



**Labour Market Information (LMI) in Schools
2019-2020 Year-End Results**



LMI in Schools

2019-2020 Year-End Results

Context

The Department of Post-Secondary Education, Training and Labour (PETL) has been partnering with the Department of Education and Early Childhood Development (EECD) since 2015 to deliver a presentation targeting students enrolled in the grade 9/10 Personal Development and Career Planning (PDCP) course. The presentation highlights the value of career planning/exploration and presents labour market information on careers in New Brunswick.

The presentations had historically been delivered by PETL employment counselors; however, given challenges associated with scheduling visits to schools and increased workloads, several regions requested an alternate delivery method. In addition, feedback from students and teachers prompted the department to revisit the initiative and make modifications to better effectively engage youth. As a result, the following changes were made to the LMI in Schools initiative:

- The New Brunswick Career Development Association (NBCDA) were contracted to:
 - Secure enthusiastic and engaging consultants/presenters to deliver the presentation to youth. The presenters were approved by PETL and received training on the content.
 - Schedule sessions/presentations with schools across both Anglophone and Francophone sectors of the province.
 - Provide feedback forms and statistics on the visits to schools and number of students reached to PETL's Project Manager.
- NBjobs.ca swag was provided to the presenters to assist with student engagement (as prizes, incentives for participation, etc.).
- The number of students per presentation was reduced to a maximum of 30. In the past, teachers often combined classes for the presentation; resulting in greater number of students and reduced engagement.
- Teachers were provided with pre and post activities to complete on myBlueprint (in preparation for and as a follow-up to the presentation).

It should be noted that NBCDA were not responsible for delivering presentations to schools in the ASD-S district. Given the relationship WorkingNB's Saint John regional office had developed with the schools in the district, through the Workrooms, it was determined that this team should continue to deliver the presentations.

Delivery of Presentations

Throughout the 2019-2020 academic year, a total of 4,661 grade 9/10 students enrolled in Personal Development and Career Planning (PDCP) classes were reached across 225 visits to schools. This represented an increase from the 2018-2019 academic year, which saw 4,437 students reached. This year-over-year increase occurred despite a minimum of 80 visits to schools being cancelled due to the COVID-19 pandemic.

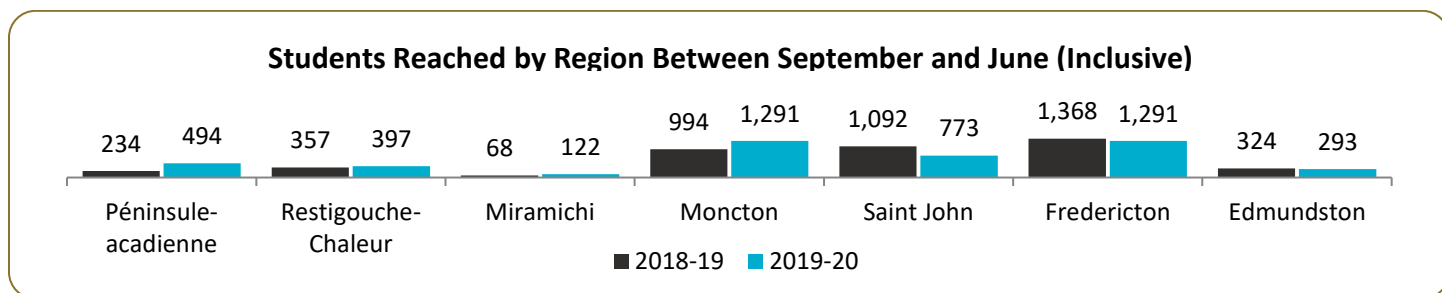
Furthermore, in addition to the previously mentioned 4,661 grade 9/10 students that were reached by the presentation:

- Saint John High School delivered the presentation to an assembly of 800 students.
- At least 24 grade 11/12 students were reached by the presentation.

Note. These two groups are excluded from the results presented throughout this report.

LMI in Schools 2019-2020 Year-End Results

Year-over-year, the number of students reached by presentations was up in four of the seven regions (Péninsule-acadienne, Restigouche-Chaleur, Miramichi, and Moncton), and down in three of the regions (Saint John, Fredericton and Edmundston).



Students Reached Throughout Academic Year, by School District Type

Month	2019-2020				2018-2019			
	Total	Anglophone District	Francophone District	Private	Total	Anglophone District	Francophone District	Private
Sep	0	0	0	0	23	23	0	0
Oct	455	268	187	0	481	133	348	0
Nov	818	560	258	0	1,087	798	289	0
Dec	1,510	718	792	0	678	375	303	0
Jan	123	123	0	0	285	285	0	0
Feb	1,337	1,007	330	0	888	789	99	0
Mar	418	294	93	31	603	288	315	0
Apr	0	0	0	0	199	149	50	0
May	0	0	0	0	155	96	59	0
Jun	0	0	0	0	38	0	38	0
Total	4,661	2,970	1,660	31	4,437	2,936	1,501	0

Number of Total (Unique) Schools Visited, by School District Type

	2019-2020	2018-2019
Anglophone District	36	37
Francophone District	15	20
Private	1	0
Total	52	57

Student Questionnaires

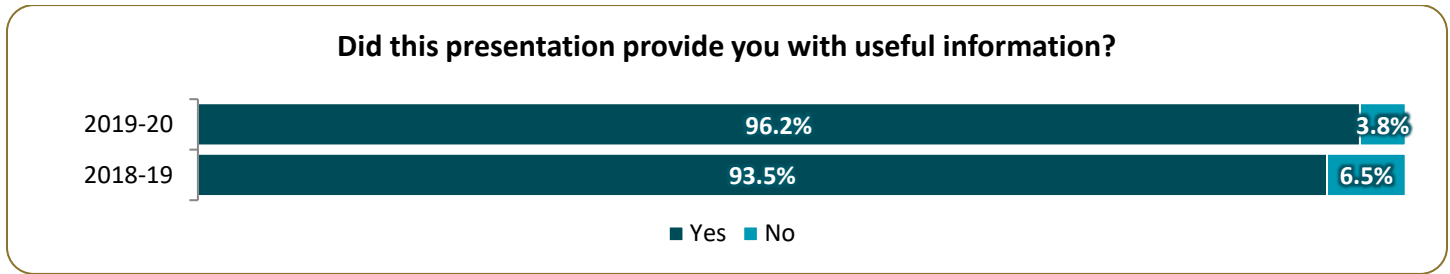
At the end of presentations students were asked to complete a short questionnaire focusing on the presentation and their engagement with the labour market and labour market information. Below are the results of each of the questions for the 2019-2020 academic year.

While results for presentations given to grade 11 students along with the 800 students in attendance for the Saint John High School assembly presentations are excluded from the below results/graphs, survey results from these groups was generally positive.

LMI in Schools

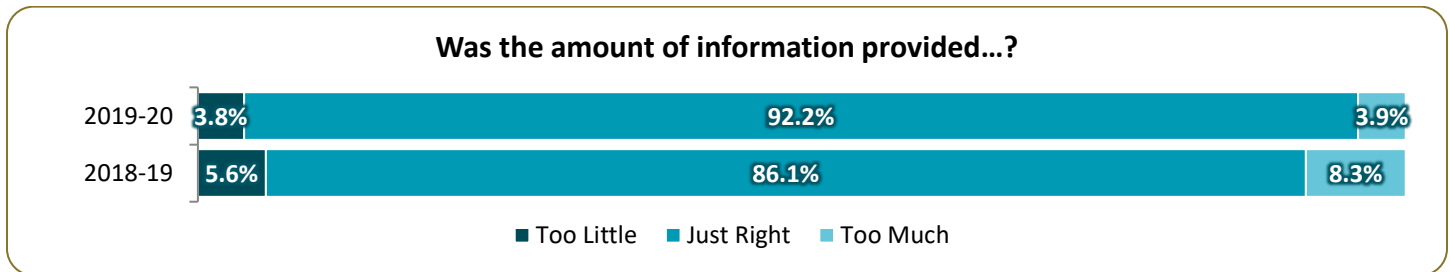
2019-2020 Year-End Results

Question 1 - “Did this presentation provide you with useful information?”



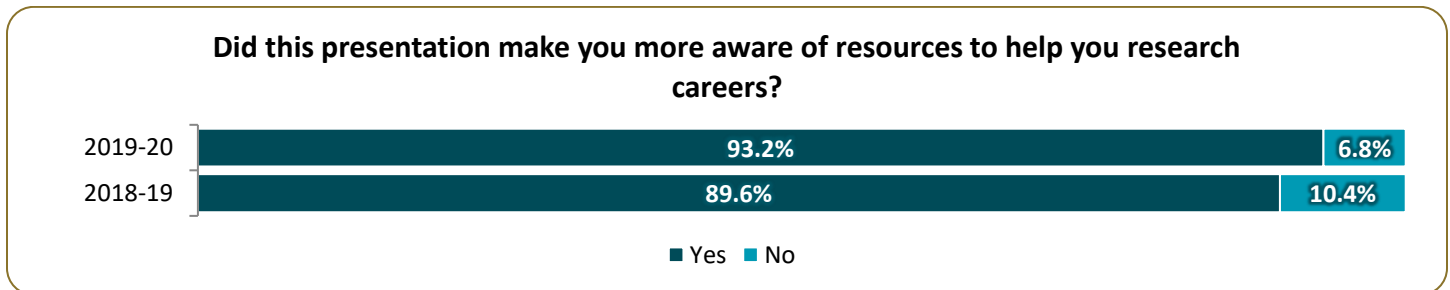
- The results for this question were very positive, with 96% of students responding that the information presented was useful; this was an improvement over 2018/19, when only 93% of students responded yes to this question.
- This percentage was similar across all regions, with the percentage of students who responded “yes” to this question ranged from 95% in the Fredericton/Central region to 98% in the Edmundston/Northwest region.

Question 2 - “Was the amount of information provided...?”



- The results for this question were very positive, with 92% of students responding that the amount of information presented was “just right”; this was an improvement over 2018/19, when only 86% of students responded “just right” to this question.
- This percentage was somewhat similar across all regions, with the percentage of students who responded “yes” to this question ranging from 90% in the Saint John/Southwest and Restigouche-Chaleur regions, to 97% in the Miramichi region.

Question 3 - "Did this presentation make you more aware of resources to help you research careers?"

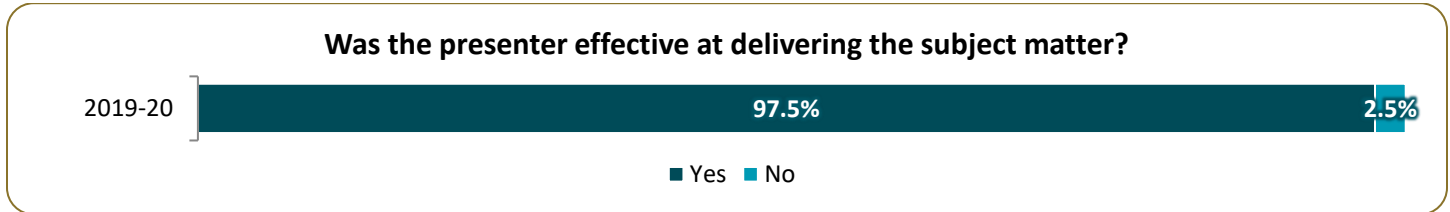


- The results for this question were very positive, with 93% of students responding that this presentation made them more aware of resources to help them research careers; this was an improvement over 2018/19, when only 90% of students responded yes to this question.

LMI in Schools 2019-2020 Year-End Results

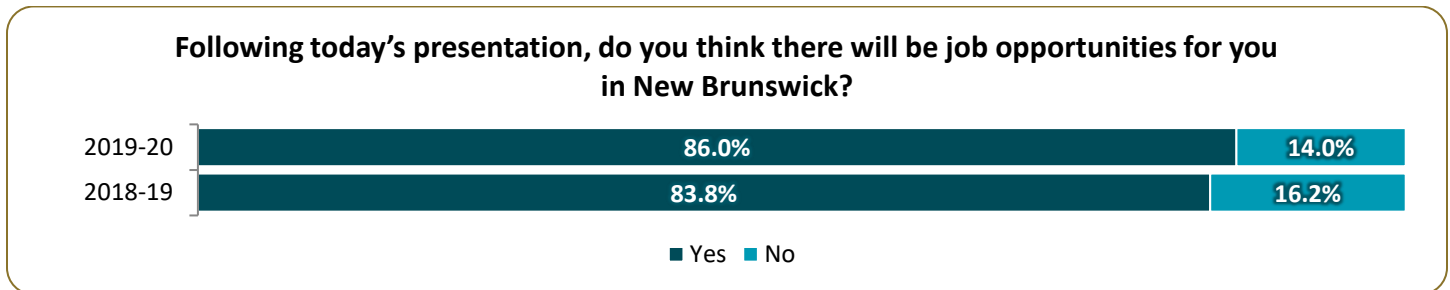
- This percentage was similar across the regions, ranging from 90% in the Péninsule-acadienne region to 97% in the Miramichi region.

Question 4 - “Was the presenter effective at delivering the subject matter?”



- The results for this question were very positive, with 97% of students responding that they thought the presenter was effective at delivering the subject matter (this question was not asked in previous years).
- The percentage of students that responded “yes” to this question was very high across all regions, ranging from a low of 97% to a high of 99%.

Question 5 - “Following today’s presentation, do you think there will be job opportunities for you in New Brunswick?”



- The results for this question were positive, with 86% of students responding that they think there will be job opportunities in New Brunswick; this was an improvement over 2018/19, when only 84% of students responded yes to this question.
- This percentage was generally lower in Anglophone schools (81%) compared to Francophone schools (89%).

LMI in Schools

2019-2020 Year-End Results

Open-Ended Feedback

In addition to the multiple-choice questionnaire, students were also asked two open-end questions:

- Is there anything you really liked about the presentation?
- Is there anything you really disliked about the presentation?

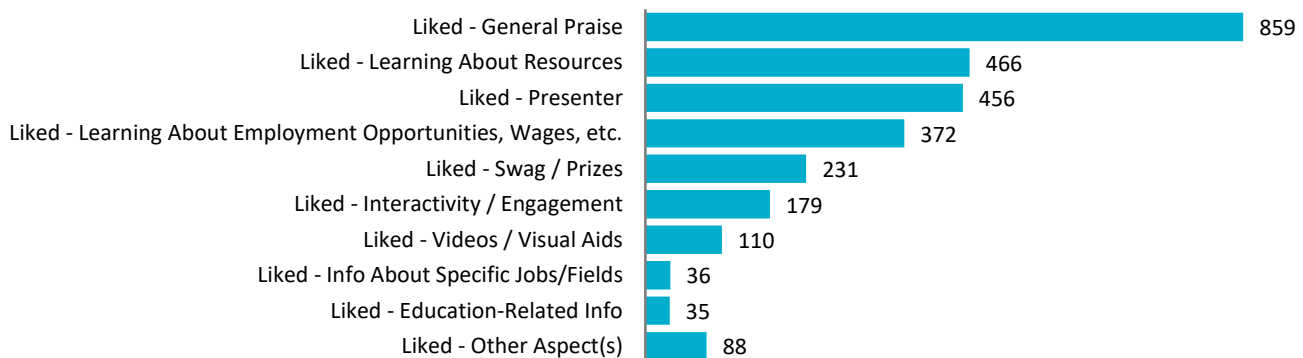
A summary of results from these questions can be found below. Students' responses were grouped into categories for the purposes of this analysis.

A significant portion of the positive comments were very general / non-specific, with many respondents reporting that they "liked everything" or "liked the presentation/how it was delivered". Other common comments, such as "liked learning about employment opportunities and wages", while slightly more specific, were still quite general.

Beyond these general comments however, the most praised aspects of the presentation were:

- Learning about the career planning and/or LMI-related resources that are available (websites, apps, etc.), such as MyBluePrint; and
- The presenters, who, based on the feedback provided, seem to be largely viewed as well-spoken, organized and enthusiastic. Students seem to appreciate when presenters shared their own experiences throughout their presentations (and also particularly liked that "Dan" knew how to speak/write Japanese).

Answers to "Is There Anything You Really Liked About the Presentation?" Question – LMI in Schools Presentations – 2019-2020 Academic Year



Two other elements of the presentation that seemed to be generally positively received were:

- The prizes/swag (although several students complained that they didn't get a prize or didn't get the prize that they wanted); and
- Portions of the presentation that were interactive/allowed students to participate (in addition to the positive feedback on interactivity/engagement, several students expressed they would like to see more interactivity).

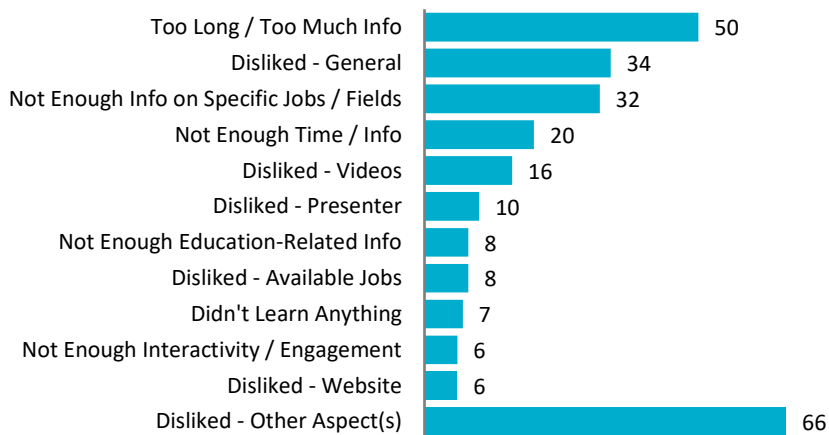
One aspect of the presentation that students seemed to like, but possibly felt there wasn't enough of, was discussion and information related to specific careers. That is, while they appreciated the mention of different career options and details on specific careers such as nursing, many students would have liked to have seen more of this, with a wider variety of occupations/career options being discussed.

LMI in Schools 2019-2020 Year-End Results

Other general positive comments included that it was eye-opening and/or inspiring, and that the presenter/presentation took adequate time to explain the information and that it wasn't presented in an overwhelming or stressful way.

On the other hand, there was very little explicitly negative feedback. In fact, over 1,800 students answered the question by indicating that nothing was disliked or that they 'liked everything.' Of those that responded with negative feedback, most of the comments were general in nature, either stating that they found the presentation boring and/or that it was too long. It's worth noting that in contrast to these comments, there were several other students commented that the presentation wasn't long enough for the material that needed to be discussed.

Answers to "Is There Anything You Really Disliked About the Presentation?" Question – LMI in Schools Presentations – 2019-2020 Academic Year



**LMI in Schools
2019-2020 Year-End Results**

Appendix: Map of Schools That Did Not Receive Presentation in 2019-2020 Academic Year

