




Invitations to participate in First Work's 2011 Members Survey were extended to First Work's member organizations in October 2012. Responses were ultimately received from 42 members, or 72%, as one respondent represented all 6 YMCA of Greater Toronto members. This document summarizes respondent feedback.

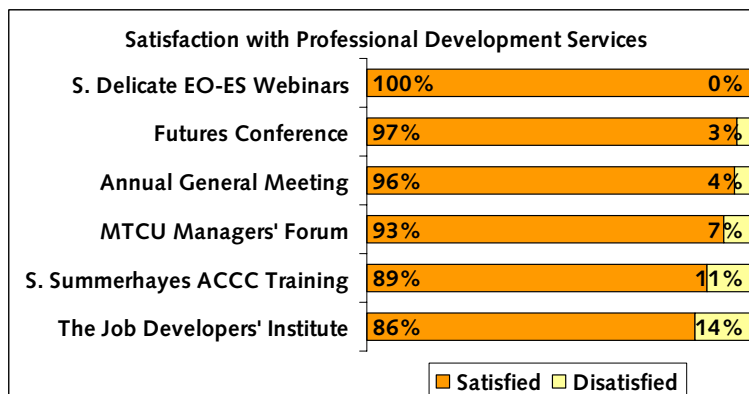
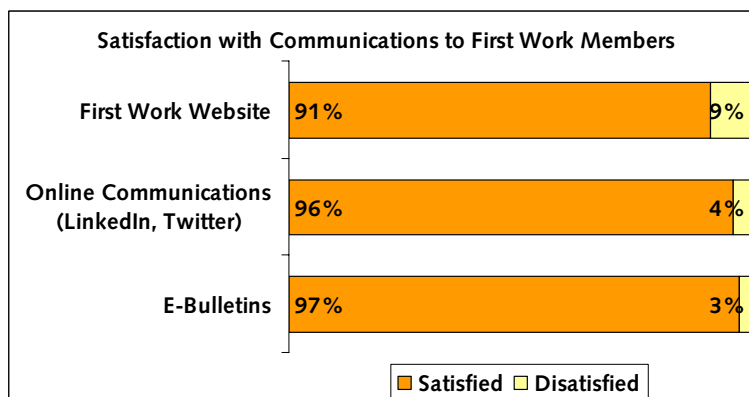
### RESPONDENT OVERVIEW

- Participant organizations were most likely to have been from the Central or Eastern Regions (11 from each), followed by the Eastern and Northern Regions (6 and 4 respectively) with several leaving this question blank.
- Participant organizations were also most likely to be located in an urban community (16), followed by rural (9) and suburban communities (7) with several leaving this question blank.
- A summary of the number of clients and staff of responding organizations is provided in the appendix.
- Most respondents were familiar with Evidence, Hire Prospects and the Green Skills Network

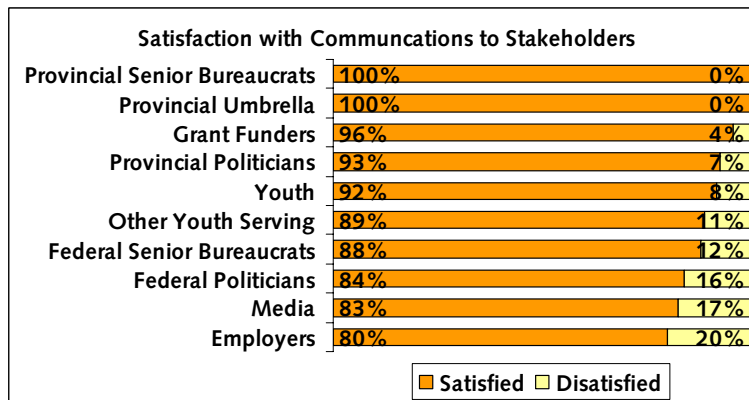
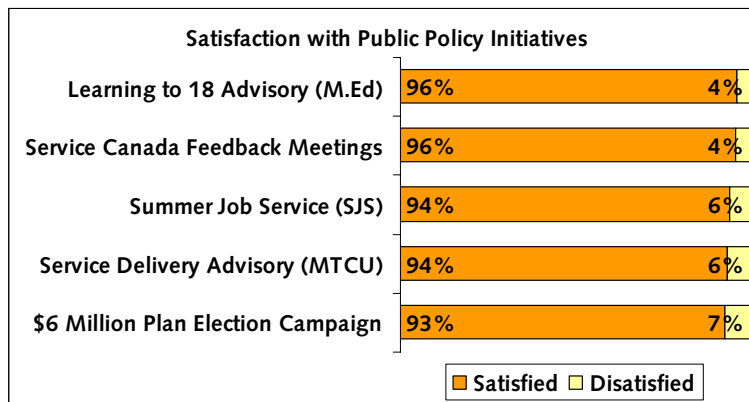
First Work Divisions		Yes	No
	Familiar with	63%	37%
	Worked with	9%	91%
	Familiar with	65%	35%
	Worked with	38%	62%
	Familiar with	69%	31%
	Worked with	41%	59%

### SATISFACTION WITH FIRST WORK ACTIVITIES

- Respondents consistently expressed satisfaction with First Work's communications to Members and to stakeholders, First Work's professional development opportunities and public policy initiatives, when they had knowledge of those activities.



## SATISFACTION WITH FIRST WORK ACTIVITIES



## MEMBER FEEDBACK ON FIRST WORK'S PERFORMANCE IN 2010-2011

### Your Agency's Experience with First Work initiatives

- Great Conference & Networking Opportunities (x3)
- Hire Prospects positive (x4)
- Green Skills Network / Green Shine Program (x4)
- Well organized
- Useful, relevant, valued
- Matt or Bunny ... always been most helpful
- N/A, Don't know (x2)

### What Prevented Organizations Participating this Year

- Time (x5)
- Location (not rural, not Northern; x3)
- Staff shortages (x3)
- Programs (especially Green Skills) already full (x2)
- Costs
- Awareness of options
- Lack of youth interest, reduced youth clients
- Easier to work directly with funder in some cases
- N/A, Don't know (x5)

### First Work's Greatest Success in 2010-2011

- Futures Conference (x5)
- Maintaining Focus on Youth (x4)
- Advocacy and Relationship with Government (x4)
- Green Shine/Green Skills (x3)
- Growing in challenging time (x3)
- Strategic Plan (x2)
- Knowledge transfer initiatives - e-bulletins (x2)
- Very much a great success
- Manager's Forum, Central Region training
- Joint training Initiatives and opportunities for agencies
- Don't Know, Unsure (x4)

### First Work's Biggest Challenge in 2010-2011

- Ensuring Government recognition of the importance of youth services (x9)
- Membership (defining & growing; x5)
- Liaise with Government to give them our message and give us information from them (x2)
- Information transfer
- Don't know, Unsure (x2)

## CAREER COLLEGE FEEDBACK

- A focus of this year's survey was on career colleges. Eleven First Work members (26%) described their organizations as having formal a relationship with one or more Career Colleges. When asked about the type of relationship between their organization and career colleges, responses were as follows:

Current relationship(s) of First Work members with career colleges.	Count (%)
Refer clients from time to time	18 (43%)
Advocate for or support clients who feel they have been poorly treated by a career college	5 (12%)
Support employed clients with career college training credentials	4 (10%)
No relationship	11 (26%)
Other	8 (19%)

- Participants were asked whether a career college offered by First Work (with curriculum development and revenue shared with First Work Members) would be of benefit if the college offered primarily training to youth or primarily offered training to youth employment agency staff. In response, participants offered the following perspectives:

### Benefits of a Youth-Centred Career College

- 62% of responses indicated this approach would have benefits. When asked what, responses included:

#### Positive (15 comments)

- Flexibility/training options for youth (x6)
- Supporting sustainable employment is worthwhile (especially youth with barriers; x5)
- Relevance of training (x3)
- Accessibility (x3)
- Help fill the future hiring needs to the Agencies.

#### Neutral/unsure (4 comments)

- Need more information (x3)
- Why provincial association do direct client work?

- In response to which of the two approaches were more attractive, respondents favoured a focus on staff:

### Benefits of a Staff-Focused Career College

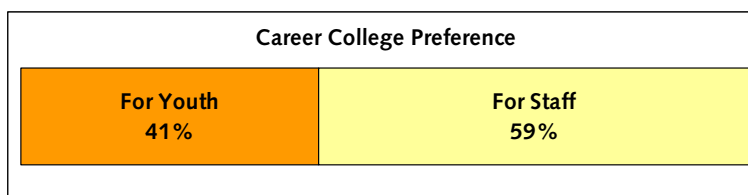
- 72% of responses indicated this approach would have benefits. When asked what, responses included:

#### Positive (16 comments)

- Standardize and increase quality of services (x6)
- Accessibility / fills a gap (x4)
- Training geared to our work (x4)
- Revenue stream for First Work.
- If training is offered to both, we all win

#### Neutral/unsure (3 comments)

- Need more information (x3)



### Why did not see any benefits of a Cooperative College (7 comments):

- Those who did not see any benefits to a cooperative college offered the following feedback:
  - Unsure, need more information, how different than services already offered (x4)
  - Perhaps there would be benefit of more focused training for employment services staff (x2)
  - Hands on experience is always best

### How to make a Cooperative College More Attractive (14 comments):

- A question on how to make a cooperative college more attractive to members elicited the following:
  - Lower costs / affordability / accessibility (x4)
  - Unsure, require more information (x2)
  - Customization of curriculum and instructors to our needs (x2)
  - Respected training – recognized and with organization we trust (x2)
  - Continuous enrolment
  - Large pool of employers offering support after course completion
  - Focus on staff development benefits everyone - staff, clients and companies
  - Sharing market information (e.g., graduates, types of work sought, employer and other program information)