

Open and Accelerated Professional Development



Singapore firms, particularly SMEs, are facing a shortage of ICM talent. Especially lacking in numbers are experienced professionals, who are in greatest demand by companies due to cost and time pressures. Hence, we need to develop a steady supply of skilled ICM professionals. We propose to do this through accelerated learning and professional development of the existing ICM workforce and those interested to join the industry.

Open Learning Platform

Capitalising on the possibilities of online education for ICM skill sets, the open learning platform is a web portal where individuals can come to enrol in online course modules and receive certification. Developed in partnership with employers, the course content can be focused on practical skills that the industry demands. Companies can make use of this platform to enlarge their pool of candidates or send their existing ICM staff for upgrading.

Once the trained individual receives his certification, he will be eligible for an interview with the employer. This way, individuals can learn at their own convenience and be given a chance for an interview for which they may not have qualified previously. As this platform is transparent, job candidates get a clear idea of job requirements. It also gives young graduates and non-ICM professionals a fair chance at attractive ICM jobs. For companies, it can help improve hiring success and reduce manpower acquisition costs.

Company-Led Training and Centres of Attachment

To accelerate the careers of ICT professionals, we propose to work with world-class organisations to create on-the-job training and practice opportunities. Such organisations can include large Singapore-based technology companies, MNCs, R&D Centres and IHLs. The training can build on two recently introduced initiatives of the IDA:

- **Company-Led Training (“CLT”)**: Organisations can provide intensive training for young infocomm professionals to become specialists in high value areas;

- **Centres of Attachment (“COA”):** Local middle-level working professionals can expand their skill sets through attachments to COAs and specialised professional courses. SMEs can also send their staff to these world-class COAs for expert skill development.

By significantly increasing the number of top organisations conducting such programmes, we hope that more local talent will qualify for high value jobs. Over time, this will result in a greater local representation at the senior management level.

Integrated Degree Programme for SMEs

To recruit and retain qualified talent in SMEs, SMEs can collaborate with universities to introduce shorter, part-time degree programmes. These programmes will be integrated with on-the-job projects and training for diploma graduates working in SMEs. To help these professionals complete their part-time degrees faster, we will work with programme providers to provide exemptions for relevant polytechnic courses. With the help of SMEs, actual projects done on-the-job can also qualify for credits in the programme. SMEs will be required to submit a plan for the talent to be groomed for a more senior position over a bond period of a year.

This initiative will allow companies to recruit and retain talent, and allow these professionals to continue working while studying part-time. In addition, professionals have an accelerated path to a degree and career progression.

Opportunities for the ICM Sectors

The above initiatives can create new demand for ICM courses which education institutions and agencies can take advantage of.

Development of freelancers

However, we also recognise that freelancers are a significant constituent of the media industry. The needs of freelancers, as well as how they seek upgrading opportunities, differ from those of permanent employees. We will be studying the best approach to customise the talent development initiatives for freelancers. Our efforts include conducting a study to understand the needs of the freelance talent pool.