

CASE STUDY

# Digital Transformation Program (D.T.P.)

Providing training for equity-deserving tech professionals

## INTRODUCTION

The Digital Transformation Program (D.T.P.) initiated by Prepr in collaboration with key partners like **Magnet**, the **Ontario Chamber of Commerce**, the **Guelph Chamber of Commerce**, the **County of Wellington Economic Development**, the **Town of Puslinch Clerk's Office**, the **Wellington-Waterloo Community Futures**, and the **Workforce Development Board of Waterloo Wellington Dufferin** aimed to elevate digital literacy and adoption in small and medium-sized enterprises (S.M.E.s) within the Township of Puslinch.



## INTRODUCTION CON'T

Over five months, Prepr facilitated two cohorts of comprehensive training sessions for job seekers and connected them to quality employment opportunities (Q.E.O.s).

The program had two delivery channels, "Providing training for equity-deserving tech professionals" focused on job seekers, while "Advancing digital literacy for small businesses in Puslinch" tackled training for employers and their current employees.



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We've learned essential skills that transfer well into work experience. The project was helpful to gaining that experience and understanding of that [real-world applications].

- Polina O.,  
Job Seeker

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## OBJECTIVE

The objective of D.T.P. was to train employers and current employees in essential digital competencies in **Digital Marketing**, **Social Media Management**, and **Customer Success**, through a learn-by-doing approach that reinforces core concepts through practice.

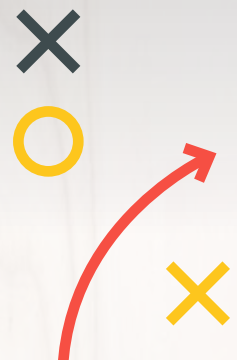


## METHOD

Prepr delivered training through our innovation model, which teaches (1) **Project Leadership**, (2) **Innovation**, and (3) **Entrepreneurship** or P.I.E. The P.I.E. structure allows learners to gain perspectives on business functions and define solutions to case-based scenarios. PreprLabs was used to deliver course materials and submit and evaluate assignments.

Eligibility for job seekers was determined based on educational background, work experience, equity deserving group and ability to commit to the program. **Once qualified, they attended daily instructor-led sessions every weekday for four weeks, totalling 80 hours of in-class training. Additionally, successful job seekers received a completion bonus of \$500.**

All participants in the program had access to wrap-around support such as **office hours with digital experts**, **ongoing email support** and **access to PreprLabs for continuous learning opportunities.**



## RESULTS

**Twenty-six participants successfully graduated from the D.T.P. program, with 80%, or 20 individuals, self-identifying as part of a visible minority. 42% or 11 individuals landed Q.E.O.s.**

Job seekers also learnt practical applications of digital practices that expanded their skills and supported them in landing job opportunities. The program successfully taught **digital tools** and **collaboration skills** that enable job seekers to communicate confidently and support the streamlining of business operations, leading to more efficient business operations for employers and a more diverse workforce.



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The program was beneficial to people who don't have the resources and connections to get into tech, it was able to link me to different professionals and teach skills of how to approach people and talk to them

- **Arielle B,**  
Job Seeker

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The Digital Transformation Program taught me the foundations of social media management and copywriting, giving me the confidence to pursue opportunities. The hands-on approach to learning provided a strong foundation to gain practical experience and develop an innovative mindset while working with an interdisciplinary team.

- **Sabrina S,**  
Job Seeker

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