



Times Change Women's Employment Service

Times  
Change

In a welcoming and supportive environment, Times Change Women's Employment Service offers career and educational counselling, a wide range of computer services and a comprehensive resource centre, all free of charge.

## Client Employment Needs Assessment Final Report

Times Change 2007-08



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# 1 Executive Summary

The following report describes the process and results of a needs assessment of new clients conducted by Times Change Women's Employment Service (Times Change). In order to measure new client needs, a committee examined materials already used by Times Change and then considered what additional needs women might have when seeking employment services. Opinions from staff, board members, clients and volunteers were sought to evaluate whether the newly developed survey of needs was clear and likely to address all potential needs of new clients. On March 8, 2007 the survey was launched and data was collected for three months until 204 new clients had completed it. Preliminary analyses revealed that the data from 24 participants was unusable, thus the final sample size was 180.

Analyses of the sample revealed that Times Change draws from a fairly diverse population of new clients. Participants ranged in age from under 20 to over 60 years, and their ethnicities closely mirror those found in Toronto's general population, according to the recent 2006 Census. In addition, we noted that 76% of new clients had worked within the last two years. Thus most of the clients are not new to the workforce although nearly 20% were new to Canada.

Participants were asked both open-ended and closed questions which were designed in such a way that they would not lead new clients to identify needs that they would not have considered on their own.

The results of the survey revealed that most new clients have similar needs regardless of their demographic characteristics. Specifically, the primary needs identified by participants were the need to earn money, closely followed by concerns around career planning, education/training, and job search. In addition, participants suggested they had needs related to transportation, and information about employment insurance, workers' rights, and pay equity. Generally the issues that new immigrants would typically face were not of concern to 90% of the participants. However, we wanted to be certain that the needs of the 20% of our participants who were relatively new to Canada were considered. Thus, we split

the participants by time spent in Canada and reanalyzed the results. Generally participants had similar concerns, however, those new to Canada identified the need to improve their computer skills more often than did the rest of the sample.

Following the survey analysis, we conducted a focus group of clients who only use the computer services to understand why they did not take advantage of Times Change's other services.

Finally, we shared the results of our needs assessment with agencies providing similar services in order to ensure that they too benefit from our knowledge regarding the needs of new clients. We also wanted to learn whether other agencies have identified similar or different needs than Times Change has found.

The conclusions we draw from this needs assessment are that new clients to Times Change have needs that are met by the services provided. This was very encouraging as it suggests that Times Change understands the needs of clients coming to our service.

## 2 The Survey

### 2.1 Background

Times Change Women's Employment Service (Times Change) offers career and educational counselling services, a wide range of computer services and a comprehensive resource centre to women looking for work or to change careers.

In 2004, Times Change Board members, staff and volunteers participated in a strategic planning process and developed a detailed three-year plan to guide our activities. Conducting a formal needs assessment of our new clients was identified as a priority for this three-year period and, as a result, in 2007 we initiated the process for assessing and identifying employment and education counselling needs of new clients.

### 2.2 Development

For the purpose of the needs assessment, we chose to use a survey specifically designed to systematically look at clients who were new to Times Change.

When developing this survey, we reviewed the following materials to ensure that we did not miss previously expressed client needs in the process:

- comments from client evaluations of the Job Search and Career Planning Workshops for September – December 2006.
- a compilation of responses to the "Some Common Concerns of Women Seeking Work" (see Appendix 1) form distributed to Getting Started clients in January and February 2007.

### 2.3 Instrument

The survey asked new clients in a variety of different ways what needs they have when looking for work. All participants (new clients) of the study were first asked to read a cover sheet designed to ensure informed consent. Specifically, participants were informed of the purpose of the study, that participation

was voluntary, and that their responses would be kept confidential (see Appendix 2).

The survey began with four questions referring to three general issues : “where do clients find out about our agency?” “where do clients look for information about employment services?”, “what do they look for in an employment service?” and “how do they see Times Change in particular helping them search for work?”. Three of the four questions were open-ended to prevent clients from being influenced by what we had identified as potential client concerns.

In addition, participants were asked to complete a 30-item closed-ended questionnaire called Client Concerns that was adapted from a Times Change instrument known as *Some Common Concerns of Women Seeking Work*<sup>1</sup>. The Clients Concerns questionnaire created for the current survey, measured a number of issues that clients over the years have identified as important to their job search. These items were rated on a 5-point Likert-type scale ranging from 1, “does not describe me” to 5, “describes me very well.” Some sample items were “I do not know what kind of work I can do” and “I need help with my resume”.

Finally, in the last section of the survey were questions about additional needs and demographic information (e.g., age, ethnic background, family status).

## 2.4 Data collection

In February 2007, we conducted a pilot by administering the questionnaire to 29 individuals - 6 individual clients, 7 clients in one Getting Started Workshop, 7 volunteers, and 9 Board members. We invited feedback and made note of the time it took to complete the questionnaire, any problems with comprehension of words or meaning of questions, ambiguity, repetitive questions or other issues. We made appropriate adjustments to the questionnaire, noted that it generally took no more than 15 minutes to complete and that ESL clients might need more time and explanation of some questions.

The final survey was launched on March 8, 2007 at an International Women's Day event hosted by Times Change. Surveys were printed and available to the women

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1. The original is a 40-item questionnaire, which has been updated periodically and used in the introductory “Getting Started Workshop” for 25 years, and allows new clients to identify the issues they might face when seeking employment.

who attended the event. All new clients were given the opportunity to complete the survey.

Over a three month period, we continued to administer the survey, on a voluntary basis, in hard copy form to all new clients who attended the Getting Started Workshop or came to the reception desk. We also invited clients who had used Times Change computer services but who had not received employment or educational counselling to complete the survey. It was important to avoid previous or current clients because we wanted to observe what a new client would want from Times Change.

To compensate clients for their time, a TTC token was presented as thanks when the completed questionnaires were handed in. In total, 204 surveys were completed. Of these, 180 were from entirely new clients to Times Change. It is this sample of 180 that has been included in the analyses.

# CLIENT EMPLOYMENT NEEDS ASSESSMENT

## 3 Analysis

### 3.1 Qualitative data

In order to analyze the three open-ended questions in the survey, three small groups of Times Change staff (3 per group) each analyzed responses to one of the questions. Each staff member looked for themes and then assessed the number of responses for each theme individually. If several issues were mentioned by one respondent each issue was noted. Each group then met to discuss their findings and agree upon the main themes. These themes were then ranked in order of frequency of mention by respondents.

### 3.2 Quantitative data

In order to ascertain whether the 30-item Client Concerns questionnaire was a good method for understanding new clients' typical concerns when looking for employment, we ran some analyses on the measure itself. Specifically, we ran a factor analysis of the measure to observe whether there were issues (items) of concern that clustered together to form factors. The analysis revealed that, indeed, there were six general areas of concern to new clients of Times Change. These six factors were then tested to observe whether they form reliable scales of the six issues of concern (the reliabilities of each scale are listed below) <sup>2</sup>.

Job Search  $\alpha = .84$

Newcomer Issues  $\alpha = .78$

Career Planning & Education/Training  $\alpha = .75$

Computer Skills  $\alpha = .63$

Job Readiness  $\alpha = .61$

Personal Concerns  $\alpha = .51$

- 
2. Reliability scores above .70 are generally accepted to be good, indicating that all items within the scale are measuring the same issue. Those with scores lower than .70 are less reliable, indicating that we should be more uncertain about whether the items within the scale are all measuring the same issue.



The reason for dividing the 30-item questionnaire into separate scales is that the scales provide a better (more reliable) method for making comparisons between groups of participants. For example, if we wanted to test whether women of different ethnicities have different concerns we would compare the aggregate responses based on the scales, rather than based on individual items

However, because the goal was to develop a deeper understanding of clients' specific needs, we analysed those needs at the individual item level and rarely used the scales to test for group differences. Specifically, we decided to examine the 6 concerns (items) that were most often and least often identified by respondents.

# CLIENT EMPLOYMENT NEEDS ASSESSMENT

## 4 Participants

### 4.1 Demographics

Overall, 180 women new to Times Change and of all ages completed the survey. The following statements highlight the demographic characteristics of the participants in the study, while the accompanying tables summarise the survey results.

**Statement 1:** Women between the ages of 20 and 59 made up 94% of survey participants.

Table 1: What is your age?

	Number of clients	Percentage*
Under 20	1	0.58%
In their 20s	25	14.53%
In their 30s	42	24.42%
In their 40s	56	32.56%
In their 50s	39	22.67%
60s and over	9	5.23%
No answer	8	
<b>Subtotal:</b>	<b>180</b>	

\* Percentage: based on the number of clients who answered the question

**Statement 2:** 75% of survey participants had worked in the last two years.

Table 2: In what year did you last work for pay?

	Number of clients	Percentage*
Last work in 2007	68	41.98%
Last work in 2006	55	33.95%
Last work in 2005	10	6.17%
Last work in 2004	7	4.32%
Last work in years earlier than 2004	22	13.58%
No answer	18	
<b>Subtotal:</b>	<b>180</b>	

\* Percentage: based on the number of clients who answered the question

**Statement 3:** 58% of women participating were born outside of Canada;  
19% were new to Canada (here less than 5 years).

Table 3: How long have you been in Canada?

	Number of clients	Percentage*
Born in Canada	75	42.86%
In Canada less than 1 year	10	5.71%
In Canada 1 to 5 years	24	13.71%
In Canada over 5 years	66	37.71%
No answer	5	
<b>Subtotal:</b>	<b>180</b>	

- Percentage: based on the number of clients who answered the question

**Statement 4:** Clients reflected a broad range of ethnicities with 24% identifying themselves as English. Table 4.1 and Figure 1 list the responses to clients' ethno/cultural backgrounds and Table 4.2 compares the respondents' backgrounds to the City of Toronto's 2006 census data.

Ethnic Background	Number of Responses	Percentage*
Aboriginal	4	2.05%
African	9	4.62%
Armenian	1	0.51%
Asian	1	0.51%
Australian	1	0.51%
Austrian	1	0.51%
Bangladeshi	1	0.51%
Brazilian	1	0.51%
Bulgarian	1	0.51%
Canadian	9	4.62%
Caribbean	5	2.56%
Chinese	15	7.69%
Colombian	1	0.51%
Czech	1	0.51%
Dominican	1	0.51%
Dutch	1	0.51%
East Indian	11	5.64%
English	46	23.59%

# CLIENT EMPLOYMENT NEEDS ASSESSMENT

September 2008

TIMES CHANGE WOMEN'S EMPLOYMENT SERVICE

Ethnic Background	Number of Responses	Percentage*
Eritrean	2	1.03%
Ethiopian	3	1.54%
Filipino	5	2.56%
French	8	4.10%
German	4	2.05%
Greek	4	2.05%
Guyanese	1	0.51%
Hungarian	1	0.51%
Irish	5	2.56%
Italian	8	4.10%
Jamaican	1	0.51%
Jewish	3	1.54%
Korean	2	1.03%
Latin American	4	2.05%
Latvian	2	1.03%
Lebanese	1	0.51%
Macedonian	1	0.51%
Mexican	1	0.51%
Norwegian	1	0.51%
Pakistani	2	1.03%
Persian	2	1.03%
Polish	1	0.51%
Portuguese	2	1.03%
Scottish	3	1.54%
Serbian	2	1.03%
Spanish	3	1.54%
Swedish	1	0.51%
Turkish	1	0.51%
Ukrainian	1	0.51%
Venezuela	1	0.51%
Vietnamese	2	1.03%
West Asian	1	0.51%
Could not be classified	6	3.08%
<b>Subtotal</b>	<b>195 **</b>	<b>100.00%</b>
No Answer	8	

\* Percentage: based on the number of clients who answered the question

\*\* More than one choice allowed

Note: Numbers for different ethno groups have been adjusted after going through individual 'other' responses. For individual 'other' responses, please see Appendix 9

Figure 1: Most Identified Ethnic Origins of Times Change Survey Respondents

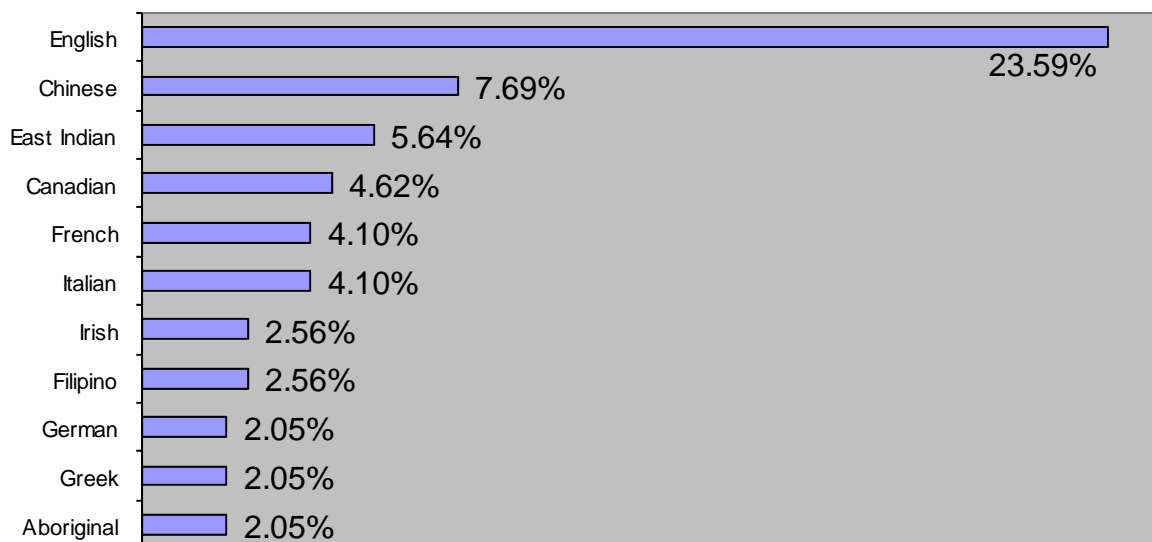


Table 4.2: Comparison of Respondents to City of Toronto 2006 Census

Most Identified Ethnic Origins	Respondents' self identification	Rank in Ethnic Origins Times Change Survey	Rank in Ethnic Origins City of Toronto 2006 Census
English	46	1	1
Chinese	15	2	2
East Indian	11	3	6
Canadian	9	4	3
Italian	8	5	7
French	8	6	9
Filipino	5	7	10
Irish	5	8	5
Aboriginal	4	9	not in top 20
Greek	4	9	17
German	4	9	8

Table 4.1: What is your family's ethno/cultural background?

Continue on the next page...

**Statement 5:** 49% of survey respondents are responsible for supporting others as well as themselves and 30% were employed.

Table 5: What is your employment situation?

	Number of clients checked	Percentage*
Supporting dependents	80	39.80%
Self-supporting	18	8.96%
Currently employed	61	30.35%
Returning to the paid labour force	11	5.47%
Entering the Canadian paid labour force for the first time	15	7.46%
I'm told I need Canadian work experience	0	0.00%
Other***	16	7.96%
<b>Subtotal</b>	<b>201**</b>	
No answer	26	12.75%

\* Percentage: based on total number of responses

\*\* More than one choice allowed

\*\*\* Please see Appendix 10

**Statement 6:** 18% of the respondents have some form of disability.

Table 6: Do you have any disabilities?

	Number of clients checked	Percentage
Yes	22	18.49%
No	158	81.51%
<b>Subtotal</b>	<b>180</b>	

## 4.2 Sources of information

We included two questions in the survey to understand how clients learned about Times Change and to find out where they generally look for information when conducting job searches. It was obvious that word of mouth and the Internet were main sources of information for clients.

Understanding how potential clients learned of Times Change and employment services in general, was also meant to demonstrate whether any of the means through which Times Change was discovered are associated with specific needs identified by newcomers. In particular, we were interested in whether people who were new to Canada (here fewer than five years) used the same tools as those who have been in the country longer or were born in Canada. The findings indicated that there were no differences between the groups (i.e., all groups make use of the same sources of information and mainly in the same proportions).

Responses were coded such that if an individual suggested that they used more than one source, all sources were counted.

#### 4.2.1 Where did you find out about Times Change?

The results of the qualitative analysis for this open-ended question indicated that most new clients identified word of mouth as their primary source of information about Times Change. The Internet and other community, employment and recreation centres were the next most often cited sources of information.

Table 7: Where did you find out about Times Change?

Theme	# of Responses	Percentage*
Word of mouth	67	33.0%
On-line	37	18.2%
Community, employment and recreation centres	32	15.8%
Libraries	13	6.4%
Health professionals	13	6.4%
Media	10	4.9%
Building lobby and Office Workers Career Centre	9	4.4%
Directories	7	3.4%
EI, Employment Ontario, welfare, social services	4	2.0%
Educational institutions	3	1.5%
Employment Assistance Program	2	1.0%
Other	6	3.0%

\* Percentage: based on total number of responses

## 4.2.2 Where do you look for information about employment services?

The Internet and word of mouth were the two greatest sources of information on employment services in general.

Table 8: Where do you look for information about employment services?

	Number of responses	Percentage*
Internet	148	36.91%
Word of Mouth	106	26.43%
ERC	61	15.21%
Other***	39	9.73%
Library	33	8.23%
211	14	3.49%
<i>No answer</i>	7	
<b>Subtotal</b>	<b>401**</b>	<b>100.00%</b>

\* Percentage: based on the number of clients who answered the question

\*\* More than one choice allowed

\*\*\* Please see Appendix 11



## 5 Results

### 5.1 Qualitative data

Two open-ended questions were included on the first page of the survey and required respondents to provide information regarding what they look for in an employment counselling service as well as how Times Change could help them find work. These questions were listed prior to the Client Concerns questionnaire to prevent respondents from being influenced by issues that we believe would be of interest to them. The following section describes the main themes identified from each of the two questions.

#### 5.1.1 What do you look for in an employment counselling service?

The themes listed in Table 9 were identified as reflecting the issues most commonly described by respondents. Specifically, the results support that job search and career planning are most often sought out in an employment counselling service. In addition, support and encouragement were found to be very important as was education and training.

Table 9: Themes Identified from Question 5.1.1

Priority	Themes
1	job search and career planning
2	support and encouragement
3	education/training
4	acquiring computer skills
5	resources and information

#### 5.1.2 How would you like Times Change to help you look for work?

Once again, for this question, themes were identified based on the reading of responses by individual staff members. When respondents answered the more specific question regarding how Times Change could help them look for work, the themes that emerged highlighted three issues. These were job search and

career planning, education and training, and acquiring computer skills (Table 10). It may be that many clients who come to Times Change are already aware of our services and have specific expectations about how we can help, but we cannot be certain of this possibility.

Table 10: Themes identified from question 5.1.2

Priority	Themes
1	job search and career planning
2	acquiring computer skills
3	education/training

## 5.2 Quantitative data

In analyzing the data, we categorized responses by areas of concern and identified the issues that concern respondents the most and the least.

### 5.2.1 Respondents' main areas of concern

In examining the concerns of participants, not surprisingly, the single greatest concern for 82% of the women was the need to earn money. Closely following this item were concerns related to Career Planning, Education/Training, and Job Search (see Table 11). Specifically, more than 70% of the participants identified a need to learn more about occupations of interest, explore new options for employment, wanted to be clearer about their interests, to find job openings, and information about training.

Table 11: Main Concerns of Survey Respondents

% of agreement	Item
82%	I need to earn money.
80%	I want to learn how to get information about occupations of interest to me.
77%	I want to explore new options for employment.
71%	I want to be clearer about my interests.
71%	I need help to find job openings, advertised or unadvertised.
61%	I need to know what training programs are available and the costs associated with them.

### 5.2.2 Respondents' areas of least concern

Because of the apparent overall low concern with respect to newcomer issues (see Table 12), we were interested in whether participants who had been in Canada for varying amounts of time would identify different concerns.

Table 12: Areas of least concern for survey respondents

% of agreement	Item
4%	I have questions about my employment status as a refugee claimant or as a landed immigrant.
8%	I am experiencing cultural barriers.
10%	I am experiencing discrimination.
10%	I do not believe I have any skills.
11%	I need to find out how to get my credentials from another country evaluated in Canada.
13%	My credentials and/or experience from another country are not recognized in Canada.

## 5.3 Group Comparisons

As mentioned above, we noted that in some cases there appeared to be a lack of concern for newcomer issues. This was unexpected and we wanted to ensure that we were not missing information from a subset of our new clients. Consequently, we compared the responses of groups of participants based on the length of time they had lived in Canada.

We first needed to consider the differences in sample size of the various groups. In order to increase the reliability of the group who self-identified as new to Canada (here less than one year and here between one and five years), we combined these two smallest groups of participants to make one of people who have been in Canada less than five years. This created three groups, those here (in Canada) less than five years, those here more than five years, and those born here.

When testing for differences between the groups based on length of time in Canada, we used the scales reflecting the major issues of concern from the Client Concerns scale questionnaire<sup>3</sup>. The findings suggest that respondents to the survey, whether new to Canada or not, generally have similar concerns when it comes to finding work. The only scale on which differences were observed between the groups was newcomer issues. The means in Table 13 demonstrate this as they are similar across the groups for five of the six scales. However, with respect to Newcomer issues (e.g., foreign credentials not being recognized in Canada), only those respondents who have been in Canada less than five years felt a high level of concern (Mean<sub>1 to 5 yrs</sub> = 2.58 versus Mean<sub>more than 5 yrs</sub> = 1.59 & Mean<sub>born</sub> = 1.05, see Table 13). In order to better understand these issues, we again examined the most and least frequently identified concerns across the groups (see Tables 14, 15, 16, 17, 18, & 19).

Table 13 demonstrates the similarity across groups of agreement that certain issues are of concern versus other issues that are not of concern.

3. A multivariate ANOVA was conducted in order to check for differences between the three groups (lived in Canada from 1 to 5 years, lived in Canada greater than 5 years, and born in Canada) of respondents. The results revealed that significant differences did exist (Pillai's Trace = .58,  $F(12, 336) = 11.3$ ,  $p < .001$ ), but only with respect to newcomer issues  $F(2, 172) = 60.2$ ,  $p < .001$ ).

Table 13: Descriptive Statistics on the Client Concerns Scales by Time Spent in Canada

Client Concern Scales	Time Lived in Canada	Mean	Standard Deviation
<b>Job Search</b>	In Canada less than 5 years	3.44	1.276
	In Canada more than 5 years	3.44	1.294
	Born in Canada	3.28	1.090
<b>Career Planning and Education/ Training</b>	In Canada less than 5 years	3.43	1.111
	In Canada more than 5 years	3.63	.962
	Born in Canada	3.61	.857
<b>Newcomer Issues</b>	In Canada less than 5 years	2.58	.905
	In Canada more than 5 years	1.59	.988
	Born in Canada	1.05	.245
<b>Computer Concerns</b>	In Canada less than 5 years	3.24	1.096
	In Canada more than 5 years	3.01	1.296
	Born in Canada	2.90	.901
<b>Job Readiness</b>	In Canada less than 5 years	1.89	.960
	In Canada more than 5 years	1.93	1.024
	Born in Canada	1.97	.829
<b>Personal Concerns</b>	In Canada less than 5 years	2.49	.940
	In Canada more than 5 years	2.59	.770
	Born in Canada	2.71	.591

## 5.3.1 Respondents born in Canada (75 out of 180)

It appears that those participants born in Canada largely have the same concerns as the overall sample of respondents, with the exception that 59% also identified a need to know about training programs and the costs associated with them.

Table 14: Main areas of concern for respondents born in Canada

% of agreement	Item
87%	I need to earn money.
85%	I want to explore new options for employment.
81%	I want to be clearer about my interests.
76%	I want to learn how to get information about occupations of interest to me.
72%	I need help to find job openings, advertised or unadvertised.
59%	I need to know what training programs are available and the costs associated with them.

Table 15: Areas of least concern for respondents born in Canada

% of agreement	Item
0%	I need to find out how to get my credentials from another country evaluated in Canada.
0%	I am experiencing cultural barriers.
1%	I need to improve my English language skills.
1%	I have questions about my employment status as a refugee claimant or as a landed immigrant.
1%	My credentials and/or experience from another country are not recognized in Canada.
5%	I am experiencing discrimination.

### 5.3.2 Respondents in Canada more than five years (66 out of 180)

When examining the top concerns of participants who have been here for more than five years, we noted that the top six are the same as those for the overall sample (Table 16).

An interesting finding was that although only 15% to 16% of these respondents suggested that they don't believe they have skills or are ready to work (Table 17), 65% indicated that they need to know about the availability of training programs and the costs associated with them (Table 16).

Table 16: Main areas of concern for respondents in Canada more than 5 years

% of agreement	Item
82%	I want to learn how to get information about occupations of interest to me.
78%	I need to earn money.
77%	I need help to find job openings, advertised or unadvertised.
76%	I want to explore new options for employment.
69%	I want to be clearer about my interests.
65%	I need to know what training programs are available and the costs associated with them.

Table 17: Areas of least concern for respondents in Canada more than 5 years

% of agreement	Item
2%	I have questions about my employment status as a refugee claimant or as a landed immigrant.
6%	I need to find out how to get my credentials from another country evaluated in Canada.
8%	My own illness, or that of a family member, is hindering my job search.
10%	I am experiencing cultural barriers.
15%	I do not believe I have any skills.
15%	I do not know if I am ready to work.

## 5.3.3 Respondents in Canada less than five years (34 out of 180)

Greater differences, relative to the overall sample, were observed when examining the main concerns of the participants who have been in Canada less than five years. For example, over 60% seemed concerned with the impact of technology and identified a need to improve their computer skills (Table 18), however none of these respondents agreed with the statement "I don't have any skills" and very few felt they did not know what kind of work they could do (Table 19).

Table 18: Main areas of concern for respondents in Canada less than 5 years

% of agreement	Item
84%	I want to learn how to get information about occupations of interest to me.
76%	I need to earn money.
69%	I need to know if the type of job I prefer will be in demand in the future.
66%	I want to know the impact of technology on my life and work.
64%	I need to improve my computer skills.
63%	I want to explore new options for employment.

Table 19: Areas of least concern for respondents in Canada less than 5 years

% of agreement	Item
0%	I do not believe I have any skills.
6%	My own illness, or that of a family member, is hindering my job search.
6%	The jobs available in my field of work have decreased.
7%	I am experiencing discrimination.
9%	I do not know what kind of work I can do.
16%	I have questions about my employment status as a refugee claimant or as a landed immigrant.



### 5.3.4 Respondents who have been unemployed for more than 2 years (39 out of 180)

Because Times Change is an employment service, we were interested in learning whether those women who have been out of the labour force for a significant period of time responded differently from other women. Thus, we examined their responses to see whether they had particular needs or barriers. The results support that these women were no different in terms of their identified concerns than the rest of the clients who completed the survey. Specifically, the six concerns of most salience to those unemployed for more than two years were the same as those for the overall sample.

Note, a correlation analysis was run to check whether the amount of time since a respondent last worked (year last worked) was related to any of the six scales from the Client Concerns questionnaire. It revealed a negative correlation between year last worked and job search. Thus, those respondents who have most recently been working were less likely to indicate that job search issues were of concern to them. None of the other scales were related to year last worked, thus supporting the statement above that other than job search concerns, women tend to have similar concerns regardless of when they last worked.

Table 20: Main areas of concern for respondents unemployed for more than 2 years

% of agreement	Item
82%	I want to be clearer about my interests.
82%	I want to learn how to get information about occupations of interest to me.
82%	I need help to find job openings, advertised or unadvertised.
77%	I want to explore new options for employment.
74%	I need to earn money.
72%	I need to know what training programs are available and the costs associated with them.

Table 21: Areas of least concern for respondents unemployed for more than 2 years

% of agreement	Item
3%	I have questions about my employment status as a refugee claimant or as a landed immigrant.
5%	I am experiencing cultural barriers.
13%	I do not believe I have any skills.
13%	The jobs available in my field of work have decreased.
14%	I am experiencing discrimination.
14%	I need to find out how to get my credentials from another country evaluated in Canada.

## 5.4 Consistency among responses to qualitative and quantitative questions

We wanted to know whether the responses to the Client Concerns questionnaire (quantitative) were consistent with the responses to the open-ended questions (qualitative) in terms of how clients prioritized their needs. There was, in fact, a close match in the priorities. Specifically, we compared the responses to question 3: "What do you look for in an employment counselling service?" and question 4: "How would you like Times Change to help you look for work?" to the needs identified in the Client Concerns questions of the survey. The items identified by the vast majority of respondents were directly aligned with the priorities identified in answers to questions 3 and 4 (see Table 22). Thus, consistent findings across the different forms of data collected are shown.

Table 22: Top priorities comparison

Client Concerns Measure	Questions 3*	Questions 4**
<ul style="list-style-type: none"> <li>• I need to earn money</li> <li>• I want to learn more about occupations of interest to me</li> <li>• I want to explore new options for employment</li> <li>• I need help to find job openings, advertised or unadvertised</li> <li>• I want to be clearer about my interests</li> </ul>	<ul style="list-style-type: none"> <li>• Job Search and Career Planning</li> <li>• Support and Encouragement</li> <li>• Education/ Training</li> <li>• Acquiring Computer Skills</li> <li>• Resource and Information</li> </ul>	<ul style="list-style-type: none"> <li>• Job Search and Career Planning</li> <li>• Acquiring Computer Skills</li> <li>• Education and Training Information and Counselling</li> </ul>

\*Question 3: What do you look for in an employment counselling service?

\*\* Question 4: How would you like Times Change to help you look for work?"

## 5.5 Additional Needs

When we asked respondents if they had any additional needs, 47% identified transportation as a main concern.

Table 23: Client responses to the question "Do you have other needs"

	Number of clients checked	Percentage*
Childcare	16	16.16%
Transportation	47	47.47%
Housing	24	24.24%
Other***	12	12.12%
<b>Subtotal**</b>	<b>99</b>	
No answer	119	58.33%

\* Percentage: based on clients who answered the question

\*\* More than one choice allowed

\*\*\* Please see Appendix 13

Clients were also interested in learning more about issues such as Employment Insurance, workers' rights and pay equity.

Table 24: Client responses to the question "I want to know more about"

	Number of clients checked	Percentage*
EI	52	16.61%
Day care	10	3.19%
Ontario Works	40	12.78%
Disability support programs	15	4.79%
Immigration	9	2.88%
Safety	24	7.67%
Human rights	31	9.90%
Worker rights	50	15.97%
Pay equity	41	13.10%
Unions	29	9.27%
Others***	12	3.83%
<b>Subtotal**</b>	<b>313</b>	
No answer	75	36.76%

\* Percentage: based on the number of clients who answered the question

\*\* More than one choice allowed

\*\*\* Please see Appendix 12

## 6 Consultations

### 6.1 Focus group

Since there was consensus on the key needs identified by clients who answered the survey questionnaires, we did not feel that we needed to organize focus groups on issues relating to the survey. However, there are a number of Times Change clients who use Times Change Computer Room services but who do not use any of Times Change's other services. We held a focus group with these clients to explore why participants had not used our employment counselling or education/training counselling services.

Only five people participated in the focus group on October 26<sup>th</sup> 2007, thus the results were interpreted with extreme caution. The themes of their discussion suggest that to some extent computer room clients are either unaware of additional Times Change services or they misunderstand their nature as we noted that Times Change offers many of the services that were suggested by focus group participants. In addition, some participants indicated that they used other employment services, or that they did not want to take advantage of counselling services until their goals were clear. Generally, participants indicated that they use the computers for skills upgrading and Internet access, thus maintaining and increasing these services is a current goal for Times Change.

### 6.2 Community meetings

We believe it to be very important to contact other agencies who serve women looking for work in Toronto, to share the findings of our needs assessment and to find out their client needs. This will help us refer clients more appropriately. We also wanted to find out if there were crucial needs that are not being addressed of which funders should be aware.

As a final step in the needs assessment we invited representatives of 59 organizations to meetings for the purpose of learning whether clients of the

broader community of services shared similar needs or had different needs. A total of twenty one representatives from seventeen agencies participated in either an evening meeting on July 8<sup>th</sup> or an afternoon meeting on July 10<sup>th</sup>, 2008.

The participating agencies were:

- ACTEW
- The Barbara Schlifer Commemorative Clinic
- The Career Foundation
- COSTI - The Corvetti Education Centre
- The Elizabeth Fry Society
- The Fred Victor Centre - Employment and Training Services
- Intercede
- JVS Toronto
- The Learning Enrichment Foundation
- The Massey Centre SET Program
- Newcomer Women's Services Toronto
- The Office Workers Career Centre
- Rosalie Hall
- St. Christopher House
- Sistering
- Toronto Community Employment Services
- Youth Employment Services

In addition to employment counselling services, participating agencies included agencies which provide the continuum of supportive services needed by women seeking work, (e.g., legal services, services for young mothers, services for women who have had trouble with the law, personal counselling and housing services).

A summary of the meeting discussions is available in Appendix 16.

## 7 Conclusions & Recommendations

### 7.1 Conclusions

- 82% of survey respondents identified the need to earn money as their greatest concern.
- Career Planning, Job Search and Education/Training were identified as major areas of concern.
- When it comes to finding work, all respondents, whether new to Canada or not, generally have the same concerns.

Also:

- 47% of respondents identified transportation as a need.
- Employment Insurance, workers' rights, and pay equity were identified as the top three areas where respondents need more information.

### 7.2 Recommendations

Generally, the needs assessment revealed that the concerns held by new clients are closely related to the services offered by Times Change, suggesting that the organization is aware of and responding to the needs of new clients.

Career Planning, Job Search and Education/Training were identified as major needs by new clients. Times Change's current services (the Job Search Workshop, Career Planning Workshop, Educational Counselling, a comprehensive Resource Centre and computer services) correspond to the most commonly identified needs.

An additional need, transportation, would require substantial funding supports. Times Change has very limited funds to support clients getting to and from our service.

Based on findings from the Needs Assessment and the current economic climate, we make the following recommendations.

## Recommendations

### 7.2.1 Ongoing Needs Assessment

Times Change will revise *Some Common Concerns of Women Seeking Work* and collect this on a regular basis from new clients attending the Getting Started Workshop. Periodic analysis will allow Times Change to identify client needs on an ongoing basis.

### 7.2.2 Job Search

Times Change will review the Job Search Workshop and update the program materials as necessary.

### 7.2.3 Career Planning

Times Change will perform an environmental scan to determine factors that may be preventing clients from taking the current 10-session Career Planning Workshop.

### 7.2.4 Education / Training

- Times Change will seek additional funding to offer more educational counselling appointments to meet client demands.
- Because of the ever increasing software applications available in the market, Times Change's educational counsellor will help clients determine the most appropriate ones for particular occupations.
- Times Change will work with our broader networks, e.g. ACTEW, ONESTEP, and other community agencies to make the government aware that more funded training must be available for women with limited economic resources for training and retraining.

### 7.2.5 Clientele

The survey confirmed that Times Change is serving diverse groups of women. Times Change will undertake a geographic scan to determine areas where clients are coming from in order to provide helpful information for the agency's future strategic planning.





## Times Change Women's Employment Service Client Employment Needs Assessment

# Appendices

- Appendix 1: Some Common Concerns of Women Seeking Work
- Appendix 2: Times Change Needs Survey Questionnaire
- Appendix 3: Means for common concern questions
- Appendix 4: Common Concern Responses – All
- Appendix 5: Common Concern Responses – Born in Canada
- Appendix 6: Common Concern Responses – In Canada  
more than 5 years
- Appendix 7: Common Concern Responses – In Canada  
less than 5 years
- Appendix 8: Common Concern Responses – Unemployed  
for more than 2 years
- Appendix 9: Other – Ethno/cultural background – tabulation
- Appendix 10: Clients self identified as Other – tabulation
- Appendix 11: Where do you look for information about employment services? Other – tabulation
- Appendix 12: Additional Needs, I want to know more about  
Other - tabulation
- Appendix 13: Additional Needs, Do you have other needs Other - tabulation
- Appendix 14: Focus Group participant questions
- Appendix 15: Focus Group participant demographic questions
- Appendix 16: Report on Meetings with Community Agencies  
Regarding the Times Change Needs Assessment
- Appendix 17: Times Change Client Employment Needs Assessment  
Fact Sheets

## Appendix 1:

### Some Common Concerns of Women Seeking Work

The women we see at Times Change have made us aware of the many obstacles which women face in seeking work. When a woman says, "I need a job," or "I want to change occupations," that's usually just the tip of the iceberg, there are often other underlying issues.

We have developed this handout to guide you in defining some of your underlying needs. This will enable us to help you figure out how to get started. The examples given are to assist you in defining your own issues. Additional space is provided to add other concerns.

SOME OF MY CONCERNS INCLUDE:

AREA 1 - CAREER PLANNING	YES	NO
I don't know what I can do.		
I don't believe I have any skills.		
I am no longer able to do the work I once did. I want to explore other options.		
I want information on the labour market or areas where there will be job vacancies in the future.		
I want information about different occupations before I develop new skills.		
Is there a market for the kind of job I prefer?		
How do I research occupational choices?		
What is the effect of new technologies on women?		
I want to be clearer about my interests.		
I don't know whether I'm job ready.		
I need to build up my self confidence.		
I'm not sure that I want to work.		

AREA 2 – EDUCATION AND TRAINING	YES	NO
I need help with the application forms for college/university.		
How can I finance my education?		
I need information about training through government programs.		
How can I get qualifications from my own country evaluated here?		
Where can I get upgrading?		
What are training possibilities?		
I am experiencing language difficulties.		

AREA 3 - JOB SEARCH	YES	NO
I need money.		
I am experiencing cultural barriers.		
I want to know about the hidden job market.		
I have not held a paid job for a while (anywhere from 6 months to 20 years).		
I am getting discouraged looking for work.		
Illness of a family member is affecting my job search.		
I am a key (or the only) wage earner in my family and I'm feeling pressure.		
I think I have skills but I don't know how to market them.		
How do I write a better resume?		
What is a covering letter?		
I need to learn to handle interviews.		
I don't know how to make contacts with potential employers.		
I am experiencing discrimination.		
My experience in my country is not accepted here.		
I don't know how to find job vacancies.		

AREA 4 - FAMILY OR PERSONAL	YES	NO
I am going through major life changes.		
I have conflicts about working outside the house while my children are young.		
Attitudes within my family create difficulties for me.		
I am going through a major change in my family situation, examples might be: recently widowed, separated, divorced, self-supporting, new mother, "empty nest" mother.		
I want to know more about: Employment Insurance; Day Care; Ontario Works; Ontario Disability Support Program; Immigration; Workers Safety & Insurance Board; Human Rights; Employment Standards; Pay Equity; Unions.		
I have questions about my status as a landed immigrant, as a Canadian citizen.		

## Appendix 2: Times Change Needs Survey Questionnaire

### **Times Change Invites You to Participate in a Survey!**

Times Change Women's Employment Service is conducting a survey of the employment counselling needs of women in Toronto in order to improve our program planning. The survey should take approximately fifteen minutes to complete.

Your responses to the survey will be anonymous. Completion of this survey is voluntary and does not relate to your eligibility for Times Change services now or in the future.

The questions will be about your skills, needs and wants as they relate to employment. If there are any questions you do not wish to answer, please leave them blank. If you do have questions about the survey, or wish to know more about the results, please contact Kathleen Sullivan at 416-927-1900 ext. 223 or Pat Bird at 416-927-1900 ext. 227.

*Thank you very much for taking the time to complete the survey.*

*In appreciation, you will receive a TTC token.*



## Times Change Women's Employment Service Needs Survey

Please respond to the following questions about employment services.

1. Where did you find out about Times Change?

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2. Where do you look for information about employment services?  
(Please check all that apply.)

- ☐ The Internet
- ☐ An Employment Resource Centre
- ☐ A public library
- ☐ 211 Toronto
- ☐ Word of mouth
- ☐ Other. Please specify: \_\_\_\_\_

3. What do you look for in an employment counselling service?

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4. How would you like Times Change to help you look for work?

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---

We are interested in understanding your employment needs.

Please use the following scale to indicate the extent to which each statement describes you.

*Does not describe me*                      *Moderately describes me*                      *Describes me very well*  
1                      2                      3                      4                      5

Please circle one number for each statement:

	DOES NOT DESCRIBE ME		MODERATELY DESCRIBES ME		DESCRIBES ME VERY WELL
1. I need to earn money.	1	2	3	4	5
2. I do not know what kind of work I can do.	1	2	3	4	5
3. I do not believe I have any skills.	1	2	3	4	5
4. My credentials and/or experience from another country are not recognized in Canada.	1	2	3	4	5
5. The jobs available in my field of work have decreased.	1	2	3	4	5
6. I want to explore new options for employment.	1	2	3	4	5
7. I need to know if the type of job I prefer will be in demand in the future.	1	2	3	4	5
8. I want to learn how to get information about occupations of interest to me.	1	2	3	4	5
9. I want to know the impact of technology on my life and work.	1	2	3	4	5
10. I want to be clearer about my interests.	1	2	3	4	5
11. I do not know if I am ready to work.	1	2	3	4	5
12. I need training to find work.	1	2	3	4	5
13. I need to improve my English language skills.	1	2	3	4	5
14. I need financial support during the process of an employment search or while training for work.	1	2	3	4	5
15. I need to find out how to get my credentials from another country evaluated in Canada.	1	2	3	4	5
16. I need to upgrade my education.	1	2	3	4	5
17. I need to improve my computer skills.	1	2	3	4	5
18. I need to know what training programs are available and the costs associated with them.	1	2	3	4	5

	DOES NOT DESCRIBE ME		MODERATELY DESCRIBES ME		DESCRIBES ME VERY WELL
19. I am experiencing cultural barriers.	1	2	3	4	5
20. I am experiencing discrimination.	1	2	3	4	5
21. I am getting discouraged looking for work.	1	2	3	4	5
22. My own illness, or that of a family member, is hindering my job search.	1	2	3	4	5
23. I have questions about my employment status as a refugee claimant or as a landed immigrant.	1	2	3	4	5
24. I think I have skills but I do not know how to communicate them.	1	2	3	4	5
25. I need help with my resume.	1	2	3	4	5
26. I need to learn to write a cover letter.	1	2	3	4	5
27. I need to learn how to prepare for an interview.	1	2	3	4	5
28. I need help to find job openings, advertised or unadvertised.	1	2	3	4	5
29. I need access to a computer.	1	2	3	4	5
30. I would like information about self-employment.	1	2	3	4	5

**Additional Needs:**

1. I want to know more about: (Please check all that apply.)

- ☐ Employment Insurance
- ☐ Day care
- ☐ Ontario Works
- ☐ Ontario Disability Support Program
- ☐ Immigration
- ☐ Worker's Safety & Insurance Board
- ☐ Human Rights
- ☐ My rights as a worker
- ☐ Pay Equity
- ☐ Unions
- ☐ Other. Please specify: \_\_\_\_\_

2. Do you have other needs? (Please check all that apply.)

- ☐ Childcare
- ☐ Transportation
- ☐ Housing
- ☐ Other. Please specify: \_\_\_\_\_



**The following Demographic Information will be used only for program planning purposes. Information is being gathered anonymously so it cannot be used to identify you.**

1. Have you ever used any of Times Change's service(s) before?  
(Please check all that apply.)
 

<input type="checkbox"/> Getting Started Workshop	<input type="checkbox"/> Individual Employment Counselling
<input type="checkbox"/> Job Search Workshop	<input type="checkbox"/> Computer Services
<input type="checkbox"/> Career Planning Workshop	<input type="checkbox"/> Resource Centre
<input type="checkbox"/> Educational Counselling	<input type="checkbox"/> Job Board
2. How long have you been in Canada?
 

<input type="checkbox"/> Born in Canada	<input type="checkbox"/> 1 to 5 years
<input type="checkbox"/> Less than 1 year	<input type="checkbox"/> Over 5 years
3. What is your family's ethno/cultural background?  
(Please check all that apply.)
 

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Greek
<input type="checkbox"/> Chinese	<input type="checkbox"/> Italian
<input type="checkbox"/> East Indian	<input type="checkbox"/> Jamaican
<input type="checkbox"/> English	<input type="checkbox"/> Jewish
<input type="checkbox"/> Filipino	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Other. Please specify: _____	
4. In what year did you last work for pay? \_\_\_\_\_
5. What is your age? \_\_\_\_\_ years.
6. Please check all the boxes that apply to you:
 

<input type="checkbox"/> Supporting dependents
<input type="checkbox"/> Self-supporting
<input type="checkbox"/> Currently employed
<input type="checkbox"/> Returning to the paid labour force
<input type="checkbox"/> Entering the Canadian paid labour force for the first time
<input type="checkbox"/> I'm told I need Canadian work experience.
<input type="checkbox"/> Other. Please specify: _____
7. Do you have any disabilities?
 

<input type="checkbox"/> Yes	<input type="checkbox"/> No
If Yes, please specify: _____	

**One Additional Question:**

Would you be willing to participate in a focus group discussion related to this survey at a later date?  
If yes, please speak with Times Change reception to sign up.

*Thank you very much for your thoughtful completion of this survey.*

## Appendix 3:

### Means for common concern questions

Cluster

	N	Mini- mum	Maxi- mum	Mean	Std. Deviation
job_search	180	.00	5.00	3.418 9	1.12616
CP_ED	180	.14	5.00	3.600 0	.88172
Newcomer	180	.00	4.60	1.540 0	.86700
computer_skills_access	180	.25	5.00	3.330 6	.92515
job_readiness	180	.00	5.00	2.024 1	.97009
personal_concerns	180	.33	4.67	2.656 5	.76349
Valid N (listwise)	180				

## Individual questions

	N	Mini- mum	Maxi- mum	Mean	Std. Deviation
EN1earn_money	180	.00	5.00	4.3556	1.06557
EN2what_I_can_do	180	.00	5.00	2.3889	1.37166
EN3no_skills	180	.00	5.00	1.7944	1.18037
EN4foreign_credentails	180	.00	5.00	1.6833	1.32224
EN5jobs_decreased	180	.00	5.00	2.2556	1.39881
EN6new_options	180	.00	5.00	4.1611	1.10440
EN7future_demand	180	.00	5.00	3.5500	1.40738
EN8how_to_get_info	180	.00	5.00	4.1167	1.23395
EN9impact_of_tech	180	.00	5.00	3.3667	1.43733
EN10my_interests	180	.00	5.00	3.8167	1.41214
EN11am_I_ready	180	.00	5.00	1.8889	1.33240
EN12need_training	180	.00	5.00	3.0167	1.50037
EN13English	180	.00	5.00	1.7556	1.34381
EN14financial_support	180	.00	5.00	3.1222	1.72609
EN15evalu- ated_credential	180	.00	5.00	1.5000	1.23043
EN16upgrade_education	180	.00	5.00	2.9611	1.46605
EN17computer_skills	180	.00	5.00	3.4611	1.46224
EN18training_programs	180	.00	5.00	3.7056	1.40906
EN19cultural_barriers	180	.00	5.00	1.6222	1.19194
EN20discrimination	180	.00	5.00	1.6500	1.25727
EN21discouraged	180	.00	5.00	2.7833	1.63165
EN22illness	180	.00	5.00	1.7722	1.30247
EN23emp_status_immigr ant	180	.00	5.00	1.1389	.80337
EN24selfmarketing	180	.00	5.00	2.7611	1.42744
EN25resume	180	.00	5.00	3.4667	1.46619
EN26cover_letter	180	.00	5.00	3.3056	1.57174
EN27interview	180	.00	5.00	3.5778	1.42584
EN28job_openings	180	.00	5.00	3.9833	1.31376
EN29computer	180	.00	5.00	2.3333	1.71422
EN30selfemployment	180	.00	5.00	2.8333	1.69620
Valid N (listwise)	180				

# APPENDICES

## Appendix 4: Common Concern Responses — All

# Common Concerns \_ All (180 responses)

Jan 24,08

#	Question	Disagree	Neutral	Agree	Subtotal
1	I need to earn money.	2.82%	15.25%	81.92%	177
2	I do not know what kind of work I can do.	51.72%	28.16%	20.11%	174
3	I do not believe I have any skills.	74.29%	15.43%	10.29%	175
4	My credentials and/or experience from another country are not recognized in Canada.	76.30%	10.98%	12.72%	173
5	The jobs available in my field of work have decreased.	55.56%	26.32%	18.13%	171
6	I want to explore new options for employment.	6.74%	16.29%	76.97%	178
7	I need to know if the type of job I prefer will be in demand in the future.	19.21%	23.16%	57.63%	177
8	I want to learn how to get information about occupations of interest to me.	7.91%	12.43%	79.66%	177
9	I want to know the impact of technology on my life and work.	22.99%	23.56%	53.45%	174
10	I want to be clearer about my interests.	16.00%	12.57%	71.43%	175
11	I do not know if I am ready to work.	72.00%	10.86%	17.14%	175
12	I need training to find work.	29.65%	29.65%	40.70%	172
13	I need to improve my English language skills.	76.70%	8.52%	14.77%	176
14	I need financial support during the process of an employment search or while training for work.	36.42%	13.87%	49.71%	173
15	I need to find out how to get my credentials from another country evaluated in Canada.	82.46%	6.43%	11.11%	171
16	I need to upgrade my education.	32.00%	32.57%	35.43%	175
17	I need to improve my computer skills.	20.11%	27.01%	52.87%	174
18	I need to know what training programs are available and the costs associated with them.	17.42%	21.91%	60.67%	178
19	I am experiencing cultural barriers.	75.44%	16.37%	8.19%	171
20	I am experiencing discrimination.	76.05%	14.37%	9.58%	167
21	I am getting discouraged looking for work.	33.54%	25.61%	40.85%	164
22	My own illness, or that of a family member, is hindering my job search.	73.84%	13.37%	12.79%	172
23	I have questions about my employment status as a refugee claimant or as a landed immigrant.	95.29%	0.59%	4.12%	170
24	I think I have skills but I do not know how to communicate them.	41.71%	24.57%	33.71%	175
25	I need help with my resume.	20.57%	29.14%	50.29%	175
26	I need to learn to write a cover letter.	29.31%	22.41%	48.28%	174
27	I need to learn how to prepare for an interview.	20.45%	26.14%	53.41%	176
28	I need help to find job openings, advertised or unadvertised.	10.80%	18.18%	71.02%	176
29	I need access to a computer.	59.30%	11.05%	29.65%	172
30	I would like information about self-employment.	41.62%	19.65%	38.73%	173

# APPENDICES

## Appendix 5: Common Concern Responses — Born in Canada



# Common Concerns \_ Born in Canada (75 out of 180, 41.67% responses)

Jan 24,08

#	Question	Disagree	Neutral	Agree	subtotal
1	I need to earn money.	1.33%	12.00%	86.67%	75
2	I do not know what kind of work I can do.	46.58%	32.88%	20.55%	73
3	I do not believe I have any skills.	69.33%	20.00%	10.67%	75
4	My credentials and/or experience from another country are not recognized in Canada.	97.26%	1.37%	1.37%	73
5	The jobs available in my field of work have decreased.	58.90%	20.55%	20.55%	73
6	I want to explore new options for employment.	5.33%	9.33%	85.33%	75
7	I need to know if the type of job I prefer will be in demand in the future.	20.00%	30.67%	49.33%	75
8	I want to learn how to get information about occupations of interest to me.	10.67%	13.33%	76.00%	75
9	I want to know the impact of technology on my life and work.	25.68%	25.68%	48.65%	74
10	I want to be clearer about my interests.	12.00%	6.67%	81.33%	75
11	I do not know if I am ready to work.	77.03%	9.46%	13.51%	74
12	I need training to find work.	27.40%	35.62%	36.99%	73
13	I need to improve my English language skills.	96.00%	2.67%	1.33%	75
14	I need financial support during the process of an employment search or while training for work.	32.00%	13.33%	54.67%	75
15	I need to find out how to get my credentials from another country evaluated in Canada.	100.00%	0.00%	0.00%	73
16	I need to upgrade my education.	35.14%	33.78%	31.08%	74
17	I need to improve my computer skills.	24.66%	24.66%	50.68%	73
18	I need to know what training programs are available and the costs associated with them.	18.67%	22.67%	58.67%	75
19	I am experiencing cultural barriers.	97.26%	2.74%	0.00%	73
20	I am experiencing discrimination.	82.67%	12.00%	5.33%	75
21	I am getting discouraged looking for work.	28.99%	26.09%	44.93%	69
22	My own illness, or that of a family member, is hindering my job search.	64.00%	18.67%	17.33%	75
23	I have questions about my employment status as a refugee claimant or as a landed immigrant.	98.63%	0.00%	1.37%	73
24	I think I have skills but I do not know how to communicate them.	52.00%	21.33%	26.67%	75
25	I need help with my resume.	22.67%	30.67%	46.67%	75
26	I need to learn to write a cover letter.	36.49%	22.97%	40.54%	74
27	I need to learn how to prepare for an interview.	20.27%	31.08%	48.65%	74
28	I need help to find job openings, advertised or unadvertised.	9.46%	18.92%	71.62%	74
29	I need access to a computer.	70.27%	9.46%	20.27%	74
30	I would like information about self-employment.	41.33%	16.00%	42.67%	75

## Appendix 6: Common Concern Responses — In Canada more than 5 years



# Common Concerns \_ Been in Canada more than 5 years (66 out of 180, 36.7% responses)

Jan 24,08

#	Question	Disagree	Neutral	Agree	Subtotal
1	I need to earn money.	1.56%	20.31%	78.13%	64
2	I do not know what kind of work I can do.	51.56%	21.88%	26.56%	64
3	I do not believe I have any skills.	73.44%	10.94%	15.63%	64
4	My credentials and/or experience from another country are not recognized in Canada.	70.97%	12.90%	16.13%	62
5	The jobs available in my field of work have decreased.	54.84%	25.81%	19.35%	62
6	I want to explore new options for employment.	3.03%	21.21%	75.76%	66
7	I need to know if the type of job I prefer will be in demand in the future.	21.54%	16.92%	61.54%	65
8	I want to learn how to get information about occupations of interest to me.	7.69%	10.77%	81.54%	65
9	I want to know the impact of technology on my life and work.	28.57%	19.05%	52.38%	63
10	I want to be clearer about my interests.	14.06%	17.19%	68.75%	64
11	I do not know if I am ready to work.	68.75%	15.63%	15.63%	64
12	I need training to find work.	33.87%	22.58%	43.55%	62
13	I need to improve my English language skills.	71.88%	10.94%	17.19%	64
14	I need financial support during the process of an employment search or while training for work.	41.94%	17.74%	40.32%	62
15	I need to find out how to get my credentials from another country evaluated in Canada.	85.48%	8.06%	6.45%	62
16	I need to upgrade my education.	31.75%	28.57%	39.68%	63
17	I need to improve my computer skills.	17.46%	33.33%	49.21%	63
18	I need to know what training programs are available and the costs associated with them.	13.85%	21.54%	64.62%	65
19	I am experiencing cultural barriers.	74.19%	17.74%	8.06%	62
20	I am experiencing discrimination.	71.67%	15.00%	13.33%	60
21	I am getting discouraged looking for work.	41.94%	20.97%	37.10%	62
22	My own illness, or that of a family member, is hindering my job search.	81.97%	9.84%	8.20%	61
23	I have questions about my employment status as a refugee claimant or as a landed immigrant.	98.36%	0.00%	1.64%	61
24	I think I have skills but I do not know how to communicate them.	39.06%	28.13%	32.81%	64
25	I need help with my resume.	19.05%	30.16%	50.79%	63
26	I need to learn to write a cover letter.	25.40%	20.63%	53.97%	63
27	I need to learn how to prepare for an interview.	21.54%	21.54%	56.92%	65
28	I need help to find job openings, advertised or unadvertised.	9.38%	14.06%	76.56%	64
29	I need access to a computer.	49.21%	11.11%	39.68%	63
30	I would like information about self-employment.	45.90%	16.39%	37.70%	61

# APPENDICES

## Appendix 7: Common Concern Responses — In Canada less than 5 years

# Common Concerns \_ Been in Canada less than 5 years (34 out 180, 18.89% responses)

Jan 24,08

#	Question	Disagree	Neutral	Agree	Subtotal
1	I need to earn money.	9.09%	15.15%	75.76%	33
2	I do not know what kind of work I can do.	56.25%	34.38%	9.38%	32
3	I do not believe I have any skills.	83.87%	16.13%	0.00%	31
4	My credentials and/or experience from another country are not recognized in Canada.	39.39%	30.30%	30.30%	33
5	The jobs available in my field of work have decreased.	48.39%	45.16%	6.45%	31
6	I want to explore new options for employment.	18.75%	18.75%	62.50%	32
7	I need to know if the type of job I prefer will be in demand in the future.	9.38%	21.88%	68.75%	32
8	I want to learn how to get information about occupations of interest to me.	3.13%	12.50%	84.38%	32
9	I want to know the impact of technology on my life and work.	6.25%	28.13%	65.63%	32
10	I want to be clearer about my interests.	29.03%	16.13%	54.84%	31
11	I do not know if I am ready to work.	66.67%	6.06%	27.27%	33
12	I need training to find work.	25.00%	31.25%	43.75%	32
13	I need to improve my English language skills.	40.63%	15.63%	43.75%	32
14	I need financial support during the process of an employment search or while training for work.	38.71%	6.45%	54.84%	31
15	I need to find out how to get my credentials from another country evaluated in Canada.	35.48%	19.35%	45.16%	31
16	I need to upgrade my education.	21.21%	36.36%	42.42%	33
17	I need to improve my computer skills.	15.15%	21.21%	63.64%	33
18	I need to know what training programs are available and the costs associated with them.	18.18%	24.24%	57.58%	33
19	I am experiencing cultural barriers.	29.03%	48.39%	22.58%	31
20	I am experiencing discrimination.	70.37%	22.22%	7.41%	27
21	I am getting discouraged looking for work.	24.14%	34.48%	41.38%	29
22	My own illness, or that of a family member, is hindering my job search.	87.10%	6.45%	6.45%	31
23	I have questions about my employment status as a refugee claimant or as a landed immigrant.	80.65%	3.23%	16.13%	31
24	I think I have skills but I do not know how to communicate them.	22.58%	25.81%	51.61%	31
25	I need help with my resume.	15.63%	28.13%	56.25%	32
26	I need to learn to write a cover letter.	18.75%	25.00%	56.25%	32
27	I need to learn how to prepare for an interview.	18.75%	21.88%	59.38%	32
28	I need help to find job openings, advertised or unadvertised.	18.18%	24.24%	57.58%	33
29	I need access to a computer.	58.06%	16.13%	25.81%	31
30	I would like information about self-employment.	34.38%	34.38%	31.25%	32

## Appendix 8: Common Concern Responses — Unemployed for more than 2 years



# Common Concerns \_ unemployed for more than 2 years (39 out of 180, 21.67% responses)

Jan 24,08

#	Question	Disagree	Neutral	Agree	Subtotal
1	I need to earn money.	2.63%	23.68%	73.68%	38
2	I do not know what kind of work I can do.	41.03%	25.64%	33.33%	39
3	I do not believe I have any skills.	66.67%	20.51%	12.82%	39
4	My credentials and/or experience from another country are not recognized in Canada.	78.95%	5.26%	15.79%	38
5	The jobs available in my field of work have decreased.	55.26%	31.58%	13.16%	38
6	I want to explore new options for employment.	2.56%	20.51%	76.92%	39
7	I need to know if the type of job I prefer will be in demand in the future.	20.51%	30.77%	48.72%	39
8	I want to learn how to get information about occupations of interest to me.	7.69%	10.26%	82.05%	39
9	I want to know the impact of technology on my life and work.	16.22%	29.73%	54.05%	37
10	I want to be clearer about my interests.	10.26%	7.69%	82.05%	39
11	I do not know if I am ready to work.	55.26%	13.16%	31.58%	38
12	I need training to find work.	18.92%	35.14%	45.95%	37
13	I need to improve my English language skills.	71.05%	5.26%	23.68%	38
14	I need financial support during the process of an employment search or while training for work.	41.03%	15.38%	43.59%	39
15	I need to find out how to get my credentials from another country evaluated in Canada.	75.68%	10.81%	13.51%	37
16	I need to upgrade my education.	30.77%	25.64%	43.59%	39
17	I need to improve my computer skills.	13.16%	36.84%	50.00%	38
18	I need to know what training programs are available and the costs associated with them.	12.82%	15.38%	71.79%	39
19	I am experiencing cultural barriers.	78.38%	16.22%	5.41%	37
20	I am experiencing discrimination.	78.38%	8.11%	13.51%	37
21	I am getting discouraged looking for work.	30.77%	20.51%	48.72%	39
22	My own illness, or that of a family member, is hindering my job search.	65.79%	18.42%	15.79%	38
23	I have questions about my employment status as a refugee claimant or as a landed immigrant.	94.59%	2.70%	2.70%	37
24	I think I have skills but I do not know how to communicate them.	28.95%	28.95%	42.11%	38
25	I need help with my resume.	10.53%	26.32%	63.16%	38
26	I need to learn to write a cover letter.	13.51%	24.32%	62.16%	37
27	I need to learn how to prepare for an interview.	10.53%	15.79%	73.68%	38
28	I need help to find job openings, advertised or unadvertised.	10.53%	7.89%	81.58%	38
29	I need access to a computer.	67.57%	10.81%	21.62%	37
30	I would like information about self-employment.	52.63%	15.79%	31.58%	38

## Appendix 9:

### Other—Ethno/cultural background—tabulation

Europe/British Isles		29
001	Serbian	
004	Bulgarian	
013	Polish	
016	Dutch	
022	Macedonian	
029	Scottish/Hungarian	
032	German	
041	Armenian	
067	Spanish	
084	German	
093	Ukrainian	
094	Spanish	
102	Spanish	
113	French	
118	French	
124	French	
127	French	
121	Latvian	
131	Austrian	
148	French	
158	French	
185	Swedish/German	
195	Czech/German	
202	Serbian	
204	Latvian	
133	Austrian/Scottish/Irish/Wasp	
019	Scottish/Irish	
140	Irish	
156	Irish	

Continue on the next page ...

Canada		7
015	Canadian – 7 generations	
034	Canadian (Anglo)	
049	Canadian	
142	Westernized Canadian	
054	French Canadian	
137	French Canadian	
191	French Canadian	
The West Indies/The Caribbean		6
011	Caribbean	
018	West Indian	
079	West Indian	
108	Dominican	
143	West Indian	
174	Trinidad & Tobago	
Africa		14
020	East African	
037	Ethiopian	
040	South Africa	
042	Eritrean	
066	African	
076	African	
123	West African	
092	Eritrean	
099	African	
112	East African	
176	Ethiopian	
192	Ethiopian	
194	African	
203	African	

Continue on the next page ...

Asia		13
152	Korean	
155	Korean	
188	West Asia	
033	Bangladeshi	
069	Pakistani	
078	India	
080	Pakistani	
091	Indian	
136	South Asian (Indian)	
161	Indian (Asia)	
173	Indian	
039	Vietnamese	
132	Vietnamese	
Central/Latin America		7
055	Latin American	
088	Colombian	
110	Guyanese/South American	
010	Brazilian native	
151	Latin American	
170	Latino	
193	Mexican	
Middle Eastern		3
089	Persian	
120	Turkish	
150	Iranian	

Continue on the next page ...



Could not be classified		13
083	Canadian/British	
105	Canadian/ Australian	
115	Lebanese/Irish/Norwegian	
130	French/English	
162	Mixed race	
198	Visible minority/ Asian	
200	half Italian/half Venezuela	
026	non-status	
160	Hispanic	
190	Wasp	
056	checked/ unspecified	

## Appendix 10:

### Clients self identified as Other – tabulation

Unemployed		3
039	unemployment - EI	
204	unemployed / hard time finding work	
092	unemployment	
Returning to workforce		2
133	returning to workforce after 9 years of operating own small business.	
137	returning to labour force after caregiving for elderly parents for many years.	
Other		11
011	family assistance	
023	require more meaningful employment	
029	living with parents :(	
036	Rehab	
050	(checked but not specified)	
075	taking break from work- recent death of partner.	
085	need to improve my computer skills	
148	on social services	
180	student in career employment program	
200	this country is a 'load of crap'	
118	self-employed	

## Appendix 11:

### Where do you look for information about employment services? Other – tabulation

Media		15
028	newspaper	
066	newspaper, list-serves	
074	newspaper	
103	classifieds in papers	
110	papers	
117	Toronto Star Newspaper	
125	newspapers	
137	National Post, Toronto Star	
148	The newspaper, networking	
167	newspapers	
169	newspapers- local weekly or Saturday	
170	newspapers	
186	CAMH	
203	newspaper	
204	newspapers	
Other Community Agencies		10
060	St. Christopher House	
075	job boards at various non-profit organizations	
092	Cabbage town centre	
126	Counselor	
130	Associates	
134	Agency	
151	Social work list- Ryerson, OISE list, good work, charity village	
155	Agency	
158	ODSP service provider canadian mental health centre currently assisting	
163	Union	

Continue on the next page....

Directories		3
032	yellow pages	
136	blue book	
160	yellow pages	
Personal Network		3
054	networking groups	
072	networking through existing contacts	
108	my friend	
Myself		3
036	call Times Change	
073	apply in person	
034	at random- sent resumes to familiar industries	
Research		1
021	Research	
Other		1
023	I have not done too much of any of it yet.	

## Appendix 12:

### Additional Needs, I want to know more about

### Other - tabulation

	I want to know more about
142	"on-the-job-training job", referrals
014	working in an office environment
053	how to qualify to be a teacher in Canada
066	anything that relates to work
091	higher/continuing education
098	education
108	learning English
119	counselling option
126	checked but unspecified
163	training
169	colleges/reputations
199	I was employed (no contract) for 13 years, then terminated. Am I entitled to compensation?

### Appendix 13: Additional Needs, Do you have other needs Other - tabulation

	Other – Do you have other needs
062	find a suitable roommate
063	money
066	just settling down in all aspects
071	personal counselling
107	paid job
137	senior's care
142	free full-training jobs
148	very soon my son will go away and I will need to find a smaller place
181	income
189	I have two broken arms so would require an aid (e.g. taking notes, opening doors)
190	mature woman, 54 years old

## Appendix 14: Focus Group participant questions

1. What do you look for in a computer resource service?
2. Why do you use the Times Change computer room? How often do you use it?
3. Do you also use other computer services? What do they offer? What do you use them for?
4. How are you planning to use your computer skills? For job search? For particular occupational needs?
5. Are you trying to upgrade your computer skills? Are you also seeking more formal training re: computers? How do you understand the term upgrading? Skills training? Is further training/education important to you?
6. Is there a connection between using the computer room and looking for work?  
How do you go about looking for work? Are you comfortable looking on your own?
7. Do you combine using the Computer Room and the Resource Centre here at Times Change? (If people are unfamiliar with the Resource Centre, outline main services.)
8. Ideally, what should a service like Times Change offer women who are looking for work?
9. Are you aware of the services Times Change offers to help women find work? Which ones?
10. Are you using any other employment agencies? What do they offer?
11. From your point of view, what's most helpful as you search for work? (Rank order priorities)
12. Would you be comfortable now telling us why you don't use TC's employment services?
13. Are there other issues you think we need to consider?

## Appendix 15: Focus Group participant demographic questions





### Times Change Women's Employment Service Focus Group Demographic Questions

**The following Demographic Information will be used only for program planning purposes. Information is anonymous so it cannot be used to identify you.**

1. Did you complete the four page Needs Assessment Survey in Winter/Spring 2007?
  - ☐ Yes. If yes, please move on to question #2.
  - ☐ No. If no, how did you first hear about Times Change? \_\_\_\_\_
2. How often do you use Times Change computer services? \_\_\_\_\_
3. Have you used either of the following Times Change's service(s) before?  
(Please check all that apply.)
  - ☐ Resource Centre
  - ☐ Job Board
4. How long have you been in Canada?
  - ☐ Born in Canada
  - ☐ 1 to 5 years
  - ☐ Less than 1 year
  - ☐ Over 5 years
5. What is your family's ethno/cultural background?  
(Please check all that apply.)
  - ☐ Aboriginal
  - ☐ Greek
  - ☐ Chinese
  - ☐ Italian
  - ☐ East Indian
  - ☐ Jamaican
  - ☐ English
  - ☐ Jewish
  - ☐ Filipino
  - ☐ Portuguese
  - ☐ Other. Please specify: \_\_\_\_\_
6. In what year did you last work for pay? \_\_\_\_\_
7. What is your age? \_\_\_\_\_ years.
8. Please check all the boxes that apply to you:
  - ☐ Supporting dependents
  - ☐ Self-supporting
  - ☐ Currently employed
  - ☐ Returning to the paid labour force
  - ☐ Entering the Canadian paid labour force for the first time
  - ☐ I'm told I need Canadian work experience.
  - ☐ Other. Please specify: \_\_\_\_\_

9. Do you have any disabilities?

☐ Yes

☐ No

If Yes, please specify: \_\_\_\_\_

10. Do you have any other comments?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Thank you very much for your thoughtful answers.*

## Appendix 16: Report on Meetings with Community Agencies Regarding the Times Change Needs Assessment

The Times Change Needs Assessment, conducted in 2007 – 2008 as the final step in the organization's current strategic plan, surveyed the employment counselling needs of new clients. To conclude the research we invited representatives of 59 organizations to meetings for the purpose of finding out whether clients of the broader community of services shared similar needs or had different needs. A total of twenty one representatives from seventeen agencies participated in either an evening meeting on July 8 or an afternoon meeting on July 10, 2008.

The participating agencies were:

- ACTEW
- The Barbara Schlifer Commemorative Clinic
- The Career Foundation
- COSTI - The Corvetti Education Centre
- The Elizabeth Fry Society
- The Fred Victor Centre - Employment and Training Services
- Intercede
- JVS Toronto
- The Learning Enrichment Foundation
- The Massey Centre SET Program
- Newcomer Women's Services Toronto
- The Office Workers Career Centre
- Rosalie Hall
- St. Christopher House
- Sistering
- Toronto Community Employment Services
- Youth Employment Services

In addition to employment counselling services, participating agencies included agencies which provide the continuum of supportive services needed by women seeking work, e.g., legal services, services for young mothers, services for women who have had trouble with the law, personal counselling and housing services.

## Summary of the Meeting Discussions

We presented four fact sheets based on the findings of the Needs Assessment and posed one or two questions to participants in relation to each fact sheet. Some agencies noted significant differences between our results and their client needs while others raised specific issues associated with shared needs, e.g., the need for training.

### Fact Sheet One: Who Completed the Survey?

*Question for participants: How would you describe the groups of clients you serve?*

Since agencies may ask clients to identify origin within either geographic or ethnic categories, comparing information among agencies may be a challenge. Clients of Caribbean origin were identified as a significant group by a number of participating agencies; this group was not reflected among the ten most identified groups by ethnic origin in the Times Change survey nor is the group significant in our geographic listings. Some dominant groups identified by agencies were specific to the mandate of the agency, e.g., an agency serving domestic workers attracts many more Filipino women than does Times Change. Geographic location of an agency may also determine the dominant client groups. Other groups mentioned were African (including Somali), Chinese, Eastern European, English, South Asian, and Spanish.

### Fact Sheet Two: What are the Major Findings?

*Question for Participants: Are there other needs you are aware of?*

The discussion confirmed that many agencies see a high need for training among women looking for work. Training in the trades was a significant preference for women who have had trouble with the law, whereas ELT training and training in childcare, bookkeeping, customer service and running a business were of interest to newcomer clients. A Leg-up® training was raised as a high need for underemployed women who strive for sustainable employment. The need for computer training and Canadian experience was also noted.

Elder care and day care were additional needs raised in the discussion. It was observed that there was probably a higher need for day care among women looking for work than was identified in the Times Change survey.

*Questions for Participants: Is transportation an important issue for your clients? Have you come up with solutions?*

47% of respondents to the Times Change survey identified transportation as a need. Participating agencies confirmed that transportation is a very high need for the majority of clients served and may be even higher than indicated in our survey. Clients who need tokens include those who do not have a license, those who have multiple jobs, or those who are under housed or homeless. Strategies agencies have used include sharing metro passes, providing programs in the neighbourhood at community centres or libraries, and arranging job interviews by telephone. It was observed that telephone interviews limited the important experience of gaining face to face experience with employers. Participants generally acknowledged that government funders do not support the need for transportation funding.

**Fact Sheet Three: Newcomer Issues**

*Question for Participants: What level of English language skills are the employers with whom you are in contact looking for?*

English language training was not identified as a high need by clients in the Times Change survey, although Times Change counsellors often identify this as a need for newcomer clients.

Participating agencies identified English language proficiency as a need for newcomers. Requirements may be confusing - it was reported that government specifies Level 4 but industry specifies Level 6. However, some agencies found that clients could find jobs appropriate to various levels of English. Clients with lower levels of English may find work within their communities, e.g. in the fast food sector, with agency assistance, including job developers.

It was observed that some clients actually have quite strong English proficiency but are timid about using it and acknowledging that they are competent for jobs requiring English. Other clients with higher education are proud of their English language accomplishments and, in their judgement, do not need further language training. It was recommended that clients be given information about the realities of employer expectations as well as support in developing self esteem and self-confidence about language skills. ELT programs,

workplace language programs, pronunciation classes, conversation groups and building portfolios and creating business cards were recommended.

It was also noted that immigrants who have become landed in Canada might then leave the country or be occupied raising children in the home for a number of years and, therefore, no longer qualify for some newcomer programs.

#### Fact Sheet Four: Where Respondents Looked for Information

*Questions for participants regarding referrals: With respect to referrals, what strategies are you using? How can all agencies improve the referral methods?*

A rich variety of strategies for referrals were discussed. Keeping up-to-date with other agencies through face-to-face meetings, visits to other agencies, faxes, e-mails, and newsletters appeared to be most important. Using client networks and client knowledge of other agencies were also recommended strategies. Creative ideas included the pooling of resources for advertising and updating websites to keep the agency rank higher in the search engine.

It was acknowledged that changes in staffing, funders and funding structure make it more difficult to maintain contact with and knowledge of other agencies.

*Questions for participants regarding partnerships: What is your definition of partnership? Is this an important issue for your organization? What works and what does not work?*

(Note: This issue does not relate directly to the Times Change Needs Assessment, but the meetings provided an opportunity to discuss this issue, which has been highlighted in the current funding climate.)

The discussion revealed that agencies have different definitions of partnerships. Partnerships may be formal or informal, with non-profit or for-profit partners and may serve various purposes, e.g., referral or building projects. There was agreement that government and funder expectations of partnerships need to be made clear before agencies will feel comfortable designing proposals and developing partnerships. Among participants, there were different opinions about the

messages being received from funders.

Three main issues regarding partnerships were discussed:

Cause (why they develop): Partnerships must be client driven or need driven around a specific project rather than driven by a funder suggesting that partnerships are good.

Process (how they develop): Communication is important among all levels of an organization to ensure a shared understanding of the goals of a partnership. There is a need for consistent meetings with partners. A trial period and an exit clause are good safeguards.

Identity (how an agency retains its own identity): Stay true to your mandate. Don't partner until you know the goals and objectives of your agency and what you want to achieve. Ensure that the potential partner shares your goals and that you both bring something to the table that you each need. Define and articulate the partnership for all sides.

# APPENDICES

## Appendix 17: Times Change Client Employment Needs Assessment Fact Sheets



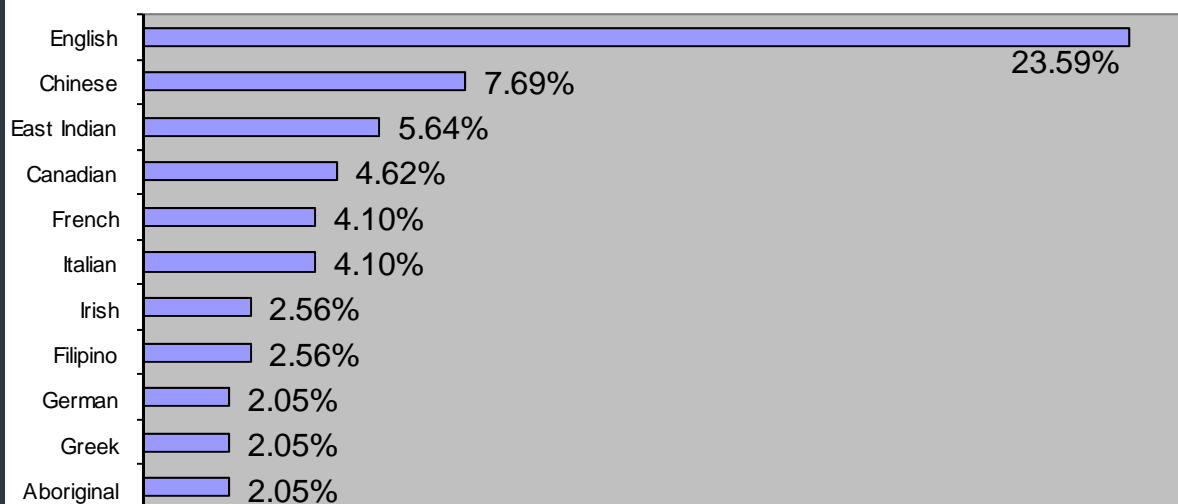
# FACT SHEET ONE

Employment Needs Assessment of New Clients, Times Change Women's Employment Service

## Who Completed the Survey

- 180 women new to Times Change completed the survey.
- Women between the ages of 20 and 59 made up 94% of survey participants.
- 58% of women participating in the survey were born outside Canada.
- 19% were new to Canada (here less than 5 years).
- 75% had worked in the last two years.

### Most Identified Ethnic Origins of Times Change Survey Clients



### Comparison of Respondents to City of Toronto 2006 Census

Most Identified Ethnic Origins	Respondents' self identification	Rank in Ethnic Origins Times Change Survey	Rank in Ethnic Origins City of Toronto 2006 Census
English	46	1	1
Chinese	15	2	2
East Indian	11	3	6
Canadian	9	4	3
Italian	8	5	7
French	8	6	9
Filipino	5	7	10
Irish	5	8	5
Aboriginal	4	9	
Greek	4	9	17
German	4	9	8

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# FACT SHEET TWO

Employment Needs Assessment of New Clients, Times Change Women's Employment Service

## What are the Major Findings

- 82% of survey respondents identified the need to earn money as their greatest concern.
- Career Planning, Job Search and Education/Training were also identified as major areas of concern.

### The top 6 concerns of the respondents

% of agreement	item
82%	I need to earn money.
80%	I want to learn how to get information about occupations of interest to me.
77%	I want to explore new options for employment.
71%	I want to be clearer about my interests.
71%	I need help to find job openings, advertised or unadvertised.
61%	I need to know what training programs are available and the costs associated with them.

## Additional Findings

- 47% of respondents identified transportation as a need.
- Employment insurance, workers' rights, and pay equity were identified as the top three areas where respondents need more information.

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# FACT SHEET THREE

Employment Needs Assessment of New Clients, Times Change Women's Employment Service

## Newcomer Issues

19% of respondents were newcomers.

The top 6 concerns of respondents here less than 5 years

% of agreement	item
84%	I want to learn how to get information about occupations of interest to me.
76%	I need to earn money.
69%	I need to know if the type of job I prefer will be in demand in the future.
66%	I want to know the impact of technology on my life and work.
64%	I need to improve my computer skills.
63%	I want to explore new options for employment.

The areas of least concern to respondents here less than 5 years

% of agreement	item
0%	I do not believe I have any skills.
6%	My own illness, or that of a family member, is hindering my job search.
6%	The jobs available in my field of work have decreased.
7%	I am experiencing discrimination.
9%	I do not know what kind of work I can do.
16%	I have questions about my employment status as a refugee claimant or as a landed immigrant.

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# FACT SHEET FOUR

Employment Needs Assessment of New Clients, Times Change Women's Employment Service

## Where Respondents Looked for Information

### Employment Services

#### Top places for information about employment services

	Number of responses	%
Internet	148	36.9%
Word of Mouth	106	26.4%
ERC	61	15.2%
Library	33	8.23%
211	14	3.49%

### Times Change

- Word of mouth is the primary source of information about Times Change. The Internet and community, employment and recreation centres were next.

#### Where did you find out about Times Change?

Theme	# of Responses	%
Word of mouth	67	33.0%
On-line	37	18.2%
Community, employment and recreation centres	32	15.8%
Libraries	13	6.4%
Health professionals	13	6.4%
Media	10	4.9%
Building lobby and Office Workers Career Centre	9	4.4%
Directories	7	3.4%
EI, HRSDC, welfare, social services	4	2.0%
Educational institutions	3	1.5%
Employment Assistance Program	2	1.0%
Other	6	3.0%

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# **TIMES CHANGE**

**WOMEN'S EMPLOYMENT SERVICE**

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