



The
Employment
Program of BC

*Ministry of Social Development
Employment and Labour Market Services Division*

Overview

- Introductions
- Federal and Provincial roles in the delivery of employment programs
- Employment Program design
- Employment Program delivery
- Managing and Monitoring



Labour Market Responsibilities

- Administration of Employment Insurance (EI Act)
- Management of the Labour Market Development Agreement (EI funds for the design and delivery of labour market development programs)
- Setting out and monitoring policies to ensure consistency in measures applied across Canada
- Management of the Labour Market Agreement (unemployed clients who are not eligible for EI and employed low-skilled)

Canada 

- Province has the primary responsibility for the design and delivery of labour market programs for British Columbians
- Administration of the labour market programming funded under LMDA and provincially-funded employment services (*Ministry of Social Development*)
- Administration of LMA (*Ministry of Jobs, Tourism and Innovation*)



British Columbia at a Glance

Province at a Glance

Population	4,400,057
Size	944,735 km ²
GDP per capita	\$41,689
Vancouver (largest metro)	2,313,328

Labour Market at a Glance (2011)

Labour Force	2,458,000
Employed	2,274,700
Unemployment Rate	7.5%

Employment Program at a Glance

Budget	\$276.6M
Clients Served	155,000
Success Rate	30%



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EMPLOYMENT PROGRAM DESIGN

Employment Program of BC

- Launched April 2, 2012
- All previous legacy employment services are delivered in the Employment Program of BC
- British Columbians who are seeking employment and are legally eligible to work in BC are able to access services
- Strong focus on streamlined, client centred, flexible service delivery leading to labour market attachment

The Vision

Build the Employment Services of the Future:

Through an integrated system that is responsive, inclusive, accessible and client-centered.



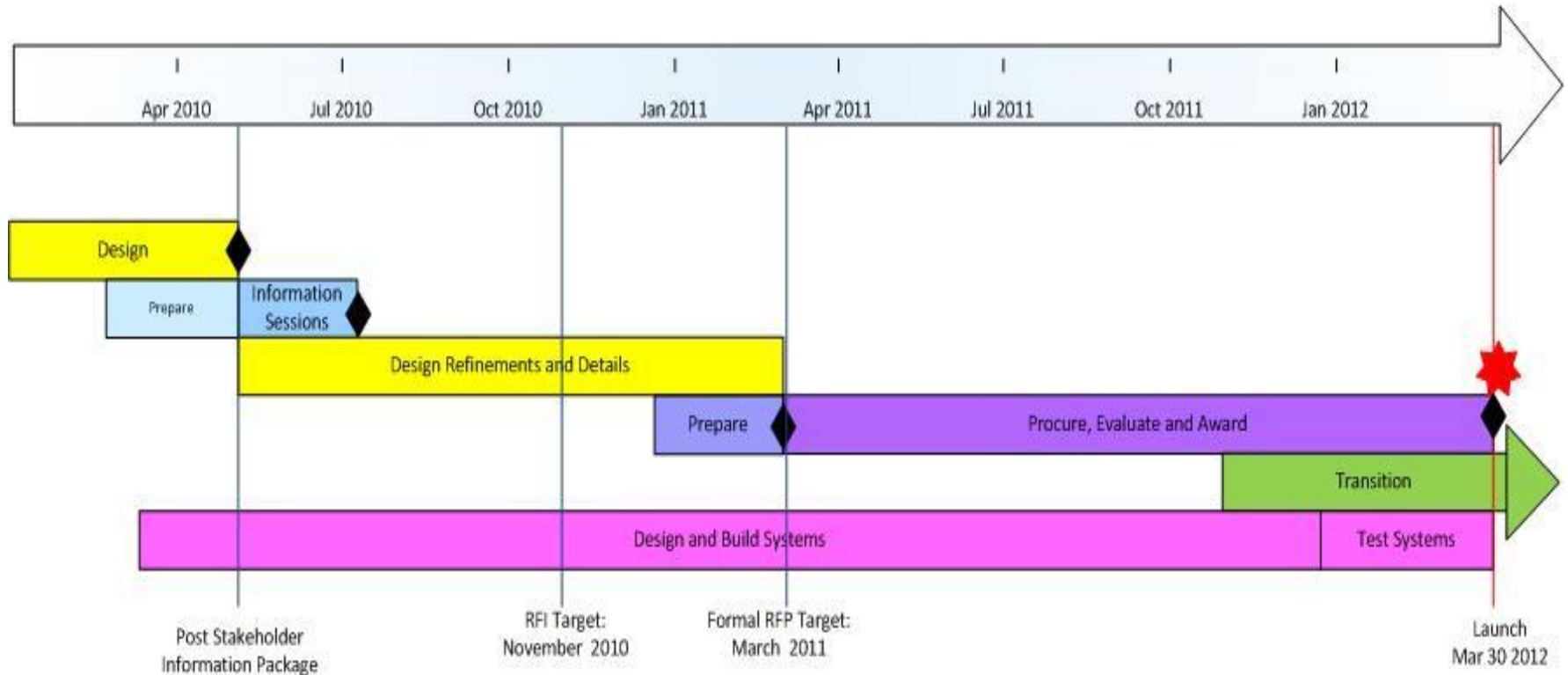
Transforming Employment Programs

British Columbia has undertaken business transformation to:

- Integrate the federal and provincial employment programs into one streamlined program and service delivery mechanism
- Enhance the labour market system to better meet the needs of British Columbians
- Create a client-centered system of one program with an array of services
- Eliminate overlaps and gaps between federal and provincial programs
- Ensure consistency in service delivery across all communities
- Enable specific requirements and challenges to be addressed; i.e. - impacts of recession and demographic shifts expected over next few years
- Improve efficiencies in administrative process

Timeline

ELMSD Business Transformation Project Timelines



Program Shifts

Previous Programs

- 400 contracts and 10 programs managing hundreds of employment centres none of which offer the full suite of services
- Inconsistent service delivery resulting in inequitable treatment of clients across the Province and lack of availability of services from community to community
- Ten programs managed independently, requiring clients to shop around to find the best program

New Employment Program

- 73 contracts managing almost 100 full service employment centres, a single program with a flexible menu of services
- A single program, with a single performance management system allowing community flexibility in delivery of the program while maintaining consistency in policies and available services
- A single window into the full suite of services

Program Shifts (continued)

Previous Programs

- Specialized services only available in certain communities resulting in inconsistent access for clients with specialized needs
- Performance management and data and information are all collected and managed differently

New Employment Program

- The full suite of services, including specialized services, will be available through every employment centre and includes the ability to deliver the services through satellite offices, outreach and mobile services
- Performance is managed consistently across all contracts and services, and information is collected and managed through a single system, allowing us to measure outcomes and progress efficiently and consistently

The Employment Program of BC

Key Features

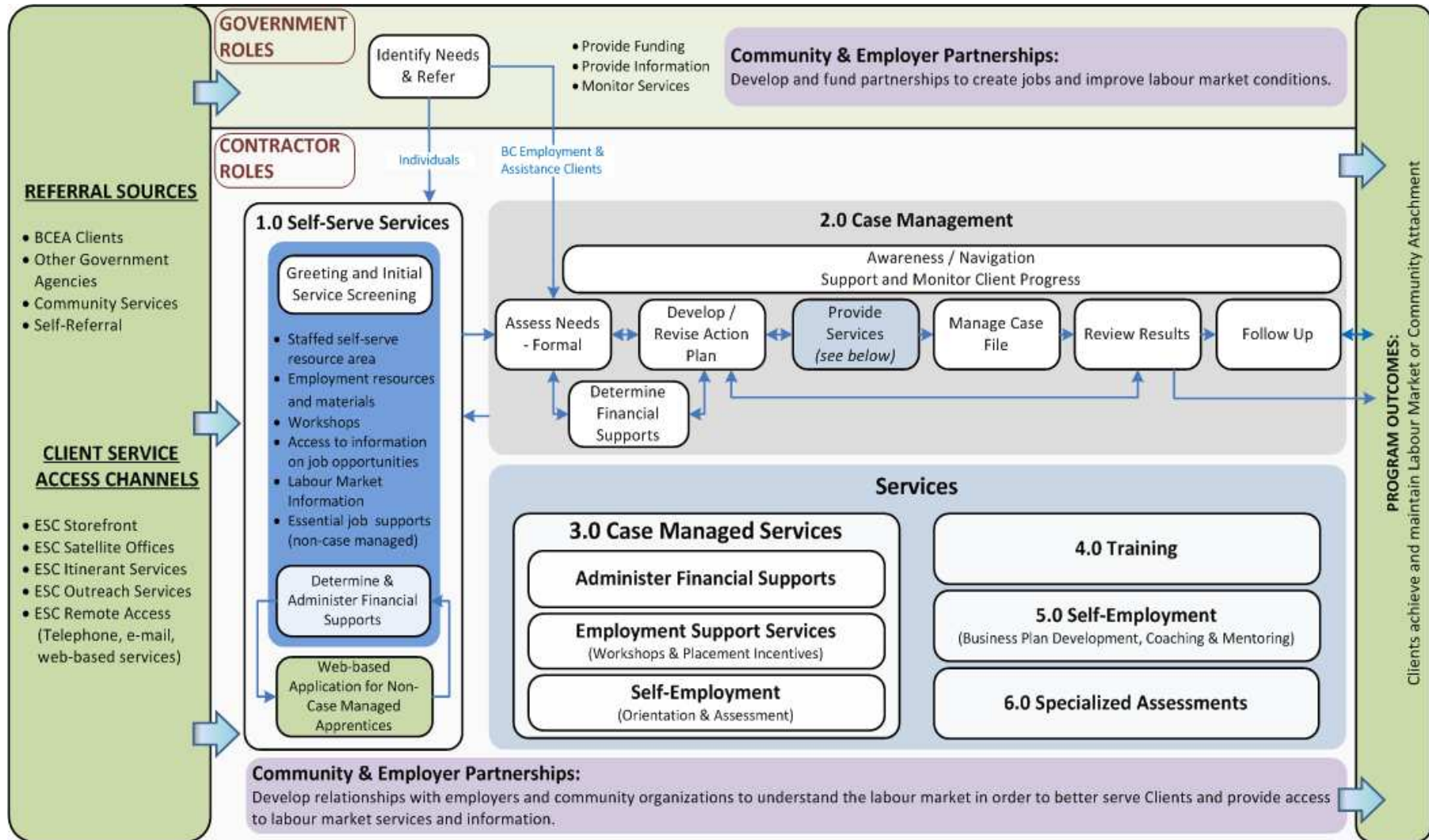
- Assist British Columbians in obtaining sustainable work opportunities as quickly as possible with a focus on individuals' strengths and abilities
- A single employment program with a flexible array of supports and services that are individualized based on client eligibility and employment service needs
- An employment program that is responsive to economic conditions, labour market changes and local needs
- Employment and labour market services delivered in partnership with other provincial ministries, community organizations and employers

The Employment Program of BC

Key Features (continued)

- Provides a single point of entry of integrated employment and labour market services and supports to clients, employers and communities.
- A network of WorkBC Employment Services Centres (ESCs), which are a single point of entry for supports and services, operated by service providers.
- Provides specialized services to all eligible clients through every WorkBC ESC across the province.
- Provides an information management and technology system that supports integrated service delivery and performance management.
- A truly integrated system of employment programming and employment services

Employment Program Design – Client View



Basic Eligibility Criteria

Basic Eligibility:

In order to meet the basic eligibility criteria for the Program, Clients must be confirmed as **Unemployed** and **legally eligible to work in BC**.

Clients who meet Basic Eligibility can:

- Participate in Employment Focused Self-Serve group Workshops
- Receive Job Search and Job Start Program Financial Supports , when determined essential by the EPBC Service Provider
- Access Case Management if assessed as needing more than Self-Serve Services alone

EPBC Services

Self-Serve Services for individuals who can independently job search to achieve sustainable labour market attachment:

- Staff supported resource Area for independent job search
- Job search workshops
- Essential job search and job start financial supports

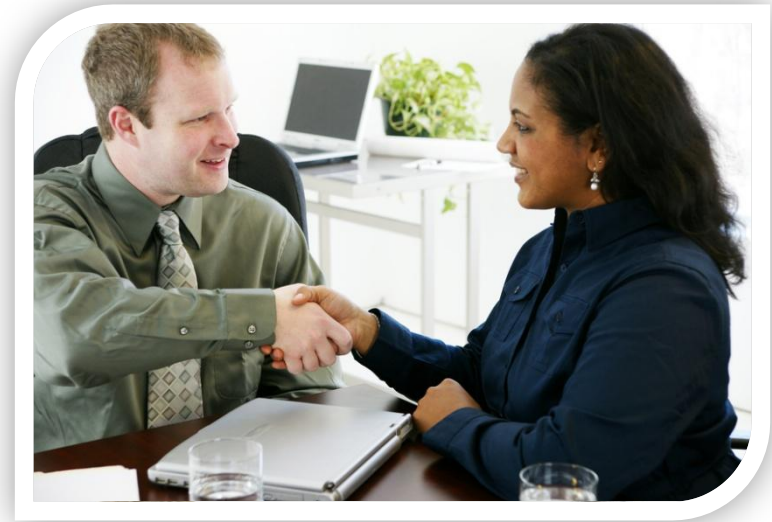
Case Management for individuals who need more than self-serve services alone to achieve sustainable labour market attachment:

- Employment Needs Assessment
- Development of agreed to Action Plan
- Access/referral to needed services and financial supports to assist client to achieve sustainable employment
- Ongoing support and monitoring

EPBC Services

- **Employment Support Services Topics include:**

- ✓ Increasing Employment Readiness
- ✓ Preparing for Employment
- ✓ Finding Employment
- ✓ Obtaining Employment
- ✓ Maintaining Employment
- ✓ Employability Life Skills



- These topics can be delivered to Case Managed clients
- as group workshops or as individual employment counselling sessions

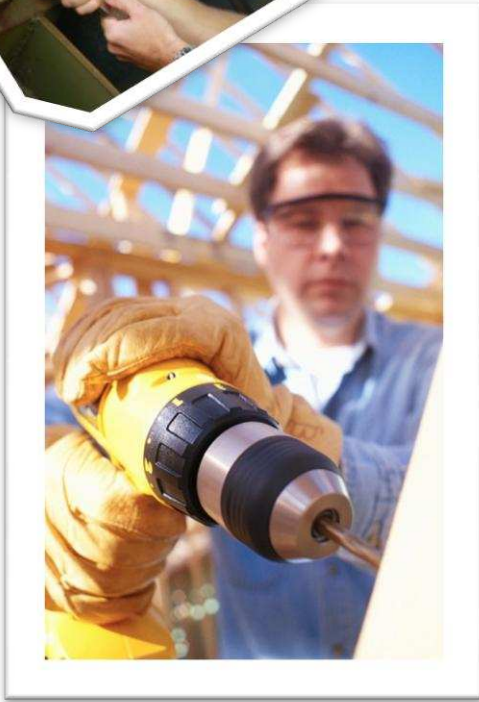
EPBC Services

Job Placement Services include the following:

- Wage Subsidy Work Experience Placements (EI clients only)
- Job Creation Partnerships (JCP) Work Experience Placements (EI clients only)
- Job Development Services (limited to clients needing this level of intensive service)
- Customized Employment Development Services (limited to clients needing this level of intensive service)
- Unpaid Work Experience Placements (BCEA clients only)



EPBC Services



Apprentice Services:

- Provides needed financial support during classroom, technical components of Apprenticeship to EI eligible Non-Case Managed and Case Managed Apprentices

Training Services:

- Available to eligible Case Managed clients lacking skills required for the labour market, based on assessed need:
- Short term occupational certificate training
 - To meet minimum, mandatory industry or occupational entry requirements
 - Normally not exceeding 3 days in length
- Essential Skills Training for life and learning
- Skills training (Occupational Skills Training, ESL, Adult Upgrading)

EPBC Services

Self-Employment Services:

Available to eligible clients who are unable to achieve sustainable employment with current skills, but who have the skills, knowledge, ability and aptitude to be successfully self-employed.

- Self-Employment Orientation and Assessment Services (pre-SE Services)
- Business Plan Development services
- Entrepreneurial Workshops
- Coaching, mentoring and feedback
- Business Launch and Implementation services



Financial Supports

Financial Supports:

- Available to eligible clients who lack the financial means or resources to participate in EPBC services, job search, start employment or, for people with disabilities, retain employment
- Normally based on assessed financial need and eligibility, unless other criteria apply
 - ✓ Job search/job start supports
 - ✓ Employment related disability supports
 - ✓ Program participation supports
 - ✓ Apprentice supports

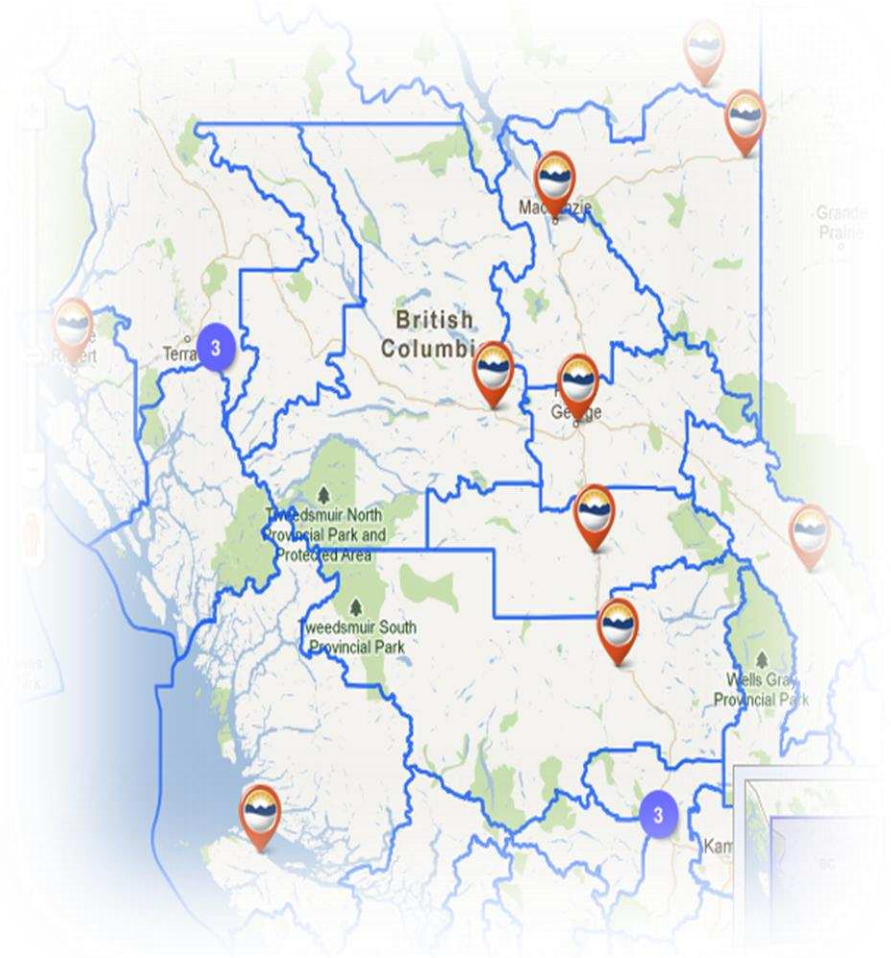
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EMPLOYMENT PROGRAM DELIVERY

Geographic Network of WorkBC ESCs

Service Delivery Methods

- *Employment Services Centre (storefront):* a full-service centre with complete facilities and staff, sufficient to meet local demand for services;
- *Itinerant services:* delivery of Program services on a regularly scheduled basis at a community location with ease of access for Clients (e.g. community centre);
- *Satellite offices:* a physical office that is separate from the Storefront and offers a sub-set of the services delivered in the Storefront;
- *Outreach services:* bringing Program services to Clients at a non-ESC location; and
- *Remote access services:* delivery of Program services remotely through online, telephone channels, or other innovative means.



Service Delivery Channels

- 85 Storefront Offices
- 114 Satellite Offices
- 93% of Catchment Areas offer Itinerant Services
- 93% of Catchment Areas offer Outreach Services
- 93% of Catchment Areas offer Remote Access Services

Service Delivery Network

- 47 unique Successful Proponents
- 73 Contracts representing 73 different geographical Catchment Areas across BC.
- Over 300 different Service Providers (including Successful Proponents) to deliver the new Program
- Average flow-through to service providers is 37%
- On average, eight Service Providers per Catchment

Specialized Populations

Specialized Populations in the Program include:

- Aboriginal peoples
- People with disabilities
- Persons with multiple barriers
- Youth
- Francophone
- Immigrants
- Rural and remote populations
- Survivors of violence and abuse

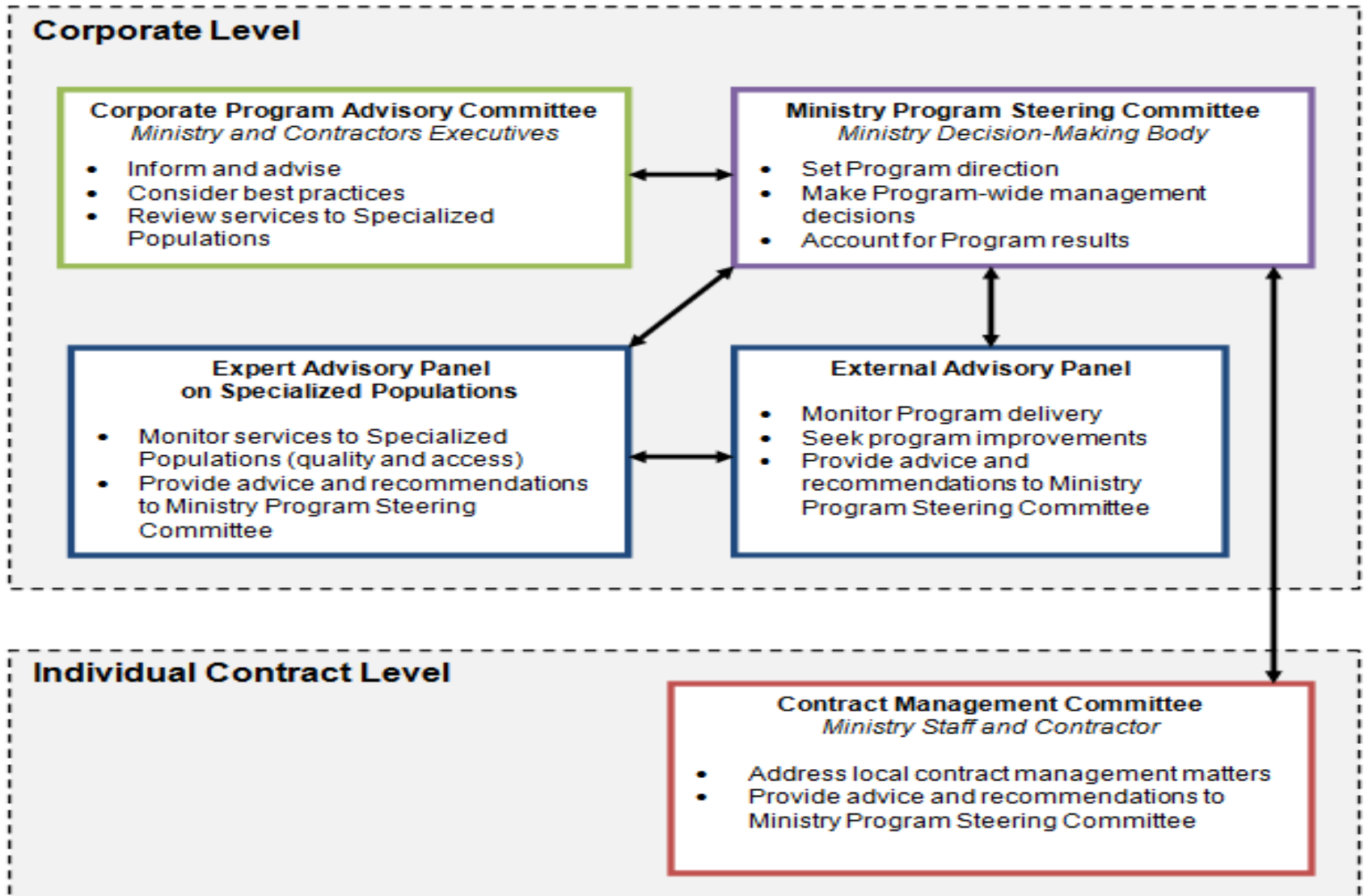
Services to Specialized Populations

- All proponents have accommodated specialized populations: through direct service delivery or through specialized partners
- A variety of delivery mechanisms for specialized populations to accommodate local/community needs and resources
- Approximately 271 Service Providers are engaged in the delivery of services to specialized populations

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MANAGING AND MONITORING

Governance Structure



Governance Framework

- Five unique panels/committees to ensure Employment Program of BC objectives will be met:
 - Two external advisory panels
 - Corporate Program Advisory Committee (ministry and Employment Program of BC contractors)
 - Contract Management Committee (ministry and Employment Program of BC contractors) for each of the 73 contracts that will monitor and manage the implementation of contract terms and address local issues
 - Ministry Program Steering Committee (made up of ministry staff) will take advice from the external advisory panels, Corporate Program Advisory Committee and Contract Management Committees to make decisions regarding program policy, service quality management and marketing and branding

External Panels

- External Advisory Panel: monitor the implementation of EPBC
 - Is it achieving its objectives?
 - Is it meeting the needs of clients?
- Expert Advisory Panel on Specialized Populations: monitor how EPBC is meeting the needs of identified specialized populations (people with disabilities, multiple barriered, immigrant, Francophone, Aboriginal, youth, women survivors of violence and abuse, rural/remote):
 - Are these populations achieving the same or better outcomes?
 - Are they able to access EPBC?

Centre of Employment Excellence

- Research and evaluation support for external panels
- Single coordination point for research and innovation in employment practices
- Sharing best practice resources, tools and training for employment services sectors and employers
- Research agenda based on community consultation
- Delivered by the Social Research and Demonstration Corporation (<http://www.srdc.org/>)

Program Outcomes

There are two possible Client Outcomes for a Case Managed Client:

- Labour Market Attachment or Community Attachment

Labour Market Attachment:

- Employment
- Self-employment

Community Attachment

- Long term placements/ connections to needed community services
- Work experience that helps to improve employment readiness

Outcome measures

- Employment Program of BC - client outcomes defined as employment, self-employment or community attachment
- Outcome Fee when clients achieve sustainable employment

Performance Measures

- ✓ Percentage of clients achieving employment outcome measured by tiers (different targets depending on tier and separate target for self-employment)
- ✓ Time to achieve outcome
- ✓ Alignment with training
- ✓ Percentage of case managed clients from specialized populations (by catchment); access to services by specialized populations
- ✓ Client satisfaction, timely case management meeting, formal needs assessment and action plan
- ✓ Financial measures: contract maximums, client maximums, and maximum averages per tier

Commitment to Continuous Improvement

- 18 months of engagement to refine model and address concerns before RFP
- Robust data to monitor and manage performance
- Complete suite of performance measures to address key components of the model
- Governance structure to identify and address issues efficiently
- Two year monitoring period
- External panels and centre of excellence to provide complete and objective analysis



WorkBC

Employment Services Centre



The Employment Program of British Columbia is funded by the Government of Canada and the Province of British Columbia.



THE BC
JOBS PLAN
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