SkillsFuture: An Overview

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

Dr Soon-Joo Gog
Chief Skills Officer
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

©2022 SkillsFuture Singapore
Establishing an end-to-end outcome-based skills system to ensure access & remove barriers

Identify skills (future, emerging and in-demand) through engagement with stakeholders (WOG, training providers, individuals and enterprises), Job-Skills Repository, research and analysis
Outcome: Timely identification of key skills needs and skills gaps to close for a skills competitive Singapore

Ensure that the local workforce and enterprises have the skills required to be competitive
Outcome: Advancement of local workforce in key skills areas required for a skills competitive Singapore. Monitoring of skills gaps

Promote skills-based hiring and career progression among enterprises
Outcome: Enterprises value the skills acquired by employees/individuals and make hiring and promotion decisions based on skills

Disseminate skills information through publishing of Job-Skills Insights via outreach channels to stakeholders i.e. individuals, enterprises, training providers, sector agencies
Outcome: Skills information helps stakeholders make better informed training/career decisions. Establish sectoral CET strategy with tripartite partners

Develop and deliver training/CET initiatives and programmes based on stakeholders’ skills needs
Outcome: Training providers and sector agencies use JSIs and JS data to develop effective CET programmes and initiatives for individuals and enterprises

Reduce barriers faced by stakeholders in the adoption of training/CET initiatives and programmes
Outcome: Funding is channeled to the training initiatives and programmes based on identified key skills needs. Individuals and enterprises have the support/resources to overcome barriers to training. SF Credit, advisory, Job-skills insights, and curated programmes & schemes

Enable application and utilisation of skills at the workplace
Outcome: Individuals can effectively apply skills at the workplace; enterprises design jobs that enable skills utilisation.

©2022 SkillsFuture Singapore
Signposting individuals through **Context, Credibility and Coverage**

**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.

**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.

**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

©2022 SkillsFuture Singapore
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

**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
- 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

©2022 SkillsFuture Singapore
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.

**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

**SFA 2021 Achievements:**
- >28,200 unique participants attended SFA workshops/webinars (generic & sectoral)
- >17,900 non-unique participants in SFA outreach activities

**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 Credit: Over 247,000 Singaporeans
- Skills and Training Advisory: About 7,200 individuals
- SkillsFuture Queen Bee: About 500 enterprises
- SkillsFuture Work-Study Programmes: Over 500 participating companies
- SkillsFuture Enterprise Credit: Over 10,000 enterprises sent employees for SSG-supported training
- Close to 1,700 individuals
- SkillsFuture for Digital Workplace: Over 22,000 individuals
- SkillsFuture Series: Over 30,000 individuals
- Combating Fraud and Abuse: Actions taken against 93 training providers and companies

As of 31 Dec 2021

©2022 SkillsFuture Singapore