



1ST COMMUNITY ACCESS
CHALLENGE CHARRETTE

HAMILTON, ON

COMMUNITY PROFILE GAPS & OPPORTUNITIES

POPULATION = 504 559

54% of Hamilton's current population have not accessed post-secondary education.

Conference Board of Canada

75% of jobs will require some post-secondary education by 2020.

Ontario Workforce Shortage Coalition

CONCEPT STATEMENT TOP OF MIND

The goal of the action plan is to increase the number of Hamilton residents accessing post-secondary education.

CPSAP



The first step will be forming a coalition with all organizations who currently serve the public.

A STORY OF ALISON



Alison is a tenth grader who's excited to see the "You can Go" pod near her home one day.

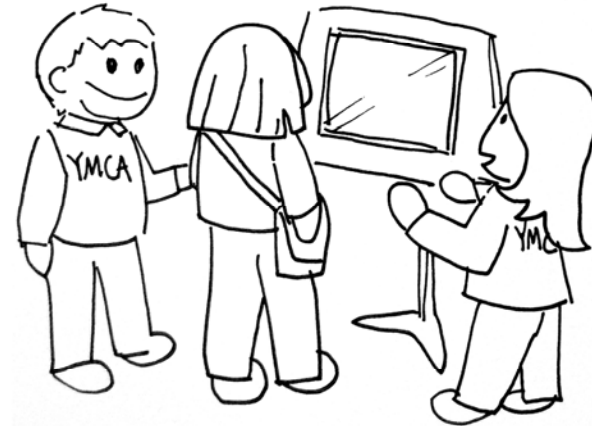


The "You Can Go" mobile pod travels to a neighbourhood where people face many challenges that affect access to post-secondary education.

A STORY OF ALISON



Alison stops in to check it. She's heard about the program, but doesn't know very much about it.

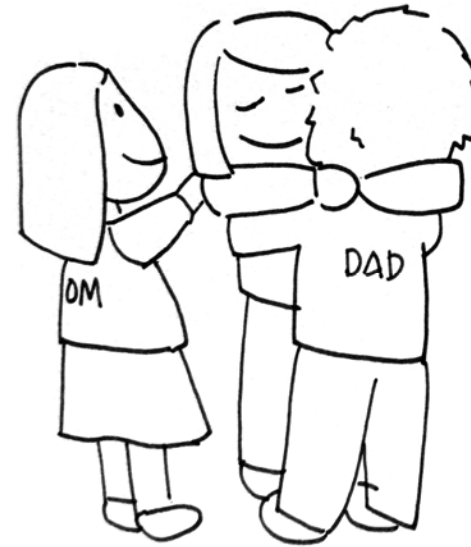


Inside the pod she finds some cool looking 'career discovery stations' and meets Liza and Ahmed, both YMCA advisers. Alison and Liza have a chat about Alison's life and the potential for her future. Alison does most of the talking.

A STORY OF ALISON



They visit often and Liza is giving Alison 1 on 1 help with career advise, overall financial planning, and direction when filling out the MANY bursary, funding and scholarship applications that she is eligible for.



Alison now understands that she CAN go to College or University and that by doing so she is investing in her future. Living and working in Hamilton, she is an asset to the city and feels long term tie to the community, inspired by 'You Can Go' program and Liza.

ACTION PLAN PROPOSED TIMELINE



IDENTIFY STAKEHOLDERS

Present - December 2009

NETWORK

- Ernst & Young
- Employment Assistance Referral Network (EARN)
- Boards of Education
- Pathways to Education
- Post-Secondary institutions

POTENTIAL PARTNERS

- Canadian Post-Secondary Access Partnership (CPSAP)
- Skills Development Foundation
- Jobs Prosperity Collaborative (JPC)
- Poverty Round Table
- Hamilton Community Foundation
- Grassroots representatives
- Mayor of Hamilton
- Social Assistance representatives



NETWORK INVOLVEMENT STRATEGY

January 2010

CONFIRM PROJECT OUTLINE

- Concept pitch
- HPSAP vision & mission
- Partnership framework
- MoU's (Memorandum of Understanding)
- "You Can Go" project framework



BUSINESS PLAN

February & March 2010

CRITICAL PATH

Keeping the project on track and allowing the flexibility.

- Milestones
- Benchmarks
- Checklist

FINANCIAL PLAN

- Draft budget
- Potential funders (including in kind)
- Contact: Lily Lumsden (YMCA)

RESEARCH PLAN

- Preliminary research
- Tracking interactions & outcomes
- Monitoring progress
- Evaluation component

COMMUNICATION STRATEGY

- Social media marketing
- Broad based post-secondary awareness campaign

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IMPLEMENTATION

Date TBD

PROGRAM DESIGN - "YOU CAN GO"

- Identifying best practices
- Identify target groups and neighbourhoods
- Environmental scan

YOU CAN GO POD

- Occupational futures research
- Design
- Construction

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OFFICIAL PROGRAM LAUNCH

Date TBD

AUDIENCE

- Hamilton general public

TARGET GROUPS

- Newcomers
- Displaced workers
- Disadvantaged youths
- Aboriginal youths

PUBLIC RELATIONS

- Inspirational speaker
- Creating exciting for the program

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RESEARCH / EVALUATION

Date TBD

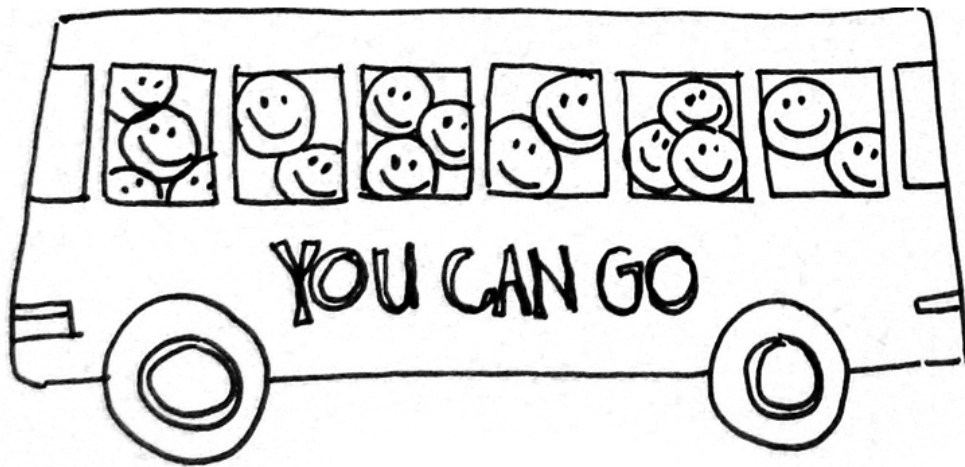
The “You Can Go” program provides individual intensive advising and long-term relationships throughout. Simultaneously, participants actions are tracked and monitored, gathering essential data for future planning and development.

MEASUREABLE IMPACT

- Number of community members served
- Connections made
- PSE Applications submitted
- Participation by demographics groups

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THANK YOU!



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Mohawk College

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College Forward

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