

Who is this guidebook for?

This guide is written for any individual or group that has decided to undertake a sectoral needs assessment. That might include employer associations, sector councils, labour unions, workplace literacy practitioners, community colleges, government agencies or a combination of the above.

Why conduct a sectoral needs assessment?

New technology, product diversification, increasing regulation, quality control initiatives, global training partners - the litany of factors driving change in the workplace is extensive. Workers wishing to remain employable and employers wishing to maintain a competitive edge require a strong foundation of flexible skills to continuously learn and change along with the work. Ideally, each employer would have the foresight and resources to analyze the essential skills of the workforce and to plan accordingly for workforce development. Realistically, many organizations lack the time, funds or expertise to conduct such a review. A sectoral needs assessment affords the opportunity to identify those issues or needs that are sector-wide, or held in common by several stakeholders. By defining shared problems there is hope for shared solutions and shared benefits. And, since many industries have mobile but internal workforces, what helps one company often helps another.

In addition to these significant outcomes, it is worth noting that the process of a needs assessment is often as important as the product. It provides a venue for companies to talk to each other, to foster partnerships, networks and collaboration towards the goal of workforce development and to encourage the emergence of internal champions for the cause. Contacts are made, relationships built, ideas planted and a dialogue begun. In some respects, the entire venture can be viewed as a public relations initiative, spreading the word about the role and impact of essential skills in the workplace. It is work worth doing.

For more information or to order a copy for \$35.00 contact

Dawn Seabrook de Vargas

Project Manager

Workplace Training, NorQuest College

Phone: 780 415-4512

FAX: 780 415-2971

dawn.seabrook@norquest.ca

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