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Digital Dreamers

(Pa' pai tapiiksi)

Digital Marketing & Communications for Indigenous People

Jumpstart your Digital Dreams with Momentum!

INFORMATION PACKAGE

The information in this package will help you decide if the Momentum **Digital Dreamers (Pa' pai tapiiksi) Training Program** is the right program for you.

If you have any questions about the information in this package, we're happy to assist. Please don't hesitate to contact us:

Kym, Indigenous Skills Training Program Facilitator:
403-204-6426
kymowyns@momentum.org

Iris, Skills Program Coordinator:
403-204-2672
irisa@momentum.org

Overview

For over 30 years, Momentum has offered training programs that support people like you. We provide programs that help you acquire the skills and certificates needed to start a career in Calgary's high-demand trades and skills industries.

In recent years, Momentum has expanded our programs to offer digital information and technology training for Calgarians seeking to enter the booming digital-based workforce.

Considering the Digital Dreamers Training Program? Do you:

- ✓ Consider yourself creative?
- ✓ Like to use digital tools like Instagram, Facebook, TikTok, and more?
- ✓ Have a desire to learn and work in a rapidly growing industry?
- ✓ Have the ability to commit to full-time training?
- ✓ Want a good job?

If you answered "yes" to these questions, please keep reading!

ABOUT THE PROGRAM

Start date: September 19, 2022
Duration: 26 weeks (6 months)
Scope: Full-time
Cost: Free

The **Digital Dreamers (Pa' pai tapiiksi) Training Program - Digital Marketing & Communications for Indigenous People** is a 26-week (6 months), full-time, integrated training program that includes in-class learning, applied skills training at SAIT, and hands-on work experience with an employer host.

Creation of the **Digital Dreamers (Pa' pai tapiiksi) Training Program** was guided by Indigenous professionals, Traditional Elders, Sacred Knowledge Keepers, and Indigenous community leaders. Together, we've developed a program grounded in Indigenous traditions that integrates the industry's latest digital tools and skills. This program prepares you to enter the high-demand fields of digital marketing and communications.

This program will provide you with more than 15 different courses related to digital marketing & communications. We will support you in building critical workforce skills, and introduce you to real-world opportunities with employers and Indigenous professionals in the field.

This program includes three components:

Component # 1: Essential Skills Development

Duration: 11 weeks

Scope: Full time, Monday – Thursday, 9:00 am – 3:30 pm

Location: Momentum – 100, 525 28 St SE, Calgary

Training Goals: Includes courses in creative and promotional writing, Microsoft 365 (Word, Excel, PowerPoint), resume writing, job search and how to create a personal employment portfolio.

Component # 2: Applied Skills - Training at SAIT

Duration: 11 weeks

Scope: Full time, Monday – Thursday

Location: Southern Alberta Institution of Technology (SAIT), main campus - 1301 16 Ave, NW, Calgary

Training Goals: Focused on industry-relevant courses, SAIT's professional instructors will help you gain the skills you need to start your career in digital marketing and communications.

Component # 3: Work Experience in the Field of Training

Duration: 4 weeks: The program offers work experience with a local company

Scope: Full Time, Monday – Friday

Location: Employer

Learning Goals: in this part, you will work with an employer that will provide you with hands-on training in a real world environment.

Please Note: While employment is not guaranteed after the program, our dynamic employment team is committed to working with you and providing job search and employment support.

Courses included in the program:

The primary aim of the Digital Dreamers (Pa' pai tapiiksi) Training Program is to teach new digital information and software skills that are needed in today's workforce.

Below are some of the courses offered:

- **Microsoft 365** – Basic technology tools commonly used by individuals and employers from all fields and work industries. Here you will brush up on your skills using software like Word, Excel, PowerPoint, SharePoint and more.

- **Intro to Digital Marketing** – This unit will give you the fundamental skills needed to understand the world of digital marketing.

- **Website and Content Management** – This course will provide participants with the tools to manage, maintain, and update web content.

- **Online Direct Marketing** – This unit will provide participants with the knowledge to create an immersive brand experience in the digital world.

- **Digital Paid Media** – This unit will help participants understand the metrics, tactics, and strategies involved in paid media channels, including search engine marketing (SEM), display and retargeting, and paid social media.

- **Search Engine Optimization** – This unit will provide participants with Search Engine Optimization principles, techniques, and processes. Topics will range from keyword research to performing technical and competitor audits to ongoing rankings reports and conversion tracking.

- **Social Media and Content Distribution** – This unit will provide participants with knowledge of social media and content distribution, as well as future trends within the digital landscape.

- **Digital Marketing Analytics** – This unit will provide participants with data trends to benchmark performance, measure and evaluate digital marketing while learning about key performance indicators used to assess success.

- **Adobe Illustrator and Adobe InDesign** – These four units will introduce participants to the industry's most widely used print media and graphic design software.

- **Web Design Theory** – This unit will introduce best practices in web design, including web usability and standardization.

- **User Experience Design (UX)** – UX Design is a user-centred multidisciplinary process that focuses on usability and aesthetics.

- **User Interaction Design** – This unit focuses on the behaviour of interactive systems and actions between a user and a computer.

- **User Interface Design (UI)**: UI Design is the composition of graphical elements to create a visual design (interface) that a user can efficiently operate.

PROGRAM ELIGIBILITY CRITERIA

Apply for this program if:

- You identify as Indigenous (self-identifying First Nation, Inuit, or Métis)
- You are between the ages of 18 – 40, all gender identities welcome
- You are an underemployed (working less than 20 hours a week) or unemployed person
- You live within Calgary, the Treaty 7 region, or Métis region 3
- You enjoy working with computers
- You are eligible for Alberta Government funding
- You are ready, willing, and able to complete the program and work in the field of training
- You hold clear employment goals

PROGRAM FUNDING INFORMATION

Momentum's Digital Dreamers (Pa' pai tapiiksi) Training Program is funded by the Province of Alberta and the Federal Government. If you are eligible, **it is free for you.**

For more information about financial support, contact our program facilitators (see contact info on first and last pages of this package).

APPLICATION AND ENROLLMENT STEPS

There are 6 mandatory steps for those wishing to join Momentum's Digital Dreamers (Pa' pai tapiiksi) Training Program.

Please follow the steps below. If at any point, you experience challenges or need help, please feel free to contact our program facilitators – contact information is located on the first and last page of this package.

1. Create a MyAlberta ID account

The government of Alberta requires every applicant to create an account through MyAlberta Digital ID.

You can create an account by clicking here: https://account.alberta.ca/

You will be asked to verify your identity with an Alberta driver's license or an Alberta identification card. Please make sure you have this proof of identification ready.

2. Create an Alberta Student Number

You will need to create an Alberta student number. If you went to school in Alberta, you probably already have a student ID. If you forgot your number, you can look it up here:

https://learnerregistry.ae.alberta.ca/Home/StartLookup

If you don't have an Alberta's Student Number, please feel free to request one by clicking the link below:

https://learnerregistry.ae.alberta.ca/Home/StartAsnRequest

3. Fill out the Program Application

You can apply to the program by completing an online application, or by filling out an application in person at Momentum.

Applications are available on the Momentum website at: https://momentum.org/programs-services/get-a-good-job/digital-dreamers/, or visit us at the Momentum offices, 100 – 525 28 St, SE, Calgary. Please refer to the map below.

4. Attend an Information Session

Once your application is received, a program facilitator will review your information and invite you **to an in-person information session**. Please prepare for a 3-hour session. During the information session, you will also be asked to complete an English exam as part of our assessment process.

5. Request an Interview

Once all forms and assessments have been completed and submitted, applicants will schedule an interview with a program facilitator. During the interview, the program facilitator will review all completed applications and get to know you and your career goals.

6. Notice of Acceptance into the Program

Once the above steps are completed and the application is satisfactory, a Notice of Acceptance into the program will be emailed to you by a program facilitator.

Please remember:

- There are a limited number of seats available. Please submit your application as soon as possible.
- Applicants must complete all required steps as soon as possible to avoid delays and be considered for the program.

We are happy to help and answer all your questions.
Please feel free to contact our program facilitators at:

Kym:
403-561-6679
kymowyns@momentum.org

Iris:
403-204-2672
irisa@momentum.org

THANK YOU!