



BC COLLEGES

# Advocacy

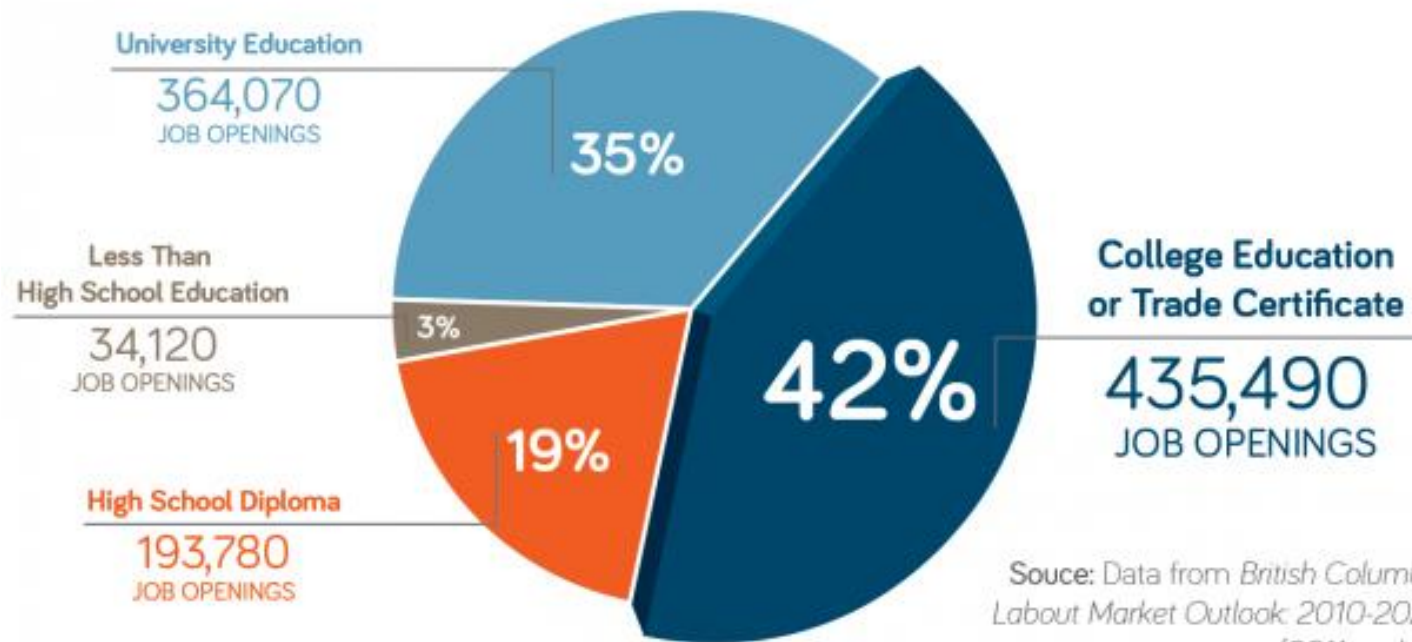
Presentation to BC Colleges' Presidents & Board Chairs  
April 8, 2013

# Advocacy - Process

- + Met with key people from the two main parties
- + Consulted with key stakeholders
- + Where appropriate, have looked at how BC Colleges aligns with rest of PSE system
- + Provided briefing material to main parties and key government bureaucrats
- + Election materials have been sent to all colleges - key to have these distributed at the local college level/network
- + Consultations with increasing emphasis on post-election transition

# Setting the Scene

## The Largest Percentage of Projected Job Openings will Require College Education



Source: Data from *British Columbia Labour Market Outlook 2010-2020* (2011 update)

# Addressing Skills Agenda - High Priority

- + Federally – recent Budget 2013 focus was on addressing skills shortages
- + Provincial election May 14, 2013
  - + Liberals
    - + Job growth/Jobs Plan/Strong Economy
    - + Balanced Budget
    - + Invest in Families
  - + NDP
    - + Equality the cornerstone
    - + Education at the core of vision for sustainable economy
    - + PSE more affordable
      - + Access
      - + Affordability
      - + Accountability
    - + Skills training the highest priority

# External Factors that Influence Public Policy

- + Competition from different sectors that could divert attention:
  - + Role and mandate becoming blurred
  - + Post-secondary sectors getting into new areas
  - + Organized labour
  - + Alignment to skills agendas (including ES, space becoming crowded)
  - + Conflict within PSE over priorities for growth
  - + Aboriginal PSE
- + Change in government – NDP government in BC
- + Conflict between federal funding direction and BC government's objectives
- + Fiscal situation of the Province – post-election

# The Opportunities

- + Align with provincial and federal advanced skills agenda
- + Assist the Province in securing fair share of federal targeted funding for skills development and innovation
- + Colleges connection with communities and regions
- + Demonstrated commitment to collaboration and partnership between other colleges, other education or training providers, industry and communities
- + Accountable to their community and the people they serve

# Strategies

- + Align BC Colleges with provincial priorities:
  - + BC Colleges advocacy and communication primary message:  
“To Mind the Skills Gap we need skilled and educated workers to fuel BC’s economy.”
- + Position BC Colleges strategically with new government’s public policy direction
- + Contribute to identification of transition issues for government’s first 120 days after May 14<sup>th</sup>
- + Be prepared to brief key government officials after May 14<sup>th</sup>

# Advocacy Requirements

- + Focused and limited attention on the vital few things that align with provincial objectives
- + Meetings/discussions with key stakeholders and influencers
- + Distribution of advocacy materials through network of colleges
- + Preparing and being ready for new government and change in direction
- + Advising on key public policy transition issues.



# The Ask

A multi-year investment that produces more job-ready college graduates with the advanced skills in areas vital to BC's labour market.

New annual investment scaled over 7 years from \$20.45M in 2013/14 to \$76.5M in 2019/20

Resulting in:

- + 2000 more grads annually (6600 FTE) in labour market areas
- + Increased access and affordability that builds strong and vibrant communities
- + Increased capacity for teaching, innovation and essential skills

# Key Messages

To Mind the Skills Gap we need skilled and educated workers to fuel BC's economy.

BC's 11 public, community colleges:

- + Are BC's most affordable & accessible pathway to post-secondary education.
- + Prepare a highly skilled workforce to help BC's employers.
- + Build strong and vibrant communities in BC.
- + Enhance BC's competitive advantage in knowledge & skills.
- + Provide a strong return on investment.

# Tools

- + Website
  - + Video *Info-graphic* "[Mind The Skills Gap](#)"
  - + Quick Facts
  - + Live Twitter feed
  - + In the News – pulling latest news from all colleges
  - + Election 2013 – dedicated page on BC Colleges website for public
  - + Advocacy Toolkit – dedicated page on BC Colleges website for Presidents/Board Chairs
- + 12 week social media campaign
  - + Week 7 of campaign: Northern Lights College
  - + #MindTheSkillsGap #BCColleges

# Tools

- + **Mind the Skills Gap** brochure distributed to all colleges
- + **Support Colleges: BC's Most Affordable & Accessible Pathway to Post-Secondary Education**
- + **Spotlight: How BC's colleges are helping BC mind the skills gap**
- + **OpEd :Mind the Skills Gap**
- + **Online stakeholder campaign of support for a multi-year investment plan for colleges**

# 5 weeks to go ...

What Colleges can do to support the advocacy:

- + Meet with key stakeholders in your community and share key messages:
  - + Share video *info-graphic*
  - + Engage with BC Colleges via Twitter #MindTheSkillsGap
  - + Share **Mind the Skills Gap** brochure
  - + Share **Support Colleges: BC's Most Affordable & Accessible Pathway to Post-Secondary Education**

All materials can be found at – [www.BCColleges.ca/election2013](http://www.BCColleges.ca/election2013)