

# Evaluating SSELT

Can this language prototype accelerate newcomer employment?

## The Problem



How do we provide newcomers with the language and employability skills needed to find meaningful jobs in their desired sector?

How can YMCA Newcomer Connections support their clients to respond to the labour market needs?

## What is SSELT?

Sector Specific Employment Language Training (SSELT) programs offer newcomers the opportunity to build their language skills and prepare for the workforce.

SSELT helps newcomers overcome the dilemma related to language acquisition and employment readiness by matching newcomers directly with employers hiring in the local labour market. Each program focuses on a different sector so that students get the specific language and training they need to succeed.



## Why Saint John, N.B.?

- Saint John is the only CMA in Canada to decline in population (2011 - 2016).
- The population increased modestly (0.4 per cent) in 2018; the number between the ages of 15 and 29 rose for the first time in seven years.
  - This growth was due to boost in immigrants and non-permanent residents. Nearly 1,000 newcomers were added to the population of greater Saint John in 2018.
- New Brunswick's population is among the oldest in Canada (median age 45.9 vs. 40.8).
- 2018 - 2027: Estimated 120,000 job openings with only 76,000 graduates from public schools.

## The Process



### PHASE 1: JULY - NOV. 2018

- Review scientific and relevant literature around the topic
- Review available data from past cohorts
- Analyze labour market information, workforce needs, partner needs, clients skills, etc.



### PHASE 2: DEC. 2018 - NOV. 2020

- Collect data about the performance of clients in both of our programs: SSELT and LINC (Language Instruction for Newcomers to Canada)
- Collect data about employment expectations and experiences through surveys, focus groups, interviews, etc.
- Engage potential employers to get feedback around the pilot program and increase cultural competency in the community
- Strengthen our current curriculum and build new programs to attend the needs of clients and employers



### PHASE 3: DEC. 2020 - MARCH 2021

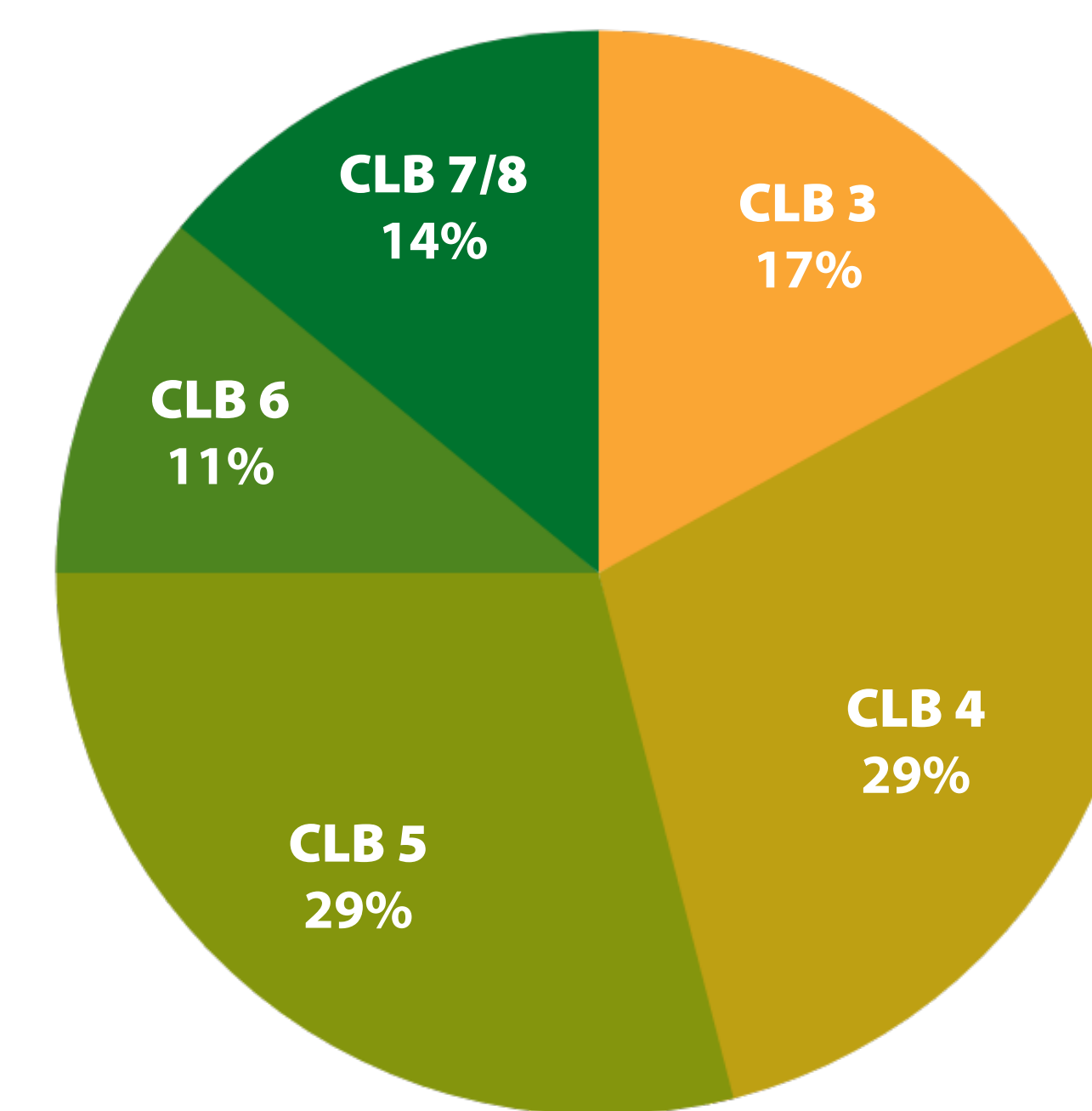
- Share our findings regionally and nationally
- Determine scalability of the project
- Provide an evidence-based report to support future programs

## Preliminary Results

### HIGHLIGHTS

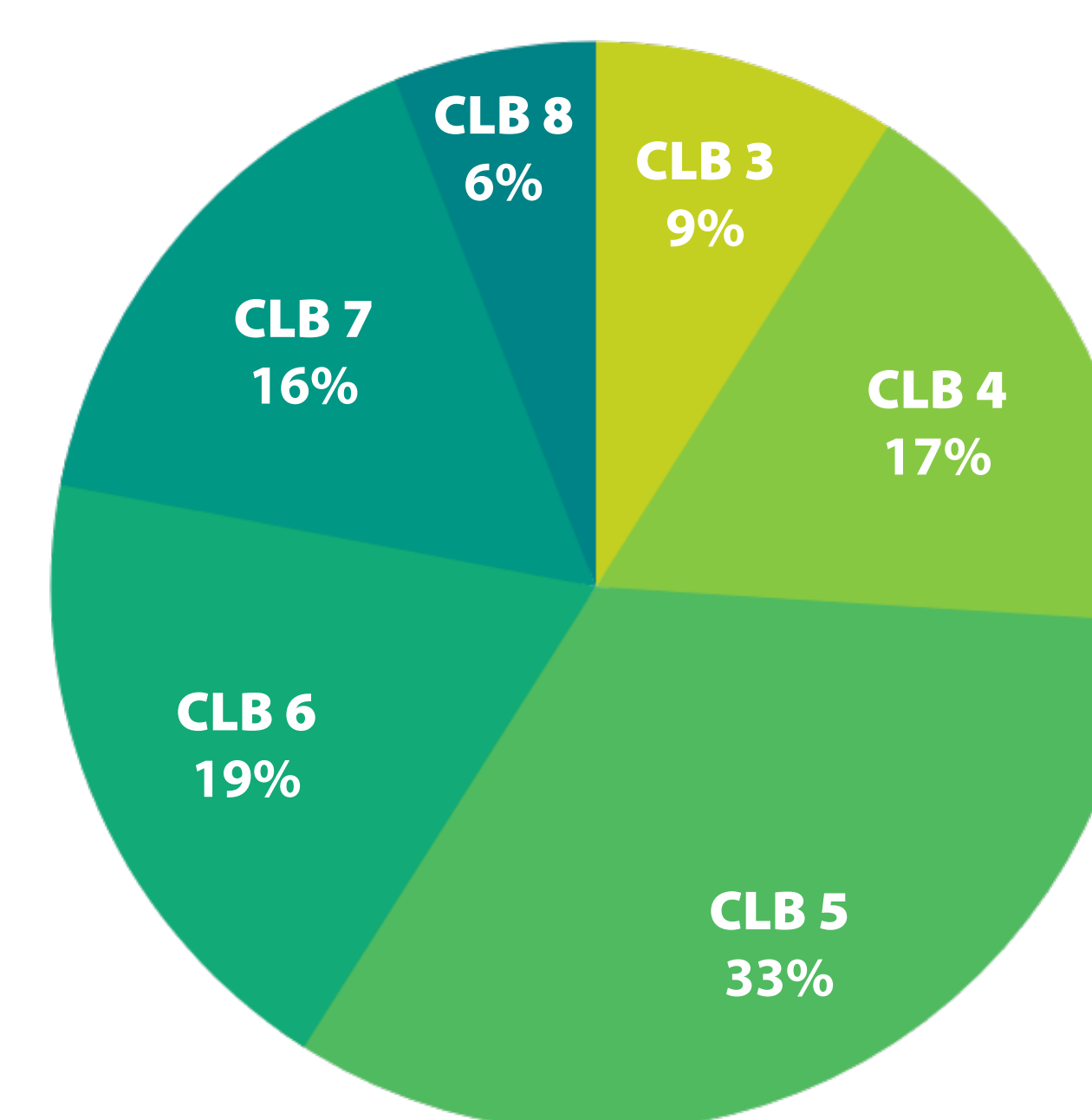
- Kickoff event with MP Wayne Long
- **10** Cohorts recruited
  - **8** SSELT
  - **3** LINC
- **7** sectors served by SSELT:
  - Child Care
  - Home and Health Care
  - Recreation
  - Hospitality and Tourism
  - Finance, Business and Accounting
  - Construction
  - Retail and Sales
- Initial collation of quantitative language assessment results
- **173** language assessments (internal and external)
- **143** surveys
- **58** interviews

### CLB\* DISTRIBUTION OF NEWCOMER CONNECTIONS PROGRAMMING POPULATION



\* Canadian Language Benchmark Level

### RESEARCH SAMPLE

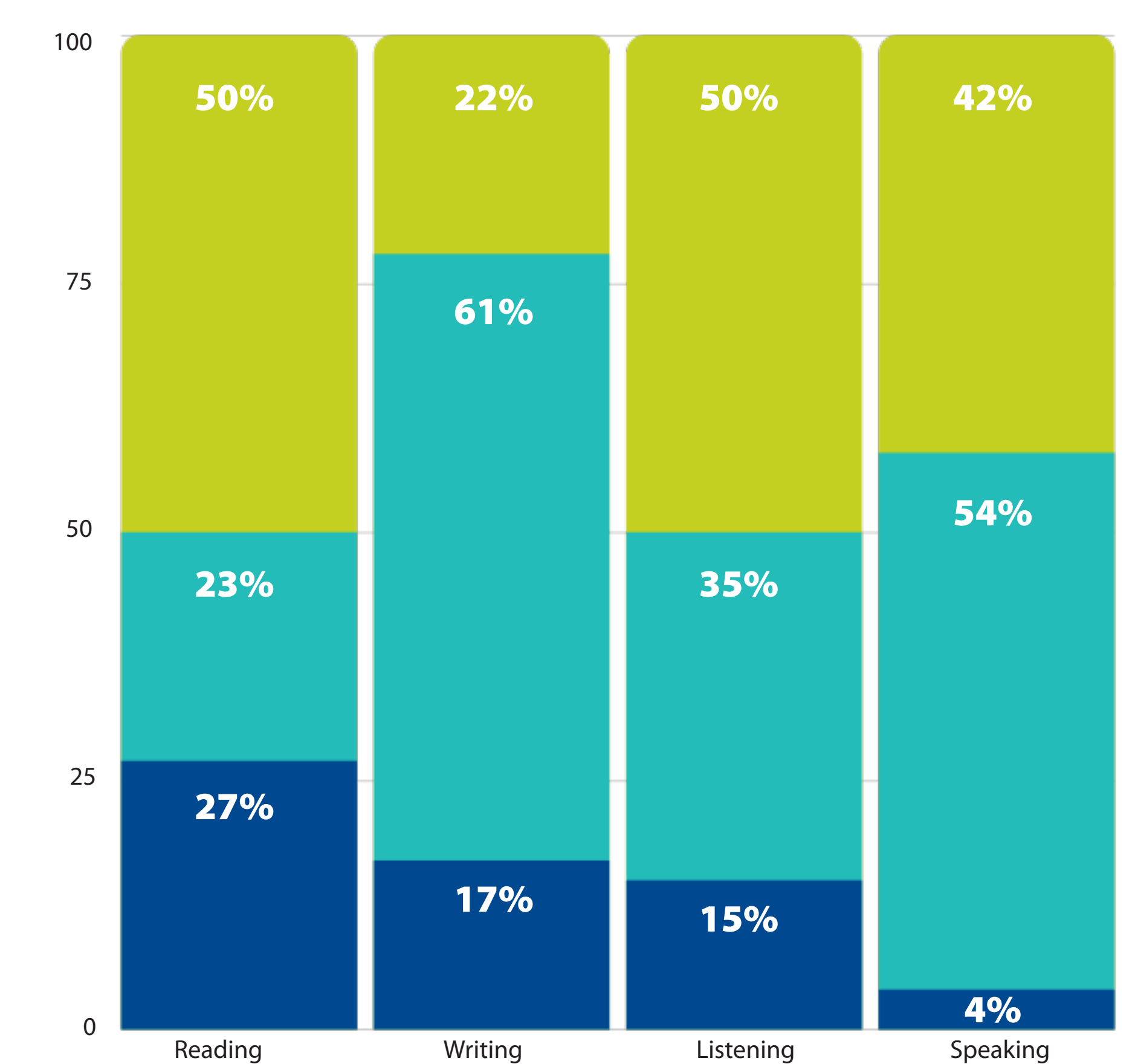


## Preliminary Results

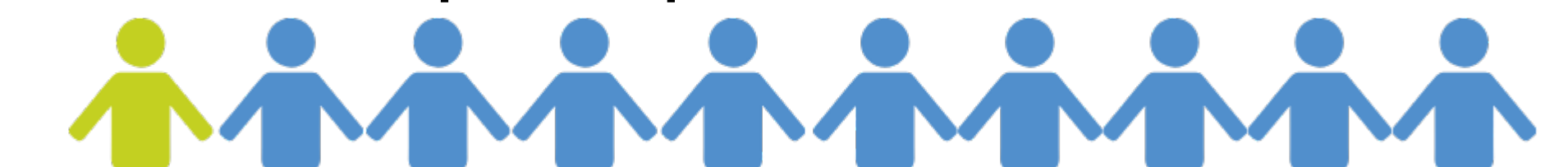
### Language Assessment Score Improvement After Participation in a SSELT Program

● Clients whose scores worsened ● Clients with unchanged scores ● Clients whose scores improved

#### RAW SCORE



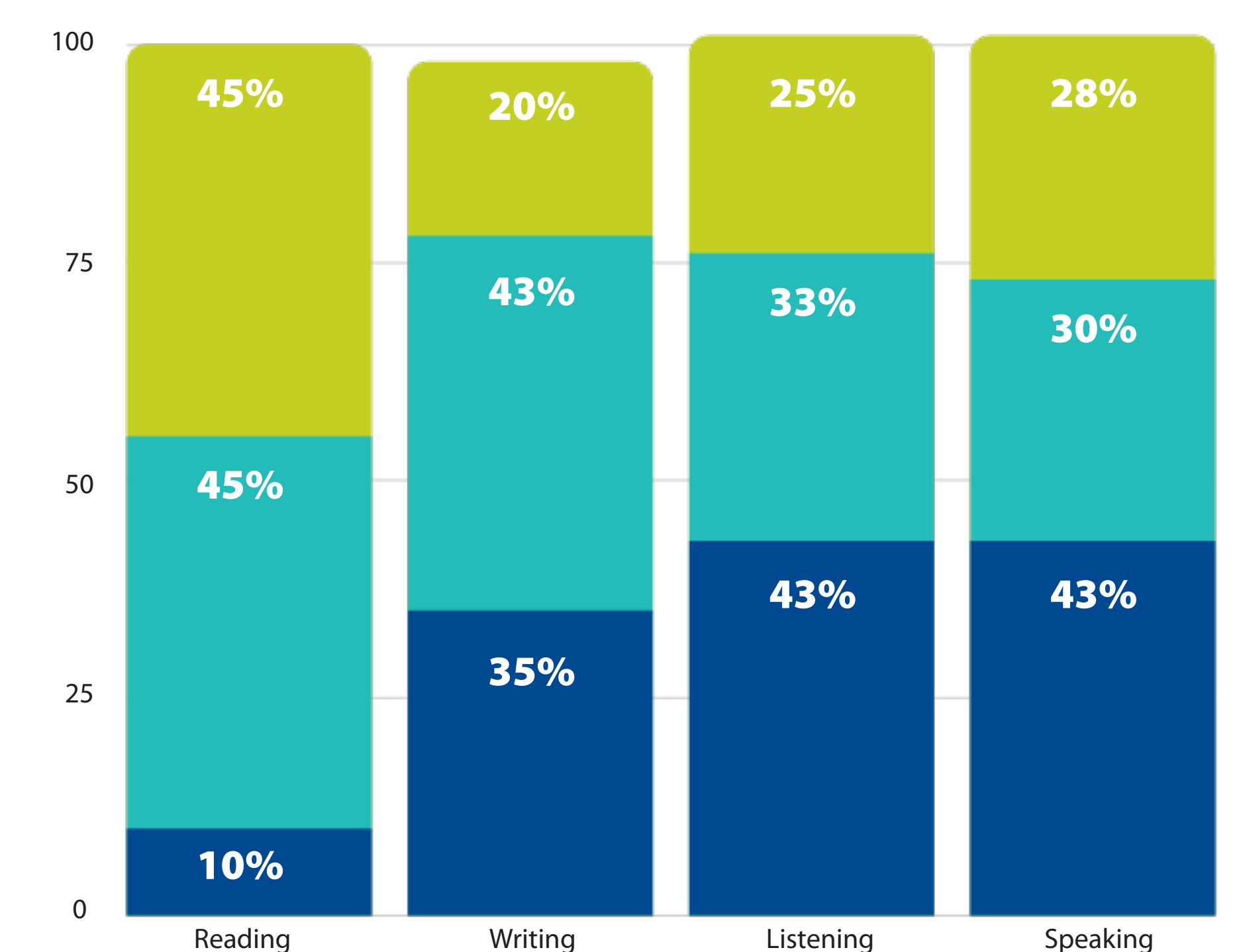
**8%** of sample improved in all 4 skills



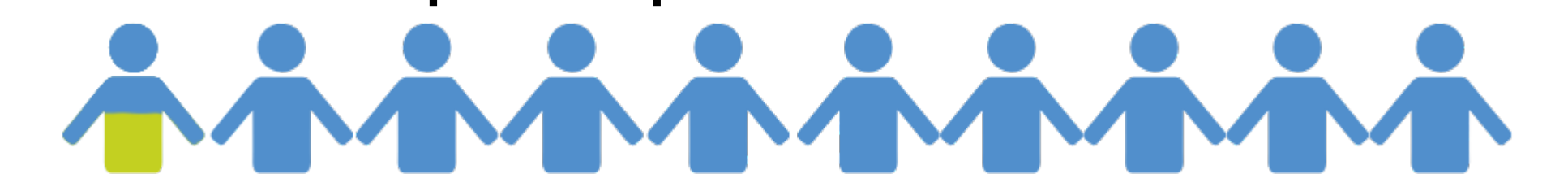
**83%** of sample improved in at least 1 skill



### CANADIAN LANGUAGE BENCHMARK LEVEL



**5%** of sample improved in all 4 skills



**60%** of sample improved in at least 1 skill

