

Workplace Education 2020-2021 Winter Courses

Join the leaders of the pack and upgrade your skills! NSFA is offering the following courses under the Workplace Education Initiative. No cost to you but your farm will reap the reward! Open to farm owners and employees. No travel time is required—all courses will be delivered virtually through Zoom. Classes start mid-January, just four hours/day, running for ten weeks. Complete course list and schedule are below; detailed course outlines on following pages.

Financial Management, Level I, instructor Lynn MacKinnon

Wednesday morning class starts January 13th (8:30 am - 12:30 pm)

OR

Wednesday afternoon class starts January 13th, (1-5 pm)

HR Essentials, instructor Lorna MacIsaac

Wednesday morning class starts January 13th (8:30 am - 12:30 pm)

Leadership, instructor Lorraine Pye-Varnes

Tuesday class starts January 12th (8:30 am - 12:30 pm)

Social Media for Business, instructor Michaela LeBlanc

Thursday class starts January 14th (8:30 am - 12:30 pm)

OR

Saturday class starts January 16th (8:30 am - 12:30 pm)

Word Press, instructor Rick McMullin (runs for 11 weeks)

Monday class starts January 11th (8:30 am – 12 pm) (11 weeks)

Participant Requirements:

For programs to be delivered through Zoom, there are some specific participant requirements:

- Computer, laptop, or tablet required – no phones or dial-in.
- Participants must have reliable highspeed internet. Hardwired preferred versus wi-fi; no dial-up.
- Recommended use of a headset or earbuds, to eliminate background noise.
- Participant needs a space free of distraction.
- Must have a webcam—video participation is a requirement.
- Video must be displayed to engage with instructor and other participants.

To register, email agsector@nsfa-fane.ca or call (902) 893-2293 by December 31st.

*Workplace Education Initiative training is sponsored by the Nova Scotia Federation of Agriculture
in partnership with the Nova Scotia Department of Labour and Advanced Education*

Financial Management, Level I

Instructor: Lynn MacKinnon

Dates: Wednesday, January 13th – March 17th

Time: two options, mornings or afternoons (*select one, no switching*)

8:30 am - 12:30 pm

OR

1:00 pm – 5:00 pm

Are you tired of wondering where your profits have gone?

Is your business positioned to optimize profits?

This 40-hour customized Workplace Education program will help your farm build the skills, knowledge and performance needed to take advantage of sound financial decisions.

Topics to be covered:

- The Basics and Definitions
- Concepts of Bookkeeping
- Pricing Strategy
- Home Office and Vehicle Use
- Basic Farm Taxation
- Financial Statements
- Reporting Requirements
- Budgets and Cash Flows
- Financial Analysis

HR Essentials

Instructor: Lorna MacIsaac
Dates: Wednesday, January 13th – March 17th
Time: 8:30 am - 12:30 pm

Program Outline:

Today's farm operations are businesses of all sizes. Acquiring and managing agricultural workers are one part of your operation.

The Human Resources Essentials program is for farm owners, farm operators, supervisors, and those who hire and manage employees in a farm operation.

Topics to be covered:

Building a staffing strategy

- Identifying present and future HR needs for your farm operation
- Organizational charts for a clear picture of reporting relationships, flow of authority and communication

Job Analysis and Job Descriptions

- Steps to analyze a job
- The value of job descriptions. Creating a job description for a position on your farm

The Hiring Process

- Recruitment strategy, effective job postings, interview questions and selection processes

Performance Management

- Setting employee goals, performance appraisals, discipline, termination, exit interviews

Human Resources Best Practices

- Orientation for new employees
- Employee policies, procedures, creating training development plans for staff
- Creating an employee-friendly work culture
- Leading and managing staff meetings

Succession Planning

- Defining the purpose of a succession planning, considerations for transferring ownership

Leadership

Instructor: Lorraine Pye-Varnes
Dates: Tuesday, January 12th – March 16th
Time: 8:30 am - 12:30 pm

About the course:

This course will use a leadership focus to help students enhance and develop existing communications skills and knowledge. Students will be provided with practical information to assist them to be more effective communicators in the workplace. Using various techniques such as discussion, individual and group work in an interactive setting, students will have the opportunity to apply their skills in practical ways to help improve how they engage with others professionally.

Topics to be covered:

- Effective Workplace Communications
 - Verbal vs non-verbal communication
- Interpreting basic body language cues
- Interpreting para-verbal communication
 - Active listening - Enhancing active listening skills
- Various Personality Types
- Managing Stress and Self-care – Goal setting and time management
- Communication Styles
 - Identifying and applying the four main communication styles
- Positive Relationship Building
 - Change leadership
 - Power of intention - Identifying the impact of intention
 - Triangulation - Identifying and navigating triangulation in the workplace
 - Best Practices in workplace communication
 - Navigating a multi-generational workplace - Improving communication
- Respect in the Workplace
 - Difficult conversations - Preparing for and participating in difficult conversations
 - Conflict resolution
- Professionalism and Team Building
 - Applying best practices in workplace communication
 - Problem solving

Social Media for Business

Instructor: Michaela LeBlanc
Dates: Thursday, January 14th – March 18th
OR
Saturday, January 16th – March 20th
Time: 8:30 am - 12:30 pm

~two class options, Thursday or Saturday mornings (select one, no switching)

Course Description:

Those who take this course will leave with a strong understanding as to what to post on Social Media, when to post it, how to schedule it to save time, how to design it, and how to read the data to ensure you're maximizing your efforts.

Topics include, but are not limited to:

- What type of content works and where it should be posted
- Establishing your brand image
- Graphic design using Canva
- Ad copy – what to write with your posts
- How to create a content calendar
- Facebook, Twitter and/or Instagram

Word Press

Instructor: Rick McMullin

Dates: Monday, January 11th – March 22nd (eleven weeks)

Time: 8:30 am - 12:00 pm

Having a website in today's competitive environment is essential for any business, no matter how small. The Internet is now how businesses are found. Not too long ago, website development and maintenance was the domain of designers and programmers. Due to rapid advancements in technology, the availability of a multitude of software options, and even websites that provide an interface that allows users to 'drag and drop' content to make a site, these essential business tasks are now easily handled by anyone with a computer.

By completing this program, participants will be able to:

- Create a domain name
- Select a 'host' for their website
- Develop content for their site
- Understand links and hypertext
- Import and place images and video
- Get their site found in search engines
- Apply 'best practices' to search optimization
- Connect their website to social media channels

Although this program is centered around the use of WordPress, other content management systems will be briefly looked at. Participants should be comfortable with computers and software. Text editing and basic photo manipulation skills would definitely be an asset. This is a 'hands-on' computer-based program that will require the installation of some software.

Computers and Hosting:

Selecting, purchasing and hosting a website
What to look for in a website host
The connection between email and websites

Content Management Systems (CMS):

CMS (WordPress) vs hand-coding
Alternatives to WordPress – Joomla, Drupal, etc.
How to select a CMS
Selecting a CMS template

Required Software:

Apache server
Photo editing (basic)
Internet appropriate image types
Generating and editing text

Working with Templates:

Customizing CMS Templates
Template Limitations
Adding and using 'Widgets'

Building a Website:

Making a site plan
Building internal and external links
Developing content
Essential pages – 'Home', 'Contact', 'FAQ', 'About'
Developing content
Menus and links
Social media content and links

Working with Search Engines:

Google PageRank
Keywords and meta-tags
Installing and understanding Google Analytics
Google Map registration

Maintaining the Site:

New content and updates
Blogging
Getting blogs read
Archiving 'old' content

Workplace Education Service Registration Intake Form

Program Name: _____

Agreement # _____ Instructor Name: _____

Person Information

Title: Mr. Mrs. Ms. Miss

Last name:

First Name:

Middle initial:

Gender:

- Male Female
 Other/X Prefer not to report

Birth date:

Marital status:

- Common-Law Divorced
 Married Single
 Separated Widowed
 Other Prefer not to report

Home phone number:

Mobile phone number:

Email address:

Other Language:

- English French

Service language:

- English French

Mailing Address

Care of:

Street address:

City:

Province:

Country:

Postal/Zip code:

Civic Address (if different than mailing address):

Street address:

City:

Province:

Country:

Postal/Zip code:

Workplace Education Service Registration Intake Form

Program Name: _____

Agreement # _____

Instructor Name: _____

Additional Information:

Intake - How many dependents do you have?

Intake - Is your current job unstable or insecure?

Yes No Prefer not to report

Designated Group - Aboriginal Identity

Yes No Prefer not to report

Designated Group - Immigrant

Yes No

Designated Group - Immigration Year

Designated Group - Persons with Disabilities

Yes No Prefer not to report

Designated Group - African Nova Scotian

Yes No Prefer not to report

Designated Group - Francophone / Acadian

Yes No Prefer not to report

Designated Group - Youth

Yes No Prefer not to report

Designated Group - Visible Minority

Yes No Prefer not to report

Pre-Intervention - Education Level (Choose One)

Less than Grade 6 Complete

Less than Grade 9 Complete

Less than Grade 11 Complete

Completed Grade 11

Some Grade 12

High School Diploma

High School Equivalent

Trade/Apprenticeship Incomplete

Non-University Incomplete

Trade/Apprenticeship Complete

University Certificate / Diploma

Non-University Certificate / Diploma

University Incomplete

University Degree

Master's Degree

PhD (Doctorate)

Other

Prefer not to report

Immediate Outcome: Employment Status (Choose One)

Employed

Not employed

Self Employed

Not Reported

Participant Employer: Business Sector (NAIC)

Participant Employer: # Business Employees

Participant's Employer Name: