

Project Workplan

Planned Start Date: January 2022
Planned End Date: September 2023

Phase 1. Needs analysis (Months 1 to 3)

- Expand project workplan to incorporate the proposed extension and additional scope
- Develop needs analysis framework and protocols to refine the alignment between regional and local customization needs and technological feasibility. The framework and protocols aim to uncover needs to support longer-term sustainability as well
- Expand the needs analysis with more in-depth focus groups and interviews with provincial and local union stakeholders and subject matter experts
- Analyze and synthesize findings to inform Phase 2 refinement and expansion

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Milestones

- In-depth needs analysis framework and protocol by Month 2
- Needs analysis report to inform Phase 2 by Month 4

Phase 2. Augmentation, expansion, and testing (Months 4 to 9)

Informed by the needs analysis results:

- Refine, augment, and expand existing provincial microsites and portal
- Customize alternative and innovative pathways to meet the unique needs of 14 building trades unions
- Expand the repository of social media, marketing, and communication assets
- Augment the research framework, protocols, and strategies to leverage website analytics to evaluate the expanded scope and activities

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Milestones

- Augmented microsites and portal with optimized user experience by Month 5
- Alternative pathways customized to 14 unions by Month 8
- Additional social media, marketing, communication assets by Month 9
- Augmented research framework and data collection tools by Month 9

Phase 3. Implementation (Months 10 to 18)

- Continue to maintain the augmented provincial microsites and portal
- Launch the alternative and customized pathways for 14 unions
- Incorporate additional assets to social media and marketing campaigns
- Implement additional research protocols to collect data, continue to monitor website analytics and conduct data quality checks
- Continue to check in with project stakeholders to monitor progress and collect feedback

3

Milestones

- Augmentation to provincial microsites and portal deployed by Month 10
- Launch of new alternative and customized pathways for unions by Month 10
- 750 participants engaged with the virtual skills ecosystem by Month 18

Phase 4. Analysis, reporting, and knowledge dissemination (Months 19 to 21)

- Analyze qualitative and quantitative results to evaluate responsiveness to needs, draw best practices and lessons learned in the design and implementation of the expansion
- Synthesize findings to update reports and other knowledge dissemination products

4

Milestones

- Final reports, executive summaries, and presentations to contribute to the knowledge building of the skills ecosystem by Month 19