

# 2006 - 2009

## THREE-YEAR PLAN



The development of labour and employment in the information technology and communications (ITC) industry has been an ongoing priority for *TECHNOCompétences* over the past three years.

A large number of entrepreneurs and administrators have participated in the *TECHNOCompétences* “communities of practice and learning”, and many of them have also participated in symposiums and other activities that the organization has held. Companies have expressed their great appreciation for the circulation of knowledge related to human resources management and the publication of the Human Resources Management Guide. Labour market information and studies that have been carried out have satisfied the expectations of many, especially in the electronic gaming sub-sector.

Nevertheless, the challenges are daunting. The setbacks of the early 2000's are now behind us, but much like new opportunities, new threats loom on the horizon. The industry is gradually coming together to form industrial clusters that represent significant regional forces that are capable of generating lucrative and attractive jobs, and as a result, of contributing the economic development of Québec.

However, the industry faces significant challenges related to a number of factors, including the lack of interest in information technology among students; the problems associated with the retention of qualified labour; and the adaptation of the training supply to the realities faced by companies, all within a context of globalization and delocalization.

This is all unfolding in an environment where the economic parameters are not necessarily favourable, particularly with respect to the exchange rate and its impact on exports, the negligible margin of manoeuvre within which the governments must work, the aging of the population, and the absolute necessity of improving the productivity of companies, including not only those that work in ITC, but also those that use these innovations in order to improve their competitive position.

The 2006-2009 Three-Year Plan outlines the main challenges faced by *TECHNOCompétences* and the industry, and presents the targets, orientations, and strategies that will allow our organization to fully assume its role in the development of labour and employment in the information technology industry.

## Main challenges for 2006-2009

Consultation with several stakeholders working in the industry has revealed the main challenges that *TECHNOCompétences* intends to embrace over the next three years:

- To be a recognized and credible spokesperson for the industry and for the partners working in the ITC sector; to be recognized as making a difference in the development of labour and employment, particularly with respect to highly qualified personnel.
- To contribute to the continuity of the industry, both from a quantitative perspective and from a qualitative perspective, in order to ensure its economic development.
- To contribute to realigning the training supply with the needs of companies, and as a result, to produce better-qualified workers through relevant training programs.
- To support the productivity of companies by developing and circulating successful human resources management practices.
- To inform and increase the interest of companies and labour regarding the opportunities and prospects available in the industry; to serve as a reference in this respect.
- To enhance its product and service supply; to increase its visibility and the scope of its interventions.

**TECHNO** *Compétences*

Comité sectoriel de main-d'œuvre  
en technologies de l'information  
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# 4 targets declined in 10 orientations and their initiatives

Going forward with the three-year plan, TECHNOCompétences will focus even more on applying its resources and acting as a catalyst between the needs of industry companies and institutional and public resources, working within the framework of Emploi-Québec's sectorial policy.

The measures contained in the three-year plan will have a beneficial impact on the performance of the industry, and on its capacity to generate quality jobs.

However, specific positioning was established in light of the priorities for action and the limited resources faced by the organization. This positioning is enabling the organization to focus its resources on those aspects that are considered to be strategic, including:

- the emphasis on human resources management, which is considered to be one of the distinctive trademarks of the TECHNOCompétences offer of services;
- the priority given to small and medium-size enterprises (SMEs) in the development and deployment of best practices in human resources management;

- the preference given to partnerships and alliances, and particularly those that enable us to take action in the field (synergy between sectorial approaches and regional approaches);
- the trilogy of priority clientele, namely administrators, human resources managers, and ITC students or future students;
- the importance of ensuring a market and labour watch and "responsive and dynamic" intelligence.

Financial resources and subsidies will determine the organization's capacity to fully implement this action plan.

With the assistance of performance indicators, TECHNOCompétences will be in a position to easily report on its service offer, namely: provide customer satisfaction; become recognized in the industry; be an effective forum for cooperation and involvement; and finally, provide added value to the industry.

The following table presents the target areas, the major orientations, and the concrete initiatives that are outlined in the plan.

## Support entrepreneurs through human resources management

1

### Develop and promote best practices

Public activities (webcasting, virtual training, conferences, etc.)

Focus on best practices, in-house coaching, and the publication of tools

Co-development groups

2006 and 2008 salary surveys

2

### Equip local companies for the transformation of the ITC industry, and accompany them through the process

Mentoring or coaching program

Report on tax/public activity measures and transition plan, if necessary

Ongoing advisory and support service for entrepreneurs

# for 2006 - 2009

## Increase interest and improve labour qualifications

**2** **Contribute to the realignment of the initial training supply with the needs of companies and students**  
Directory of business/training firms networking practices  
Contribution to the renewal of training programs  
Promotion of products and services developed by the Software Human Resource Council (SHRC)  
Measures for qualifying labour in the area of electronic gaming

**3** **Include people whose careers are in the ITC industry in targeted TECHNOCompétences positions**  
Coverage of all occupations involving computers, regardless of the industry  
Partnerships with organizations

**4** **Ensure a more effective response to the ongoing training requirements of employees in the industry**  
Notice to Emploi-Québec concerning ongoing training in the industry

**5** **Assist in the development of means for ensuring that the acquired work experience is better recognized, particularly in the case of immigrants**  
Skills recognition program

**6** **Generate interest in information technologies among new pools of students, and particularly among female candidates**  
Industry multimedia presentation offered to industry speakers who visit schools  
Feasibility and launch of the SHRC's Information Technology Support Associate Program at the secondary level  
Summer internship program

## Increase intelligence related to the market and labour

**8** **Produce dynamic and progressive reports pertaining to the ongoing progress of the ITC industry and its development needs**  
TECHNOCompétences indicators pertaining to the status of the job market  
Specific studies (geomatics, etc.)  
Regional studies  
2008 sectorial diagnosis

## Enhance products and services offered by TECHNOCompétences

**9** **Represent all of the components of the ITC industry as effectively as possible**  
Representation of the wholesale industry in the ITC sectorial intervention  
Increase representation on the Board of Directors

**10** **Increase the visibility of TECHNOCompétences**  
2006-2009 communication plan  
2009 assisted notoriety study  
Databank comprising 4,000 names

The comprehensive three-year plan is available on the TECHNOCompétences website, in French only.  
[www.technocompetences.qc.ca/site/nous/plan\\_action.php](http://www.technocompetences.qc.ca/site/nous/plan_action.php)



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**Emploi**  
**Québec** 

## Vision

To make the Québec-based information technology and communications industry a world leader in terms of the quality of labour.

## Mission

To support and promote the development of labour and employment in the information technology and communications industry in conjunction with industry partners.

## TECHNO *Compétences*

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