

SkillsFuture: An Overview

World conference on Adult Learning Confintea 17 June 2022, Virtual Meeting

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SKILLS *future* SG

SkillsFuture Singapore (SSG) is a statutory board under the Singapore Ministry of Education (MOE). We are the national skills authority, promoting a culture and holistic system of lifelong learning through the pursuit of skills mastery, and strengthening the ecosystem of quality and responsive continuing education and training in Singapore.

Vision

A nation of lifelong learners; a society that values skills mastery

Mission

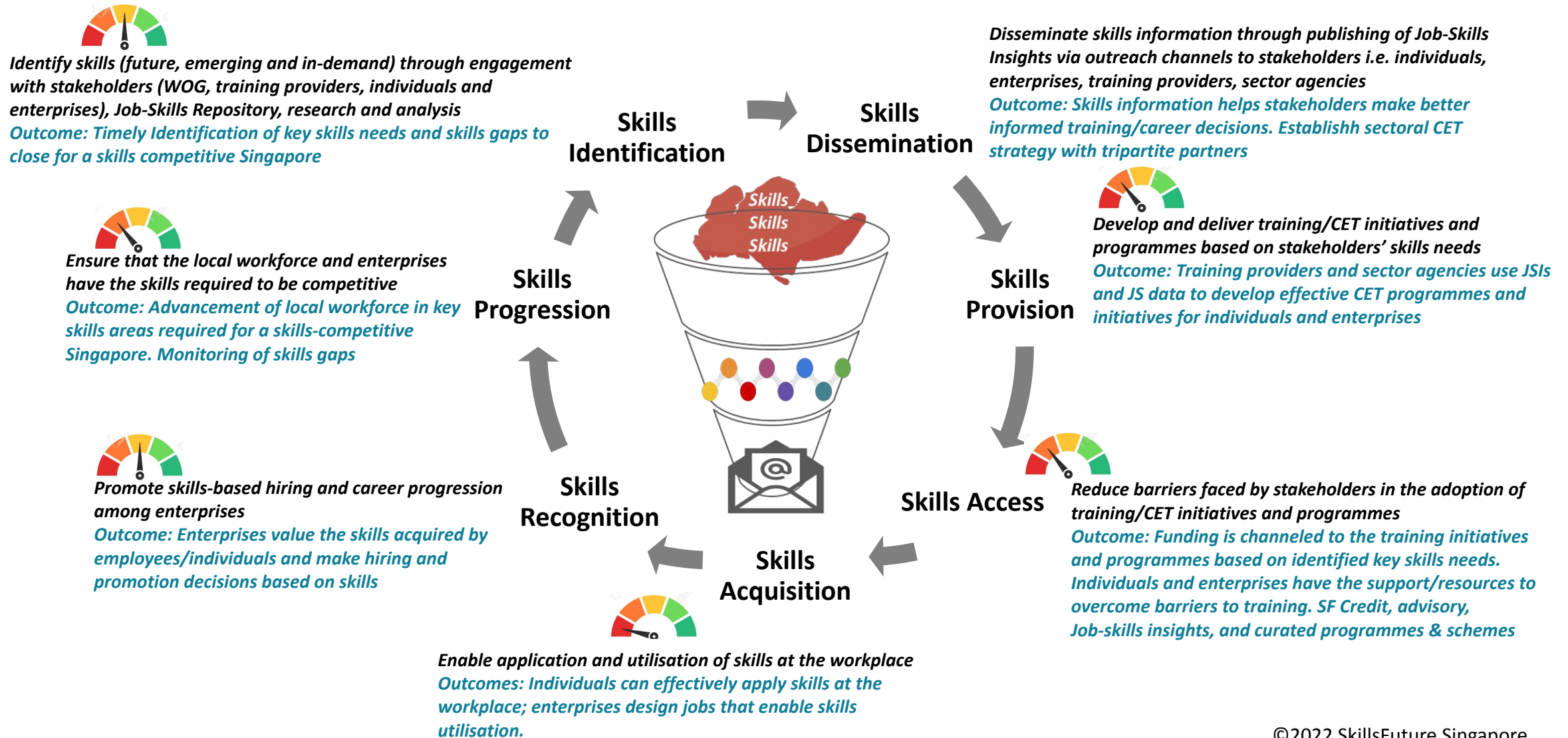
Enable individuals to learn for life, pursue skills mastery and develop fulfilling careers, for a future-ready Singapore

Expedite the process
from skills anticipation
to skills transmission

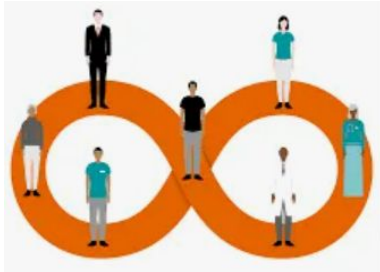
Disseminate targeted
signposting to
individuals, employers,
institutes of continuing
education & training

Build a high quality,
responsive and
innovative continuing
education & learning
ecosystem

Establishing an end-to-end outcome-based skills system to ensure access & remove barriers



Signposting individuals through **Context, Credibility** and **Coverage**



Credibility ~ Working with partners that represent their constituents so that our signposts are backed by familiar and trustworthy sources

Working through different strategic partners that includes Self-help Groups, Lifelong Learning Institute, Trade Associations and Chambers, Public Agencies and Unions, media and social media influencers and key opinion leaders to reach out to different segments



Context ~ Building internal capabilities in understanding archetypes

Conduct research/ behavioral insights (BI) studies to understand different archetypes/ segments. More holistic understanding of individual's profile and learning needs through Customer Data Platform (CDP) and CRM.



Coverage ~ Use of media and digital touchpoints, reinforced by human intervention viz Skills Advisors

Media and digital touchpoints for:

- Collection and analysis of data to evaluate/ fine-tune signposting efforts
- Clear and intuitive presentation of information (e.g. SSG corporate website)
- Deliver easy to use services
- Delivery of personalized skills & training advisory through Skills Advisors

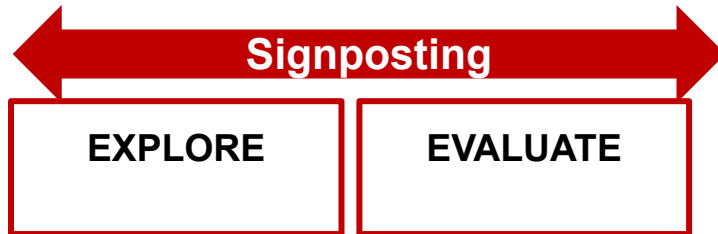


SkillsFuture provides useful job-skill insights, course information through various stages of the physical and digital touchpoints to help citizens make informed decisions about their skills development journey

Digital Touchpoints

- Self assessment tools, Job-Skill Insights, content articles, skills quotient on MySkillsFuture
- SingPass mobile
- SF movement page
- E-newsletter
- Social media display ads
- Paid search
- Sectoral & JSI webinars
- Feedback Portal
- Course search on MySkillsFuture
- Providing Ratings & reviews of TPs
- Training Providers' websites
- 1-1 Skills & Training Advisory
- Training Providers' websites
- MySF – update profile, SFC claim
- Feedback Portal / SFC-related appeal thru OCC
- E-attendance
- MySF - Download e-cert, update Skills Passport
- Individuals submit feedback on course quality

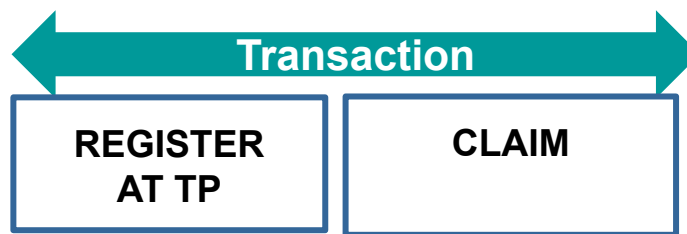
Signposting



EXPLORE

EVALUATE

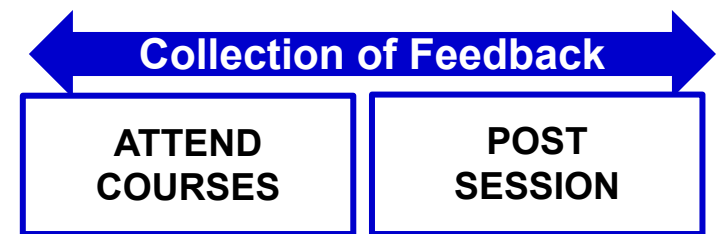
Transaction



**REGISTER
AT TP**

CLAIM

Collection of Feedback



**ATTEND
COURSES**

**POST
SESSION**

Physical Touchpoints

- SkillsFuture Roadshows, Learning Neighbourhood, Learning Café, Lifelong Learning Exploration Centre, annual SkillsFuture Festival
- SkillsFuture Advice (SFA) workshops
- Partner events e.g. WSG, e2i, Self-Help Groups
- Approach Self-Help Groups
- 1-1 Skills and Training Advisory (STA) sessions
- Training Providers
- Training Providers
- Participants' feedback from event/roadshow, SFA webinar/workshop and STA session
- Post-STA follow-up on learning actions taken by STA clients

SSG's physical touchpoints complement digital touchpoints to guide individuals towards reskilling/upskilling to achieve their career aspirations. More than 233,400 individuals had passed through our physical touchpoints in 2021

MASS



Broadcast generic info to increase **outreach** & create **awareness**



SkillsFuture Month 2021 Achievements:

- >176,700 participation
- >420 Jobs and Skills related learning activities
- 91% event satisfaction achieved

CMCD's Events/Roadshows Achievements:

- >2,700 visitors engaged at 5 SGUJS pop-up kiosks in Q1 2021
- 96% of the visitors found the roadshows useful

LLI's 2021 Events/Roadshow Achievements:

- 272 Jobs and Skills related learning events/roadshows

TARGETED

Facilitated workshops



Provide relevant information relating to **specific growth sectors**



SFA 2021 Achievements:

- > 28,200 unique participants attended SFA workshops/webinars (generic & sectoral)
- > 17,900 non-unique participants in SFA outreach activities

PERSONALISED

1-on-1 Consultation



Additional support for individuals who need more guidance



STA 2021 Achievements:

> 7,900 participants served*

*Includes participants served at events, SGUJS Centres & online consultations

In 2021, about **660,000** individuals and **24,000** enterprises benefitted from SSG-supported programmes

COVID-19 SUPPORT MEASURES

SGUnited Skills and SGUnited Mid-Career Pathways Programmes - Company Training

Over **12,000** individuals enrolled



Enhanced Training Support Package

Over **91,000** training places taken up



NEXT BOUND OF SKILLSFUTURE

National Centre of Workplace Learning

Over **960** enterprises

SkillsFuture Queen Bee

About **500** enterprises

SkillsFuture Enterprise Credit

Over **10,000** enterprises sent employees for SSG-supported training



SkillsFuture Credit

Over **247,000** Singaporeans

SkillsFuture Work-Study Programmes

Over **500** participating companies

Close to **1,700** individuals

SkillsFuture for Digital Workplace

Over **22,000** individuals

Skills and Training Advisory

About **7,200** individuals

SkillsFuture Advice

Over **28,000** individuals



SkillsFuture Series

Over **30,000** individuals

Combating Fraud and Abuse

Actions taken against **93** training providers and companies