



## Welcome to the **Workforce 2010** Newsletter!

October 2004

**Workforce 2010** is about people. It's about people with disabilities and the people who support them. Workforce 2010 is based on the belief that a strong and sustainable community rehabilitation workforce is essential in assisting people with disabilities to achieve their dreams of being connected and involved.

The vision of **Workforce 2010** is to ensure that *"the province of Alberta will have a well-trained and stable community rehabilitation workforce recognized as professionals providing valued services"*. **Workforce 2010** is an innovative and timely opportunity to help create the future wanted by people who need support and those who provide it.

**Workforce 2010** will build on the foundation created by the *Community Rehabilitation Careers Project (CRCP)* initiated by the Alberta Association of Rehabilitation Centres (AARC) and work done by the Provincial Persons with Developmental Disabilities (PDD) Board on the *Community Rehabilitation Workforce Strategy* will also provide direction for the **Workforce 2010** project.

**Workforce 2010** is a three-year undertaking that has five key focus areas. The knowledge and opinions of people working in the field are a key element in the success of **Workforce 2010**. Input from community rehabilitation staff will be sought throughout all of the project stages.

Please take a moment to read through the information about the project that is included in this newsletter and share it with others.

If you have questions or suggestions on any of the projects call the Project Manager, Maureen Murphy-Black at (780) 415-8522 or any of the Regional Contacts shown.

*Ed Riediger*  
C.E.O. Robin Hood  
Co-Chair Workforce 2010

*Alex Hillyard*  
C.E.O. PDD N. E. Community Board  
Co-Chair Workforce 2010

### **The Vision**

*By the year 2010, the Province of Alberta will have a well-trained and stable community rehabilitation workforce recognized as professionals providing valued service.*

### **The Goal**

*To provide a comprehensive solution to current and long-term human resource challenges in service to persons with developmental disabilities through a series of integrated strategies.*

### **The Objectives**

*To develop and disseminate labour market intelligence*

*Provide employers with industry-specific human resource management training and planning tools*

*Develop the groundwork for implementing a successful human resources social marketing campaign*

*Build community capacity by forging alliances and sharing best practices and principles*



## Why Workforce 2010?

**Workforce 2010** is an initiative whose time has come.

Over the years, the issue of developing a stable and sustainable workforce for Community Rehabilitation has been a concern.

In 2000, the Honourable Gene Zwozdesky indicated that concerns about staffing were one of the most frequently identified issues during his “Building Better Bridges” review.

In 2001, Cheryl L. Crocker and Karen Heslop consulted with parents and guardians, individuals, staff of community agencies, and PDD staff and prepared a number of recommendations to address the workforce issue within the community rehabilitation sector.

The issue has remained the same over the years - *how do you build and sustain a workforce that is educated, stable and highly regarded so that individuals with disabilities can receive high quality support throughout their lives?*

Over the past two years, AARC and PDD have come together with other partners to address this long-standing issue through the **Workforce 2010** initiative.

**Workforce 2010** is all about getting ready for the future - about planning ahead and being prepared. **Workforce 2010** is about Building the workforce of the future through solid research, strategic planning, and clear commitment to action.

*Making a difference as a community rehabilitation worker.....*

Roberta Jones



*I started working at SPAN as a production worker for six months with one of the day programs. Before this job I had little exposure to people with disabilities. I took a position there because I needed a job that paid more than minimum wage in order to support my son. I really enjoyed getting to know the individuals that I supported in the day program. A couple of years later I got a part-time position in one of SPAN's residences. When a full-time position opened up I applied and got the job.*

*I have continued to work for SPAN because I have enjoyed helping the individuals we support in maintaining and improving quality of life. Helping people learn new skills or listening to what individuals have to say were some of the ways that I helped to improve individual's quality of life.*

*I have made a difference in the life of people that I support and they have made a difference in mine!*



## How will it Work?

**Workforce 2010** is using multiple strategies to gather information on the current workforce and requirements for the future workforce.

The design methodology includes opportunities for direct input from employers, staff, families and people who receive supports. This information will be supplemented by a variety of data collection strategies including expert groups, regional focus groups, survey data, one-on-one interviews, telephone interviews and review of data available through electronic databases and literature.

The overall project will proceed in six subprojects.

### Six Multi-phased Projects

- Project One:** Create comprehensive career profiles for existing and future work in community rehabilitation.
- Project Two:** Provide information on the characteristics and trends of the current and future workforce.
- Project Three:** Provide information on the characteristics and profile of individuals who currently and in the future will access services.
- Project Four:** Provide information on the characteristics of exemplary employers.
- Project Five:** Provide information on the current image of the community rehabilitation industry and develop a human resource marketing plan.
- Project Six:** Hold a provincial conference to showcase outcomes of the initiative.

Some data collection is already underway. The calendar on your right highlights the timing for various data collection strategies being undertaken in October, November and December 2004.

*If you are interested in participating you can contact your regional Workforce Strategy Committee Member or Maureen Murphy-Black, Project Manager.*

### Calendar

#### **October-November-December**

##### **Project One**

*Expert Panel to create initial draft of Benchmark Positions. Regional focus groups on draft Benchmark Positions: Mid November to early December.*

##### **Project Two, Three and Four**

*Characteristics and Trends Research on The Alberta population and workforce. Survey to service providers and families who hire staff to gather demographic information about the current workforce providing services to children and adults with developmental disabilities as well as challenges, issues and successful strategies for human resource management and planning. **October 19<sup>th</sup> through November 19<sup>th</sup>.***

##### **Project Five**

*Public Attitudes Research which includes data collection from the public, frontline staff and school vocational counselors.*

## Want more Information?

Full descriptions of Workforce 2010 and the six sub projects are available at <http://www.albertarehab.org/>

### Workforce Advisory Contact List

#### Northwest Region

Barry Bucknell  
Grande Prairie & District Assoc. for the Mentally Handicapped 780-532-8430

#### Northeast Region

Nada Chelvam, VALID 780-632-2418  
Ann Nicol, WJS Alberta 780-439-5087

#### Edmonton Region

Hart Chapelle, PDD Edmonton Community Board 780-415-2520

#### Central Region

Linda Maxwell, Accredited Supports to the Community 403-556-4110  
Stephen Golub, PDD Central Community Board 403-340-4877

#### Calgary Region

Kim Knutson, Supported Lifestyles 403-207-5115  
Joan Lee, VRRRI 403-284-1121  
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Elaine Yost-Burak, Optional Rehabilitation Services Inc. 403-271-4260

#### South Region

Leigh Bremner, PDD South Community Board 403-381-5777  
Sue Manery, Southern Alberta Community Living Assoc. 403-329-1525  
Noel McGarry, PDD South Community Board 403-381-5777

#### Provincial Partners

Gail Davis, AARC 403-250-9495  
Helen Stacey, PDD Provincial Board 780-427-1177  
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#### Project Manager

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