Post secondary Education, Industry and Talent
Who is responsible for what?

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SEAMEO RETRAC

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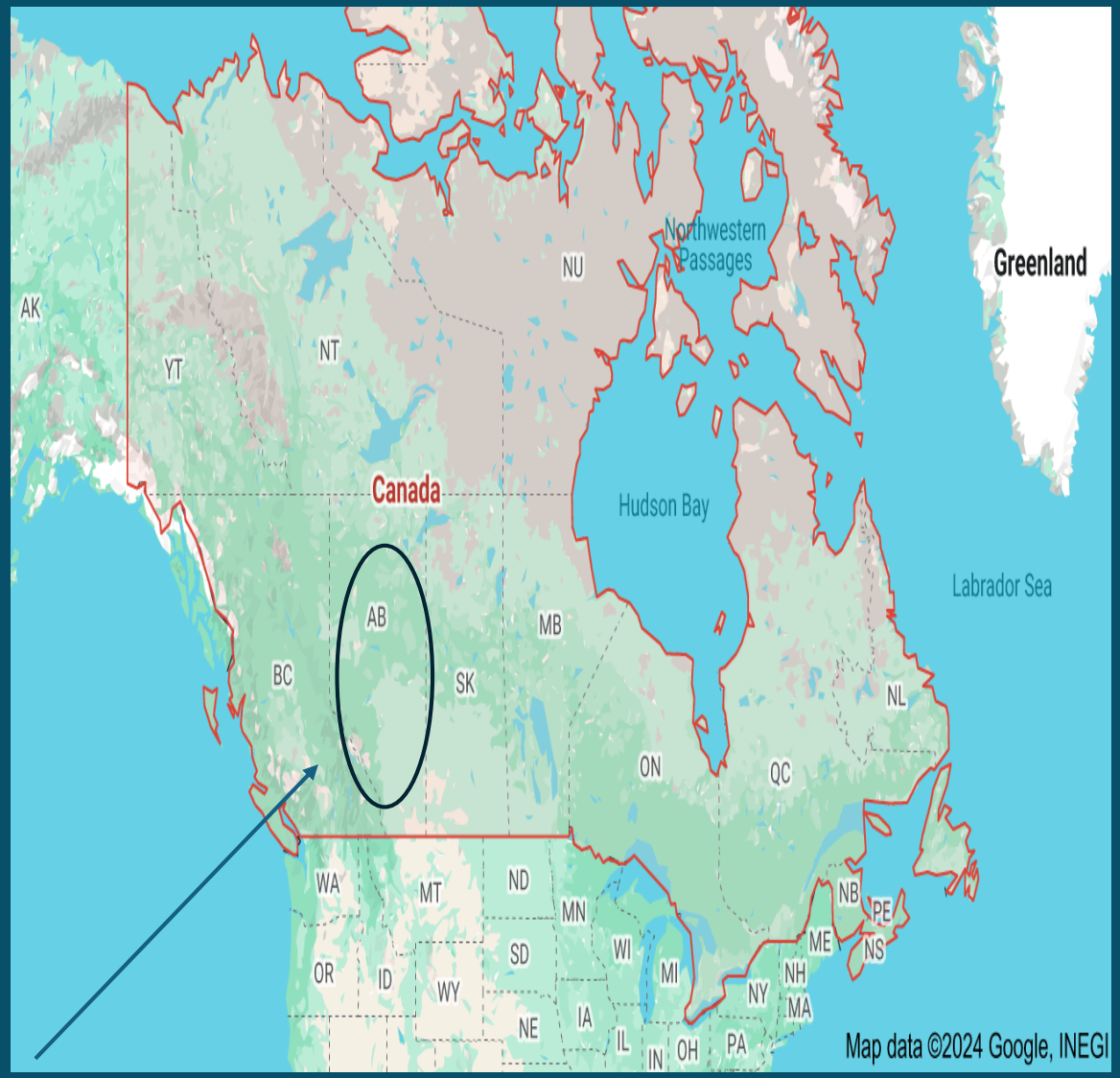
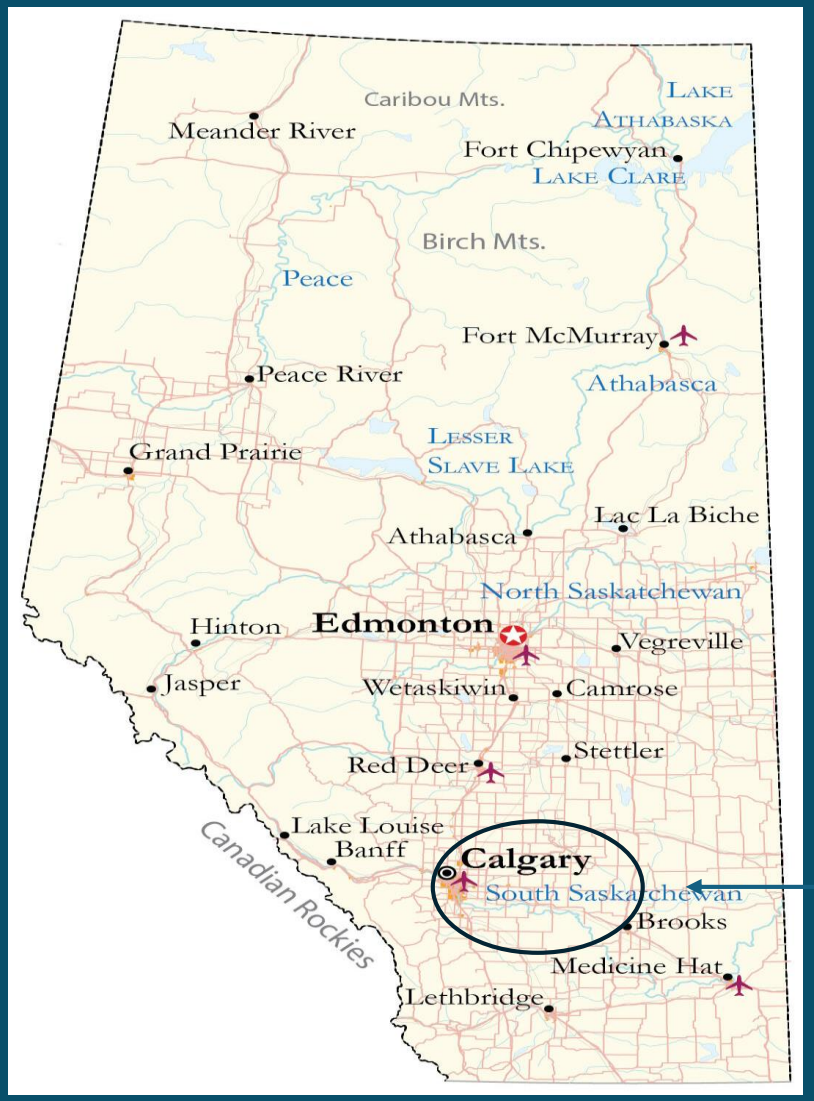
Themes

- **Increasing Skill Requirements by Industry and their effect on institutions**
- **Investing in Strategic Partnerships**
- **Accelerating Technological Change**
- **Delivering the measurable, promised graduate results**

Canada



Alberta



SAIT – 1916 *Our mission has not changed*
Connection to industry from the beginning

Structure (Schools)

- Health
- Energy
- Communications/Journalism
- Business
- Advanced Digital Technology
- Hospitality and Tourism
- Construction
- Advanced Manufacturing
- Transportation (including Aerospace)

- Normal School– University of Calgary
- Fine Arts Program – Alberta University of the Arts

Industry Connection

Aligns education with industry needs

Ensures graduates are well-prepared for careers

Student and Industry Profile

- **Student Demographics and Intake**
  - Serves approximately 35,000 students annually
  - 60% of intake from other post-secondary institutions
- **Retentions and completion**
  - 84% retention rate to completion
- **Employer Satisfaction**
  - 99% of employers would hire another SAIT graduate
- **Industry Engagement**
  - Engages with over 10,000 business annually (this includes discussion with most employers that hire SAIT graduates
  - 25 – 30 large strategic partnerships representing the industries we serve

Importance of Measurable Results

Importance of Measurable Results	• Maintains credibility and reputation of institutions
Key Metrics to Track	• Graduate employment rates • Employer satisfaction • Student retention
Tangible Outcomes for Students	• Job placements in relevant fields • Career advancement opportunities

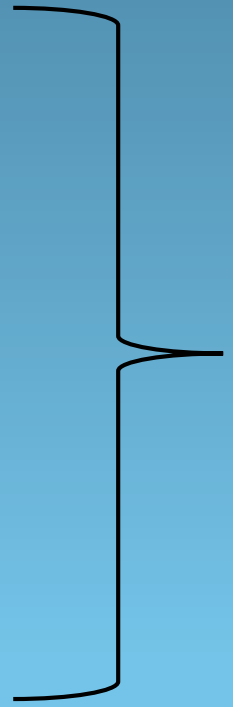
Benefits of Strategic Partnerships

- **Enhancing Educational Programs**
  - Improving quality and relevance
- **Insights into Industry Needs**
  - Understanding current and future demands
- **Work-Integrated Learning Opportunities**
  - Providing practical experience for students
- **Fostering Innovation**
  - Collaborative research projects

Who is responsible?

Inputs

- Student Interest
- Resource Availability
- Nimble Program Development
- Labour Market Data
- Industry Input & Skill requirements
- Industry Careers



Employable Graduates

Community and Government

Resource Availability

Government Support for Education

- Flat or declining in many jurisdictions
- Impacts quality and number of graduates

Importance of Industry Participation

- Work-integrated learning is critical
- Maintains high standards of programs
- Provides practical, hands-on experience for students
- Equipment and scholarships

Student Interest

Shift in Student Interest Over Time

- Influencers play a major role

Perception of the Institution

- Significant role in attracting students

Value Proposition for Learners

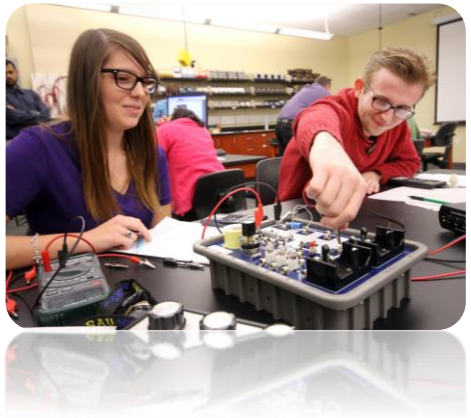
- Key in drawing student interest

Continuous Evaluation and Adaptation

- Necessary to meet changing interests
- Essential to meet student expectations

Nimble Program Development

- **Continuous Update of Programs**
  - Institutions must regularly revise
  - Integration of digital tools into the curriculum…Digital native
- **Courses on Emerging Technologies**
  - Offering new courses on the latest technologies…Cutting edge?
  - Preparing students for the digital workplace
- **Staying Current with Technological Advancements**
  - Essential for equipping students with necessary skills
  - Ensures students' success in the modern workforce



Nimble Program Development and connection to Industry

- **Alignment with Industry Standards**
  - Programs designed to meet current industry requirements
  - Ensures graduates have relevant skills
- **Equipping Graduates for Employment**
  - Focus on necessary skills and knowledge
  - Prepares students for the job market

Labour Market Data

What happens if we graduate too few or too many?

- **Importance of Labour Market Understanding**
  - Ensures graduates are hired in their area of study
  - Graduates possess the right skills to add value to employers
- **Use of Technology and Data**
  - Leverage technology like Broken Glass
  - Utilize secondary data, including government data

Secondary Data

- Government data
- Often out of date
- Public policy is based on it
- At best an indicator

- **Industry – Local, National and International**
  - Advisory groups and industry involvement in the classroom
  - Introduction of 26 new programs in the last 24 months

Building Trust with Industry Partners

Deliver

- Educational institutions must back their claims with tangible results
- Graduates should possess industry-demanded skills, knowledge, and professionalism

Measurement and Accountability

- Continuous measurement and feedback mechanisms are essential
- Ensures that promises are not only made but delivered

Embrace Partnerships Over Presumptions

Mutual Respect and Collaboration

- Set aside the “we know best” attitude
- Recognize the value of industry partnerships

Listening and Adapting

- Listen to industry needs
- Adapt programs accordingly
- Research aligns with real-world applications

Research Collaboration

Communication and Implementation Focus

- We focus on the commercialization and implementation end of the continuum, therefore business/industry are almost always involved
- Enhances relevance of research outcomes

Strengthening Trust

- Application of industry input builds trust
- No program is approved for investment without significant industry support and input
- This also means career opportunities for graduates

Showcase Industry Involvement

Importance of Showcasing Industry Involvement

- Fosters a sense of ownership and pride among industry leaders
- Encourages continued contributions and engagement

Visibility of Contributions

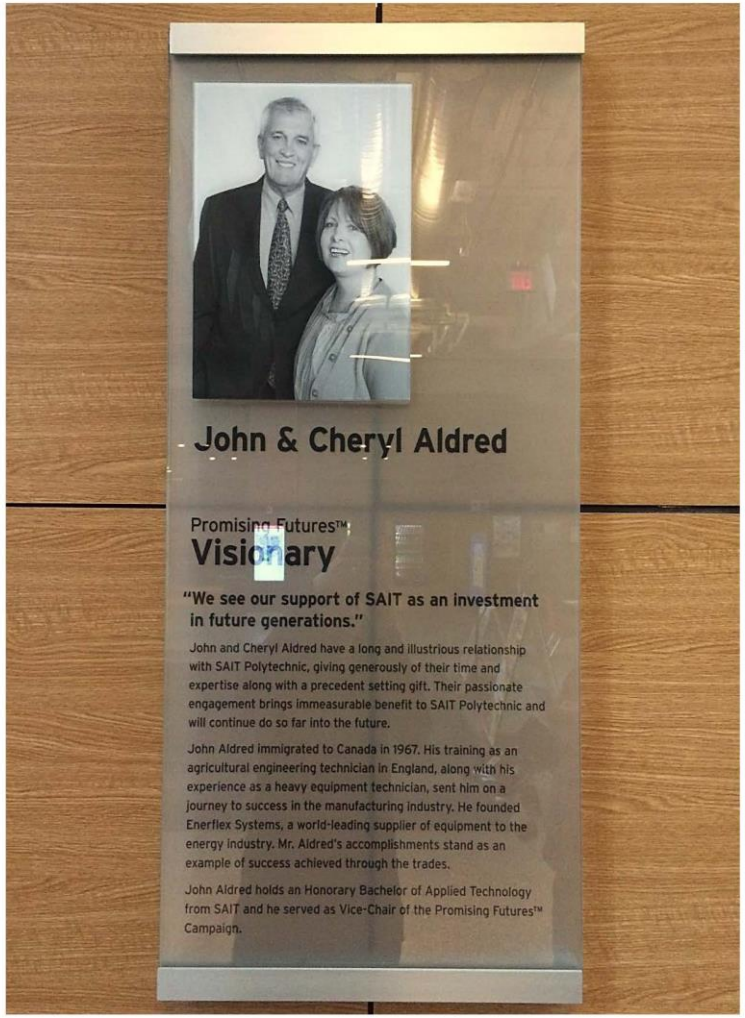
- Make names of companies and business leaders visible across campus
- Highlight their ideas and contributions in action

Recognition of Strategic Partners

- Regularly recognize strategic partners for their leadership and contributions
- Enhance relationships with strategic partners

Donor Recognition

JOHN AND CHERYL ALDRED – RECOGNITION SIGNAGE



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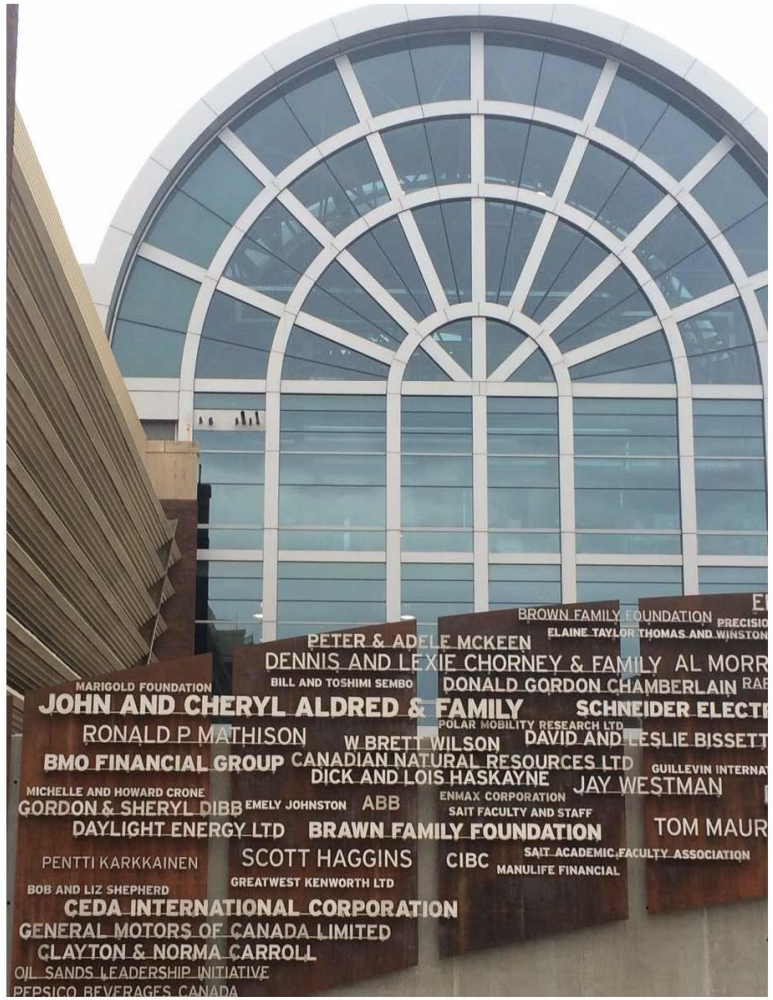


Donor Recognition

Embedding Industry in the Institution

- Incorporate industry concepts into the curriculum
- Engage industry leaders in classroom activities
- Industry advisory committees
- President’s roundtables
- Strategic plan involvement

- Organize speaker series across different schools
- Provide students with insights from seasoned professionals
- Bridge the gap between theory and practice

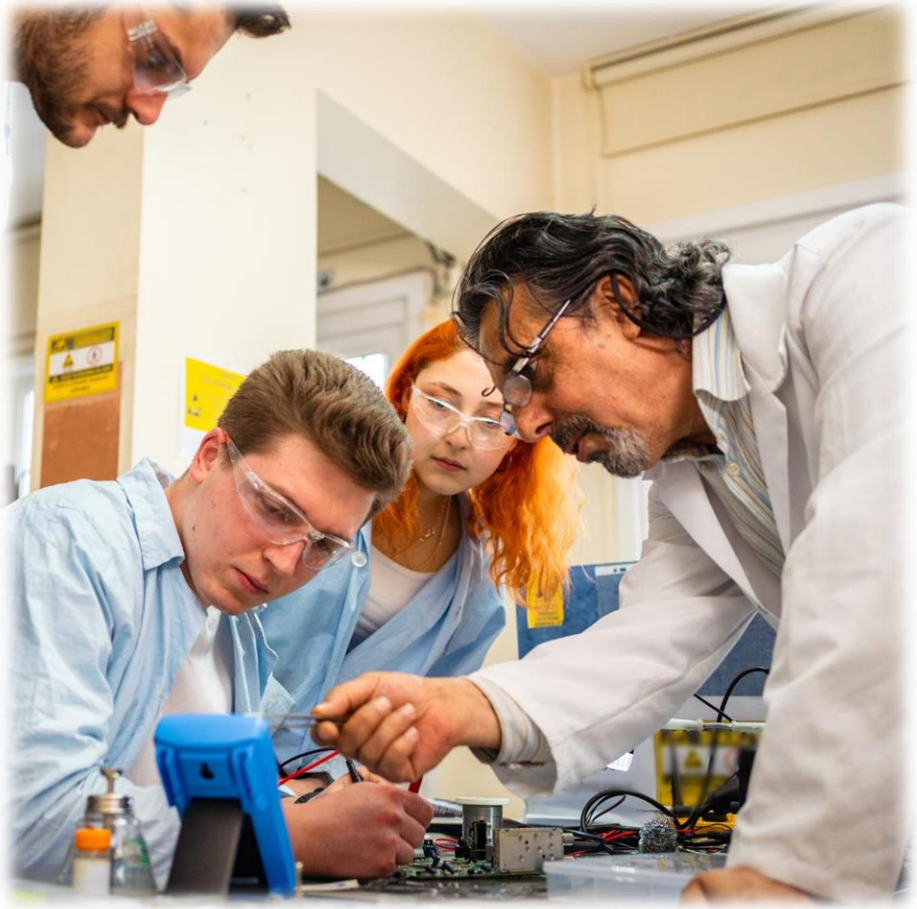
Integrating Industry and Students

Creating Opportunities for Interaction

- Leveraging alumni networks
- Participating in trade shows and conferences

Work-Integrated Learning Programs

- 95% of students have direct placements with industry
- Strengthens bonds between industry and students



Tailored Approaches

Recognize Industry Differences

- One size does not fit all
- Programs must be flexible

Various Program Types

- Co-op placements
- Practicums
- Internships
- Apprenticeships
- Project consulting

Ensuring Relevant Experiences

- Students gain diverse experiences
- Programs tailored to industry needs

Adapting to Changes

Importance of Program Flexibility

- Programs must be nimble and ready to adapt
- Essential to respond quickly to industry feedback

Identifying Skill Gaps

- Recognize areas where skills are lacking
- Adjust curriculum to address these gaps

Graduate Employment

- Monitor hiring trends of graduates
- Adapt programs if graduates are not being hired

Technological Changes

Labor Market Shifts

Industry Speed

Continued Learning

Importance of Lifelong Learning

One-time education is insufficient in a fast-paced world

Need for continuous skill development and career advancement

Role of Institutions

Provide learning opportunities for changing and higher skills

Cater to different skill sets and career advancements

Leveraging Technology

Utilize digital generation’s affinity for technology

Offer flexible learning options for students and professionals

Support for Faculty

- **Importance of Supporting Faculty**
  - Building trust with industry
  - Ensuring teaching and skill requirements are met
- **Investment in Teaching**
  - Providing necessary resources
  - Faculty maintaining regular contact with industry partners
- **Staying Updated with Industry Trends**
  - Better preparation of students
  - Contribution to applied research

Challenges

- Resources are a pressing issue for institutions
- Accelerated technology change is our greatest challenge
- “Nimble programs” mean faster to market
- Skilled demands are increasing
- Industry wants graduates in the workforce sooner
- Global competition for talent is increasing
- Industry, institutions and the government and communities we serve are all responsible for the development of talent and the opportunity that high skilled careers have to offer

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