



**Ministerial Statement
Bermuda College Information Boutiques**

**The Honourable Dame Jennifer Smith, DBE, JP, DHumL, MP
Minister of Education**

Friday 18 November 2011

Mr. Speaker,

One of the key findings of the Bermuda College 2009 Public Perception Survey was that close to three-quarters of residents would probably or definitely have a household member attend Bermuda College in the future.

More specifically, the survey found that “those between 18 to 24 years of age, who have had some college experience, are more likely to express a positive intention to attend the Bermuda College”. They desire the higher education opportunity so that they might pursue their career dreams.

Mr. Speaker, the general psychographics of a typical 18 to 24 year old include the following:

- Are leaving or have recently left home
- Are newly emancipated
- Are renters
- Spend money on partying, travel, entertainment
- Dislike spending money on necessities (e.g. insurance)
- Are cynical of advertising
- Have a “always on the go” lifestyle that makes it hard to reach them through typical media

Therefore, the Bermuda College has created “fast track programmes” for this demographic as an attractive and achievable option to unfulfilling jobs currently held, or career dreams that remain in their “to do” list.

In conjunction with these “Fast Track” programmes, the College, in conjunction with industry partners, has also introduced a pilot programme of off-campus, interactive information ‘boutiques’ to increase enrolment in the “fast-track” programmes.

Mr. Speaker, the college’s intent is to enrol 20 young people between the ages of 18 to 24, identified as “positive intenders” in the 2009 Public Perception Survey, into the College’s “fast track programmes”.

The first Information ‘Boutiques’ were held yesterday in the Dame Lois Browne Evans Building, Global House and at Salon Pink. They focused on careers as Legal Executives, Office Technicians, Accounting Assistants and Hairdressing. All of the Boutiques are focused on careers that require Bermudians (based on the latest labour statistics) and with training that can be completed in one year or less. Each boutique features presentations by industry professionals who outline career pathway options.

Mr. Speaker, Members will be interested to learn that there is a Boutique scheduled for today at the Mid Atlantic Wellness Institute which will focus on careers as Dental Assistants, Nursing Assistants and elder care. This Boutique will begin at five thirty p.m. and conclude at seven p.m.

I invite Members and the listening public who have an interest to attend.

Mr. Speaker, Bermuda College is inviting Bermudians to:

- *Choose a career of interest*
- *Greet and meet career professionals in the field*
- *Hear first-hand what a “day in the life of...” is like; and*
- *Ask questions*

I am certain that this will not be the end of such Boutiques. I invite the public to listen out for future announcements regarding this initiative.

Mr. Speaker, this is yet another example of Bermuda College operating outside the box to meet the needs of Bermudians and assist them to re-tool in the present economic climate.

Thank you.