

## NEEDS ASSESSMENT AND MARKET ANALYSIS QUESTIONNAIRE (PTI – 2)

Pursuant to the *Private Training Institutions Act and Regulations*

**Privacy Notice:** Under the authority of the *Private Training Institutions Act*, personal information will be collected for the purpose of program evaluation. Section 13 of the Act allows for the collection and use of personal information to the Department for the purpose of evaluation. The information you provide is confidential and will not be disclosed without consent or authority. Any questions or comments can be directed to Private Training at [PTI@gov.nl.ca](mailto:PTI@gov.nl.ca).

Under section 4(1.1)(a) of the *Private Training Institutions Regulations*, the Superintendent shall approve every course of study offered by an institution and shall for the purpose of assessment, require a needs assessment including a market analysis.

The information provided on this questionnaire by the evaluator will be used by the Department as part of its assessment of occupational demand for the proposed training program submitted by the Private Training Institution.

### **BACKGROUND**

- In accordance with section 4(1.1)(a) of the *Private Training Institutions Regulations* under the *Private Training Institutions Act*, all private training institutions seeking approval and registration of new programs are required to have a written needs assessment including a market analysis of the employment potential for graduates of the proposed curriculum.

The needs assessment and market analysis refers to *Occupational Demand* for a training program that addresses the need for specific education or training which meets the requirements of potential employers locally, regionally, and/or nationally. *Occupational Demand* has several components related to the training program being assessed. These components include:

1. Current and Projected Growth for the Industry/Occupation
  2. Wages and Employment Potential
  3. Targeted Industries and Employers
- Industry Support for the proposed training program is usually obtained from an industry representative from either a certifying body (where one exists) or a professional association, or by a professional working in the relevant field. Where the review is conducted by a professional working in the field, preferably this individual must qualify as one of the following:
    - An individual with professional training in the field supplemented by work experience; the combination of professional training time and work experience must total a minimum of six (6) years;
    - An individual with no professional training in the field but with a minimum of ten (10) years professional work experience; or
    - An employer whose workforce comprises positions for individuals who would require the skill set outlined in the program proposal

## **GUIDELINES FOR EVALUATOR**

- As an external evaluator providing insight into the labour market need for training in the occupational area identified, and in accordance with section 3.1.2 of the *Standard Operating Procedures for Private Training Institutions*, you must have no vested interest in the training institution submitting the program for review (i.e., not a relative, employee, owner or member of an executive board of the training institution).
- In completing this Needs Assessment and Market Analysis Questionnaire (PTI - 2), we ask that you give full consideration to the program details provided in order to determine the labour market for occupational areas available as a result of this training.
- The program details provided to you for review are considered proprietary information and are to be treated as confidential documents not to be shared with any other person or body unless authorized in writing by the training institution.
- Each section must contain some response, however brief, to indicate that you have assessed that aspect of the labour market pertinent to the program proposal. Based on your knowledge of the local, regional and /or national labour market, please answer only those questions you feel qualified to.
- The assessment and feedback you provide is important to the program approval process conducted by the Department. In addition to your insight, the Department may seek advice from other authorities within government or industry, as agreed to by the training institution submitting the application. Where further consultation and/or review of labour market/occupational demand is required by other authorities, this will be completed within 30 days of the Department having received your initial assessment. Any recommendations made as a result of your assessment and/or that of others will be given full consideration before a final decision to approve or not approved delivery of this training program is made.

In conducting the **Needs Assessment/Market Analysis** you may wish to consider the following:

### **1. Current and Projected Growth for the Industry/Occupation**

- Industry Growth: Major Projects, forecasted industry demands
- Attrition: Retirement, aging population in occupational area, low number of entry level participants
- Employee turn-over: labor force mobility, need for specific training/credentials
- Employment Destinations: Consider local, regional, national in terms of: (i) Are there challenges for employers to provide work? (ii) Are there challenges for graduates to find work? (iii) Is there an expectation that graduates will have to move to secure employment? If so, where (provide examples)?

### **2. Wages and Employment Potential**

- Expected income: range minimum to maximum
- Types of Occupations for graduates

### **3. Targeted Industries and Employers**

- Industries for this occupation
- Potential public and private employers

**COMPLETING THE NEEDS ASSESSMENT AND MARKET ANALYSIS QUESTIONNAIRE**

- In order for you to complete your review, the training institution must provide you with the following:
  - The title of the occupational training program
  - A list of courses contained within the program
  - The duration of the training program including the number of weeks in classroom/lab instruction plus the number of weeks associated with a practical work term
  - The main duties involved in a potential job opportunity for a graduate of the program
  - Potential employment opportunities for graduates of the proposed program (specific job titles)
- Once completed, this form must be submitted directly to the Department, **with a copy forwarded to the training institution submitting the program for review.** The address for the Department is as follows:

Department of Education  
Private Training Unit  
Division of Literacy and Institutional Services  
3<sup>rd</sup> Floor, West Block, Confederation Building  
P. O. Box 8700  
St. John's, NL A1B 4J6

**SECTION A (to be completed by the Private Training Institution prior to submitting to industry for feedback):**

Name of Proposed Training Program: \_\_\_\_\_

Training Institution Requesting Assessment: \_\_\_\_\_

Length of Proposed Training Program (weeks): \_\_\_\_\_

Duration of Work Term (weeks): \_\_\_\_\_

Program Description:

Listing of Courses within the Proposed Program (Attach separate sheet if necessary):

1.	11.	21.
2.	12.	22.
3.	13.	23.
4.	14.	24.
5.	15.	25.
6.	16.	26.
7.	17.	27.
8.	18.	28.
9.	19.	29.
10.	20.	30.

The main duties involved in potential job opportunities for graduates of this program:

Potential employment opportunities for graduates of the proposed program (list specific job titles):


**SECTION B (to be completed by Industry):**

**I. PERSONAL INFORMATION**

Assessor's Name and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_  
Postal Code      Telephone      E-mail      Fax

Education and Occupational Experience

Please comment briefly on your education and professional experience in this occupation.

## **II. GRADUATE EMPLOYMENT OPPORTUNITIES**

1. Would you consider the potential employment opportunities identified by the training institution for graduates of the proposed program to be an accurate representation of employment opportunities found within industry?
2. Please explain if there are employment opportunities identified by the institution which you feel are not representative of typical jobs within the industry.
3. Providing specific titles, identify potential positions - other than those listed by the private training institution - for which graduates of the program could expect to be considered.
4. Of the positions identified, please identify the number of employees per occupational area your company hired within the last two years.

5. Of the positions identified, how many employees do you anticipate your company will hire within the next year? The next five years?

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6. If there is a work term associated with this program, please indicate whether your company would consider hosting work term students.

7. If you had positions available, please indicate whether your company would consider employing graduates of this program.

8. Please elaborate on the current local/provincial need for this type of training.

9. Please elaborate on the current national/international need for this type of training.
10. Please indicate whether the need for this type of training will increase in the future, both locally and nationally.
11. How long do you estimate a graduate of this program will take to find suitable employment in the field?
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12. What income (i.e., hourly wage and/or annual salary) would graduates of this program expect to earn **immediately upon** graduation?
- Minimum -**
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- Maximum -**
13. What income (i.e., hourly wage and/or annual salary) would graduates of this program expect to earn **one year after** graduation?
- Minimum -**
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- Maximum -**
14. What income (i.e., hourly wage and/or annual salary) would graduates of this program expect to earn **five years after** graduation?
- Minimum -**
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- Maximum -**

15. Please list as many local employers likely to have available or already employ individuals in positions identified by both the training institution and yourself.

16. Are there any realities to the industry that you feel graduates need to be aware of when attempting to join the work force after graduation?

### III. RELATED OCCUPATIONS

Please list the range of ***related occupations*** for which graduates of this program could expect to be considered (Specific titles please.)

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Assessor's Signature

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Assessor's Title

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Date