



AspireAtlantic

Partners

Pier Labs

Participants People with essential skills gaps

150 job seekers

\$3.59 million

Locations

[Nova Scotia](#)

Additional Partners

Davis Pier Consulting, Nova Scotia Department of Community Services, Nova Scotia Department of Labour and Advanced Education

Despite increased employment potential in the Maritimes, low-income individuals continue to be disproportionately affected by high unemployment rates. The AspireAtlantic project is a sector-based training model that has the potential to enhance the employment, career advancement and earnings

Topics

Career Services
Innovation and scaling
Pathways to Jobs
Sectors

Related Tags

[career pathways](#),
[labour market and skills information](#),
[scaling](#), [skills gap](#),
[skills training](#),
[tool development](#),
[upskilling](#)

of
job
seekers.

In May 2021, the Future Skills Centre announced an investment of \$3.59 million to expand the AspireAtlantic project, which aims to bridge the gap between the needs of employers and workers seeking to advance from unemployment or low-wage jobs into middle-skilled jobs with advancement opportunities. This follows \$230,000 in seed funding announced in June 2020 to assess the needs of job seekers and employers for

the design and planning of the model. This additional investment will enable 150 participants to complete the program and gain specific credentials that support employment, job retention, career advancement, and a stable income. Simultaneously, employers will benefit from the increase in quality candidates trained for available jobs as well as higher retention of employees.

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This program is a collaboration between three service providers in Nova Scotia focusing on three sectors: construction, home building/renovation and manufacturing. Recruitment for the program is scheduled to start in September 2021 and each participant will receive 18 months of individual advancement coaching.

AspireAtlantic
builds
on
the
strengths
of
Nova
Scotia's
employment
services
and
is
based
on
a
US
evidence-
based
sectoral
training
program
called
WorkAdvance.
This
approach
identifies
local
sector
demand
and
works
with
employers
to
develop
skills
training
and
job
placements.

AspireAtlantic Project



The
AspireAtlantic
program
is
delivered
through
a
collaboration
between
service
provider
organizations
(SPOs)
and
sector
councils
or
industry
associations.
It
is
supported
by
a
technical
assistance
team
led
by
Pier
Labs.

The program includes intensive pre-screening of participants, sector-specific occupational skills training, supports for job development, and post-employment retention and advancement services. This initiative puts a strong emphasis on post-employment services and a focus on upward mobility for workers, moving them from unemployed or low-wage earners into middle-skill level jobs with more opportunities for advancement.

Evaluation Strategy

This project will be evaluated using tools and approaches aligned with its goals, context, and stage of development. The evaluation will focus on generating the right evidence at the right moment to move the intervention forward. [Read more about our evaluation strategy.](#)



The Future Skills Centre acknowledges that the Anishinaabe, Mississaugas and Haudenosaunee share a special relationship to the 'Dish With One Spoon Territory,' where our office is located, bound to share and protect the land. As a pan-Canadian initiative, FSC operates on the traditional territory of many Indigenous nations across Turtle Island, the name given to the North American continent by some Indigenous peoples. We are grateful for the opportunity to work in this territory and commit ourselves to learning about our shared history and doing our part towards reconciliation.

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