

Prince Edward Island

Ministry responsible for literacy	Department of Innovation and Advanced Learning
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Allen F. Roach • Barbara Macnutt Manager, Literacy Initiatives Secretariat
Ministry responsible for the LMA	Department of Innovation and Advanced Learning
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Allen F. Roach • Birt MacKinnon Director, Skills PEI
Ministry responsible for workplace literacy	Department of Innovation and Advanced Learning
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Allen F. Roach • Barbara Macnutt Manager, Literacy Initiatives Secretariat • Workplace Learning PEI is the partnership organization

Definition of literacy

The 1996 *Literacy and Adult Education Strategy* defined literacy as:

Skills needed to read and respond to printed material commonly found at work, at home and in the community. (Basic literacy is grades 1 to 6; functional literacy is grades 7 to 12).

Adult Literacy Policy

In 1996, the province released a literacy strategy entitled, *Tough Challenges, Great Rewards: A Literacy and Adult Education Strategy*. The overarching mission statement of the strategy was: "Equal access to adult education is a basic right of all adult learners." The report committed the department of Education to developing an integrated adult literacy system with a funding model to support it. Programs were to be developed respecting a series of guiding principles including connecting literacy to lifelong learning, the province's economic and social development, and strong partnership development. While the report referred to the challenges faced by workers and employers, it did not make a specific recommendation regarding workplace education.

There does not appear to be a policy statement since 1996.

PEI, 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 the 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?

In PEI, the Literacy Initiatives Secretariat is responsible for all literacy projects, including the Literacy/ Adult Basic Education Initiative, Family Literacy, the management of Workplace Learning PEI, the development of policy and standards for adult literacy, and the certification process for adult educators.

Adults who are 18 years of age and out of school for at least a year may attend literacy and adult basic education programs. Holland College (13 campuses) – offers the tuition-free Literacy/ Adult Education Program at 13 campuses and six Community Learning Centres (CLCs) Learners in the program have the opportunity to complete the requirements for the PEI High School Graduation Certificate for Mature Students, enrol in GED preparation programs, or participate in literacy/numeracy classes to strengthen their skills. Seven Family Resource Centres and the Société éducative de l’Île-du-Prince-Édouard also offer basic literacy, second language training and skills upgrading.

Is there a focus on workplace literacy and essential skills?

Workplace Learning PEI was developed in 1997 to help workplaces keep pace with the rapid changes in today’s economy. A demanding and diverse workplace requires both employees and employers to engage in lifelong learning activities. Workplace Learning PEI Inc. was awarded the Canadian Council on Learning’s Share the Flame Award which recognizes innovative approaches in learning.

In 2009, Workplace Learning PEI served approximately 1025 clients across all the services offered. These include:

- Essential Skills Assessments
- Reading Assessments
- Organizational Needs Assessments
- Essential Skills Training

- Essential Skills Information Sessions
- Workplace Learning Information Sessions
- Developing Learning Plans
- GED Testing
- Professional Development for Adult Educators
- Computers for Communities Program
- Literacy/Essential Skills Consultation Services

A Workplace Learning PEI field officer visits the worksite and assesses the workplace learning needs at no cost to the organization. A field officer will recommend programs and work with an on-site project team to set up custom designed programs, not limited to, but including:

- Preparation for Certification
- Preparation for Grade 12 Equivalency (GED)
- Writing for Work
- Workplace Communications
- Skills for Supervisors
- Basic Computer Skills
- Other custom-designed programs

The field officer will help workplaces find funding to assist with instructional costs. The employer and/or the union may cover the cost of the instructor, materials and supplies. The workplace may provide classroom space and other in-kind services, and may provide release time for employees to attend classes.

PEI's LMA Plan includes a focus on workplace literacy and essential skills. Funds are being used to support:

- Workplace Training: Essential Skills and job specific skills
- Training PEI: assistance to individuals to obtain training (includes basic skills)
- Aboriginal people (overcome barriers including essential skills)

Is there a formal role for labour?

There was no information available on the role of labour.

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

Through Workplace Learning PEI, support is available for workplace-based programs.

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Amount	\$12.6 million (6 years)
Date Signed	September 5, 2008
Focus for the Unemployed	<p>For unemployed 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 workforce
Focus for the Employed	<p>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 workforce
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 Agreement contains 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	These new arrangements also contain a commitment to ensure that federal investments do not displace normal

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	provincial expenditures within the labour market.
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	SkillsPEI is a division of the Department of Innovation and Advanced Learning. It was established to manage the delivery of skills and training development programming funded by the Canada-Prince Edward Island Labour Market Development Agreement (LMDA) and Labour Market Agreement (LMA).
Strategic Training and Transition Fund	PEI received \$6m to assist those impacted by the recent economic downturn. Funds were distributed among the existing programs.
Consultations	To assist in the development of the LMA - STTF Annual Plan, consultation sessions were held at several locations across Prince Edward Island to gather feedback about labour market issues and seek guidance on current and future programs. Overall, Skills PEI has received input from federal and provincial partners, private sector employers, current organizations managing program delivery, community organizations dealing with priority groups and sectors, post-secondary educational institutions and industry. For this process, consideration has been extended to and includes input from submitted proposals, working documents and reports from those stakeholders that are working to improve work force components in Prince Edward Island. There is no mention however of labour.
Literacy and Essential Skills	The Workplace Training Program and Training PEI specifically include Essential Skills and Basic Skills. The Workforce Re-Entry Assistance and the Community Engagement Programs are aimed at supporting adult learners through advice and case management. The new Aboriginals initiative specifically targets Essential Skills. Funding is also earmarked for Workplace Learning PEI.

Prince Edward Island - Original LMA

Priority Areas	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	Six Year Total	Notional %
Workplace Training Programs and Services	700	700	700	700	700	700	4,200	33%
Technical & Foundation Skills Training	500	500	500	500	500	500	3,000	24%
Career Development Information	300	300	300	300	300	300	1,800	14%
Community Engagement	200	200	200	200	200	200	1,200	10%
Client Access, Administration & IT	400	400	400	400	400	400	2,400	19%
Total (\$000's)	2,100	2,100	2,100	2,100	2,100	2,100	12,600	100%

PEI LMA Activity

Priority Area (\$, millions)	2008- 2009 Planned	2008-2009 Actual Activities	2009-2010 Planned	2009-2010 Planned Activities ¹	2010-2011 Planned	2010-2011 Planned Activities	2011-2012 Planned	2011-2012 Planned Activities
Skills Development		Co-op Program Provides post-secondary students with employment exposure through 12 - 16 weeks paid placements.		Training PEI Provides financial assistance to obtain skills training. Assistance can include tuition costs and basic living costs to those engaged in post-secondary education and training. Co-op Experience (\$700,000) Provides post-secondary students with employment exposure through 12 - 16 weeks paid placements. Public Internship Program Provides post-secondary graduates with employment experience within the PEI government		Training PEI (\$470,286) Program to assist individuals obtain the skills necessary for employment, ranging from <i>basic to advanced skills</i> through direct assistance to individuals and, where applicable, contribution to provincially funded training institution to cover tuition. Public Internship Program (\$3,100,000) Provides post-secondary graduates with work experience related to their skills and education. The Public Internship Program will serve to assist in bridging graduates into the workforce. Co-op Program (\$200,000) Provides assistance for students to complete work term in the private		Training PEI (\$633,384) Training PEI is a program which provides financial assistance to eligible individuals to help them develop the skills they require to obtain long-term meaningful employment. Public Internship Program (\$200,000) Provides post-secondary graduates with work experience related to their skills and education. The Public Internship Program will serve to assist in bridging graduates into the workforce. Co-op Experience (\$100,000) Provides assistance for students to complete work term in the private sector during their third and fourth year of study.

¹ The 2009-10 Department of Innovation and Advanced Learning's Annual Report does not provide information on which activities were funded by the LMA and STTF.

Mentorship	<p>Employment Support - Social Assistance Clients (\$250,000) Provides funding to support more intensive case management for Social Assistance clients who require more support to avail themselves of opportunities to participate in the labour market. The program will link to such services as career exploration, language training, <i>literacy training</i>, skill development, secondary and post-secondary training opportunities.</p>	<p>sector.</p> <p>Enhanced Case Management (\$129,000) Provide funding to support a more intensive case management function for Social Assistance clients who require more support to avail themselves of opportunities to participate in the labour market. This targeted client base has multiple barriers in an increasing competitive climate where highly educated and skilled workers are in demand.</p> <p>Business / Career Mentoring Program (\$200,000) The objective is to help new entrepreneurs improve their operations by developing a network of established business leaders willing to share knowledge and expertise. Additionally, this program will manage youth placements within communities throughout the Island to encourage the transfer of expertise from experienced career personnel.</p>	<p>Employment support services (\$35,000) Through a third party service delivery provider, funding is provided to support a more intensive case management function for Social Assistance clients who require support to transition to the labour market. This targeted client base has multiple barriers in an increasing competitive climate where highly educated and skilled workers are in demand.</p> <p>Youth Connect (\$300,000) This program will provide youth with workshops to address participant life and employability skills, followed by an integrated exposure to employment.</p>
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<p>Long-term Job Placement</p>	<p>Employ PEI Program encourages employers to hire eligible individuals and provide them with on-the job work experience to enhance their skills and employability.</p> <p>Immigrant Work Experience PEI (\$200,000) Provides one-time short-term work experience to immigrants.</p> <p>Self-Employ PEI Assists recent graduates, members of LMA priority groups and individuals who may be experiencing the effects of the economic downturn to establish a business by providing a weekly allowance for 52 weeks.</p>	<p>Employ PEI (\$220,050): Program to assist individuals who may be experiencing difficulty obtaining employment by providing a wage subsidy to an employer to offset a portion of the wages during the initial period of employment. Higher levels of financial support will be considered for priority groups.</p> <p>Immigrant Work Experience (\$207,667) An initiative that provides recent immigrants with a one - time work experience in order to assist immigrants in accessing long term employment. Employers receive a wage subsidy to offset the cost of hiring an immigrant.</p> <p>Self-Employ PEI (\$261,200) Providing individuals with financial and entrepreneurial supports to assist in establishing a business.</p>	<p>Employ PEI (\$286,615) Program to assist individuals who may be experiencing difficulty obtaining employment by providing a wage subsidy to an employer to offset a portion of the wages during the initial period of employment.</p> <p>Employ PEI – Persons with Disabilities: SkillsPEI will partner with Service Canada and other provincial departments/agencies to collaborate in the development and implementation of labour market programming that will assist in bridging the transition to work.</p> <p>Immigrant Work Experience_(\$205,220) An initiative that provides recent immigrants with a one - time work experience in order to assist immigrants in accessing long term employment. Employers receive a wage subsidy to offset the cost of hiring an immigrant.</p> <p>Self-Employ PEI (\$240,000) Providing individuals with financial and</p>
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				entrepreneurial supports to assist in establishing a business. Self-Employ PEI - Immigrant Providing immigrant entrepreneurs with mentoring and support to establish a business. Program will assist in addressing barriers that are unique to an immigrant in the start-up phase of a business enterprise.
Labour Force Development	<p>Workplace Training (\$250,000) Employers often require assistance in training their employees with respect to <i>Essential Skills</i> or job specific skills. This initiative will provide financial support to employers in priority areas with fewer than 100 employees to assist in the development and provision of job-specific training. This program will support training initiatives by funding a portion of the salaries of employees while on training and other related training costs.</p> <p>Community Engagement (\$100,000)</p> <ul style="list-style-type: none"> The UPEI Centre for 	<p>Workplace Training Employers often require assistance in training their employees with respect to <i>Essential Skills</i> or job specific skills. This initiative will provide financial support to employers to assist in the development and provision of job-specific training. This program will support training initiatives by funding a portion of the salaries of employees while on training and other related training costs.</p> <p>Centre for Life Long Learning (125,000) Provides support to adult learners aged 25 or older interested in pursuing studies at UPEI.</p>	<p>Workplace Training (\$556,597) Employers often require assistance in training their employees with respect to <i>Essential Skills</i> or job specific skills. This initiative will provide financial support to employers to assist in the development and provision of job-specific training. This program will support training initiatives by funding a portion of the salaries of employees while on training and other related training costs.</p> <p>UPEI Centre of Life-Long Learning (\$100,000) Will deliver learning opportunities for adults</p>	<p>Workplace Training (\$501,061) Employers often require assistance in training their employees with respect to <i>Essential Skills</i> or job specific skills. This initiative will provide financial support to employers to assist in the development and provision of job-specific training. This program will support training initiatives by funding a portion of the salaries of employees while on training and other related training costs.</p> <p>Early Childhood Development (\$440,000) This program is designed to assist eligible employees, working in</p>

	<p>Life Long Learning will respond to issues related to adult learners by recruiting an advisor, establishing supportive policies, simplify the PLAR process, explore alternative models for adult learners, provide academic readiness, and offer career/life planning support for adult learners.</p> <ul style="list-style-type: none"> Establishment of a Labour Market Research Chair at UPEI. 	<p>Centre on Workforce Strategies (\$200,000) A project to create capacity to conduct labour market research.</p> <p>Workforce Re-entry Assistance (\$311,000) Provides <i>adult learners</i> with access to professionals who are trained in appropriate strategies to assist in an adult learning environment.</p>	<p>to increase education levels and also work with priority sectors to increase continuing education for adult learners.</p> <p>Workforce Re-Entry Assistance (\$145,000) To support adults enrolled in <i>adult education programs</i> who are experiencing difficulties that affect their learning and their future employment success, with professional counseling from Leadership Development Associates Inc.</p>	<p>the early childhood sector; obtain the mandatory entry-level requirements required of their profession.</p>
Community Engagement	<p>PEI Works (\$250,000) Core initiatives designed to improve career awareness and career planning.</p>	<p>P.E.I Works (\$125,000) Delivers career-related activities to members of LMA priority groups and students. Initiatives are designed to improve career awareness and career planning.</p>		
Economic Development Programs	<p>Wage Subsidy Program (\$76,800) Subsidies provided to business with priority given to specific sectors in order to hire clients including immigrant and recent graduates.</p>	<p>Wage Subsidies - Recent Graduates (\$350,000) Subsidies provided to business with priority given to specific sectors in order to hire recent graduates.</p>		
Priority Sector Development			<p>Innovative Sectors Fund (\$150,000) A training program established to acquire specialized skills to</p>	<p>Innovation Sectors Fund (\$69,614) A training program established to assist non E.I. eligible clients acquire</p>

		develop priority sectors.	specialized skills to develop priority sectors, specific to information technology.
Priority Group Development	<p>Womens' Unlimited (\$220,000) Assists unemployed women to explore, prepare for, and maintain employment in the trades and technology fields.</p>	<p>Trade Herizons (Women Unlimited) (\$246,000) A training program which will include skills upgrading, career exploration and employability skills for work in the trades and technology careers. Participants then select and enroll in a college trades program. Following graduation, participants will be given support to find and maintain work in the trade/technology workplace.</p> <p>Seniors Initiative (\$115,000) The initiative is a tri-economy collaboration that will focus on community engagement, capacity building, research, communication, training, relationship building, and accountability to enhance the effectiveness of services to the Older Worker population.</p> <p>Aboriginals (\$200,000) A project for Island Aboriginals facing</p>	<p>Trade Herizons (\$216,796) A training program which will include skills upgrading, career exploration and employability skills for work in the trades and technology careers. Participants then select and enroll in a college trades program. Following graduation, participants will be given support to find and maintain work in the trade/technology workplace.</p> <p>Seniors Initiative (\$123,530) A community engagement initiative involving private, public and social sectors working together to study, propose and prioritize solutions for the productivity and wellness of older workers.</p> <p>Aboriginals (\$100,000) A project for Island Aboriginals facing multiple employment barriers rooted in the lack of appropriate life/</p>

			multiple employment barriers rooted in the lack of appropriate life/ <i>Essential Skills</i> , career knowledge, hands on experience and transition to education and employment.	<i>Essential Skills</i> , career knowledge, hands on experience and transition to education and employment
Advocacy and Awareness			<p>Social Media Campaign (\$200,000) A social media campaign designed to interact with Island youth about career choices.</p> <p>Public Advertising (\$100,000) Radio and TV advertising.</p> <p>Skills PEI Staff Mentors (\$400,000) Four direct one-to one mentoring for service providers and clients.</p>	<p>Social Media Campaign (\$200,000) A social media campaign designed to interact with Island youth about career choices</p> <p>Skills PEI Administration (\$444,495) The budget covers the cost of staffing as well as costs associated with the 3 & 12 Month Client Follow-up Survey as a requirement of the Labour Market Agreement (LMA).</p>
Other		Apprenticeship Program (\$37,800) Provides tuition costs for block release training and a modest living, travel and child care allowance.		
TOTAL	\$.866		\$2.859	\$3.315
				\$4.096

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