

QUILL Labour Market Partnership Project

Stratford Career Centre Final Project Report

December 2014

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Introduction

QUILL Learning Network's strategy in Phase 2 of the Labour Market Partnership (LMP) project was to work with individual multi-service centres to move the action items identified in Phase 1 forward and to gather suggestions from clients at the centres to improve service to assist them in reaching their goals. Centres involved in this phase of the project included:

- The Centres for Employment and Learning in Huron County
- Lake Huron Learning Collaborative Learning Centre in Kincardine
- Conestoga College site in Stratford
- Education and Employment Centre in St. Marys

This is the final project report for the Conestoga College site in Stratford – the Stratford Career Centre.

Stratford Career Centre

The following organizations provide services at the Stratford Career Centre:

- Adult Learning Programs of Perth
- Conestoga College, Career Centre
- Conestoga College, Preparatory Programs
- Contact North/Contact Nord
- PF Solutions
- Training – 4 Success
- Shelter Link
- Dual Credit

A series of five meetings were held with the partners at the Stratford Career Centre from May to December 2014. This report details the work accomplished at the meetings, the products developed as a result of the project, potential next steps for the multi-service centre, and an evaluation of the project.

Work Accomplished at the Meetings

Potential Areas of Focus for Work

At its first meeting in phase two, the group reviewed the work completed in phase one of the project and made a list of potential ideas for work to be completed in phase two. The ideas generated include:

- Memorandum of Understanding (MOU) for the partnership
- Vision for the bigger entity that has been created through the sharing of physical space
- Re-branding
- Joint marketing/activity plan
- Opportunities to share resources

- Training guide/pamphlet for new staff (orientation to the different services housed in the building)
- Joint marketing flyer
- Client focus group
- Common survey
- Child care options (how are other centres doing this?)

Developing a Mission/Purpose Statement for the Multi-Service Centre

In order to help develop a purpose/mission statement for the multi-service centre, the group considered the following questions:

- Why did your organization choose to share physical space at the College?
- What is the purpose of your multi-service centre?
- What is the value/benefit of sharing space with other organizations?
- What are you hoping will be different for your clients as a result of sharing physical space?

From the responses generated to these questions, the group developed a mission/purpose statement:

***Together, we help people explore, navigate,
and achieve their education and employment goals.***

Client Focus Groups

Two focus groups were held with client groups on June 11 and June 12, 2014. 15 clients attended these two focus group sessions. There was a good mix of male/female, age, and use of services from different organizations. A final report was prepared outlining the results of the focus groups (see attached).

Identified Actions

The group reviewed the responses and key findings from the Client Focus Groups report and identified potential actions for moving forward as a multi-service centre. The potential actions identified earlier in the year (see above) were also added to this list and then each individual in the group selected her/his top three actions for moving forward. The following table lists the top noted actions (and leads).

The top noted actions which will be worked on first include:

Actions	Lead	Timelines
Finalize the multi-service centre flyer	Deb	December 2014
Cross market on existing individual social media	All	Ongoing
Put up better directional signs	Patti	October 29, 2014 (plan to move forward)

Actions	Lead	Timelines
Develop a training guide for new staff	Jen	Brainstorm ideas for this at the October 29 meeting
Make sure clocks have the correct time or are covered	Carol	October 29, 2014

Products Developed

A number of products were developed as a result of this project. They include:

1. A multi-service centre flyer
2. A multi-service centre business card
3. Directional sign
4. An Orientation Guide to the Stratford Career Centre
5. Fixing/Covering of clocks that don't work

See below for visuals/further details about each of these products.

Multi-Service Centre Flyer

The image displays three promotional materials for the Stratford Career Centre:

- Multi-Service Centre Flyer:** Features a blue path graphic with three numbered steps:
 1. Unhappy with your current employment situation? Together we can create a plan to help you reach your goal.
 2. Use one or more of our many education and employment programs to work toward your goal.
 3. Achieve your goals and enrich your life.
- Business Card:** Titled "GET STARTED TODAY", it provides the following information:
 - Drop in to the Stratford Career Centre to take the first step toward achieving your goals. No appointment needed.
 - Hours of Operation:**
 - Mon/Tue: 8:30am - 4:30pm
 - Wed: 8:30am - 6:00pm
 - Thurs/Fri: 8:30am - 4:30pm
 - Located at:** 130 Youngs Street, Stratford, ON N5A 1J7
 - Contact Us:** Phone: 519-271-5700 ext. 7224, Toll-Free: 1-800-463-0796, StratfordCareerCentre@conestogac.on.ca, www.stratfordcareercentre.com
- Infographic:** A circular diagram titled "Make your education and employment goals a reality with assistance from our many programs:". It lists various services:
 - Adult Learning Programs:** Instruction in basic reading, writing, math, computer, and other essential skills; One-to-one tutoring available; Learner-centered, work at your own pace; Training support available.
 - CONESTOGA PREPARATORY PROGRAMS:** Prepare for the GED exam; Earn admission requirements for college, apprenticeship or your Academic and Career Entrance (ACE) Certificate; Upgrade your Essential Skills; Ask about our Discover Your Future program.
 - CONESTOGA CONESTOGA CAREER CENTRE:** One-to-one service tailored to your needs; Help with job search, resumes, interviewing, networking & connections with employers; Career, education, and training program information, including apprenticeships and labour market resources; Connections to government funding options for individuals and employers.
 - PF SOLUTIONS:** A practice firm to gain work experience and references; Mentorship and guidance in job search techniques; Positions available in sales, marketing, accounting, HR, and IT; Practice professional skills in a business environment.
 - SUCCESS TRAINING:** Quality training for individuals, small teams, or large groups; Customized to your needs, location, time, and budget; Life and workplace skills, computers, and social media workshops; Not-for-profit social enterprise of PF Solutions.

Multi-Service Centre Business Card

A fold in half business card for the multi-service centre is being developed. This business card will include information about each of the programs offered at the Stratford Career Centre (on the front of the card) and a small map and generic location information (on the back of the card).

Directional Sign

A wall sign to direct clients/visitors to the appropriate room has been ordered. The wall sign will have room for 10 to 15 names of organizations and the room numbers of each organization will be noted on the sign.

An Orientation Guide to the Stratford Career Centre

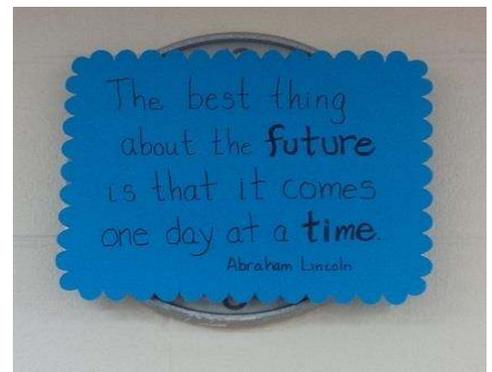
The Orientation Guide contains the following information about the Stratford Career Centre:

- Mission statement of the multi-service centre and names of the organizations that offer services in the building
- Brief description of the multi-service centre building
- Brief description of what each organization does
- When and how to refer to each organization
- Who to contact in each organization, along with what they should be contacted for and how to contact them
- Examples/scenarios of people moving between services in the centre

Fixing/Covering of Clocks

The clocks that don't work have been covered with quotes (see example).

Everyone is to be responsible for ensuring the clocks in their room have the correct time and have batteries in them that work.



Potential Next Steps

Other potential actions for the multi-service centre that were identified over the course of the meetings include:

- Explore more word of mouth marketing
- Explore ways to keep clients informed of what's happening at the centre
- Look to use video conferencing for course delivery
- Develop a Memorandum of Understanding
- Develop a common survey
- Explore child care options
- Joint marketing (for example: Rogers Cable show)
- Outside sign for the Stratford Career Centre

Evaluation of the Project

An online survey was conducted with organizations that participated in the multi-service centre project at the Stratford Career Centre. Five individuals responded to the online survey, for a response rate of 71.4%. Overall, participants in the project reported:

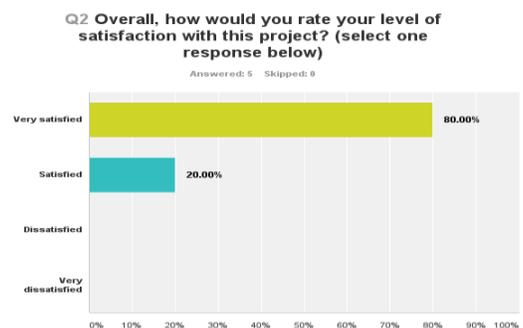
- A high level of satisfaction with the project
- That their knowledge of other organizations working at the multi-service centre had increased as a result of the project
- That the level of collaboration among agencies at the multi-service centre had increased as a result of the project
- That the information gathered from clients/learners was helpful to some extent to them
- That the tools/products developed through the project were excellent
- That they are not sure if they will continue to make changes at the Stratford Career Centre as a result of what they've learned through this project

Details of the responses to the online survey are outlined in the sections below.

Level of Satisfaction with the Project

Participants in the project reported a high level of satisfaction with the project, with:

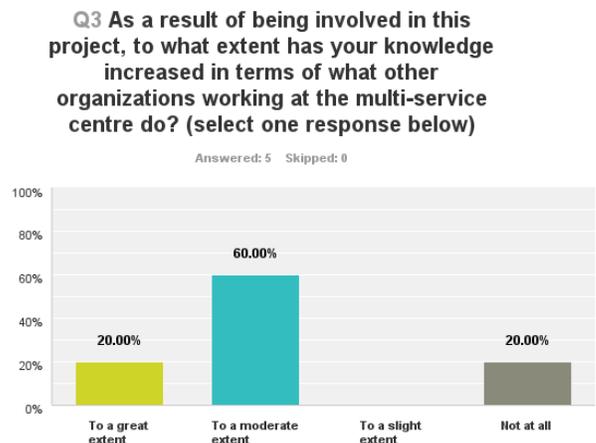
- 80% reporting they were “very satisfied” and
- 20% reporting they were “satisfied”



Knowledge of Other Organizations Working at the Multi-Service Centre

Participants in the project were asked to what extent their knowledge has increased in terms of what other organizations working at the multi-service centre do as a result of being involved in this project. The majority of participants (80.0%) feel that their knowledge has increased, with:

- 60% of participants reporting their knowledge has increased to a moderate extent
- 20% of participants reporting their knowledge has increased to a great extent
- 20% of participants reported that their knowledge had not increased at all



Level of Collaboration of Agencies at the Multi-Service Centre

Participants in the project were asked to rate the level of collaboration among agencies working at the multi-service centre as a result of being involved in this project. The majority of participants (80%) reported that the level of collaboration among agencies at the multi-service centre had increased as a result of the project. 20% reported that the level of collaboration remained the same.

When asked how the collaboration among the agencies working at the multi-service centre be further increased, the following responses were provided:

- It is working well
- Just in practice..... in doing, the trust will grow and efficiencies will be gained through sharing of resources

Information Gathered from Clients/Learners

All respondents to the online survey feel that the information gathered from clients/learners at the multi-service centre was helpful to them “to a moderate extent”.

Tools/Products Developed through the Project

All respondents to the online survey rated the tools/products developed through the project as “excellent”.

Most Significant Change as a Result of the Project

The most significant change for the Stratford Career Centre, as a result of being involved in this project, was noted as being:

- We have a brochure depicting clearly what we have to offer.
- The branding and marketing of the multi-service centre
- An increased sense of working together as a team
- More frequent referrals
- An external party to guide our actions and move some forward; leveled the power playing field and kept us on track (we all mean well but the discussion and actions are in addition to our core work)

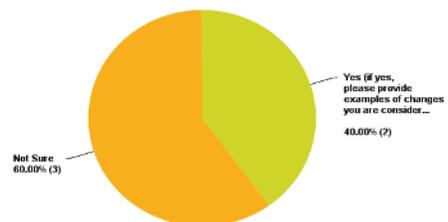
Continue to Make Changes at the Multi-Service Centre

The majority of participants (60%) are not sure if they will continue to make changes at the Stratford Career Centre as a result of what they've learned through this project. 40% of participants reported that they will continue to make changes, and note that the changes they will pursue include:

- Memo of Understanding perhaps
- Using training document with new staff

Q9 Will you continue to make changes at your multi-service centre as a result of what you've learned through this project? (select one response below)

Answered: 5 Skipped: 0



- Consider how some of the frontline roles can help each other
- Will review the list of action items regularly and make changes accordingly

Advice for other Multi-Service Centres

When asked what advice they would provide to other multi-service centres, participants noted the following:

- Meet regularly to keep the lines of communication open and to keep moving forward on new developments and action items
- Sharing resources and cross marketing services helps us all, most importantly the client in need
- Pick a neutral/beneficial project to do together -- through the process of collaborating on that conversations help build the relationship and foundation for future projects/processes

Other Comments

Other comments provided by participants in the project include:

- I thought it was very well organized and a productive use of my time. Thank-you to the facilitators for their guidance and positive energy!
- Thank you!!!