



GOING BEYOND

Transforming New Brunswick's Workforce Together

THE CAMPAIGN FOR

 NBCC



“We believe that every New Brunswicker should have the opportunity to develop the skills to fully participate in meaningful work and that our businesses should have access to the teams and talent they need to grow and compete here at home and around the world.”

Mary Butler
President and CEO, NBCC

TOGETHER WE CAN GROW NEW BRUNSWICK

We are at a critical moment in New Brunswick. As our population ages, people will leave the workforce in unprecedented numbers over the next decade. Automation and technological disruption are changing the way we work and demanding new skills to compete and succeed. With a post-secondary education attainment rate that lags the rest of Canada, New Brunswick workers are particularly vulnerable to this upheaval.

These are the challenges today; but they don't have to define tomorrow.

We can put New Brunswick on a road to growth, and post-secondary education is the vehicle that ensures we travel that road together. We believe every New Brunswicker should have the opportunity to develop the skills to fully participate in meaningful work and that our businesses should have access to the teams and talent they need to grow and compete here at home and around the world.

We believe this is possible. But to achieve it we need to do three things:

1. Accelerate skills development to create faster, more flexible opportunities that respond to the needs of learners and employers.
2. Innovate educational delivery through the use of new tools, technology and spaces.
3. Reach unprecedented numbers of New Brunswickers by tearing down barriers and meeting people where they are.

Enhancing the social and economic prosperity of our province is NBCC's purpose. We do this by providing opportunities for people to achieve their potential as skilled, in-demand workers. Our staff, faculty and partners are ready.

We have the plan, ambition and record of success. Now we need you.

I invite you to join us. Together, we can grow New Brunswick.

Together, we can Go Beyond.

Mary Butler
President and CEO, NBCC



NBCC IS NEEDED NOW MORE THAN EVER

For generations, NBCC has been a vital partner in our business's growth – as it has been for companies and communities across New Brunswick. Now more than ever, New Brunswick needs NBCC to meet the labour challenges we face as a province.

An investment in the College is an investment in New Brunswick's future.

NBCC's exceptional learners become outstanding employees, empowered entrepreneurs, inspired innovators, and confident community leaders.

J.D. Irving, Limited is proud to have over 1,700 NBCC graduates on our team and proud to support this vital campaign. Please join us in supporting NBCC. Together, we can ensure New Brunswick's workforce is ready to meet our province's ever-evolving needs.

Jim Irving
Co-CEO - J.D. Irving, Limited
NBCC Going Beyond Campaign Chair



CAMPAIGN LEADERSHIP

We are proud of the outstanding leaders who have stepped up to endorse and support the GOING BEYOND campaign.

CAMPAIGN CABINET



Jim Irving
J.D. Irving, Ltd.
Campaign Chair



Mary Butler
NBCC
President & CEO



Paul Elliott
Elliott McCrea Hill



Class of '95

Laura O'Blenis
Stiletto Consulting



Terry Malley
Malley Industries



Kathy Malley
Malley Industries



Class of '85

Bill Allen
Fresh Casual
Restaurants Inc.



Ben Craig
Craig Manufacturing

CAMPAIGN CHAMPIONS



Serge Landry
A.L.P.A
Equipment Ltd.



Madge Lagman
Indigenous
Compensation Advisor



Bernard Lord
Medavie Blue Cross



Class of '98

Emily McGill
Independent
Consultant



Andrew Oland
Moosehead
Breweries



Coral Shuai
By The River B&B
& 301 SPA



Class of '06

Troy Hatt
THATT Electrical



Class of '87

Bernice Lanigan
NB Power (Retired)



Class of '87

Donna Green
Cushman Wakefield
Atlantic

ALUMNI CHAIRS



Frank Duffy
IAM Corp (Retired)
Class of '65



Ross Galbraith
International
Brotherhood of
Electrical Workers
Class of '92



Melissa Graham
Maritime Industrial
Class of '14



Hilary Lenihan
New Brunswick
Innovation
Foundation
Class of '11

STAFF CHAIRS



Justin Stoodley



Rose Doyle



Shelley Poirier



Julie Shaw



Shannon Daley



Kelly Carr

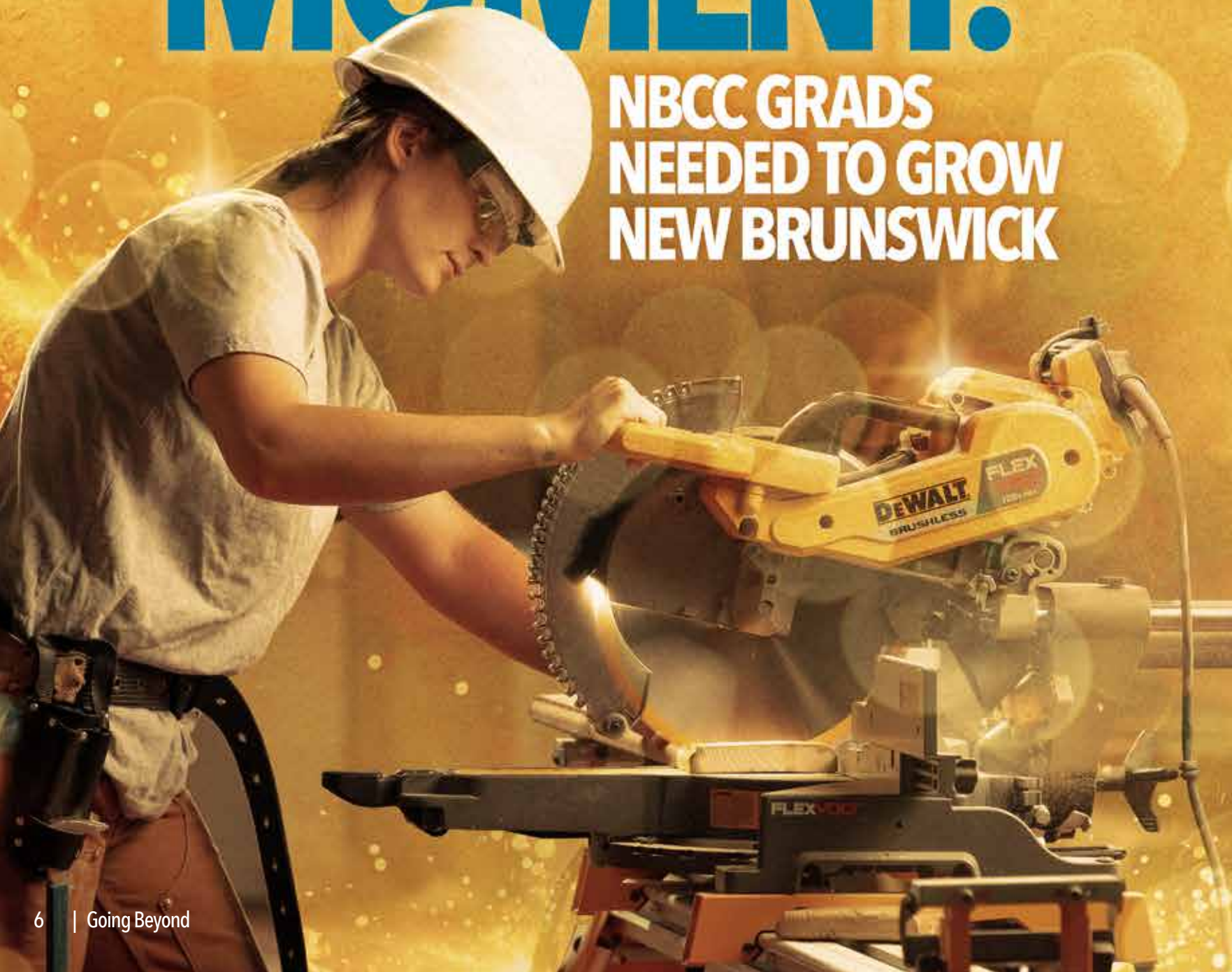




RESPONDING TO A

CRITICAL MOMENT:

NBCC GRADS NEEDED TO GROW NEW BRUNSWICK



To build a more resilient New Brunswick, we need to confront three related challenges.

- **Our workforce is aging rapidly.**
Nearly a quarter of New Brunswick's workforce is between 55 and 69 years of age, with nearly one third of our workforce set to retire by 2027, creating significant job vacancies.¹
- **Almost half our jobs are at risk of disruption.**
47% of jobs in New Brunswick are at high or significant risk of automation or technological disruption – among the highest rates in Canada.²
- **The educational attainment of our workforce is lagging.**
At 58%, New Brunswick ranks last in post-secondary education attainment of citizens aged 25-65. Nationally the rate is 65%.³ Lower education rates are associated with more precarious employment. One third of shortages reported by small businesses are for jobs that require a college diploma or apprenticeship.⁴

Skills security is important to equip New Brunswickers to thrive in a changing world of work, but it's also essential for employers. When they face shortages of skilled workers, employers are 65% more likely to struggle to expand services, increase exports, or develop new products.⁵ **With wide-scale investment in skills renewal, New Brunswick could increase the provincial economic output by between \$737 million and \$829 million.**⁶

NBCC's traditional one- and two-year programs, apprenticeship, and professional learning opportunities reach over 10,000 learners each year, providing them with the skills and education they need to participate in the workforce. But to foster New Brunswick's continued growth, we need to provide even faster, more flexible skills development opportunities.

We need to go beyond the conventional models of post-secondary education to reach more learners than ever before.

WORKERS WANTED

120K
JOB VACANCIES
ANTICIPATED BETWEEN
2018-2027*

33%
OF FORECASTED JOB
OPENINGS WILL REQUIRE
**A COLLEGE
CREDENTIAL**

¹ Statistics Canada, Table 14-10-0327-01 Labour force characteristics by sex and detailed age group, annual; NB Jobs (2019).
² New Brunswick Labour Market Outlook 2018-2027*, Government of New Brunswick.
³ OECD (2020), Job Creation and Local Economic Development 2020: Rebuilding Better, OECD Publishing, Paris.
⁴ Statistics Canada, Table 14-10-0118-01 Labour force characteristics by educational degree, annual.
⁵ Canadian Federation of Independent Businesses (2020), "Workers without borders", CFIB.
⁶ Business Development Bank of Canada (BDC) (2018) Labour Shortage: Here to Stay, BDC.
⁷ Moritz, R., Zahidi, S. (2021). "Upskilling for Shared Prosperity", World Economic Forum; Statistics Canada, Table 36-10-0402-01, 2019 GDP.

* New Brunswick's Labour Market Outlook, www.nbjobs.ca

NBCC IS READY TO TAKE ON THIS CHALLENGE

As the province's largest provider of skilled training, NBCC has a significant role to play in New Brunswick's growth and resilience.

WHAT DOES SUCCESS LOOK LIKE?



30,000

more working-age New Brunswickers with post-secondary education - closing the attainment gap

A more

HIGHLY-SKILLED

workforce with increased apprenticeship completion



More people obtaining

BETTER WORK

more quickly through shorter educational pathways, including:

- Indigenous peoples
- Immigrants and newcomers
- People with disabilities
- Rural New Brunswickers
- Minority groups

New Brunswick leads in

**EDUCATION
FOR ALL**

with a model the whole country can benefit from



HOW WILL WE DO THIS?



ACCELERATE

We will accelerate skills development to create faster, more flexible opportunities that respond to the needs of learners and employers.

A **transformational model of post-secondary education** will help individuals and employers access skills and training where and when they need through more flexible learning and increased connectivity.

\$3
MILLION



INNOVATE

We will innovate educational delivery through the use of new tools, technology and spaces.

Connected classroom technology will break down geographic barriers.

Modern and connected multi-use spaces will ensure NBCC students can safely and comfortably connect, study, and work collaboratively with each other, just as they will need to do in the workplace.

\$2.5
MILLION

\$2.5
MILLION



REACH

We will reach unprecedented numbers of learners by tearing down barriers and meeting people where they are.

Increased **student financial support** including **targeted bursaries** for historically underrepresented populations brings access to post-secondary education to more learners than ever before.

A new **Mobile Training Unit** will bring skills training, customized on-demand programming, and trades certifications anywhere in New Brunswick.

\$6
MILLION

\$2
MILLION

This historic \$16 million investment will transform NBCC to better serve learners, employers, communities and our province.



GOING BEYOND to ACCELERATE SKILLS DEVELOPMENT

The traditional post-secondary model, with full-time classes, set class times, and on-campus delivery, is a successful model for many, but may not work for everyone. To reach more potential learners, we have to add more options in self-paced learning, short-term credentials, and alternative delivery models to complement the traditional model. Providing new and innovative access points is key to ensuring that no one is left behind.

Investment Opportunity


A transformational model of post-secondary education that helps individuals and employers access skills and training where and when they need through more flexible learning and increased connectivity.

By leveraging technology to provide real-time information on current opportunities and future skills needs from employers, we can ensure that both individual learning paths and our programming match New Brunswick's real needs and opportunities.

NBCC is committed to quick, quality-assured, and transferable training. By working with partners we can promote innovative approaches for learning-integrated work, increased connectivity on and off campus, and greater creativity in our training environments.

“The McCain Foundation believes that NBCC's Going Beyond Campaign has the potential to have a transformative impact on the province. By offering flexible learning programs that focus on employable skills, young people in both our cities and rural communities will have opportunities to live and work in New Brunswick. We are proud to support this ambitious vision.”

Linda McCain
McCain Foundation

A collage of images showing various educational settings: a woman presenting in a lecture hall, a student in safety glasses working with a large screen, and two men in a workshop.

to **GOING BEYOND**
INNOVATE
EDUCATIONAL DELIVERY

In every sector, it can be tough to keep pace with technology. At NBCC, we're committed to using technology to increase flexibility and access to skills development. We'll connect more learners with training opportunities to develop the skilled workers businesses need to grow and compete.

Investment Opportunity

Connected classroom technology to break down geographic barriers (\$2.5 million).

Through the innovative use of technology, tools and spaces, NBCC is bridging the gap between distance and opportunity, bringing industry-leading skills and advanced training opportunities to communities across New Brunswick.

You can also help NBCC students learn using the tools and equipment they'll encounter in the workplace by donating equipment or contributing to the purchase of new equipment. Your contribution means our students can enter the workforce with all the technical skills they need to succeed and help our industries prosper.

Investment Opportunity

Modern and connected multi-use spaces where NBCC students can safely and comfortably connect, study, and work collaboratively with each other, just as they will need to do in the workplace (\$2.5 million).

Post-secondary education has changed over the past 50 years. Mostly, NBCC campuses have not. Your contribution will help NBCC go beyond its original architecture to create future forward facilities across all campuses. Help us create vibrant, connected, adaptive learning spaces that reflect the modern, forward-thinking of today; spaces that inspire pride, confidence, and collaborative connections; spaces that safely accommodate in-person activities and position NBCC as a learning centre of choice for generations to come.

“Allowing the students to have control over their learning environment allows for a better learning experience. I have students who do better learning online, while others prefer the classroom. Being able to offer all my courses virtually and face-to-face at the same time is a win-win situation for everyone.”

Aynslie Croney
NBCC Instructor



GOING BEYOND
to **REACH**
MORE LEARNERS



Your contribution will help NBCC reach unprecedented numbers of learners, including groups traditionally under-represented in post-secondary education, so they can find success in the workplace and grow our economy.

Investment Opportunity

Increased student financial support (\$6 million).

Your support of NBCC's Scholarships, Bursaries, and Critical Aid Fund can help ensure more students have access to skills development opportunities and necessary supports to allow them complete their studies.

Investment Opportunity

Mobile Training Unit to open new skilling opportunities, anywhere in New Brunswick (\$2 million).

Practical training can't always happen virtually, and not everyone can access on-site programming. That's where NBCC's Mobile Training Unit comes in, delivering the hands-on skills training, customized on-demand programming, and trades certifications for which NBCC is known. By bringing the Mobile Training Unit to schools and communities across the province we will introduce the skilled trades to thousands of young New Brunswickers. Your investment in NBCC's Mobile Training Unit will help roll out a powerful recruitment tool, inspiring and training a whole new generation of skilled tradespeople.

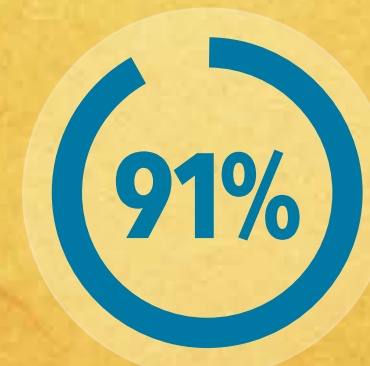
“While attending NBCC I worked full time hours and studied full time. I was the President of the Student Government and engulfed myself in school culture. Receiving the Margaret Sweet Memorial Scholarship meant I could focus on my studies, my future, and my place in the construction industry. Their decision to choose me as a recipient gave me purpose and, without a doubt, aided in my successful completion of the Civil Engineering Technology program.”

Jess Gould

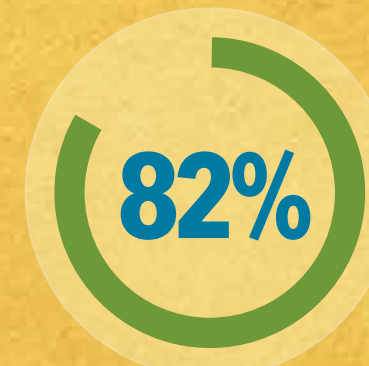
*Class of 2014 (Civil Engineering Technology),
Senior Project Manager*



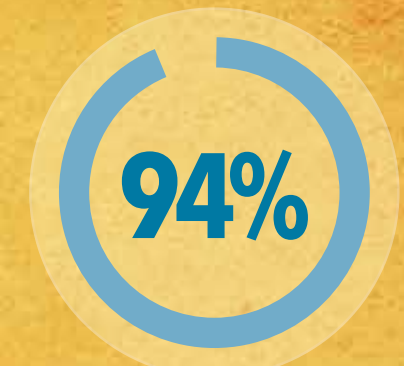
**MOBILE
TRAINING
UNIT**
NBCC
COLLEGEWORKS



OF 2020 NBCC GRADUATES WERE EMPLOYED WITHIN ONE YEAR



OF EMPLOYED 2020 NBCC GRADUATES ARE WORKING IN A JOB IN THEIR FIELD OF STUDY

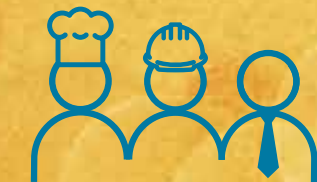


OF EMPLOYED 2020 NBCC GRADUATES ARE WORKING IN NEW BRUNSWICK

IN 2019-20, NBCC'S ALUMNI...



BOOSTED NEW BRUNSWICK'S GDP BY
\$7.2 BILLION



SUPPORTED
70,500 JOBS



Together, we can ensure New Brunswick's workforce is ready to meet our province's ever-evolving needs."

Jim Irving
NBCC Going Beyond Campaign Chair

OVER THE NEXT 20 YEARS, NBCC graduates are projected to induce:



\$5.8 BILLION
IN LABOUR INCOME



\$4.3 BILLION
IN HOUSEHOLD SPENDING



\$1.5 BILLION
IN PROVINCIAL AND MUNICIPAL TAX REVENUE

AN INVITATION



GOING BEYOND

Transforming New Brunswick's Workforce Together

Your contribution to *Going Beyond* is an investment in tomorrow's workforce, ensuring that New Brunswickers have the skills to fully participate in meaningful work and our businesses can grow and be competitive.

As a valued partner, you can be a catalyst for the transformative change in post-secondary education, creating more opportunities for learners and fueling New Brunswick's economic growth and resilience.

Now, more than ever, New Brunswick needs a healthy and vibrant NBCC. Our campaign target of \$16 million will allow us to create new opportunities and partnerships, while empowering more students to become the architects of a future that benefits us all.

An investment of cash or equipment in support of NBCC is a public commitment to education and a clear demonstration of your support of New Brunswick's workforce.

EVERY GIFT MATTERS

Every contribution to the *Going Beyond* campaign is significant as it helps NBCC welcome more learners to serve the economic and social development needs and aspirations of New Brunswick. We look forward to recognizing and celebrating the campaign contributions of all donors.

To discuss opportunities to *Go Beyond* and support NBCC, please contact:

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