



1 Accessing Information

F O R M O R E O P T I O N S

GOAL ONE

Albertans will have improved access to information on emerging work trends, knowledge and skill requirements, learning opportunities, entrepreneurship and workplace human resource practices.

Information is essential to help Albertans prepare for careers and make transitions when work and skill requirements change. Our goal is to provide comprehensive, current and relevant human resource development information and ensure that Albertans can readily access it.

Actions and Results

Strategies

Increase access to human resource development information through the Internet.

Accomplishments

The Alberta Learning Information Service (ALIS) was launched in fall 1997. The website provides access to information on adult learning opportunities, trades, occupations, education and skill profiles of the labour force, labour market trends and new government labour market initiatives. The website is located at www.alis.gov.ab.ca.

Advanced Education and Career Development

Alberta Labour's website contains information on Alberta's workplaces and labour environment, the status of collective bargaining, average weekly earnings, Alberta unions and employee associations, etc. In spring 1998, a workplace innovation page was added with information on current initiatives and links with other sites. Alberta Labour is collaborating with other Canadian jurisdictions to encourage development of innovation pages and hot links with one another. The Alberta Labour website is located at www.gov.ab.ca/lab.

Labour

The Alberta Public Library Electronic Network (APLEN) project has moved closer to its goal of connecting all Alberta public libraries. Since April 1998, APLEN has participated in partnerships with The Alberta Library (host organization), Industry Canada and Alberta Advanced Education and Career Development. A seamless connection to Alberta's universities and colleges will be possible. Many private sector companies are contributing to achieve the goal of library connectivity. Alberta libraries should all have basic Internet connectivity by March 31, 1999. The goal is full information centres by 2001.

Community Development

During 1997, government and private sector representatives developed a Careers Alberta web site prototype. Discussions with the private sector are proceeding for a career website for students.

Education

Actions and Results

Strategies

Increase access to human resource development information through the Internet. (cont.)

Accomplishments

By spring of 1998, the Alberta Government's \$5 million Network Access Grant had resulted in 99% of funded Alberta schools and jurisdiction offices having Internet connections. In early 1998, a TELUS Learning Connection project team undertook in-service sessions for over 240 lead teachers, representing all school jurisdictions in Alberta. From August 1997 to June 1999, it is estimated that more than 10,000 teachers will receive in-service training. The program has been extended to June 2001, with a goal of providing in-service opportunities to all Alberta teachers.

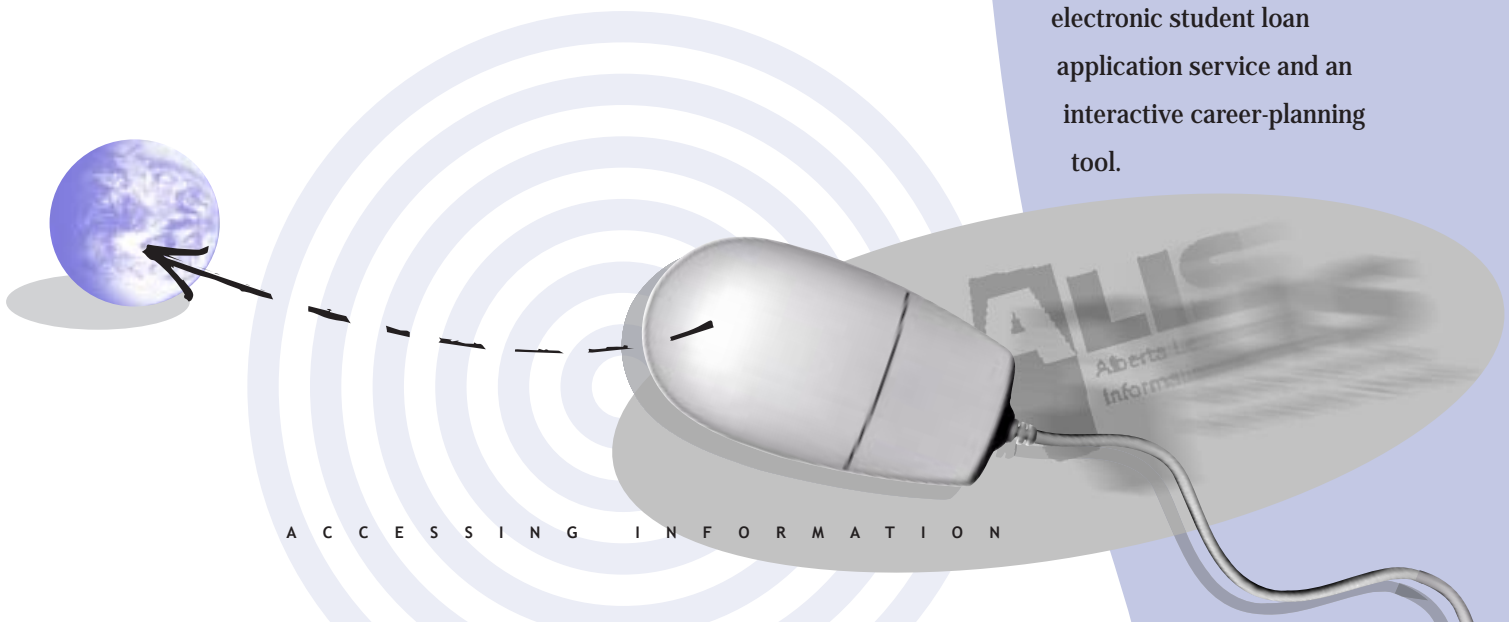
Education

A government employment website introduced in 1998 provides "one stop shopping" for prospective employees. Visitors to the website will find information about the Alberta public service and each department, the benefits of working for the public service, employee roles and competency requirements, profiles of employees from different occupations and departments, and a listing of all current vacancies in *The Bulletin On-Line*. In 1999, Government departments can place their job ads with **Positionw@tch**, an Internet job posting service specializing in information technology. The Government of Alberta is "showcased" as an employer on the **Positionw@tch** Internet site under the Alberta logo. This provides job seekers with direct links to information about the Government of Alberta as an employer.

Personnel Administration Office

Information about adult learning and career opportunities at the click of a mouse...

The Alberta Learning Information Service (ALIS), www.alis.gov.ab.ca, is the gateway to on-line information and services on careers, learning, and employment in the province. Advanced Education and Career Development, in consultation with its many stakeholders, designed and continues to maintain the ALIS website. The website ensures people, in the province and around the globe, access a one-stop interrelated network of the most up-to-date career, learning and employment information and service links available in Alberta. The ALIS site will continue to expand and evolve. Future plans include an electronic student loan application service and an interactive career-planning tool.



Actions and Results

Strategy

Accomplishments

Increase access to human resource development information through the Internet.
(continued)

Within Alberta Agriculture, Food and Rural Development's award-winning website, a page was added which identifies an extensive list of employment agencies in agriculture. *Ropin the Web* website users have surpassed 100,000 per month, and within the employment section of the *General Store* they are directly linked to community and non-governmental employment service agencies.
Agriculture, Food and Rural Development

A Work Destination website was launched in July 1998. The website provides public access to a wide range of labour market information regarding labour in Canada. The website is located at www.worksearch.gc.ca:667.

Advanced Education and Career Development

Enhance the exchange of information on human resource development for planning purposes.

Advanced Education and Career Development is an ex-officio member of the Alberta Economic Development Authority's Preparing for the Changing Workforce Committee, ensuring linkage between human resource planning and economic development planning.

Advanced Education and Career Development

Through the Construction Workforce Development Forecasting Committee, Advanced Education and Career Development worked with the Construction Owners Association of Alberta, Alberta construction contractors and labour organizations, and Human Resources Development Canada to forecast 1998-2002 Alberta construction labour requirements and to identify strategies to respond to skill shortages.

Advanced Education and Career Development

A study regarding the current and future status of Alberta's Information and Communication Technology sector was undertaken in 1998, with an emphasis on short and long-term human resource requirements. The study will help government and other stakeholders in developing strategies to help this sector build long-term capability. In February 1999, Advanced Education and Career Development announced the allocation of \$51 million dollars from the department's Access Fund to create more than 1,000 additional spaces this year in 21 post-secondary information and communication technology (ICT) programs across the province.

*Advanced Education and Career Development/
Alberta Science and Research Authority*

The Department of Energy worked with Advanced Education and Career Development on energy industry information on upcoming projects to help determine what skills, trades and professions will be needed in the future.

Energy

Courses that prepare students for careers in agriculture, energy and other trades and technical areas are available for grades seven to twelve in many schools and through distance education.

Education

An employer handbook for Agriculture and Horticulture was produced in October 1997. The handbook addresses all aspects of human resource management practices in agriculture. A symposium on human resource issues in the agriculture and agri-food industry was held in March 1997 in partnership with the Canadian Agriculture and Rural Development Fund. Partnerships among industry, educational institutions and government are being developed.

Agriculture, Food and Rural Development

Actions and Results

Strategy

Enhance the exchange of information on human resource development for planning purposes. (continued)

Consolidate government labour market development programs and services.

Modify policies on career counselling in secondary schools to encourage students' exploration of career options and improve parental knowledge about career development.

Accomplishments

The Health Workforce Strategic Plan for Alberta outlines a collaborative, service-sector driven approach to provincial health workforce planning and management. The Strategic Plan is intended to achieve the goal of the optimal number, mix and distribution of health personnel, based on service delivery needs, at a cost the health system can afford. The Provincial Health Workforce Steering Committee, established in 1998, guides the implementation of the Plan, and links the provincial Health Authorities, Alberta Health and some other government departments. The Committee facilitates the development and implementation of short and long-term strategies, including some strategies to ensure that:

- potential students are provided with information on actual and anticipated career opportunities
- educational programs provide students with the competencies required by employers; and
- there is optimal utilization and distribution of competent health workers.

Health

The Labour Market Development Agreement was implemented in November 1997. It facilitates single-window access to federal and provincial government labour market development programs and services through 18 Canada-

During 1997/98, a policy for guidance, counselling and career planning was prepared in consultation with personnel from school jurisdictions and other stakeholders. In fall 1997, work began to revise the health and career-planning curriculum for junior high schools. A draft program will be available for review by Albertans in the spring of 1999.

Education

The Department of Energy worked with the Fort McMurray Regional Infrastructure Working Group which detailed and studied proposed projects in the area and assessed the types of personnel resources that would be required in the future.

Energy

A partnership was developed between Alberta Agriculture, Food and Rural Development and the Alberta Pork Producers Development Corporation. A framework for a human resource development strategy to meet industry needs and outline their participation in supporting training and education has been developed. This will be the basis for a memorandum of understanding with the industry group and all the major training and education stakeholders.

Agriculture, Food and Rural Development

Alberta Service Centres. Work continues to expand the range of labour market programs and identify areas for further improvement.

Advanced Education and Career Development

During 1997/98, a strategy was developed to improve parents' knowledge about career development and help them access the information they need, when they need it, to help their children make successful career plans. A Career Skills Portfolio is available from the Learning Resources Distributing Centre.

Education

Performance measures for this goal include the number of direct client contacts and number of Internet user sessions. The most

recent findings are reported below, along with information on how to access these services.

Through partnerships with Human Resources Development Canada and others, we are helping more Albertans with their career development needs.

Direct Human Resource Development Services	96/97 Client Contacts	97/98 Client Contacts
Career Counselling One-on-one service to assist clients in the development of action plans to achieve employment and training goals.	24,500	31,000
Group Workshops Group services to provide human resource development information and assist clients in the development of action plans to improve their self-sufficiency.	23,500	17,500
Labour Market Information Centres (LMICs) Extensive local libraries of books, magazines, computer software and audio/visual resources. Approximately 30 LMICs are located across the province to assist Albertans to make informed choices about learning and work.	143,600	256,200
Career Information Hotline Provides information, referrals and consultative services to the general public and practitioners via telephone, e-mail and mail regarding career planning, employment programs, apprenticeship, occupational information and departmental programs and services.	26,000	24,900

Source:
Advanced Education
and Career Development

Comprehensive career information, educational planning, employment assistance, educational funding and apprenticeship services are provided to Albertans through approximately 30 locations across the province, as well as by telephone and the Internet.

Federal-provincial and interdepartmental partnership agreements have resulted in expansion of services to Albertans experiencing significant barriers to employment. November 1997 marked the implementation of the Canada-Alberta Labour Market Development Agreement (LMDA), which transferred responsibility for

labour market programming for Employment Insurance recipients to Advanced Education and Career Development from Human Resources Development Canada. Clients who are receiving, or who are at risk of receiving, social assistance are also provided with programs to improve their employability and self-reliance.

Additional information regarding Career and Employment Assistance Services may be obtained through the Alberta Learning Information Service website (www.alis.gov.ab.ca) or by contacting the Career Information Hotline toll-free at 1 (800) 661-3573.



Performance

Accessing Internet Services

The Internet has become a very popular vehicle for obtaining human resource development information. Currently, 19 websites have been implemented.

Internet-Based Services/Website Location	97/98 User Sessions
<p style="text-align: center;">W O R K T R E N D S</p> <p>Alberta Advanced Education and Career Development Provides access to many of the websites listed below and includes a labour market information component with current Alberta and Canada employment statistics and links to additional sites with information on Alberta learning and work opportunities. <i>Advanced Education and Career Development</i> www.aecd.gov.ab.ca</p>	<p style="text-align: center;">1,700</p> <p>(labour market information element only)</p>
<p>Work Destinations Provides occupation-specific information on the labour market, work conditions, placement and recruitment, local living conditions, social services, and learning opportunities for individuals wishing to relocate elsewhere in Canada. Produced in cooperation with the Forum of Labour Market Ministers. <i>Advanced Education and Career Development</i> www.worksearch.gc.ca:667</p>	<p style="text-align: center;">Not available</p>
<p style="text-align: center;">K N O W L E D G E A N D S K I L L R E Q U I R E M E N T S</p> <p>Alberta Learning Information Service (ALIS) Multi-faceted website which allows users to explore career choices, view labour market information, look into educational/training programs, visit institutional websites, obtain information regarding student financial assistance, access information regarding transfer credit among Alberta institutions and submit online applications to Alberta post-secondary institutions. <i>Advanced Education and Career Development</i> www.alis.gov.ab.ca</p>	<p style="text-align: center;">27,000</p>
<p>Apprenticeship and Industry Training Provides information regarding Alberta's apprenticeship and industry training system, including apprenticeship, designated occupations and workforce training systems for local and international markets. <i>Advanced Education and Career Development</i> www.tradesecrets.org</p>	<p style="text-align: center;">11,400</p>

Performance

The ALIS website ensures access to the most up-to-date career, learning and employment information and service links available in Alberta.

Internet-Based Services/Website Location

97/98 User Sessions

KNOWLEDGE AND SKILL REQUIREMENTS (cont.)

<p>Career Information Hotline</p> <p>Provides links to a broad range of sites relating to career planning, occupations, education and training, job search techniques, student financial information and more. Has online mechanism for users to make specific inquiries.</p> <p><i>Advanced Education and Career Development</i></p> <p>www.alis.gov.ab.ca/hotline</p>	<p>22,700</p>
<p>Career Shop</p> <p>Provides detailed information on publications developed by the Career and Labour Market Information branch of AECD and includes an online ordering mechanism.</p> <p><i>Advanced Education and Career Development</i></p> <p>www.alis.gov.ab.ca/careershop</p>	<p>Not available</p>
<p>OCCINFO</p> <p>Provides current information regarding the duties, educational requirements, working conditions, salaries, opportunities for employment advancement and contacts for further information regarding over 500 occupations in Alberta.</p> <p><i>Advanced Education and Career Development</i></p> <p>www.alis.gov.ab.ca/occinfo</p>	<p>58,000</p>

LEARNING OPPORTUNITIES

<p>Alberta Education</p> <p>Provides a comprehensive guide to K-12 education in the province of Alberta. Includes information on curriculum, education policy and legislation, education-enabling technology, past diploma examinations, demographic statistics of school jurisdictions, schools on the web and more.</p> <p><i>Education</i></p> <p>ednet.edc.gov.ab.ca</p>	<p>315,200</p>
<p>Alberta Students Finance</p> <p>Provides detailed information on Alberta student financial assistance, including student loans, financial support for upgrading/basic foundation skills programs, scholarships, awards and bursaries. Includes a linkage to the website for the Canada Student Loan Program. Effective June 1999, an electronic student loan application service will be available on-line.</p> <p><i>Advanced Education and Career Development</i></p> <p>www.alis.gov.ab.ca/learning/finance.html</p>	<p>Not available</p>

Performance

Internet-Based Services/Website Location

97/98 User Sessions

LEARNING OPPORTUNITIES (cont.)

Alberta Council on Admissions and Transfer (ACAT)

Provides an online transfer guide and a searchable database of transfer agreements between Alberta post-secondary institutions.

Advanced Education and Career Development

www.aecd.gov.ab.ca/acat

27,000

EDINFO

A comprehensive listing of educational programs offered by Alberta post-secondary institutions and distance learning courses offered in Alberta, Saskatchewan and Manitoba.

Advanced Education and Career Development

www.alis.gov.ab.ca/edinfo

63,900

WORK OPPORTUNITIES

The Bulletin On-Line

"One-stop shopping" for prospective employees, with information about the Alberta Public Service and each department, the benefits of working for the public service, employee roles and competency requirements, profiles of employees from different occupations and departments and a listing of all current job vacancies.

Personnel Administration Office

www.gov.ab.ca/pao/jobs

Not available

Ropin' the Web

Provides links to an extensive list of community and governmental agencies that provide employment information and services in the area of agriculture.

Agriculture, Food and Rural Development

www.agric.gov.ab.ca/navigation/links/classifieds/index.html

Not available

ENTREPRENEURSHIP

Alberta Economic Development

Provides access to departmental publications such as the *Small Business Guide* Series, the department library and related news. Links to other websites with entrepreneurship and economic development information for the province are also provided.

Economic Development

www.edt.gov.ab.ca

Not available

Performance

Our goal is to provide comprehensive, current and relevant human resource development information and ensure that Albertans can readily access it.

Internet-Based Services/Website Location	97/98 User Sessions
E N T R E P R E N E U R S H I P (c o n t .)	
<p>Alberta First.Com/Business Attraction Information System (BAIS) Provincial and municipal partnership promoting business and community development in Alberta. Provides links to a broad range of applicable sites such as entrepreneurship, business startup/ management, industry associations, government, and regional and community information. <i>Economic Development</i> www.albertafirst.com</p>	20,500
<p>The Business Link Joint initiative with the Government of Canada (Western Diversification), Alberta Economic Development and Economic Development Edmonton. This site focuses on information on entrepreneurship, business startup and management. <i>Economic Development</i> www.cbsc.org/alberta</p>	44,500
W O R K P L A C E H U M A N R E S O U R C E P R A C T I C E S	
<p>Alberta Labour Includes information regarding occupational health and safety, best practices and workplace innovations, mediation services, professions and occupations, and access to related publications. <i>Labour</i> www.gov.ab.ca/lab</p>	34,200
<p>Personnel Administration Office Provides up-to-date information on the government's human resource programs and practices including the Corporate Human Resource Plan and Human Resource Development Strategy as they pertain to the Alberta public service. This website also contains extensive employee and management information, including an employee orientation guide, a self-paced leadership development tool kit and <i>Connexus</i>, a bimonthly magazine for managers. The site provides comprehensive access to the Government's human resource regulatory base (directives, regulations, legislation) and collective agreement. <i>Personnel Administration Office</i> www.gov.ab.ca/pao</p>	Not available

Internet-Based Services/Website Location

97/98 User Sessions

HUMAN RIGHTS

Alberta Human Rights and Citizenship Commission

Provides information regarding human rights and responsibilities, the human rights complaints process, and links to resources to promote the goals of fostering equality and reducing discrimination.

Community Development

www.albertahumanrights.ab.ca

Not available

Sources:
Government of Alberta and
Telus website administrators.

In addition to direct and website-based human resource development services, information and related services have been provided through department libraries and print publications. For example, Alberta Labour has produced approximately fifteen bibliographies identifying sources of information on a range of topics such as employee recruitment and

retention, alternative dispute resolution, harassment in the workplace and safety. Advanced Education and Career Development distributed approximately 667,000 career and labour market information products to individuals, career practitioners and schools in 1997/98.

Opportunities and Challenges

Albertans require comprehensive and current human resource development information to assist them to make informed decisions with respect to learning and work. While a wealth of human resource development information is now available, some Albertans may be unaware of its existence or not know how to access it. Others may not fully appreciate the linkage between planning and the achievement of successful career outcomes. Albertans with complex barriers to learning and work may

benefit from more structured assistance in the form of group services and counselling.

Are there opportunities to improve our information services in these or other areas? Our challenge is to continually develop and promote pragmatic approaches to help Albertans to assess their interests and abilities, and to access the learning and job information they need.

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