

# Annual Report

FEBRUARY 2021



REPORTING:  
AUGUST 1 - DECEMBER 31, 2020



**CONESTOGA**  
Connect Life and Learning



**Cowan**

TABLE OF CONTENTS



MESSAGES.....2

THE COWAN-CONESTOGA PARTNERSHIP .....3

PSW PROGRAM .....5

OUR STUDENTS.....7

COWAN-FUNDED STUDENT SUPPORTS .....9

MARKETING AND RECRUITMENT STRATEGY .....10

\* Excerpt from the 2020 Annual Report of the Cowan-Conestoga Partnership



---

*“The COVID-19 pandemic has demonstrated the urgent need for innovation and research in developing and maintaining a qualified workforce for seniors care. The Cowan Foundation’s generous investment and vision for the future of PSW education will position us as an emerging leader in applied research and innovation focused on education and workforce development to improve the quality of life of Canadian seniors.”*

*– John Tibbits, President, June 2020.*

---

*“The Cowan support comes at an especially crucial time to ensure PSWs are equipped with the knowledge and skills to care for seniors with complex needs. The generous donation received from The Cowan Foundation will help support PSW students at Conestoga achieve their goals of making a difference.”*

*– Veronique Boscart, Executive Dean, School of Health & Life Sciences, December 2020.*

---

*“Conestoga’s partnership with The Cowan Foundation will create the most technologically advanced PSWs in Canada. It is energizing working with Mary D’Alton to implement the vision for PSW education by providing students with flexible program delivery, supports, and new learning technologies through The Foundation’s generous \$5M investment.”*

*– Alice Knight, Director, Cowan Partnership, December 2020.*

---

*“Receiving such an amazing award has meant so much to me...I am forty years old and with the support of my husband I am finally going back to school for what I’ve always wanted to do. I want to thank you from the bottom of my heart for this award and I am forever grateful for such an amazing opportunity.”*

*– Sherry-Lyne Bath, PSW Student, November 2020.*

*I would like to express my heartfelt gratitude to The Cowan Foundation for your very generous donation to the Conestoga PSW program. Not only does this money mean I can afford to study, it gives me hope knowing I can dedicate myself to helping seniors make the most of their final years.”*

*– Michelle Ernst, PSW Student, September 2020.*

---



With the support of a \$5M investment from The Cowan Foundation, Conestoga has launched a comprehensive initiative to build capacity and quality in the seniors care workforce. The Cowan Foundation has been a catalyst for change for the PSW initiative. Conestoga provides local access to integrated, flexible, high quality education and training opportunities for PSWs. Conestoga has involved employees in long-term care (LTC), retirement homes, hospital, home and community settings.

With a strong emphasis on remote simulation learning through state-of-the-art technologies, PSW programming is delivered locally through the ONtario Sites for Integrated Training and Experiential learning (ONSITE) model, with Conestoga's renowned Cowan Health Sciences Centre serving as the epicentre. The ONSITE model allows our faculty to deliver the PSW Program through virtual delivery, with ONSITE labs hosted at specific locations in our region. This unique ONSITE delivery approach brings health-care education and training to our local communities and is designed to avoid any COVID-19 related barriers to education.

Regional delivery, flexible programming and a full range of student supports removes barriers to education, providing new opportunities for traditionally underserved populations to start on the path to successful and meaningful careers.

The work that PSWs do and the care they provide seniors are very important. Conestoga has and will continue to be a political advocate and leader for increased PSW wages and full-time work. Ensuring PSWs are given opportunities to work in full-time positions with fair wages will increase retention of these essential workers and thereby enhance the quality of care provided to seniors.





| DELIVERABLES  | 2020/2021 |
|---|-----------|
| <b>TECHNOLOGY</b>   |           |
| Acquire and implement Virtual Reality platform and technology                             | ✓         |
| Establish and utilize HyFlex simulated space/EMS installation at Kitchener-Doon epicentre | ✓         |
| <b>PROGRAM DELIVERY</b>   |           |
| Develop PSW curriculum  | ✓         |
| Purchase and assemble lab equipment for ONSITE labs                                       | ✓         |
| Advance online learning and course development  | ✓         |
| <b>STUDENT SUPPORTS</b>   |           |
| Offer Frances Cowan Entrance Award  | ✓         |
| Provide Cowan-branded scrubs  | ✓         |
| Sponsor CPR/First Aid certification   | ✓         |
| <b>INNOVATION AND RESEARCH</b>  |           |
| Establish recruitment campaign to elevate PSW role  | ✓         |
| Support workforce training and optimization   | ✓         |
| <b>ADMINISTRATION</b>   |           |
| Recruit, onboard, and develop Project Team  | ✓         |



## Conestoga's PSW Program Overview

As a member of an interprofessional health-care team, a Personal Support Worker (PSW) provides supportive person-centered care to individuals and families, at various levels of health and well-being, in a variety of care environments including long-term, community and/or hospital care settings. Conestoga's PSW program prepares students to become preferred graduates for the profession, armed with the skills, knowledge and understanding to truly make a difference in the lives of others.

Students will progress from beginning engagement to an entry-to-practice prepared professional PSW; one who participates in the delivery of care as directed by the plan of care/service plan with activities of daily living, comprising personal care, home management and nutrition and family responsibilities.

Throughout the program, students learn how to promote a comfortable and safe environment for all clients including those experiencing responsive behaviours, risk for injury and/or clients requiring end-of-life care. Provincially recognized certificates related to these areas of learning will be received. Experiential learning, which is central to Conestoga's program, is integrated throughout to support student application of knowledge, skills and judgment. Students are given the opportunity to study at multiple locations including the Living Classroom.

The Living Classroom is an innovative curriculum delivery model, combining classroom and real-life experiences for students to build increased knowledge and confidence working with older clients and care teams through the immediate integration of learning in long-term care and retirement living environments.

The PSW program is available full-time, part-time, and fast delivery. All locations include remote (virtual) delivery with in-person labs and field placement at multiple locations including Kitchener-Doon, Waterloo (University Gates), Guelph (Riverside Glen), Mount Forest (Strathcona), Ingersoll, Stratford and Brantford.

## PSW Curriculum:

### **Regular paced PSW programming (full-time or part-time delivery):**

8 months duration  
(approximately 600 hours).

### **FAST delivery:**

21-week accelerated (the full PSW program offered in an intense full-time format, about 30+ hours/week).

### **PSW ONSITE delivery:**

Regular paced PSW programming within the context of the LTC home, retirement home, or home care space, integrated with the opportunity to learn from patients, the team and family members.



*“I’ve worked in a factory for 18 years and have now finally found the courage to follow my dreams. I have wanted to become a PSW for a few years but was always told I wouldn’t be able to. One day I decided to start looking at colleges and the best option for me since I work full-time days. I would like to take the time and thank you personally for your donation, it is very much appreciated. It will help me with paying for my career change.”*

*– Melissa Crane, PSW Student, November 2020.*

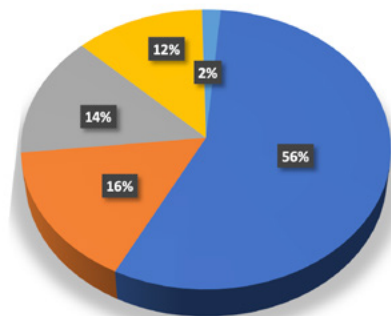
## PSW Program Courses

| COURSE CODE | COURSE NAME (HOURS)  |
|-------------|--|
| LEVEL 1     |  |
| PSW1375     | Professional Practice (49)                                       |
| PSW1365     | Structure and Function of the Body for Person Centered Care (86) |
| PSW1315     | Supportive Care Theory and Practice (106)                        |
| LEVEL 2     |  |
| PSW1595     | Integrated Client Care (40)                                      |
| PSW1630     | Supportive Care Practice 2 (20)                                  |
| COMM1085    | College Reading & Writing (42)                                   |
| PSW1695     | Palliative and Community Care (68)                               |
| CDEV1270    | Career Readiness for PSW (8)                                     |
| PSW1685     | Professional Care Practice (100)                                 |
| PSW1705     | Pre-graduate Consolidation (100)                                 |

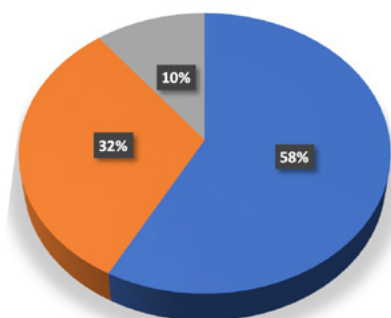
## Results from PSW Incoming Student Survey, Fall 2020

(Respondent sample size n=57)

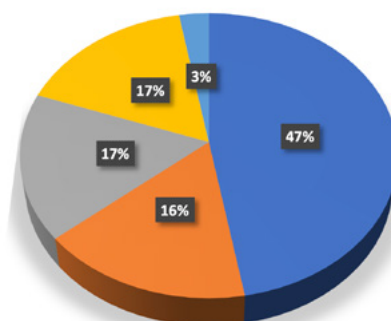
| PSW STUDENT AGE (YEARS) |           |    |
|-------------------------|-----------|----|
|                         | 19-25     | 32 |
|                         | 26-35     | 9  |
|                         | 36-40     | 8  |
|                         | Over 40   | 7  |
|                         | No answer | 1  |



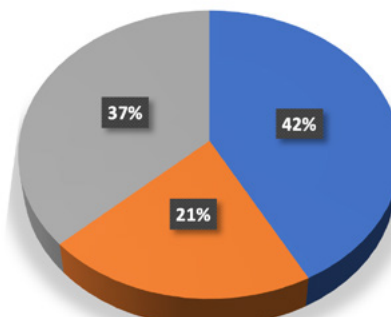
| HIGHEST LEVEL OF EDUCATION |                                |    |
|----------------------------|--------------------------------|----|
|                            | Completed High School          | 33 |
|                            | Completed a College Program    | 18 |
|                            | Completed a University Program | 6  |



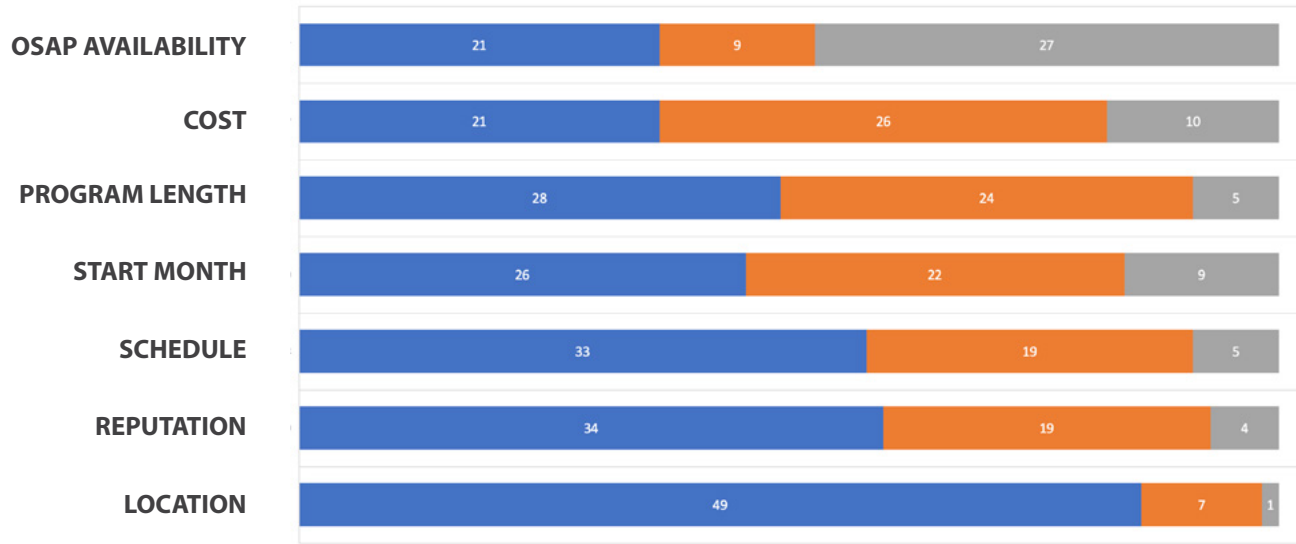
| WHAT WERE YOU DOING THE YEAR PRIOR TO TAKING THE PSW PROGRAM |                            |    |
|--|----------------------------|----|
|  | Working                    | 34 |
|  | Completing high school     | 12 |
|  | Completing another program | 12 |
|  | At home with family        | 12 |
|  | Other                      | 2  |



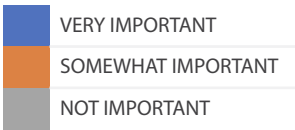
| WHILE TAKING THE PSW PROGRAM I AM CURRENTLY: |                   |    |
|--|-------------------|----|
|  | Working part-time | 24 |
|  | Working full-time | 12 |
|  | Not working       | 21 |



| PLEASE RATE THE FACTORS THAT IMPACTED YOUR DECISION TO REGISTER WITH THE CONESTOGA PSW PROGRAM |          |            |          |             |                |      |                   |
|--|----------|------------|----------|-------------|----------------|------|-------------------|
| RATING OF FACTORS  | LOCATION | REPUTATION | SCHEDULE | START MONTH | PROGRAM LENGTH | COST | OSAP AVAILABILITY |
| Very Important   | 49       | 34         | 33       | 26          | 28             | 21   | 21                |
| Somewhat Important   | 7        | 19         | 19       | 22          | 24             | 26   | 9                 |
| Not Important  | 1        | 4          | 5        | 9           | 5              | 10   | 27                |
| Total  | 57       | 57         | 57       | 57          | 57             | 57   | 57                |



Note: International students are not eligible for OSAP





Through The Cowan Foundation's generous \$5M investment, various student supports are in place to reduce barriers to education, including:

- Frances Cowan Entrance Award (valued at \$500/student)
- Free First Aid and CPR certification (valued at \$140/student)
- Free Cowan-branded Uniform kit (valued at \$63/student)

---

*"Thank you for your generosity for the donation toward my PSW program, scrubs, and CPR course. This has had a huge impact on me as I am a single, widowed mother to a beautiful seven-year-old little girl. I am in the field I am in today because my husband became terminally ill and I was his primary caregiver. Caring for him taught me a lot about myself and I realized I had a passion to help and love those who need it most. Thank you for helping students go further in life with a career we may not have known was meant for us."*

*- Laticia Browne, PSW Student, December 2020.*

---

*"I can't express how grateful I am for your donation because it helps relieve my financial pressure allowing me to concentrate on my studies. I am a mother and have little time to work. I am really touched and grateful to receive this entrance award - thank you."*

*- Ying Xiao, PSW Student, September 2020.*

---

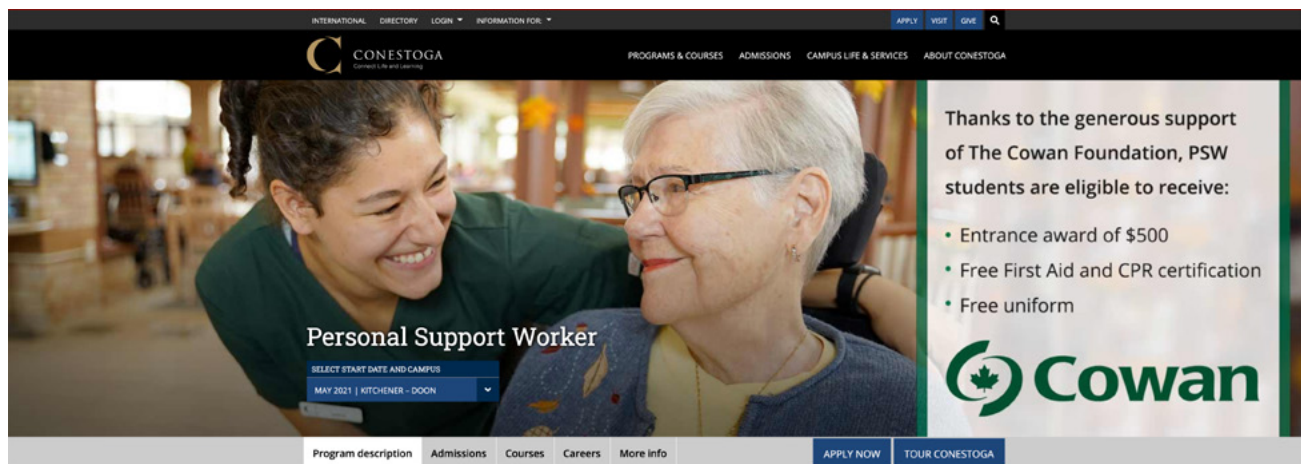


Conestoga has a comprehensive marketing and recruitment strategy in place to recruit and support prospective PSW students in the Southwestern regions of Ontario. Awareness is created to attract applicants to the PSW program as a profession at the heart of health care, through digital and social media marketing campaigns.

The campaign strategy is geo-targeted throughout Southwestern Ontario, leveraging a variety of digital media channels including Conestoga PSW webpage, Facebook, Instagram, Twitter, Google Search, Google Display ads and remarketing. Target audiences include newcomers to Canada, individuals seeking career change, mature and high school students.

Key messages highlight partial tuition support and a personally rewarding career in truly making a difference in both the lives of individuals and families in a variety of care environments including long-term care and retirement living as well as home care. The digital marketing campaign strategy elevates the role of PSWs and their status in health care as a meaningful, rewarding career path. The campaign is currently in place from November 2020 to April 2021.

## PSW PROGRAM WEBPAGE



## DIGITAL AD

### PERSONAL SUPPORT WORKER PROGRAM

PSW students are eligible to receive an entrance award of **\$500** from **The Cowan Foundation**

**#THINK  
CONESTOGA**

Campaign Stats (November-December, 2020)



PROGRAM WEBPAGE VIEWS TO DATE



TOTALS FOR CAMPAIGN TO DATE

CLICKS: Clicks on the ads; IMPRESSIONS: Number of times an ad was displayed.



GOOGLE SEARCH

430  
CLICKS

40,161  
IMPRESSIONS



GOOGLE DISPLAY

3,992  
CLICKS

1,034,216  
IMPRESSIONS



FACEBOOK/INSTAGRAM

1,998  
CLICKS

729,024  
IMPRESSIONS

56,124  
PEOPLE REACHED



Thank You