward journey person certification</p> <ul style="list-style-type: none"> • Introduction of new supports to assist individuals associated with the skilled trades occupations acquire training and occupational certification to continue employment or qualify as a certified journey person. <p>Adult Workplace Literacy and Essential Skills Program (\$100,000) LMA funding was provided to expand access to employment development services and benefits for participants not previously eligible (e.g., non-income support participants). Individuals may access a variety of supports to help with</p>		<p>eligible individuals who <i>graduate from ABE</i> and go on to pursue postsecondary education.</p> <ul style="list-style-type: none"> • Fund implementation of initiatives under the <i>Newfoundland and Labrador Strategic Literacy Plan</i>. <p>Employment Development Supports and Services Expand access to employment development programming to provide eligible unemployed individuals with a range of supports and services to assist them prepare for, find and maintain employment.</p> <p>Youth Connect Bridge funding to continue the Youth Connect pilot to the end of fiscal year 2010-11. Youth</p>

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
				<p>participation in employment preparation, training, or work.</p> <p>Employment Development Supports and Services LMA funding was provided to expand access to employment development services and benefits for to access a variety of supports to help with participation in employment preparation, training, or work.</p> <p>Labour Market Integration of Immigrants Funding was provided to enhance and expand access to employment supports and opportunities for immigrants. Program components include:</p> <ul style="list-style-type: none"> ANC Immigrant Internship - funding for up to 20 internships with NL employers in 		<p>Connect is an alternate support model that combines intensive counseling services with interventions to address the employability, education and labour market attachment of youth in order to reduce participants IS use and dependency.</p> <p>Labour Market Integration of Immigrants</p> <ul style="list-style-type: none"> Expand access to labour market integration supports and services for immigrants. Operate an internship initiative providing work placements with local employers.

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
				sectors experiencing skills gaps. <ul style="list-style-type: none"> • Settlement Services - expansion of services to two new locations. Focus is on coordinating access to labour market services for newcomers and their families. • Promotion and Awareness - with employers, potential immigrants and other target groups to: promote opportunities, support workforce / workplace diversity, and assist employers attract and retain immigrant workers, particularly in occupations under pressure. 		
Enhancing recruitment, retention and	\$0.722	This may include workplace-base programs, services and financial	\$3.122	Workplace-Directed Skills Development Program Support to the <i>Canadian</i>	\$7.288	Workplace Skills Enhancement Program Provide an enhanced

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
development of a skilled workforce to improve competitiveness		<p>supports for:</p> <p>i. the development of human resource and workplace skills assessment tools to support workplace based training of low skilled workers by employers;</p> <p>ii. work experience (e.g. wage subsidy) and employment supports to encourage employers to hire unemployed individuals and to provide unemployed individuals with short-term supports or training that they may require to accept a job; and</p> <p>iii. workplace skills enhancement programs to help employers enhance the skills of their existing low-skilled employees or acquire and train new employees, especially in strategic growth sectors of the economy or where skill gaps and shortages</p>		<p><i>Homebuilders Association - Eastern Newfoundland and Labrador</i> to implement a new, employer-directed mentoring pilot program to help attract unemployed and under-employed individuals, particularly youth, to occupations in the Residential Construction sector.</p> <p>Job Skills This new initiative provides financial assistance to employers to develop and deliver recognized on-the-job training for existing and potential future employees. It provides up to \$5,000, with an employer contribution, of the approved training costs for each trainee.</p> <p>Recruitments and Retention Toolkit The development and launch of an online</p>		<p>wage subsidy, as well as workforce development supports and services to assist small and medium-sized business improve the skills of their workforce, attract and retain employees, and become more competitive</p> <p>Job Skills Support employed low-skilled individuals to access training and certification necessary to maintain or advance their employment.</p> <p>Adult Workplace Literacy and Essential Skills (\$300,000) Develop and implement a <i>workplace-directed Adult Literacy and Essential Skills program</i> to support delivery of literacy training and upgrading in the workplace</p>

Priority Area (\$, millions)	2008-2009 Planned ²	2008-2009 Planned Activities	2009-2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010-2011 Planned (includes STTF)	2010-2011 Planned Activities
		<p>exist. Training programs could focus on foundation skills (e.g. <i>employability and Essential workplace skills and workplace literacy</i>), technical skills and other workplace specific-skill needs.</p>		<p>recruitment and retention toolkit for small and medium-sized employers. The toolkit provides web-based resources to employers to assist with recruitment, retention and workforce planning activities in the workplace.</p> <p>Development of Workplace-based Assessment/Training Model</p> <ul style="list-style-type: none"> (No information presented on this area) 		<p>Targeted Support for Apprentices</p> <ul style="list-style-type: none"> Support individuals in skilled trades occupations acquire training and occupational certification to continue employment or qualify as a certified journey person. Pilot a mentorship incentive and mentorship development initiative with participating employers. Implement an awards and recognition program. Pilot a three year enhanced and expanded wage subsidy program, targeting placements of apprentices with employers.

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
						<p>Entrepreneurial Coordinating Services for New Immigrants Promote entrepreneurship as an option for employment among newcomers, including access to advice and support throughout the establishment process.</p> <p>Recruitment and Retention Toolkit Funding to complete phase II development as well as promote awareness and understanding of the recruitment and retention resources with small and medium-sized employers, and among provincial government staff responsible for supporting business growth and development.</p>
Strengthening	\$0.093	This may include	\$2.980	Community Employment	\$3.989	Community Employment

Priority Area (\$, millions)	2008-2009 Planned ²	2008-2009 Planned Activities	2009-2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010-2011 Planned (includes STTF)	2010-2011 Planned Activities
human resource development and planning capacity among employers and partners		programs and services to: i. support research, innovation studies and service-delivery pilots in areas such human resources, skills development and recruitment and retention; and ii. deliver regional labour market and human resource workshops and information sessions; and iii. facilitate initiatives with local, regional and provincial partnerships among business, labour, post-secondary institutions, community agencies and government.		<p>Partnerships Funding was provided to expand the Community Employment Partnerships Program. Proposals promote workforce development through strategic alliances between Community Agencies, industry, and other stakeholders to address gaps in current services and respond to labour market adjustment needs.</p> <p>Transition Supports and Services (No information presented on this area)</p>		<p>Partnerships Funding to support community partnership activities, including initiatives for older workers and community-based employment projects in regions experiencing effects of the economic downturn.</p> <p>Transition Supports and Services and Reserve Funding to support pilot initiatives, respond with rapid and flexible responses to downward industry adjustments and to provide a reserve for unanticipated needs.</p>
Increasing access to a comprehensive, integrated, and effective suite of labour market and training programs	\$.481	This may include programs and services to: i. increase access to reliable career and labour market information; ii. increase awareness of available programs and services through marketing and	\$.932	<ul style="list-style-type: none"> • Program and Service Promotion and Awareness • Community Service Provider Training • IT System Integration • Labour Market Information 	\$ 3.158	<ul style="list-style-type: none"> • Program and Service Promotion and Awareness • IT System Integration • LMA Implementation, including monitoring & evaluation

Priority Area (\$, millions)	2008- 2009 Planned ²	2008-2009 Planned Activities	2009- 2010 Planned ³ (includes STTF)	2009-2010 Actual Activities	2010- 2011 Planned (includes STTF)	2010-2011 Planned Activities
		communications; iii. improve performance through the establishment and maintenance of program monitoring and evaluation processes; iv. develop or enhance information management systems to support program delivery and administration.		<ul style="list-style-type: none"> LMA Implementation 		
Administration	.148					
TOTAL	\$1.851		\$17.784		\$25.677	

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