

Now Hiring Hamilton: Workforce Development and Retention Strategies for SMEs

Alternative Credentialing



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 **MOHAWK**
COLLEGE

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What are micro-credentials?



Some official definitions:

- A Micro-credential is a flexible and granular form of post-secondary education training of specific skills and competencies that are developed and offered in a partnership between one or more postsecondary institutions and one or more employers, that may be tailored towards a specific need or may be stacked together, with the opportunity to track towards a larger recognized credential or certificate (Ministry of Colleges and Universities & The Ministry of Labour Training and Skills Development, 2021).
- A micro-credential is a certification of assessed competencies that is additional, alternate, complementary to, or a component of a formal qualification (Colleges and Institutes Canada, n.d.).



What do they do?



Micro-credentials:

- Enhance methods of formal recognition of singular specific knowledge, skills, attitudes or competencies.
- Can also represent a collection of skills or competencies.
- Are complementary to traditional postsecondary education enhancing learners' skill sets.
- Recognize informal learning.
- Prepare workers for low-level entry positions in a specific employment sector.



What are micro-credentials?

Examples:

City School and Thrive Group worked together to develop a micro-credential to target the skill of empathy for healthcare.

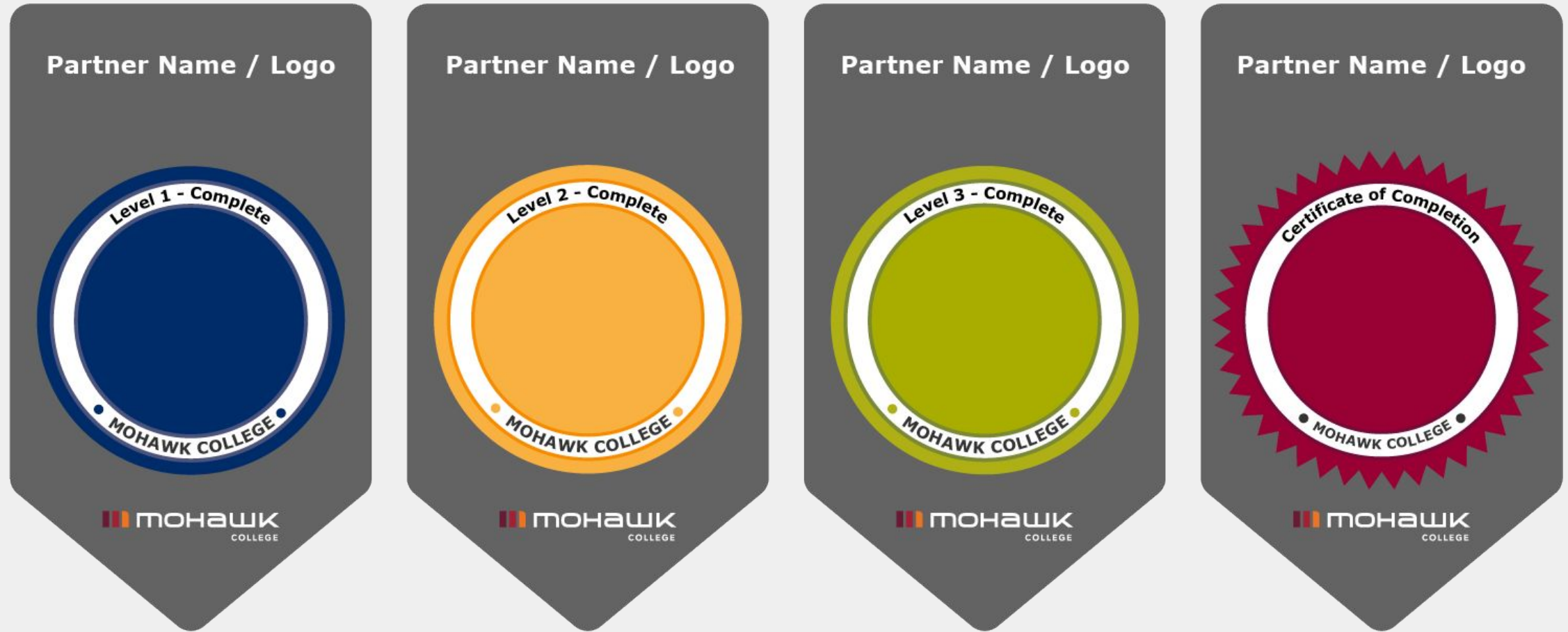


What are micro-credentials?

Examples:

Developed in collaboration with Walters Group to teach and track strategies that lead to a good work ethic.





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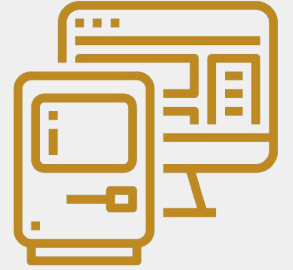
Introduction to HTML

Bookkeeping

Climate Change Management for Business



Examples:



- For more examples visit the Mohawk College website:

<https://www.mohawkcollege.ca/programs/explore-mohawk-micro-credentials>



Why are they beneficial for small-medium business owners?



Reflective of the needs of the current workforce.



Are responsive to employer needs as they can be created and completed rapidly.



Can focus on very specific aspects of industry as they can be tailored to specific tasks.



Can be used to fill workforce skill gaps by providing up-skilling in a just in time manner.



Can be less expensive than full traditional postsecondary programs for employers subsidizing education



How can SMEs get involved?

- Identify a skill set required for an employee / position
- Connect with your local post-secondary institution – often the institution may require one to leverage funding.
- Connect with HCC
- Collaborate with the organization to build training to suit your needs
- Participate in the OLMP focus groups and survey as these have been developed specifically to understand the micro-credentialing needs of SMEs



The art of seeing training as an INVESTMENT and not a cost

Successful Small Businesses will have a culture of training that is programmatic and constant for ALL employees.

Micro-certifications are useful in creating a culture of training because:

1. They are skill and competency based
2. They are flexible in delivery and can usually limit time away from the business
3. They can be adopted or developed to suit specific skill or competency needs
4. They are short in duration
5. It demonstrates to employees that you are committing to them as an employee



Return on Investment (ROI) SMEs can expect to see with the adoption of a micro-certification program

What gets measured gets done! Micro-certification training can impact a business in a number of key areas:

1. Productivity – Enhanced cycle times and process improvement
2. Quality – Less errors means better quality and delivery
3. Customer Satisfaction – Setting and training expectations toward service delivery creates a culture of customer satisfaction
4. Employee Absenteeism and Presenteeism – Employees who feel prepared and valued will be more productive
5. Employee Hiring and Retention – Employees will want to work and stay in an environment that supports them with training and continuous improvement
6. Profit – Our people are our product...and a good product leads to more profit



References:

- Colleges and Institutes Canada (n.d.). *National framework for microcredentials*. Retrieved from <https://www.collegesinstitutes.ca/policyfocus/micro-credentials/>
- Ministry of Colleges and Universities & Ministry of Labour, Training and Skills Development (April 2021). *Ontario Micro-credentials Challenge Fund Call for Proposals Program Guidelines and Requirements*.



Special thanks to our speakers:

Gwen Zeldernrust

*Academic Manager, Community Partnerships and Learning,
Mohawk College
gwen.zeldernrust@mohawkcollege.ca*

Brian Gould

*Manager, Online Learning & Development
Mohawk College
brian.gould@mohawkcollege.ca*

Ryan Anderson

*Associate Dean, Business & The Centre for Entrepreneurship
Mohawk College
ryan.anderson2@mohawkcollege.ca*

