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The Right Tools for Successful Work-Based Learning

How Jobtimize can create more efficiency and improve outcomes for apprenticeship programs.

Filling the Skills Gap

As we experience a shortage of skilled workers in many trades across North America, a clear effort to build a stronger, more qualified workforce through apprenticeship programs is becoming a key focus in education for many jurisdictions. As a result, students are benefiting from these initiatives towards "earning while learning" – not only does it better prepare them for the workplace with a greater range of hands-on skills, it's also become a more attractive and viable option than the time, risk and debt of investing in college.

For example, a 2018 article looking at Colorado's push towards apprenticeships quotes, "We literally have tens of thousands of jobs every week that go unfilled," said Ellen Golombek, the executive director of Colorado's labor and employment department. "We're taking a look at the entire work-based-learning spectrum to train, retrain, and 'upskill' the workforce to meet our current and projected needs."[1]

Jobtimize® for Apprenticeships

So, how do we ensure that these apprenticeship programs are quickly and successfully filled with engaged people who are passionate about the training and want to stay in the trade?

As a way of determining a person's match with the right apprenticeship options, Jobtimize® helps students and educators make a more informed decision about those important next steps towards the workforce – ultimately, ensuring better outcomes for the individuals, schools and employers who have invested time and money in an apprenticeship.

How does Jobtimize® do this? It's a unique online tool that connects students, educators/advisors and employers all within a single integrated platform. It's free for students go to **jobtimize.com** to build their career 'fit' profile, all backed by cutting-edge behavioral science and human analytics for exceptionally accurate career matching results. With

this, students and their advisors then gain a much greater understanding of an ideal career path as Jobtimize® combines the user's behavioral traits, interests and skills data for a complete profile. From there, Jobtimize® provides lists of the student's top career matches, a comprehensive Career Planning Report, and, in many cases, a direct connection to employers with active job/apprentice listings.

Everyone Benefits

For employers, the Jobtimize® platform allows direct integration with educators and skills trainers, so the companies who are hiring can make the processes faster and more efficient by viewing lists of pre-screened 'matchable' apprenticeship candidates, highlighting those who are likeliest to engage and complete the program (reducing fallout midway through). Employers can also partner with educators to post openings for apprenticeship jobs, with tracking and reporting tools to gauge supply, demand, talent pipelines and placement success on a region by region basis.

From the other side, educators and career advisors can use Jobtimize® to better manage and track employers who are offering opportunities that fit the individuals receiving their guidance, track placement success rates, and more efficiently bridge the gap between students and work placement.

Getting Results!

In 2019, six months after the Ontario Electrical League (OEL) began using Jobtimize®, they reported that they were well ahead of their targets for discovering and hiring qualified electrical tradespeople and apprentices. But that wasn't all, their results were backed by another impressive statistic**: 24% of the hires came from a diverse or minority group** – an added benefit of Jobtimize's diversity-neutral approach, and a notable improvement from their previous stats as OEL aims to dissolve historic barriers and increase diversity in the field.

- Matching people with the **right** careers.
- Matching employers with the **right** people.
- Matching career advisors with the **right** resources.

[1]https://www.edweek.org