A new vision for employment services in Nova Scotia

Responding to change
careers.novascotia.ca
At a glance

- Nova Scotia is on the edge of massive changes in opportunities and employment
- We are attracting more jobs and more employers than any time in our history
- We want you to be ready to take advantage of these opportunities

Now, more than ever, Nova Scotia needs an employment services system that can assist everyone—from young people entering the labour market to workers looking for a change, to persons with disabilities, to newcomers, immigrants, and people receiving Income Assistance or Employment Insurance.

Employment Services—our challenges

- The way we offer employment services now doesn’t reach everyone who needs these services
- Young Nova Scotians making career plans and decisions need better information and help
- We need to train people so they have the best skills for today’s job market
- We still have jobs without people, and people without jobs
- We also need to be able to help people whose jobs may be threatened before they lose them—not after they become unemployed
- People need to feel confident that the services we provide will help them find a job

We’re looking at new ways to serve you better

- We want your ideas and input
- What can we be doing different or better?

This document provides information on our new approach to deliver employment services to Nova Scotians. Now we want to hear from you. Tell us how we can better help you get a job.
The nature of work is changing…

- New technologies that have changed the way we work – often for the better
- More service jobs
- Fewer manufacturing jobs
- More competition from other countries
- The impact of global economic issues

This is the new reality. Our future depends on being able to compete and respond to changes in the global market. Nova Scotians need to be able to seize the new and emerging opportunities.

…and so is Nova Scotia’s workforce

Nova Scotia has an aging workforce. By 2019, the working age population of 18 to 64 is forecast to shrink in Nova Scotia by 36,000.

- Young Nova Scotians are leaving the province
- Not so long ago you could depend on working in the same job for a lifetime
- Now, most people can expect to work at many jobs during their lifetime— for many that is an exciting prospect
What does this all mean for Nova Scotians?

- It means that Nova Scotians have to adapt to these changes
- It means that there is a world of new opportunities for youth making career decisions
- It may mean the need to retrain more often
- It may mean that the best job for you may be the one that you create for yourself—bringing out your inner entrepreneur
- It means that every person who wants to work in Nova Scotia should be able to find a job
- It means that employment is key to breaking the cycle of poverty

Good career planning and decision-making needs good information—for those entering the workforce for the first time, for those changing careers and for those that need specialized services.

What do Nova Scotians need to take advantage of these opportunities?

- Good information and good advice on career planning and career options
- Good training
- Sometimes retraining
- A flexible employment services system
- The tools and the toolkit to be able to manage these changes over their lifetime
We need to prepare Nova Scotians

There are many new and exciting opportunities available, including:

• Shipbuilding contract
• Information technology
• Engineering
• The future of forestry and other valuable resource industries

Jobs that will let young people stay home and build a good life here!

Where are we now?

In 2009, the federal government transferred the funding and responsibility of delivering employment services to the Province of Nova Scotia.

The provincial Department of Labour and Advanced Education created Employment Nova Scotia to oversee and provide funds to 55 organizations that offer employment services across the province. The employment services include career counselling, job searching, resume writing, and help with training options.

Right now, employment services in Nova Scotia focus mainly on people who are on or have recently been on Employment Insurance. As well, the 55 organizations do not offer the same employment services. Someone in Yarmouth may receive a different level of support than a person in Antigonish.
Where do we want to go?

A new vision for employment services

Over the past year, Employment Nova Scotia has been working on a completely new vision and design for employment and career services in Nova Scotia.

The new model has to meet the needs of Nova Scotians

• So workers can thrive in a rapidly changing labour market
• So that workers can continue to look after their families, and
• So that people who are not working can find jobs

The objectives are to:

• Make sure that available funding gets to where it is needed the most
• Support the vision that every potential worker in the province is working to their fullest potential, and
• Put service standards in place to ensure accountability to those who need the services and to taxpayers

At a time when public money is scarce, these services must work well and provide value for taxpayers.

At the same time, Nova Scotians want employment and career services that provide:

• Better access
• Solid information on where the good jobs are and how to get them
• A consistent level of services across the province, and
• High quality and effective services that lead to a pay check and a good job
Welcome to Careers Nova Scotia

*Careers Nova Scotia* centres will be in every part of the province. Whether you live in Yarmouth, Antigonish, Halifax or Cape Breton, Nova Scotians will be able to get the same services to get a good job.

These centres will help
- young people entering the labour market
- career planners
- job seekers
- those re-entering the workforce, and
- employers throughout Nova Scotia

A primary focus of these centres will be to help Nova Scotians get good jobs linked to labour market demand today and prepare the workforce for tomorrow.

**Flexible. Responsive. Proactive.**

*Careers Nova Scotia* will be a single-window through which all Nova Scotians can get the career and employment services they need.

This system means that people will only need to tell their story once.

*Careers Nova Scotia* will also work with employers who are having trouble getting workers so that their current and future needs are met.

This network will be available in rural and urban areas.

In addition to the traditional service centre, we are also looking at other options to provide employment services. This includes:
- online services, and
- mobile services which includes a staff person travelling to where the service is needed.
jobsHere points to the future

Your Nova Scotia government’s jobsHere plan includes a Workforce Strategy. One of the goals of the strategy is to help people learn the right skills for good jobs.

We want to develop a skilled workforce able to seize the opportunities available in the economy.

We recognize that there are overlaps and gaps in employment services. We also know that there are differences in the services offered at each location.

We want to ensure that Nova Scotians have access to the same employment services no matter where they live.

We want Nova Scotians to know where to get good information, whether they are looking for their first job, already working or trying to find a job to reduce or eliminate the need for government assistance.

Making it our mission

At Careers Nova Scotia our mission will be to:

- Provide good information to all users on emerging opportunities and how to tap into the jobs of the future
- Provide flexible and responsive services to all users—young people making career decisions, those needing to change their career path and those who need specialized services
- Assist Nova Scotians in finding good jobs quickly that play to their strengths and abilities
- Respond quickly to changing economic conditions and changes to the labour market
- Work with other provincial departments, existing community organizations and employers to provide the right service at the right time
- Have a recognized set of standards for services, and for the people who are delivering those services
- Ensure that employment services offer a flexible range of supports and individualized services that result in Nova Scotians getting jobs
Next steps—three-part consultation

The consultation strategy will consist of three parts:

1. **Establishing a temporary website** to receive feedback and input from a broad range of stakeholders, interested parties and citizens. You will be able to respond by e-mail, voicemail, online, or through written submissions.

2. **Targeted outreach to those that may be impacted** by the proposed changes. This includes:
   - Current service providers and current/potential users of the employment and career services system
   - Other government partners
   - Community-based organizations
   - Employers
   - Industry associations
   - Economic development organizations
   - Organizations representing traditional users of career services including persons with disabilities, visible minorities, women, and Income Assistance recipients.

3. **Setting up focus groups and other avenues** to provide further feedback on the key findings identified during this review and consultation process.

The consultation ends March 15, 2013.
We want to hear from many Nova Scotians including stakeholders, employers, citizens and interested parties.

To make it easy for you to respond and comment, we are providing multiple channels through which you can make your views known:

**Online at**
www.careers.novascotia.ca/YourFeedback

**Through e-mail**
Newcareerservices@gov.ns.ca

**By leaving a message** at this toll free number
1-855-260-6977

**By providing a written submission**
to the following address:
A New Vision for Career Services in Nova Scotia – Project Team
PO Box 23,
Halifax, NS
B3J 2L4

---

**Key Issues for consideration**

You are invited to offer your comments on any aspect of the proposed new career services model.

In particular, we want to know your thoughts …

- Do you agree that existing employment and career services need to change? What do you think are the key reasons for this change?

- In the context of a rapidly changing labour market in Nova Scotia, does it make sense to you to provide enhanced career services to more Nova Scotians? Why?

- What do you think of the overall planned vision of Careers Nova Scotia centres? Is it the right vision for Nova Scotia at this time? Do you have any suggestions for changes to the vision?

- What suggestions would you make regarding how the services of Careers Nova Scotia could be organized to provide fair and equal access to all Nova Scotians?

- What can we do to get Nova Scotians to take proactive steps to prepare for jobs of the future?

- In your view, what are the key features of modern career services for Nova Scotians? What services need to be provided?

- Are there risks that you can see in this transition process? If so, what are these and what are your suggestions for reducing this risk?

- What do you see as the benefits of this new approach to providing access to career services for more Nova Scotians?

- Are there leading practices that have been developed in Nova Scotia or elsewhere that you think should be incorporated into the new vision? If so, how would you incorporate these?