



# **Association of Canadian Community Colleges (ACCC)**

**Accelerating the reach towards  
World Class Standards and  
the Growth of Global Convergence**

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**The ADB Skills for Inclusive  
and Sustainable Growth International Forum  
December 2013**

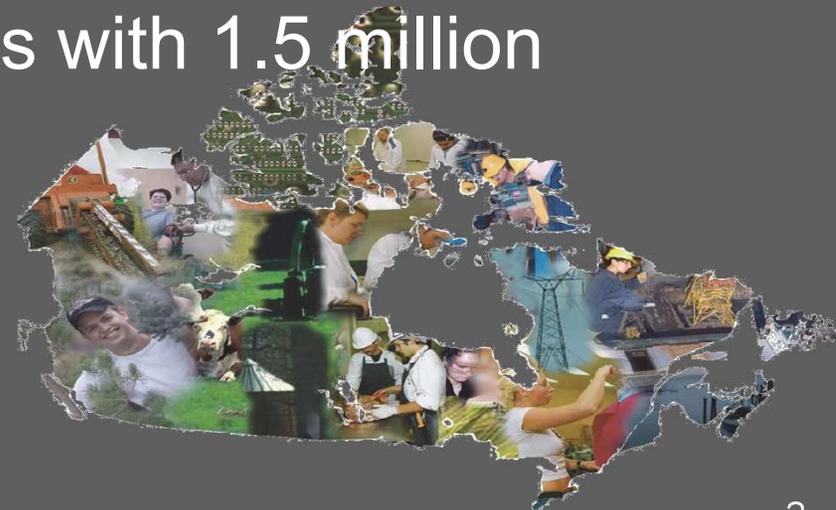
**Paul Brennan, VP. International Partnerships  
And member of the Board of the WFCP**

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# What is the ACCC?

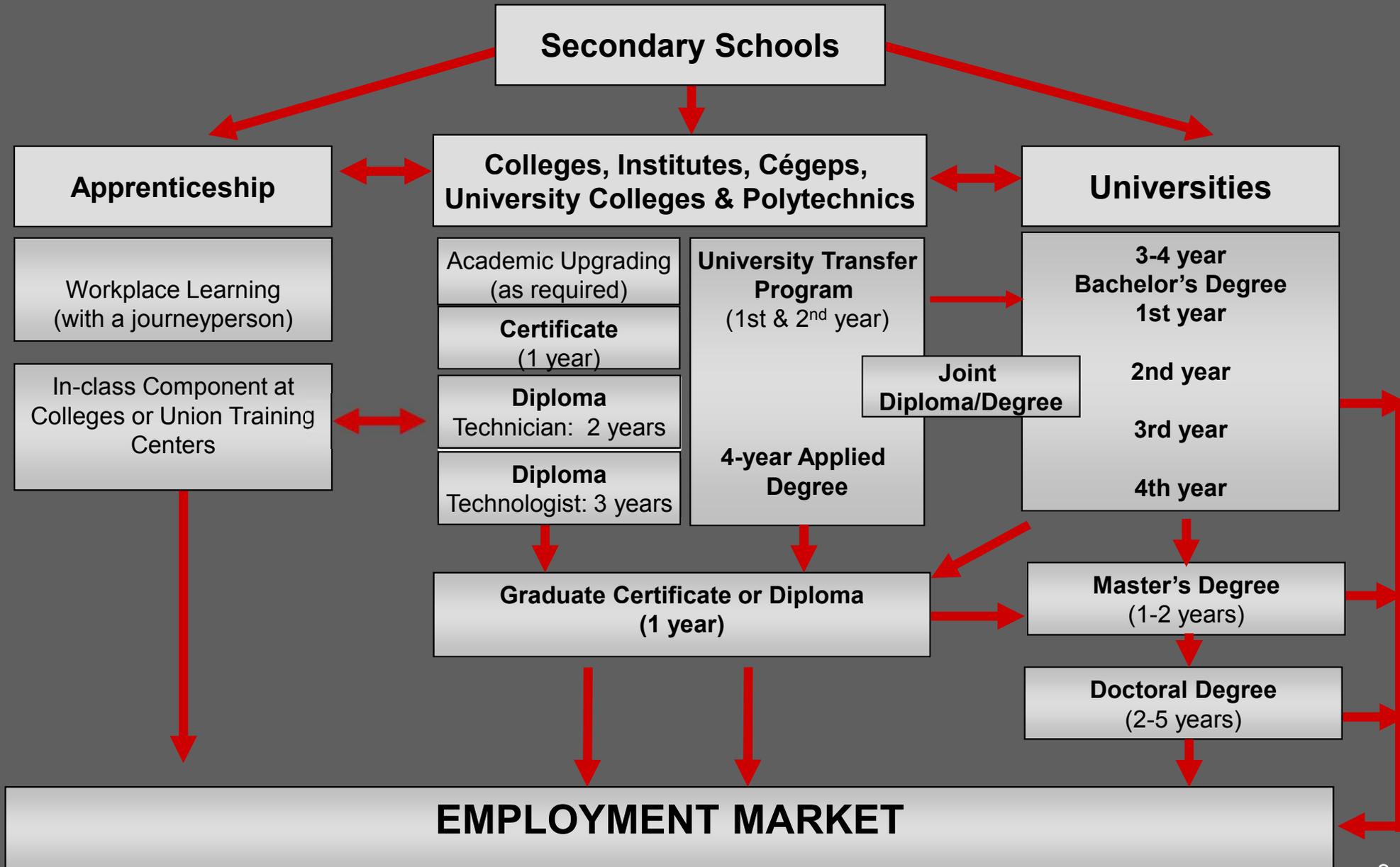
- National & international voice of Canada's 130 public post-secondary institutions of applied learning and applied research
- A membership-driven organization with four mandates: research, advocacy, partnerships & marketing
- A one-door entry into this decentralized system
- Reaching over 3,000 communities with 1.5 million learners
- Multicultural & open to the world
- 70 employees at the Secretariat
- First to be ISO Certified





# Canadian Colleges' Place in the System

(some variances by province/territory)



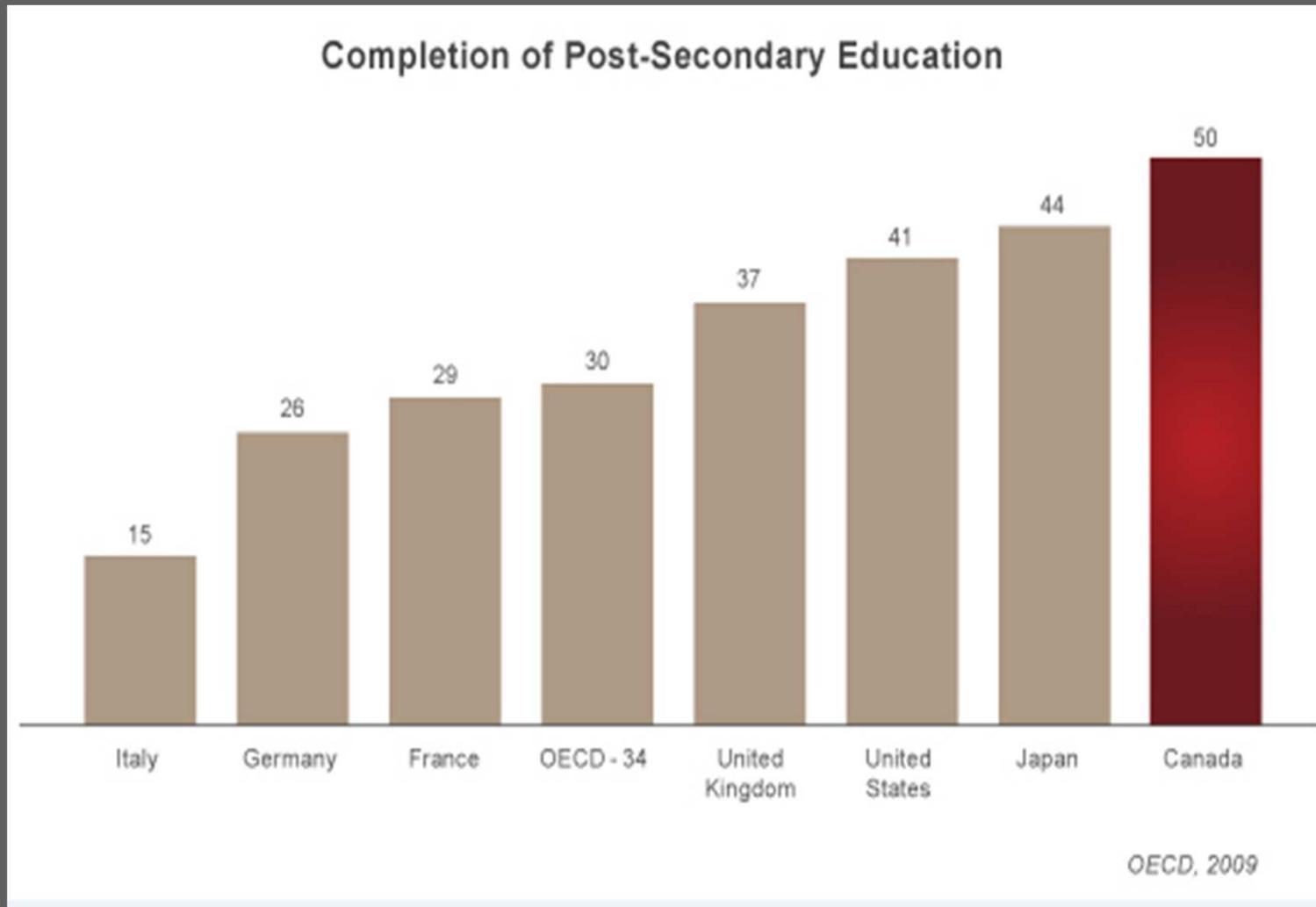


# Success Indicators

- ❖ 90% of our graduates get a job within 6 months of graduating and 93% of employers are satisfied with the quality of our graduates;
- ❖ 22% of our learners have university degrees and studies, cannot find jobs and come to colleges for one year of practical learning that leads to jobs;
- ❖ A research from the Canadian Federation of Independent Business (CFIB) found that SMEs now need 4 college graduates for every university graduate;
- ❖ ACCC works in twenty+ countries around the world to transfer and adapt the Canadian College Education for Employment approach.



# Completion of Post-Secondary Education





# World Class Standards for whom?

- ADB: Skills for Inclusive and Sustainable Growth is the objective for Asia
- With a focus on Youth and Technology
  - ➔ Take a youth focus on quality!?
- Traditional Standards and Accreditation are focused on process and delivery issues
- Necessary but sufficient?
- ``Accreditation focuses heavily on process with no ability to analyze what and how much students are learning. But students and employers are thinking more about the skills and outcomes necessary to succeed in the workplace``  
Richard DeMillo, Director of The Centre for 21<sup>st</sup> Century Universities at Georgia Institute of Technology.



# What do Youth want?

- Access to learning anywhere anytime
- Recognition of their learning from wherever
- Programs will help them find employment
- Include internships as first work experience
- Teachers using technology effectively
- Provide them with the soft skills like entrepreneurship and learning to learn
- Occasion to explore applied research and innovation endeavours
- Pathways to work, to study abroad and to recognition of credentials



# The Wicked Question

**How to measure  
& raise the quality  
of those aspects that are  
of most concern  
to the new generation to  
a world class standard?**



# 1. Key Performance Indicators (KPIs)

- In Ontario measure the following outcomes of the college\polytechnic system:
  - % of graduates in employment after 6 months
  - % of graduates in employment related to their studies after 6 months
  - Degree of satisfaction of the graduates with their college education now that are working
  - Degree of satisfaction of the employers of the graduates with their knowledge and skills
- Independent firm on behalf of the ministry
- Publish the results for every program and college
- Tie 3-5% of funding to those results!



# Launching KPIs in China

- Leaders from 70+ Institutes of Technology in Canada under the Vocational Leadership Training Program (VELT)
- Examine leadership, assessment, governance, focus on student issues
- First Forum of College presidents and VPs from China and Canada a month in Beijing
- After two years, China decides to adapt & implement a KPI system for Chinese colleges and institutes of technology



# Vocational Education Leadership Training (VELT)





# KPIs in China: Improvements

1. System Info: Infrastructure, seats, funding
2. Faculty qualifications, faculty-student ratios
3. Student Results: Employment rate; new businesses created; satisfaction with learning; starting salaries...
4. Teacher research and reform of pedagogy
5. Service to the Community: grad and college
6. Degree of Internationalization (no. of joint programs, students abroad, faculty exchanges, hosted int'l students...)
7. State commendations and awards (bonus)



# KPIs: A Caution

- KPIs do not measure all our mandates
- Access to all mandate? Metrics?
- Facilitating success for the excluded, for the less well prepared for studies?
- Bringing an excluded community from 40% employment to 70% is a success!
- Some quality issues like inspiration of the faculty or of the institution leaders difficult to measure directly



## 2. Leading Culture Change

- In rapidly changing environment focused on responsiveness to student, employer and community needs:
  - ➔ *Quality Leadership is the key factor*
- Leadership that is entrepreneurial, cutting-edge, connected to the community, focused on all learners' differing needs, mobilizing all stakeholders with a vision, and global in its outlook, And always learning.



# The Brazil Example

- One of the poor countries of South America with the greatest income gaps
- Emerging power with huge challenges
- Access to basic education using State subsidies to families (kids in schools)
- Setting up of the private SENAI network
- Vast expansion of the public technical education system: Federal Institutes
- Open system up to all learners



MULHERES MIL  
THOUSAND WOMEN  
MILLE FEMMES



DO SONHO À REALIDADE  
MAKING DREAMS COME TRUE  
DU RÊVE À LA RÉALITÉ



<http://www.acc.ca/xp/index.php/en/programs/int-partnerships/brazil-mulheres/video>



# Leadership Challenges

- Leadership is not management and it is not only positional, it is strategic and inspirational and focused on learners
- How do you connect with employers & your community in a meaningful way?
- How do you mobilize faculty for such a culture change? Including use of techn.
- How do you involve students in their own learning and success?
- Experiences in China, Vietnam & India



### 3. More Effective International Exchanges?

- All convinced of value of conferences, regional collaborations, international networks
- Very good ones: CPSC, SEAMEO TVET Centre, ADB knowledge networks, UNESCO-UNEVOC...
- Source of new ideas and contacts
- Effective in supporting change and reaching world class quality standards?



# Some out-of-the box Ideas

- World class Standards: For whom, with whom to develop, and for what?
- For our learners, so that they meet their objectives, for employers to be able to find and assess skilled professionals and for inclusive and sustainable growth
- Need to involve our learners and our employers and communities more!
- Bravo ADB for students at this Forum!



# Some out-of-the box Ideas?

- Working with global employers on common core of competency standards allowing more mobility and recognition?
- Facilitating more global mobility of students and faculty, using internships?
- Adopting an institutional approach to exchanges and leading change: partnership agreements, mentoring...
- Increasing our nurturing of & applied research on Transformative Leadership



# World Federation of Colleges & Polytechnics

## Members Worldwide



Visit : <http://wfcpc.org/>

Contact : [Secretariat@wfcpc.org](mailto:Secretariat@wfcpc.org)



# World Federation of Colleges & Polytechnics

## Future international events and activities

### WORLD CONGRESSES:

- 2014 WFCP Congress – Beijing ( with Leadership Institute beforehand and during)
- 2016 WFCP Congress - Rio de Janeiro, Brazil

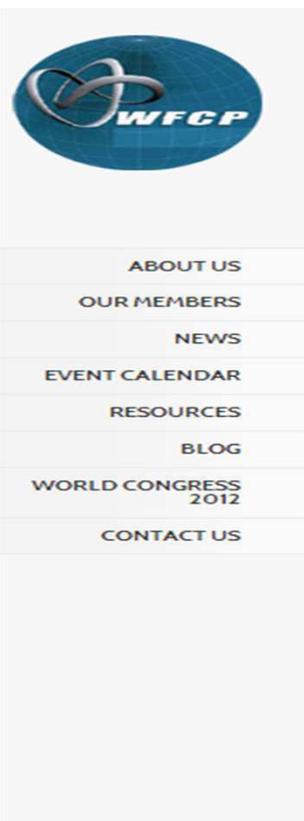
*Mark your Calendar!*

*WFCP WORLD CONGRESS 2014  
BEIJING, CHINA  
China National Conventional Center*

*October 24<sup>th</sup> to 26<sup>th</sup>, 2014*

Organised by:





# Become a Member

Eligibility for full membership is open to:

- Higher level colleges or polytechnics of further and/or higher education, including universities of Applied Sciences and Technology, and which have a primary vocational mission.
- National and regional membership associations & societies of colleges and polytechnics.
- Cross-national membership associations & societies of colleges and polytechnics.



Individual colleges and polytechnics seeking membership of the Federation must be nominated by their national or cross-national association wherever:

- one exists and
- is a current member of the Federation.

Learn more about the types of membership available and associated costs. To become a member of the WFCP global network please fill out the application online.



## Join Our Network

Members of the WFCP: belong to a dynamic network of global education leaders, become part of our WFCP online community, participate in our Affinity Groups, share best practices, profile their programs globally, and have access to member experience and expertise.



[join the WFCP global network →](#)

## Upcoming Events

April 20, 2013 –  
April 23, 2013 (All Day)  
93rd AACC Annual Convention, San Francisco

[View All Events](#)

## Updates in Your Email

Do you want to stay informed on WFCP activities? [Subscribe to WFCP News and Event updates by email.](#)

- And join one of our Working Groups:
  - International standards & mobility (automotive?)
  - Leadership development for tomorrow
  - Green Colleges (internal and external)
  - Applied Research and TT for small business



# ACCC History

## Education for Employment

A 40 year history of ACCC International Partnerships



[http://www.accc.ca/xp/index.php/en/  
programs/int-partnerships](http://www.accc.ca/xp/index.php/en/programs/int-partnerships)  
[pbrennan@accc.ca](mailto:pbrennan@accc.ca)



Canadian International  
Development Agency

Agence canadienne de  
développement international

