PERFECT STORM
To Hit Job Markets

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Storm Warnings

1. Great Recession
2. Aging Population
3. Upskilling of Jobs
4. Unprepared Workforce
1: The Great Recession

- Global economy in throes of worst economic storm in century
- Jobs in jeopardy
- Slow, faltering recovery
- Governments in record debt
2: Aging Population

- Declining birth rate since 1967
- Later marriage & childbirth
- Fewer children
- Boomers retiring (1947-65 in 2012)
- Growing concerns: dependency ratio
- Immigration cannot offset natural decline
Percent of Canadian Population 15-64 Years of Age

Dependency Ratio

Figure 1. Dependency Ratios\(^1\) by Province: 2010 and 2036

<table>
<thead>
<tr>
<th>Province</th>
<th>2010</th>
<th>2036</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>44%</td>
<td>65%</td>
</tr>
<tr>
<td>NFLD</td>
<td>43%</td>
<td>78%</td>
</tr>
<tr>
<td>PEI</td>
<td>47%</td>
<td>73%</td>
</tr>
<tr>
<td>NS</td>
<td>45%</td>
<td>73%</td>
</tr>
<tr>
<td>NB</td>
<td>45%</td>
<td>74%</td>
</tr>
<tr>
<td>QC</td>
<td>45%</td>
<td>68%</td>
</tr>
<tr>
<td>ON</td>
<td>44%</td>
<td>64%</td>
</tr>
<tr>
<td>MN</td>
<td>48%</td>
<td>65%</td>
</tr>
<tr>
<td>SK</td>
<td>48%</td>
<td>69%</td>
</tr>
<tr>
<td>AB</td>
<td>41%</td>
<td>62%</td>
</tr>
<tr>
<td>BC</td>
<td>43%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Projected Worker Shortfall

Figure 5. Ontario Labour Force Supply and Demand: High, Medium and Low Population Growth Projections

- Supply vs. Demand: high growth
- Supply vs. Demand: medium growth
- Supply vs. Demand: low growth

Labour Force (in thousands)

Year

- 2006
- 2011
- 2016
- 2021
- 2026
- 2031
### Projected Worker Shortfall

<table>
<thead>
<tr>
<th>Year</th>
<th>Ontario</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>160,000</td>
<td>420,000</td>
</tr>
<tr>
<td>2016</td>
<td>360,000</td>
<td>950,000</td>
</tr>
<tr>
<td>2021</td>
<td>590,000</td>
<td>1,550,000</td>
</tr>
<tr>
<td>2026</td>
<td>790,000</td>
<td>2,080,000</td>
</tr>
<tr>
<td>2031</td>
<td>1,050,000</td>
<td>2,760,000</td>
</tr>
</tbody>
</table>

- Rick Miner, *People Without Jobs, Jobs Without People*
- [Figures projected nationally from Miner’s Ontario (38%) medium growth estimates]
OUR TIME TO LEAD

Why Canada needs a flood of immigrants

JOE FRIESEN — DEMOGRAPHICS REPORTER
From Saturday’s Globe and Mail
Published Friday, May. 04, 2012 8:13PM EDT
Last updated Saturday, May. 05, 2012 3:12PM EDT

Between now and 2021, a million jobs are expected to go unfilled across Canada. Ottawa is making reforms to the immigration system but isn't going far enough. We need to radically boost immigration numbers. With the right people, Canada can be an innovative world power. Without them, we'll drain away our potential.
3 Upskilling of Jobs

- Rick Miner, February 2010, People Without Jobs, Jobs Without People
Canadian IT sector facing ‘alarming’ labour shortage: report


Study Shows Vast Skills, Labour Shortages Looming for Canada’s Tech Sector

Posted April 1, 2011

TORONTO, ON (March 29, 2011) - Canada's technology employment base, is facing a crisis for Human Resources in the ICT Labor (ICT), in partnership with the Information and a picture of a new job market for ICT that industry and education, the association, is poised to act.

The new report underscores that in most employers will encounter systemic shortages when recruiting for severity of these shortages will increase when employers are seeking marketing, accounting and finance competencies.

The results also show a new job market for ICT, one that has radio packages of skills, for example systems analysis and design management, or people with particular combinations of domain expertise.

Executive Summary

Over the next 20 years, the one-two punch of low fertility rates and the retirement of baby boomers rising disposable income and an aging population lead to greater household spending...
Finding Talent

- 52% of organizations have difficulty recruiting for specific jobs
  - high-tech companies - 71%
  - manufacturers - 68%
  - financial firms - 49%
  - professional services firms - 59%
  - construction, mining, oil and gas companies - 51%
  - local governments - 33%
  - federal government - 31%

Society for Human Resources Managers (SHRM)
Leading Indicators of National Employment Survey,
November, 2011
Frustrating Paradox

- High Unemployment vs. 600,000 unfilled jobs

- Reported Lack of
  - problem solving skills - 52%
  - industry certification or vocational training - 43%
  - basic employability (soft) skills - 40%
  - technology or computer skills - 36%

Manufacturing Institute Fall, October 2011
Growing Income Inequality

Globalization

Computer-aided industrial productivity

Income inequality

Rewards for skilled grow
Opportunities for unskilled decrease

Adam Davidson, *Making It in America*, the Atlantic, Jan/Feb 2012
New & Changing Jobs

• Great time to imagine career prospects
  • Nano-mechanic
  • Old age wellness manager
  • Memory augmentation surgeon
  • Weather modification police
  • Waste data handler
  • Social networking worker
  • Personal brander/communications advisor
  • Stem cell bank manager
4 Unprepared Workforce

Talent Pipeline
Leaking Pipeline

✔ National HS graduation rate 79%
  (Education Indicators 2011, Statistics Canada & Council of Ministers of Education Canada)

✔ 60% of HS grads (47%) register immediately for post-secondary programs
  (King, 2009, Who Doesn’t Go To Post-Secondary Education?)

✔ 25% of post-secondary students dropout by the end of the first year. A similar percent change programs or majors
  (Miner, 2010, People Without Jobs, Jobs Without People)
Of 100 students in the educational pipeline in Grade 9:

- 29 will graduate on schedule with post-secondary degree, diploma, certificate
- 50% “mal-employed”
  (Statistics Canada and Human Resources & Skills Development Canada)
- by 2031 approximately 77% of the workforce will require a post-secondary education or training
  (Jobs of the Future: Options and Opportunities, Rick Miner, PhD, March 2012)

Many carry heavy student loan debt, have uncertain employment prospects, and unclear career goals
Consequences of staying the course

- Ongoing unacceptable levels of student underachievement and disengagement
- Continued faltering in school to work transitions
- Continued out-migration of talent
- Increasing recruitment challenges for employers
- More storm victims in future job markets
- Reduced community prosperity
The Perfect Talent Storm makes a harmonized, whole-community commitment to career and workforce development an economic imperative.
Sports Analogy

- Potential future hockey stars discovered at young age
- Most others: educational maze
Tools are Available

• Mobilize & harmonize community efforts to help all citizens succeed in 21st century careers
  – Students
  – Teachers
  – Parents
  – Spouses
  – Employers
  – Community agencies

www.careercruising.com
About Career Cruising

Our ccEngage Solution

- **ccSpringboard**: The heart of ccEngage
- **ccPathfinder**: High school course planner
- **ccAchieve**: College application planner
- **ccInspire**: Connecting education and industry
- **ccSpark!**: Career learning begins
- **ccTheRealGame**: Classroom experiential learning
- **Method Test Prep**: Online SAT / ACT prep
Expected Results

- More informed, purposeful, engaged, and higher achieving students
- Reduced truancy and bullying
- Higher productivity for employers with reduced recruiting and retention costs

www.careercruising.com
Expected Results

- Reduced costs for support programs (alternative education, drug and substance abuse, employment insurance, social assistance, welfare, corrections)
- More engaged, self-reliant, and resilient citizens
- Pride and prosperity shared by community

www.careercruising.com
For a **free personal online demonstration** of any of our ccEngage products call:

**Toll-free 1-800-965-8541**  (8AM-6PM Eastern Mon-Fri)

Or email:

**sales@career cruising.com**