

2018 PROGRAM REPORT

Interactive Ontario

io

interactive ontario



OVERVIEW

OUR VISION

Ensuring Black youth have experience, credentials, and networks to compete for available jobs

Interactive digital media is a growth sector. In our February 2017 report *Measuring Success: The Impact of the Interactive Digital Media Sector in Ontario*, companies reported projected growth in both FTEs and revenues. The Entertainment Software Association of Canada's 2017 *Essential Facts about the Video Game Industry* reported that Ontario's game companies had a 52% increase in full-time positions from 2015 to 2017.

IDM is a sector that offers excellent employment prospects for young people. The average age of employees is 32 years old. 89% report an average age under 40.

But the sector lacks diversity. We believe that more diverse companies will create better products. While also representing more views. While at the same time providing economic opportunities for Black youth.

Funded by the Ontario Ministry of Children, Community and Social Services. Under the Network of Services for Black Children, Youth, and Families. Formerly known as The Black Youth Action Plan. Our program will include two distinct initiatives, designed to reach Black youth in two different phases of their training and career development.

- The apprenticeship program for recent graduates or otherwise preparing to begin their careers
- A workshop series on careers in interactive digital media for high school students

Recruiting participants through Interactive Ontario's communications channels, the social networks of participating companies and outreach to academic institutions and partner organizations.

PROGRAM FIDELITY

IPPRENTICE

- Summer cohort
- Black youth who are recent graduates or preparing to begin their careers
- Week-long paid placements at leading interactive digital media companies
- Participants will take place in job shadowing, meetings, and workshops
- The program culminates with a networking dinner
- Complimentary attendance at two Interactive Ontario events
- Expand their list of professional contacts
- Interactive Ontario will create a short video documenting the program
- Participants receive a \$1000 honorarium upon completion

DIGITAL DIVE

- Workshop series on careers in interactive digital media
- High school students
- Host the program in both Toronto and Ottawa
- 20 students in Ottawa take part
- 20 students in Toronto take part
- A two-day weekend session featuring multiple workshops on topics to include:
 - Resumes, Interviewing and Job Hunting
 - Interactive Digital Media Industry Overview / Career Options in Interactive Digital Media
 - Breakout workshops: Writing or art for Interactive Digital Media
 - Breakout workshops: Programming for e-Learning, games or VR/AR
 - Studio Tour (optional)

OVERVIEW OF FIDELITY (MILESTONES)

- 100% Ipprentice fidelity score - met and exceeded expectations of all the milestones
- The Ipprentice networking dinner was well attended and had rich connections and conversations between Ipprentice and industry guest
- Debbie Deer Productions produced a 6-minute Ipprenticeship program promo video
- 91% Digital Dive fidelity score - met expectations of milestones except the #'s in Ottawa
- Digital Dive had 2 variances a) Workshops took place on PA Days and a Saturday in Ottawa b) The demand in Toronto was higher than anticipated. We had to create additional spots to meet the demand. Going from 20 spots to 40 spots, then up to 50 spots to meet the need
- 35 Ipprenticeship Program applicants
- Digital Dive #'s Toronto (registered - 48, attended - 22) and Ottawa (registered - 8, attended - 5)

PROGRAM GOALS

3

of Ipprentices
with a positive reference

IPPRENTICE PARTICIPANTS RECEIVE A REFERENCE AND GET HIRED.

100

% of Ipprentices
are employed or have
returned to school

"Working with our Director the ipprentice has directly positively contributed to our upcoming game"

- Mohammad Agha, President @Magmic

"Getting the chance to work hands on with people who are so skilled in their areas. It was an amazing opportunity."

- Ipprentice

OVERVIEW OF GOALS

- Participating partners included a) Ubisoft Toronto, b) Magmic and c) Groupe Média TFO)
- 100 % (or 3/3) of Ipprentices reported a meaningful Ipprentice experience
- Interactive Ontario secured 4 Ipprenticeships for 3 Ipprentices (2 placements @Ubisoft Toronto)
- Ipprentice Lauren Bartley secured 2 Ipprenticeships (Ubisoft & Magmic)
- Ipprentice Lauren Bartley was hired by Ubisoft Toronto in UX Design
- Ipprentice Stevie Ray Hunter worked with IO as a summer student

PROGRAM GOALS

27

of Students
Reported being better
equipped to select courses

HIGH SCHOOL STUDENTS ARE BETTER EQUIPPED TO SELECT A POST-SECONDARY PATH.

44

% of Students
Attended optional Studio Tour

"My son came back energized and inspired by today's activities. He's already plotting his next career moves. He's looking forward to visiting Ubisoft. He's contemplating when to start learning Unity."

- Parent of a Student

"it was great i learned alot about careers in game dev and esports"

- Student

OVERVIEW OF GOALS

- 100 %of Students reported a positive experience
- 3 Students have followed up for additional information on resources
- 3 Students received donated OCAD U Summer Workshop Scholarships (\$500 value/each)
- 2 Students received donated East End Arts Fine Art Drawing Scholarships (\$75 value/each)
- 4 Students received 2 donated Amazon gift cards (\$50 value/each)
- 89% of Students got passes to VR Arcades.

PROGRAM PERFORMANCE

110

Performed beyond expectations

QUALITY OF THE PROGRAMS

The quality of the programs exceeded expectations. Ipprentice had a 100% completion rate. Digital Dive had Youth Ambassadors facilitating Youth engagement (\$2,700.00 in-kind donation). Operations Groundswell donated 5-hours of free program consultation (\$625.00 value). High-level instructors led rapid prototyping, access to software and career mapping workshops/panels.

110

Performed beyond expectation

COST OF THE PROGRAMS

Both programs stayed under or at the budget. Ipprentice benefited from host companies expanding their capacity to host more Ipprentices. Digital Dive stretched the budget to include 4 instructors. While an in-kind contribution brought the Ambassadors on board to enhance Youth Engagement. Total in-kind \$5,150.00.

90

Performed under expectation

TIMING OF THE PROGRAMS

Ipprenticeship timing met expectations. But poor communication from one host interrupted timelines somewhat. Digital Dive deviated slightly from the original goal. In Toronto, Digital Dive took place on a snow day, which impacted attendance.

RISK MITIGATION PLAN

#'S

In Ottawa

HOW MIGHT WE INCREASE OUR #'S IN OTTAWA?

Since the Digital Dive Workshops, we have secured partnerships with Pathways to Education. We have also established a working partnership with Youth Ottawa. We see these partnerships as stronger than organizations we initially reached out to.

WHEN?

to host the workshops

WHAT MORE DO WE NEED TO KNOW TO HOST THE WORKSHOPS?

With improved partnerships in Ottawa, we will enhance ongoing programming. We will not have to worry about interfering with ongoing programs.

HOST

Communication Plan

WHAT IF HOST ARE NOT COMMUNICATING?

Currently expanding our Ipprenticeship host list. Also reviewing how we communicate with Host to ensure a strong feedback loop.

EVALUATION

METHODOLOGY

We ask each apprentice and student to complete a post-program survey. The surveys will provide IO insight into the participant's experience. This information will help IO improve future program iterations.

We gathered feedback using a feedback grid, and questions from 3 evaluation categories. The grid asked; what's good/bad, any questions/insights? Inspiring the categories was a need, process, and outcome evaluations methodology.

LOGIC MODEL OUTCOMES

- Short term: Increase # of participants with positive feeling about readiness for careers in IDM
- Medium term: Increase # of participants taking action to explore IDM (i.e. tour, events, work experience, etc.)
- Long term: Increase # of participants taking part in IDM Community (IO newsletter, registrations to events, etc.)

IPPRENTICESHIP DIGITAL DIVE

- 100% interested in Gaming careers
- 60% had someone in the industry suggest IO
- 60% applied to find a community
- 100% applied to enhance skills
- 100% were Very Satisfied with the opportunity
- 40% would have liked more time

• [Sample Survey here](#)

- 91% of students liked the workshop (9% unsure)
- 91% of students thought instructors were empathetic (9% unsure)
- 91% of students would refer a friend (9% unsure)
- 91% said would attend future events (9% maybe)
- 67% of students heard about the workshop from a Parent

• [Sample Survey here](#)

OVERVIEW OF EVALUATION

- The majority of attendees were the intended participants
- Everyone who attended had previous IDM exposure and wanted more experiential depth
- Generally positive experiences
- High # of Apprentices sought community
- Majority of Students had a Mother tell them about the workshop
- Facebook was highly cited by Mothers as "how I learned about Digital Dive"

"As a first year student, I felt it was important to be proactive in exposing myself as early as possible to the wider digital media community" – Ipprentice

WHAT DID WE LEARN?

HIGH DEMAND

Toronto has a high demand for IDM workshops for Youth. Digital Dive sold out twice. But groups kept asking for more spaces. After a slow start in Ottawa the demand has grown post-workshop.

IDM IMMERSION

Youth are immersed in the new technology. But these Youth are occupying consumer roles instead of creators.

SAFE AND CARING ADULT OBSERVATION

Immersion, when you give the students easy to use tools, they wanted to use the tools. The Students were building, as soon as we opened the door, they ran with it.

PARENTAL ENGAGEMENT

Parents took an interest in the program. Several parents mentioned these opportunities don't come up often enough. A parent said coding was the new language. "My child needs to be tri-lingual in Canada to be successful."

SOONER THAN LATER

Every Black IDM Professional said, "I didn't know this was a career choice until College." This is scary since schools are streaming many of the Youth and Students who attended.

"It was so cool to see so many
Black People teaching us.

- Student"

PROGRAM RECOMMENDATIONS

1-YEAR ENGAGEMENT

How might we engage a core group of 8-12 students over a year? (i.e. Seasonal Newsletters? What if we had two informal problem-solving hack events?)

BLACK HISTORY - OTTAWA

What if we host a scaled event for Pathways to Education, Ottawa?

CAREER MAPPING

What if we review the core group high school course selections? If we notice a student is being streamed. Then we can advocate for them

PARTNERSHIPS

Co-delivery workshops in Ottawa with Community Groups. Interactive Ontario becomes a preferred school board vendor. Then IO could deliver Digital Dive in schools. Also exploring program delivery in Youth Detention centers on PA Days.