

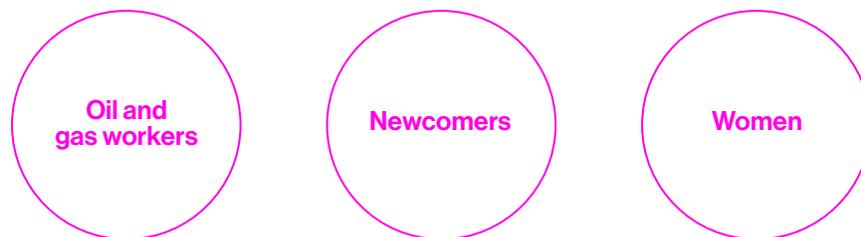
Career Moves Project Brief

Introduction

Career Moves was a pilot project delivered by [NorQuest College](#) to support mid-career workers most impacted by the economic downturn in Alberta to transition to alternative employment, pursue further education through certification or find work placements in new careers. In the spring of 2019, NorQuest College received a grant from the Future Skills Centre (FSC) to support the delivery of the project.

As a consortium partner of the Future Skills Centre, Blueprint works with partners and stakeholders to generate evidence to help solve pressing future skills challenges. We worked with NorQuest College to collect data that helped us understand who the pilot reached and the outcomes achieved by participants. NorQuest College also conducted their own research on the project.

Career Moves specifically targeted:



The project allowed participants to explore career and educational opportunities at their own pace over the course of one year with the support of individualized coaching. Participants moved through the program in three phases (note that all program components were transitioned to be fully online due to the impacts of the COVID-19 pandemic):

Phase 1

Professional Exploration

- Complete self-assessment
- Develop career plan

Phase 2

Professional Development including formal retraining

- Review career plans with career coaches
- Identify relevant NorQuest courses
- Attend networking events
- Engage with online portal

Phase 3

Professional Reflection

- Complete employability assessment
- Review program journey
- Develop long-term career plans with career coaches

Approach

Blueprint collected survey data from participants who consented to participate in our data collection activities. NorQuest College also shared administrative data with us to help us understand who the program reached and the outcomes they achieved. Specifically, this data helped us answer four sets of questions:

<p>1 Who did the pilot reach, and did it reach participants that aligned with the pilot's target populations?</p>	<p>2 Were participants satisfied with the pilot?</p>	<p>3 Did participants successfully complete training? What was the average duration of time in the program?</p>	<p>4 What employment and educational outcomes did participants achieve?</p>
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Among the 123 participants in the program who were invited to participate in Blueprint's data collection activities, 29 (24%) consented to take part. All 29 participants completed a baseline survey at the start of the program, 14 completed an exit survey upon completing/withdrawing from the program or when the program ended, and three completed a three-month follow-up survey. Due to the low evaluation participation rate and low response rates of the exit and follow-up surveys, findings of participant program outcomes and experiences should be treated with caution.

Our data collection was guided by our **Common Outcomes Framework**, which is a set of outcomes and participant socio-demographics that we are using to generate consistent, comparable evidence across FSC-funded projects.

Summary of Key Findings

Among participants who consented to data collection activities:

Program Reach and Completion

62% (18/29) were female
The average age was **45 years**
10% (3/29) were newcomers
7% (2/29) were unemployed and previously in the oil and gas industry
77% (17/22) completed the program, within an average duration of 11.8 months

Program Satisfaction

55% (6/11) were satisfied or very satisfied with the program overall
82% (9/11) would recommend or have recommended the program

Employment Outcomes

48% (14/29) were employed at program start and **64%** (9/14) at program exit
50% (7/14) earned over \$40,000 at program start and **67%** (6/9) at program exit

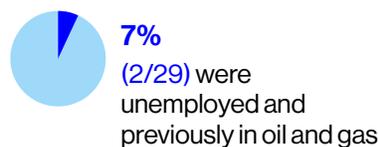
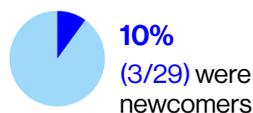
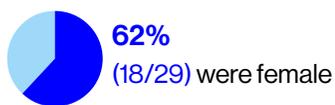
Education Outcomes

71% (10/14) were enrolled in education programs at program exit

Program Reach and Completion

The program did not reach many oil and gas workers or newcomers, but did reach women and mid-career workers.

Among baseline survey respondents when they started the program:



45 years
The average age

Most participants with known completion status completed the program. As of June 30, 2021 when the program ended, **77%** (17/22) of participants had completed the program, within an average of **11.8 months**. The completion status of the additional seven participants is unknown.

Program Satisfaction

Participants reported the program was useful in improving their skills and meeting their career goals, and 82% would recommend the program.



Employment and Education Outcomes

Participants' employment rate seems to have increased over the course of the program.

48% (14/29) of baseline survey respondents were employed, while **64%** (9/14) of exit survey respondents were employed.

50% (7/14) of baseline survey respondents made more than \$40K when starting the program, while **67%** (6/9) of exit survey respondents made more than \$40K. Of the exit survey respondents who made more than \$40K upon completing/withdrawing from the program, **80%** (4/5) were making under \$40K when they started the program. The remaining respondent did not report their salary on their baseline survey (see Table 1).

While only three participants completed the three-month follow-up survey, all three were employed at that time.

A large proportion of respondents were enrolled in education programs at program exit.

71% (10/14) of the exit survey respondents were enrolled in education programs upon completing/withdrawing from the program or when the program ended.

Table 1: Career Moves Participant Salaries

SALARY RANGE	BASELINE SURVEY*	EXIT SURVEY**
Under \$20,000	21.4% (3/14)	11.1% (1/9)
\$20,000 - \$39,999	28.6% (4/14)	22.2% (2/9)
\$40,000 and above	50% (7/14)	66.7% (6/9)

* % of respondents when starting the program ** % of respondents upon completing/withdrawing from the program or when the program ended

About Blueprint

[Blueprint](#) was founded based on the simple idea that evidence is a powerful tool for change. We work with policymakers and practitioners to create and use evidence to solve complex policy and program challenges. Our vision is a social policy ecosystem where evidence is used to improve lives, build better systems and policies, and drive social change.

Our team brings together a multidisciplinary group of professionals with diverse capabilities in policy research, data analysis, design, evaluation, implementation and knowledge mobilization.

As a consortium partner of the Future Skills Centre, Blueprint works with partners and stakeholders to generate evidence to help solve pressing future skills challenges.

About the Future Skills Centre

[FSC](#) is a forward-thinking centre for research and collaboration dedicated to preparing Canadians for employment success. We believe Canadians should feel confident about the skills they have to succeed in a changing workforce.

As a pan-Canadian community, we are collaborating to rigorously identify, test, measure, and share innovative approaches to assessing and developing the skills Canadians need to thrive in the days and years ahead.

FSC was founded by a consortium whose members are Ryerson University, Blueprint and The Conference Board of Canada, and is funded by the [Government of Canada's Future Skills Program](#).