

Course Description:

Workplace Essential Skills Certification Training (Entry-level)

Co-sponsors:



Carol MacLeod & Associates Inc.



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Target Audience: This professional development opportunity is designed for practitioners with a mandate to use the Essential Skills methodology for workforce skills development. Knowledge of the Essential Skills methodology is central to a wide range of practical applications such as adapting Essential Skills Profiles to reflect firm-specific requirements, conducting learning needs assessments, developing curriculum using workplace materials, facilitating upgrading, administering assessments, marketing to employers, etc.

Date & Times: Monday, May 30, 2011 to Friday, June 3, 2011

- 8:30 a.m. – 4:30 p.m. Monday to Thursday
- 8:30 a.m. – 2:30 p.m. Friday
- 1 ½ hour break for lunch. Restaurants are within walking distance.

Location: Bow Valley College
332 6th Avenue. S.E.
Calgary, AB T2G 4S6
Room TBA

Accommodations: Delta Bow Valley Hotel (short walk to training venue)
209 – 4th Avenue SE
Calgary, AB, T2G 06C
(403) 266-1980
Special rate of \$179/night plus tax available prior to May 2, 2011. Reference booking code GFABVC116 & Bow Valley College.

Purpose: The training is designed to build your knowledge of the Essential Skills methodology developed by Human Resources and Skills Development Canada (HRSDC) and its practical use in workforce skills development. It focuses on the use of open-ended interviews to gather data and rating scales to analyze the complexity of Essential Skills used in performing job tasks—two of the methodology's distinguishing features.

Similar to apprenticeship, Essential Skills competencies are built through a combination of classroom training and practical experience. This is billed as entry-level training because it is the foundation for continuous learning through applied work in the field of Essential Skills.

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Certification:

This training offers an opportunity to achieve certification as an Essential Skills Analyst from Bow Valley College (i.e., certifying body). Many employers and governments have established this credential as a prerequisite in awarding contracts to Essential Skills (ES) service providers. It recognizes individual competency in the Essential Skills methodology. Following the in-class training participants demonstrate their knowledge of the Essential Skills methodology by preparing an Essential Skills Profile based on an interview conducted by the Instructor on the last day of class. (This typically takes 2-3 days to prepare.) An independent, third-party (as opposed to the Instructor) marks the assignments. Those achieving 70% or more are awarded the certification.

Structure & Time

7 ½ to 8 ½ days

Commitment:

Self Paced Pre-Course Study (4 hours)
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The Instructor will e-mail you an on-line study guide in advance. The purpose is to:

- acquire introductory-level knowledge of HRSDC's Essential Skills research;
- build a working knowledge of the National Occupational Classification (NOC) and how it links to Essential Skills Profiles;
- print a user-friendly version of the complexity rating scales for in-class use;
- review preliminary information on practical applications.

In-Class Training (5 days)

- The interactive curriculum is designed to balance theory with hands-on practice and feedback.
- Animated PowerPoint presentations are used to present the theoretical framework for HRSDC's Essential Skills methodology.
- Participants then *learn by doing* through a series of individual- and small-group activities with coaching from the Instructor. Large-group debriefing sessions address questions and draw out tips and best practices.
- On Day 5 (Friday), participants observe a live interview conducted by the Instructor (1 ½ to 2 hours) with a job incumbent, taking notes and referencing workplace materials that the interviewee uses on-the-job. This interview is the basis for preparing an Essential Skills Profile that is submitted for marking



Submit Essential Skills Profile for Marking (2-3 days)

- 2-3 days to prepare and submit an Essential Skills Profile (ESP) to the Instructor by e-mail. The ESP is based on data gathered during an interview conducted by the Instructor on the last day of class. The deadline for will be set for approximately one month after the in-class training.
- The Essential Skills Profiles submitted are marked by a qualified, anonymous third-party approved by the certifying body. The Instruction role is divorced from the marking of assignments that are the basis for certification decisions.
- Those achieving a mark of 70% or more will be certified as an Essential Skills Analyst by Bow Valley College. After the marking is done, participants will be forwarded a model Essential Skills Profile that reflects best practices.
- It is imperative that you schedule sufficient, time to prepare the Essential Skills Profile that you will submit for marking. Past experience shows that those who do so are more likely to achieve their certification goal.

Objectives:

At the end of the course you will be able to:

1. identify the purpose and history of HRSDC's Essential Skills Research Project and the related public policy framework.
2. explain the structure of an Essential Skills Profile and how end users may apply this occupational information in addressing various human resource interests.
3. define each of the essential skills included in HRSDC's Essential Skills profiling methodology.
4. rate the complexity of the essential skills required to perform job tasks by applying the complexity rating scales outlined in HRSDC's Essential Skills profiling methodology.
5. write examples and summary paragraphs that illustrate how Essential Skills are used to perform job tasks according to best practices.
6. explain the defining characteristics of the open-ended interview format used to gather information from job incumbents and how it differs from other approaches to interviewing.
7. use the introductory-level interviewing skills acquired during the course as a stepping stone in building mastery-level interviewing skills through hands-on experience.
8. identify how Essential Skills link to your professional work.
9. prepare an Essential Skills Profile in accordance with HRSDC's essential skills profiling methodology.
10. consider options to develop Essential Skills strategies and products with reference to Essential Skills data on occupational requirements.



Cost:

2011 Course Tuition Fee:	\$ 1,800.00
5% GST:	\$ <u>90.00</u>
Subtotal:	\$ <u>1,890.00</u>
2011 BVC Certification Fee:	\$ 225.00 (includes applicable taxes)
Total	\$ 2,115.00

Please make cheques payable to Carol MacLeod & Associates Inc. (GST # 897995452).

Registration:

To register complete the on-line registration form posted at www.carolmacleod.com. Carol MacLeod will e-mail you an invoice. Registration is considered tentative pending receipt of payment.

Early-bird registration is available to TOWES Distributors and Third-Party Administrators until April 8, 2011. Registration is open to the public April 9, 2011.

Instructor:

Carol MacLeod (www.carolmacleod.com) is one of Canada's leading experts in the field of Essential Skills and brings a wealth of knowledge and hands-on experience to the training session. Carol holds the degree of Master of Education from Harvard University as well a BA (Communications) and Certificate of Labour-Management Relations from the University of Ottawa. She has worked extensively on the national scene with industry stakeholders to benchmark occupational standards for Essential Skills and to develop related strategies for workforce development. Currently, she is implementing a national essential skills strategy for the electrical industry in Canada.

Carol has provided ongoing professional support to HRSDC's Essential Skills Research Project since its inception, participating in aspects of its progress such as:

- conducting interviews during the initial round of data collection (1995) and analyzing related occupational essential skills requirements;
- developing and refining various complexity rating scales featured in the job-profiling methodology;
- writing and revising chapters in the *Reader's Guide to Essential Skills Profiles*;
- writing Essential Skills Profiles based on the data collected from interviews;
- editing Essential Skills Profiles prepared by others as a measure of quality-control;
- Mentoring newly certified Essential Skills Analysts in the preparation of Essential Skills Profiles for Interprovincial (Red Seal) occupations;
- advising on HRSDC's research plan for the 2003 round of data collection;
- preparing a paper critiquing the Essential Skills profiling methodology (2004);
- authoring *The Genesis & Evolution of Essential Skills* (2007), submitted to HRSDC.

