

iTRAC[©]

Market led education

Project Overview

December 2009

The following is a high level project overview designed to provide potential project stakeholders with an understanding of iTRAC[©], a web-based job portal along with a more general understanding of the Accelerating Auckland and Aotearoa programmes.



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Our need for Skilled Professionals

Globally the need for skilled professionals is greater than ever. In the U.S. alone, 1.5 million additional skilled IT professionals are needed; 70 million Baby Boomers will exit the workforce during the next 15 years and only 40 million workers will enter it.

Between 2010 and 2020, the US, Europe, Japan, China, and India will face a shortfall of 32 million technically specialized professionals.¹

Over the next 10 to 15 years, the labour market in New Zealand will be shaped by a range of forces for change; big shifts in population size and composition; continued globalisation characterised by tectonic shifts in economic power and the large-scale movement of work and workers internationally; fundamental changes in the nature of work because of new technology and innovation that will drive new skills requirements, and profound environmental and resource pressures that will affect the type of jobs we have and the way we work.

New technologies will drive demand in skill requirements and new ways of working. There will be an increased demand for higher education and for skills which are more generic. More jobs will require continuous updating of skills and knowledge². To respond to globalisation, productivity and technology challenges, a workforce with a greater range of skills, experience, knowledge and aptitudes is needed to lift the value of work. In this context the Information and Communications Technology (ICT) sector and on its peripheries the Digital Sector, are high growth industries. They are increasingly significant in the growth of our economy. However despite the importance and bright prospects of these sectors, our ability to attract and train professionals has been hindered by a lack of appeal to potential candidates.

Further, beyond the current shortages, it should be understood that there is a considerable level of investment and time required to train the professionals needed in a knowledge economy. It takes more than the period of 4 years academic study to fully train an ICT professional!

We must provide greater assistance to young people to ensure they make informed choices in their initial tertiary education and that what they study is relevant to the needs of the future labour market.

¹ [Watson Wyatt, Monster.com; U.S. Department of Labour; Bureau of Labour Statistics; Information Technology Association of America](#)

² <http://www.dol.govt.nz/publications/research/forces-for-change/index.asp>

Accelerating our Nation

To ensure that digital careers are promoted to potential talent and that skills development and use is aligned to the needs of industry and our economy, a coordinated approach is needed.

Accelerating Auckland delivering regional initiatives focused on building New Zealand's competitiveness in the digital, knowledge-based economy by working to improve the digital skills and abilities of our people. As Accelerating Aotearoa, a number of these projects are now being facilitated nation-wide.

Current activities include:

- Attracting Local and Migrant talent to digital careers
- Supporting young people to make informed choices in tertiary education and ensuring their study is relevant to the needs of future labour markets
- Supporting graduates entering the workplace through co-operative education programmes

Through this work and using a collaboration based approach, we are facilitating digital literacy and advocating digital careers as the platform for increasing productivity and the recovery of our economy.

Accelerating Auckland is a registered charity and works with Communities, Central and Local Government, Education and Training providers, Economic Development Agencies and the Private Sector along with relevant industry organisations including the NZICT Group

Introducing iTRAC[®] - Market led Education

iTRAC[®] (Internet Training, Retention, Achievement and Completion) is a catalyst for progressing the people of Manukau to the excitement and opportunities of the Digital Sector!

Through *iTRAC[®]* Accelerating Auckland is leading a strategic approach to future-proofing work skills and practice by linking the work requirements of employers, communities and a dynamic job market, to training and skills development.

iTRAC[®] supports students and workers to get the skills they need to succeed by;

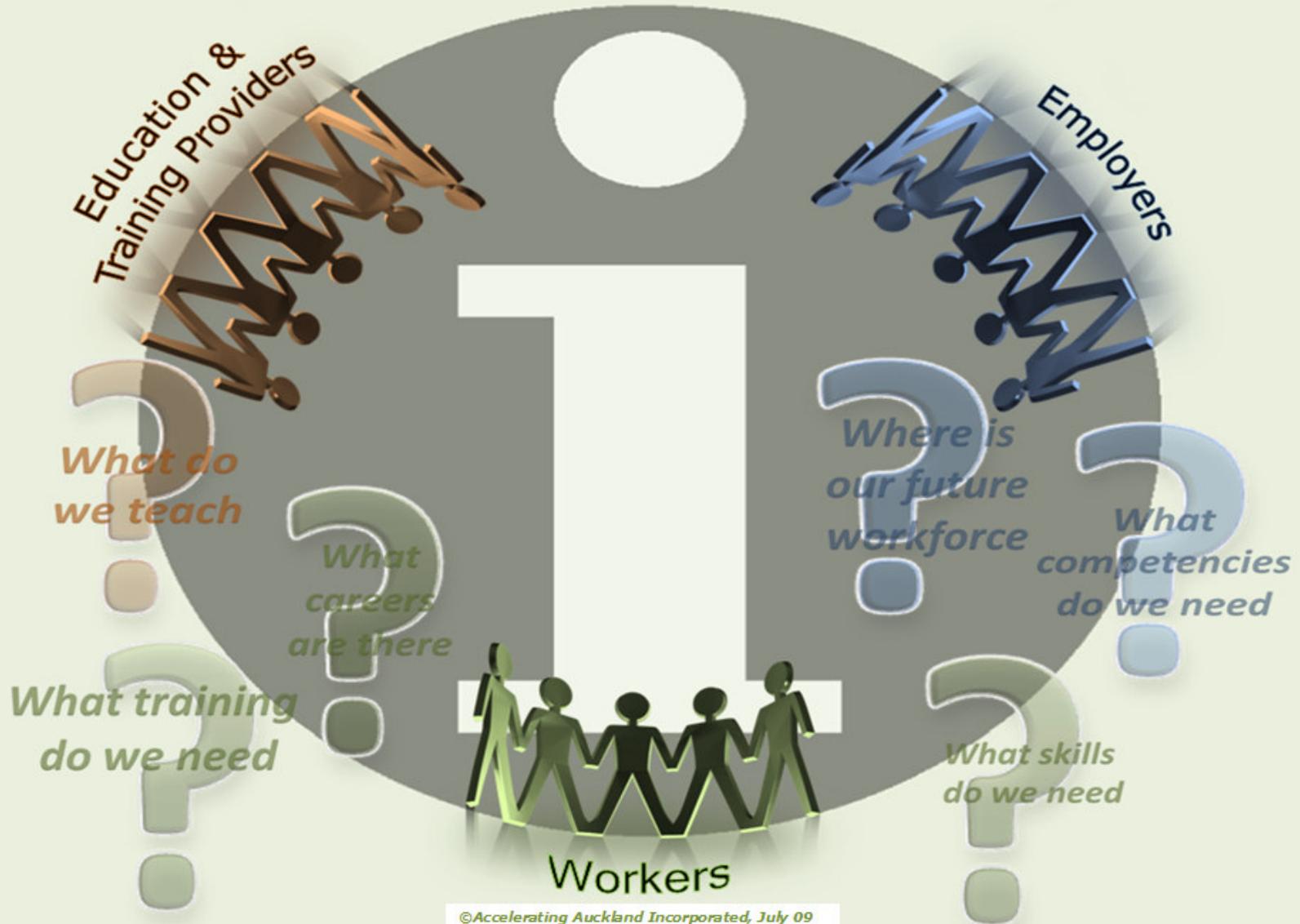
- linking them directly to employers and training providers,
- linking them to their communities enabling increased employment ratios of local people and
- supporting the development of flexible work practice.

iTRAC[®] is a web based talent tracking system, delivering skills and competency profile information, to business. *iTRAC[®]* enables a comprehensive view of the full “talent pipeline”, along with a framework for aggregation and analysis, region by region and nation-wide.

- ***For Employers*** *iTRAC[®]* enables
 - a view of emerging talent together with the opportunity to input on the training of potential employees.
 - the ability to strengthen links with education and training providers.
- ***For Education and Training Providers*** *iTRAC[®]* provides information on the gaps between workers’ skills and workplace needs.
- ***For Individuals*** *iTRAC[®]* provides the opportunity to profile skills and experience to both employers and education providers. At this level students and workers can position themselves and be identified for job or scholarship offers, targeted training and career advice or professional networking opportunities.

Accelerating Auckland is now formalising relationships with key organisations to establish “in principle” partnerships for the development of *iTRAC[®]*. These “in principle” partnerships are proposed as a collaborative and good faith agreement to work together within the bounds of confidentiality and transparency, to more fully investigate *iTRAC’s[®]* potential.

iTRAC: Enabling market led education



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Preparing for Partnership

Beyond *iTRAC*'s[®] development a number of concurrent initiatives are being deployed to enable enhanced understanding and articulation of the *iTRAC*[®] opportunity. Deliverables to date include:

- 1. Student Data Analysis** – The collection and review of student data available from schools, small training providers and large Tertiaries, to inform initial design questions in the *iTRAC*[®] solution.
- 2. Key Stakeholder Engagement** - For *iTRAC*[®] to be successful the right people must be engaged to ensure a proper understanding of relevant market forces. To this end Accelerating Auckland has established a broad team of advisors to actively participate in *iTRAC*[®] development. Participants include
 - Local government & community organisations including: Manukau City Council, PIAC (Pacific Island Advisory Council), the Pacific Chamber of Commerce and the Hui Taumata Trust,
 - Local education and training providers,
 - Highbrook Business Park employers and
 - Central Government representatives including the Ministry of Pacific Island Affairs, Department of Labour and Department of Statistics.
- 3. Skills Demand Analysis** – A study undertaken with IDC New Zealand to assess current and future human resource and skill requirements at the Highbrook Business Park.
- 4. *iTRAC*[®] Business Analysis & Prototype Development** - A 6 month research and development project comprising the:
 - review of issues involved in developing, implementing and operating *iTRAC*[®]
 - development stakeholder value propositions
 - development of a business needs awareness,
 - establishment of an understanding of *iTRAC*'s[®] potential to differentiate itself from traditional job seeking solutions and social networking solutions.
 - development of a technical prototyp

The ensuing recommendations on business models, implementation plans, assumptions, and business rules from both the political and software perspective are derived from a multi methodological approach including:

- Empirical Research
- Literature Reviews
- Structured Questionnaires
- Open ended interviews
- Known information

Establishing Collaboration

The premise of an explicit collaboration agreement is to ensure the interests of all stakeholders are effectively represented, voiced and considered from concept to outcome.

In order to ensure appropriate levels of the above a delicate balance of trust, shared interest and dependence must be established. This will ensure the transparency, independence and integrity of project development and delivery.

The key **elements of effective collaboration** comprise:

1. **Agreed Purpose** - Formal agreement on project scope and objectives
2. **Agreed Approach**
 - **Consultation** – scheduling of structured stakeholder meetings to ensure broad participation
 - **Connection** – active pursuit of opportunities to explore potential linkages with other projects & to work alongside similar initiatives
 - **Partnership** – Parties work together in good faith to achieve outcomes collectively
 - **Inclusivity** – organisations or individuals mutually participate in good faith
 - **Contribution** – constructive contributions are welcomed
3. **Agreed Process** - Agreement to resource & deliver priorities
4. **Stakeholder Permission** – A structured approach to stakeholder representation, participation and contribution ensures community mandate.

Roles of the Partners

A further deliverable of the Preparation Phase has been the identification of a number of Project Partner roles. The current scope and status of those roles are as follows:

- **Project Facilitator:** Accelerating Auckland is the project's facilitator, ongoing coordinator and is providing project management, marketing and web design services for the initiative.
- **Pilot Facilitator:** Manukau City Council will support the establishment and implementation of both Phase 1 and 2 of the Manukau project.
- **Project Prototype Training Provider:** MIT has independently established the requirement for an interactive service for matching the skill set of its students and graduates with the need of employers. Given the synergies of the MIT requirement and *iTRAC*[®], for the purposes of the Project, MIT is the 'prototype' training provider supplying the student pools and potentially facilitating their participation in the development of both Phase 1 and 2 of the project.
- **Project Implementer:** Initial discussions have been held with Career Services for the implementation of the Project in the delivery to schools in the Manukau region. In this role Career Services has agreed to develop suitable training programmes to incorporate into the proposed trial to assist uptake of the tool
- **Project Developer:** Development of Phase 2 software, host site, support system and enhancements. The evaluation component of Phase 1 will inform decisions on the extent to which funding is required for future development. Funding is being sought to provide foundation resources pending these decisions. Engagement will be sought with Manukau-based companies.
- Enterprising Manukau's representation on the Project Steering Group will support the required **relationships with Manukau businesses**
- Manukau City Council's representation on the Project Steering Group will support the required **relationships with Tangata Whenua priorities and skills initiatives**
- Ministry of Pacific Island Affairs' representation on the Project Steering Group will support the required **relationships with Pacific priorities and skills initiatives**

Other potential Pilot participants include:

- Highbrook employers
- Department of Labour
- The Pacific Chamber of Commerce
- Pacific Island Advisory Council
- Te Puni Kokiri

- Following the successful implementation of the pilot Accelerating Aotearoa will work with stakeholders region and nationwide to achieve a ubiquitous approach to the deployment of *iTRAC*® across New Zealand.

Project Leadership and Delivery

A Project Steering Group comprising representatives of Partner organisations has been established to oversee the development and delivery of *iTRAC*®

Pilot Project Approach

Phase 1:

- Support Manukau Institute of Technology in the development of its web based talent tracking system (SKILZ2WORK) for MIT students by contributing to its design and implementation.
- Create interest in and commitment to use of the MIT system by local businesses
- Create interest in and commitment to use of the MIT system by local complimentary training providers, such as schools.
- Develop training programmes to assist in uptake of the tool
- Establish a process of continuous evaluation of Phase 1 as it progresses to capture issues and solutions, for input into Phase 2..
- Conduct a post project review to confirm success factors and challenges, for input into Phase 2.

Phase 2:

- Develop and implement the Manukau region web based talent tracking system
- Create interest in and commitment to use of the Manukau system by local businesses
- Create interest in and commitment to use of the Manukau system by Manukau training providers, including schools.
- Develop training programmes to assist in uptake of the tool
- Conduct a post project review to determine success factors and challenges, for input into implementation programmes for further regions.

Proposed Pilot Timeline

| ITEM / DATE | September 2009 | October 2009 | November 2009 | December 2009 | January 2010 | March 2010 | May 2010 |
|---------------------------------|-----------------------------------|----------------------------------|---|--|--|----------------------------------|----------------------------------|
| Business Case development | Business Case Complete | AA Project team review complete | | | | | |
| Technical Prototype development | Technical Prototype Complete | AA Project team review complete | | | | | |
| Project Charter Development | | Draft Project Charter developed | Project Charter presented to Project Steering Group | Revised Project Charter presented to Project Steering Group | Project Charter signed off | Phase 2 development commences | Phase 2 development continues |
| Partnership Establishment | Potential partnerships identified | Partnerships agreed in principle | Partnerships committed: Establishment of the Project Steering Group Initial roles and contributions established | - Development planning commences - Implementation planning commences Marketing planning commences Preparation for Key Stakeholders launch. Key elements - Scope of Engagement - Business Case Review - Technical Prototype presentation | Phase 1 MIT prototype evaluation commences | Phase 1 MIT prototype evaluation | Phase 1 MIT prototype evaluation |
| Key Stakeholder Launch | | | | | Further Preparation for key Stakeholder launch Launch to key stakeholders | | |
| Phase 1 MIT Implementation | | | | Agreement gained to work with Phase 1 MIT implementation Phase 1 MIT Build Plan commences | | MIT Implementation completed | Phase 1 MIT Go Live |