Labour Market Support Target Monitoring Report 2025/2026

Proponent: **Association of Human Service Counsellors of NB** **Contract Number**: **218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date:** **(2026-03-31)**

Report : Q1: [ ] Q2 [ ] Q3: [ ] Q4: [X]

Targets and Results

	Target (2025/2026)	Quarter (Janvier à mars 2026)
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition homes; 38 group homes : 21 mental health clinics; 7 addictions centers	The initial plan to engage with stakeholders centered first and foremost on the collaboration with the Department of Social development and the agreement that they would forward our communiqués to them as they had done in 2022 when the certification initiative was launched. This was a crucial part of our plan since the department alone had the mailing adresses or emails of all the stakeholder groups or agencies. It was also important that all the stakeholders were keenly aware that this was an initiative not just of the community services sector but that the departments of Social Develpment, Post-secondary Education, Training & Labour and Health were partners and strong supporters of certification. Our Assocation had agreed to do all the work in drafting the communiques in both official languages and to have them approved by SD officials before they were sent out by them. We were clearly informed that the everything would go as planned but the election call put everything on hold until after the election. It was to our great dismay that SD officials informed us in January 2025 that they had decided to not go through with their commitment.They told us that while they still fully supported the certification process and that they understood the importance of ensuring it is successfully communicated and promoted to the appropriate organizations, that they would not distribute promotional materials on our behalf as this could set a precedent that they could not sustain. Finally we were told that the AHSCNB was well-positioned to lead the promotion

		of the certification without their help with the resources provided through the " service agreement" poject funded by PETL over two fiscal years from 2024 to 2026. We did our best to compile e-mail lists for the different stakeholder groups by searching websites and making calls to anyone who could help with this task. We had some realticve success but we had to recognize that the lists remain incomplete. We also pursued our engagement with the Pay Equity Coalition as we had worked with them since 2020 in the completion of studies to establish fair wage scales in various work setings for both human service counselors and personal support workers.. It became clear to us that the Coalition would be our main partner in our advocacy to obtain fair wages throughout the community services in the absence of sectorial bargaining which is mostly limited to the nursing home sector in our Province. We will contine to pursue our engagement with all stakeholders within the very limited resources we have and support any and all initiatives that will improve the working conditions of all human service practitioners which is key to improving the recruitment and retention of qualified practitioners. The Departments of Social Development, Post-Secondary Education, Training & Labour and Health are among those stakeholders who have provided support and guidance to date and we are confident that we will continue to have opportunities to pursue our collaboration.
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	We can summarize our recruitment efforts as being postive in that we have surpassed the initial target of 160 members and have actually succeded in retaining up to 200 members for 2025 and 2026. We are still hoping to increase this voluntary membership so that the association remains finacially viable and especially if we wish to offer services to members such as our newsletters, website, and continuing education opportunities. We have an active board of directors with members from every part of the province repersenting both linguistic communities. The project funds have made it possible to sustain our advocacy on behalf of our profession over the last two years . Unfortunately the contract which made it possible to hire a consultant and to cover many of the expenses of the Association expires on March 31, 2026. Given that we still do not have a data base with names and mailing adresses of the human service counselor workforce, our main avenue is to reach out to the agencies throughout the province. This requires a lot of time and energy from our volunteer Board members including some travel. We will also appeal directly to individual workers when we can by scheduling information sessions to get their input on how they can become involved including signing up as a member of their professional association. We are very well aware that our situation is no different than other associations with voluntary membership as they all face challenges with their recruitment and retention efforts. We will do the best we can going forward .

3. Promoting certication of hsc's	From 300 to 400 in 2024	The total number of certified hsc's as of December 2025 is **512** of which **15** have qualified with a written exam **.** Since the expiration of the legacy clause on June 30,2025, we have had only **7** human service counsellors who have successfully completed the exam. We estimate that this represents approximately 20% of the HSC workforce. These numbers compare to the 1017 psw's who are certified of which 13 have written the exam representing approximately 10% of the psw workforce. We do not expect that there will be any substantial increase in the number of certified human service counselors until the certification is incentivized. Until there is a program similar to the ***Quality Improvement Funding Support*** program that exists for early childhood educators it will be very difficult to convince hsc's to apply for certication, write the exam and pay the $350 fee. There are some that want to have their credentials recognized as a matter of personal pride but unfortunately it is still not a criteria in the hiring practices of employers . Perhaps the Transparency Act will help in highlighting the different wage scales in various sectors and especially the absence of correlation between increased qualifications and wage scales.
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry of legacy clause in June 2025.	There are **188** registered social work technicians as of March 2026 as well as over **80** student members. There are still a few candidates who applied before the July 2025 expiration date of the equivalency process who are yet to be assessed or are under review. A meeting between **AHSCNB** and **NBASW** was held as scheduled on January 16 for a briefing on the substantial equivalency pathway to be registered as a social work technician following the expiration of the legacy clause process. This new process as of January 2026 mirrors the foreign trained recognition program which includes assessments of the training completd by applicants as well as their field placements. It is essentially a prior learning assessment and recognition process for an applicant who is not a graduate of an education program recognized by NBASW. For most applicants this means an upgrading process is required by completing a number of courses that are deemed mandatory. The tuition costs for any additional courses are at the expense of the applicant. Social work technician education also requires 490 field placement hours, 392 of which can be previous work experience up to a maximum of 80% of the required total. The remaining 20% can only be achieved through a supervised learning period or mentoring which will be tailord to each individual applicant. It is entirely the responsability of each applicant to complete the required assessment forms and provide proof of their formal and practical education as well as acquired Knowledge and work experience. The process includes an application fee of $110.00 paid in advance as well as another fee of $500.00 for the assessment. Once an applicant has completed the equivalency process, they then pay an annual membership fee of $419 to be registered as a social work technican. It remains to be seen how many applicants there will be under this substantial equivalency process. The cost of extra tuition as well as substantial fees to complete the process may well be prohibitive. There are very few job postings requiring registration as a social work technician and we are not aware of any plan to change the curent policies or program standards in this regard. Human service

		counselors and social work technicians will probably continue to apply and compete for the same jobs in a variety of community service sectors for the foreseeable future. The reality is that until such time as registration becomes either mandatory for some job postings or designated as a preferred qualification for others, there will not be much incentive for human service counselors to go through the equivalency process. A joint meeting of our association with NBASW and NBCC representatives was held on March 9, 2026. We expressed our overall satisfaction with the changes made as requested, to the descriptions on their website of the ***social service community worker*** program as well as the ***human service practitioner*** program. We had asked that the descriptions include a specific reference and appropriate links to the certification process as well as the registration process relative to these two distinct educational programs. We did have a further request to NBCC to add family support worker in the career options for the ***human service practitioner*** training which we noted had been in the previous on-line description. NBCC officials promised that this oversight would be corrected especially given that the career option of family support worker was included in the description for the ***social service community worker*** program . They explained that it was not their intention to suggest that only those completing that program could become family support workers. The NBCC officials also informed us that they will have graduated over 430 students in the SSCW program and 280 students in the HSP program as of June 2026. Their expectation is that they will fill the 125 training seats for both programs for the fall 2026 session for all five campus in Miramich, Moncton, Saint-John, Fredericton and Woodstock. A joint meeting of our association with NBASW and CCNB representatives was held on March 18, 2026. The discussions were focussed primarily on an equivalency pathway for the program ***techniques d'intervention en éducation spécialisé*** offered by **CCNB** which we argued should be comparable to the pathway agreed to for the programs offered by NBCC for the ***human service practitioner*** training program. Our understanding is that NBASW and CCNB will undertake discussions to conclude an agreement in this regard. In regards to the ***technique en service social et communautaire*** program it is for all intents and purposes as much a training program forstudents who are interested in becoming either human service counselors as it is for social work technicians . This program is accepted by the Apprenticehip & Occupational Certification Branch of PETL as approved training for certification as a human service counselor as well as being accepted by NBASW as approved training to be registered as a social work technician. The main program offered by CCNB for human service counselors which was ***technique d'intervention en santé mentale & viellissement*** has been discontinued in favour of offering the program ***technique en service social et communautaire.***. CCNB informed us that in 2026 the first cohort for the ***technique en service social et communautaire*** program will have a total of 36

		graduates in June 2026. The program will be offered in five locations as of the fall session of 2026 ie Campbellton, Bathurst, Edmundston , Dieppe and Péninsule Acadienne. This should increase the number of graduates for this program in two years and better compare with the number of graduates from NBCC. As for the ***techniques d'intervention en éducation spécialisé*** program which is only offered in Campbelton, CCNB will have 17 graduates in June of 2026. A specific program designed for educational assistants is under development by CCNB so we have to wonder what ramifications this could have on the enrolments for the ***techniques d'intervention en éducation spécialisé*** program . The ***technique en service social et communautaire*** program could well become the first choice for human service counselor training given the availability, the option of being a certified hsc or a registered swt as well as career laddering opportunities when an articulation agrement is reached with the faculty of social work. We also had a discussion relating to the description of the training programs on the CCNB website. We expressed our concern that the description of the ***technique en service social et communautaire*** program was primarily, if not almost exclusively, focused on promoting the profession of social work technicians. We proposed specific changes to the description as well as web links to information on the certification process and the registraion process which was accepted by NBCC. We also proposed changes to the description of the ***techniques d'intervention en éducation spécialisé*** program given that the perception is that it is pimarilly a program for educational assistants and to some extent for family support workers than it is a program for other human service counselors in a variety of work settings.The development of a specific program for educational assistants will obviously change this perception. It is our contention that if this is in fact training that is well suited for those working in community residences, family support agencies, transition homes, group homes or ESSP centers that it should be advertised as such. The title of the program does not lead to that impression nor does the lack of clarity in the description of career opoortunities on the CCNB website. We were told that the website was being revamped and that our concerns would be taken into consideration. In essence we are asking CCNB to ensure that those who wish to enroll for training are well informed as it pertains to the career opportumnities of a particular program. This clarity should start with the promotional material online and not be limited to information provided to them once they are already enrolled.
5. Proposals developed for salary scales to achieve pay equity for HSC's	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	We participated in the pre-budgetary consultation process with a written brief to the Department of Finance. We emphasized our expectation that the government would follow through with their commitment for a phased-in implemention of pay equity for the private sector and in particular for the care sector. We were present for the budget lockdown session as well as the budget speech in the legislature on March 17. We expressed our concerns with SD officials that there did not appear to be a whole lot in the budget for the community services sector other than an announcement of $9.3 million dollars for the next fiscal year. We are especially concerned that any wage increases, as meager as they appear to be, could be distributed indiscriminately without any consideration of our proposals to maintain

		parity between the sectors. We understand that we will only get the details as to what is in the budget for wage increases as well as operational expenses when the Department of Social Development presents their budget estimates in the legislature in April. Our next step will be to pursue further discussions with SD officials. There really is no other option but to continue to advocate until we finally achieve pay equity. We remain convinced and especially determined that justice will prevail. The introduction of the transparency Act in 2026 as well as the Pay Equity Act in 2027 will be positive steps forward. We will continue however to make the argument that the government already has the authority and responsabilty to implement pay equity in the care sector which is mostly funded by public funds.
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their continued viability.	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	Our expectation remains that operational expenses will be taken into consideration when decisions are made by SD in regards to the funding formulas for agencies who provide contracted services on behalf of their clients whether they be through grants, per diems or purchase of service agreements. In particular we anticpate that the remaining disparity between family support and home support agencies will be finally adressed for the next fiscal year thus respecting the prior committment givenby SD officials
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	Our research on modern HR strategy for the recruitment and retention of workers confirms that improving recruitment, and even more especially retention,requires pay transparency and equity. In addition to decent wages, it as important for workers to have benefits, predictable work hours, skills development opportunities as well as accessible career pathways. Above all workers want to work where they feel respected which translates to a workplace that values fairness and security along with the competetive pay & benefits. Failure of employers to adress the needs of their workers results in the loss of productivity while they seek other options. There is a cost associated with doing nothing which outweighs the investments required to correct the obvious inequities. We had initially considered the possibilty of advocating for a registry of human service counselors for New-Brunswick. This was one of the recommendations for NEXT STEPS coming out of the reportpresented to the Provincial Steering Committee back in 2022. We found that there are four provinces that have some form of registry which could well be applicable for New-Brunswick : **- Ontario** has an official body that registers and oversees personal support workers (PSWs). This public registry available for checking the status, location, and standing of PSWs launched in Dec. 1, 2024, includes information on registered PSWs, such as their qualifications, language of service, and complaints/discipline history. Registration is currently voluntary . The purpose of the registry is improve accountability, standardize training, and protect the public by ensuring PSWs meet established standards. It is also a valuable workforce data base for employers .

		- Alberta mandated that all Health Care Aides (HCAs) working for a publicly funded employer must be enrolled in the Alberta HCA Directory since January 31, 2020. Although HCAs working for privately funded employers are encouraged to enrol in the Directory. While they are not required to at this time, Alberta plans to regulate health care aides under a health professional regulatory college in 2026. The College of Licensed Practical Nurses of Alberta will become the College of Licensed Practical Nurses and Health Care Aides of Alberta -In **British Columbia** to work in a health care organization receiving public funds, all care aides and community health workers are required to register since January 2010. This includes acute care, assisted living care, long term care, home and community care as well as all front line care providers in a variety of institutional and community settings including home support agencies and residential care facilities. An online application must be submitted for review to be registered. Employers must check with the registry to verify educational credentials and work experience prior to hiring registered health care assistants. -The **Nova Scotia** Continuing Care Assistant (CCA) Registry is a mandatory, free, and secure online registry introduced in 2022 to collect data on all CCAs in the province. Administered by Health Association Nova Scotia (HANS) for the Department of Seniors and Long-Term Care, it requires annual renewal from January 1 to March 31 to maintain active status and verify certifications. It collects data on CCA names, locations, and employment status to support workforce planning. A public directory exists to confirm if a CCA is registered and entitled to practice. Failure to register can lead to penalties. While the registry is mandatory, CCAs are not currently regulated by a college, leaving employer-level oversight in place We have concluded that it is really up to the government in place to take the first step in doing the appropriate research and then deciding if they want to either enanct legislation or enact policies that require a registry of some sort. Our suggestion would be to have a registry for human service counselors or the like and another registry for personal support wqorkers. We believe strongly that it is a good idea that requires some political will. The first step would be that the public servants advising the government be given a mandate to look into the possibilties and make the appropriate recommendations.

Proponent's comments

01/08/2024 The objectives of this project are primarily to establish and implement a strategic plan for the recruitment and retention of qualified CSCs to fill the numerous vacancies and those to come in various community sectors. The measure of success will be in our ability to promote and facilitate functional collaboration between government authorities and private & non-profit organizations. Not only is this the best way to ensure the delivery of essential services for an often vulnerable clientele, it is the only social and economic policy that makes sense. It is unrealistic to expect magical solutions that will solve all recruitment issues in the next two years in consideration of this very complex community sector. Mutual recognition by all stakeholders of the challenges we face as well as some workable solutions is the path we must take and this is what this project is all about.

15/10/2024 We have undertook the ground work to be successful in meeting our targets. We will be ready to present some concrete and well documented proposals when a meeting can be scheduled, and hopefully no later that early November.

15/12/2024 The delays in getting our project on track which were attributable to the election call in September have increased the challenge to meet our targets especially given that the end dates of the legacy clause for certifications as well as for registration as a social work technician.

31/03/2025 There are still events beyond our control in meeting targets in particular the decison made by SD at end of January 2025 to step back from committments made to forward communiques promting certification of hsc's and registration as social work technicians. We are endeavoring to develop our own ressources and especially focus on capacity building of the AHSCNB going forward.

30/06/2025 There are still many challenges but the AHSCNB is confident that we are slowly but surely building our capacity to exercise the role and mission of the professional association of human service counselors. We are doing this by seeking out and fostering functional collaboration between stakeholders. It is all about focussing first and foremost on our common interests as we strive to ensure quality care as well as respect and fairness for the practitioners who deliver this quality care.

31/12/2025 We have demonstrated through our reports that we have generally met our mutually agreed target objectives for this labour market project . Our greatest success is in devwelopping organizational capacity for the human service counselor association so we can continue to advocate on behalf of those thousands of practitioners who exercise this essential occupation over the years to come in New-Brunswick.

31/03/2026 We wish to thank the Department of Post-Secondary Education, Training & Labour for their support in providing the funding for this contract as well as the consultants from PETL & SD for their guidance as we prepared and presented our quarterly reports.

I certify that the information provided on this Target Monitoring Report and in any documents attached is correct, complete, and fully discloses actual results achieved to the best of my knowledge

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Marie-France Maltais
Signing Authority (Proponent) **Date(2026/03/31)**

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Proponent: **Association of Human Service Counsellors of NB** **Contract Number**: **218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date:** **(2025-12-31)**

Report : Q1: [ ] Q2 [ ] Q3: [X] Q4: [ ]

Targets and Results

	Target (2025/2026)	Quarter (October to December 2025)
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition homes; 38 group	Our continued partnership with the pay equity coalition has been strenghtehened through our regular communications and meetings with them as we present a common front to obtain fair wages for the human service practitionners employed in the community services sector. Several members of the **AHSCNB** particpated in the march organized in Fredericton on October 17th along side premier Susan Holt and several Ministers. The Association also participated in the consultations undertaken by the governement in relation to

	homes : 21 mental health clinics; 7 addictions centers	the development of a Pay Transparency Act which would precede the Pay Equity Legislation. A newsletter was sent to all members of the Association to keep everyone infomed and engaged in all efforts on their behalf to obtain fair wages and benefits so that we can retain and recruit workers througout the community service sectors.
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	Cuurrent membership of our Association is maintained at approximately 200 and we are reaching out to ensure that the current members will all renew their membership due in January of 2026. Our success is largely dependent on the support of employers who encourage their staff to sign up and those that are most engaged assist with collection of fees either through payroll deductions or other means. We have scheduled meetings with various service provider agencies to inform them of the work the **AHSCNB** does on behalf of their staff and hopefully convince them that it is in their best interests to support our Association as we advocate for fair wages as well as for fair operational expenses for their agencies.
3. Promoting certication of hsc's	From 300 to 400 in 2024	The total number of certified hsc's as of December 2025 is **511** of which **15** have qualified with a written exam **.** Since the expiration of the legacy clause on June 30,2025, we have had only **7** human service counsellors who have successfully completed the exam. Given that there is no financial incentive tied to certification, the only tangible incentivefor them is to have their credentials officially recognized. Unfortunately employers don't appear to consider this qualigfication in their hirng practices since their advertisements do not specify any preference for certified human service counselors. There is still this disconnect between what logically should be happening to encourage increased qualifications such as has been happening in other sectors, notably for early chidhood educators. Since the ***Quality Improvement Funding Support*** program was initiated for that sector some twenty years ago, the percentage of early childhood educatiors having an approved diploma has gone from 30% to over 70 % and contines to increase. This is the type of program that will be required to make a difference to increase the number of certified hsc's. It will require an investment by government and our hope is that at some point in time, it will become a priority .
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry of legacy clause in June 2025.	We are informed that there are **160** registered social work technicians as of December 2025 as well as over **80** student members. There are an additional **50** applicantions under review for an assessment of their candidacy under the equivalecy process established by the NBASW which expired in July 2025. These are candidates who applied before the expiration date. The second scheduled joint meeting between representatives of the **AHSCNB, NBCC** and **NBASW** for October 9, 2025 was rescheduled and held on November 24, 2025. The **AHSCNB** maintained our ask for a reasonable pathway for hsc's to be registered as a sw technician. There is no expectation that all hsc's would actually want to avail themselves of a proposed pathway to be registered as social work technicians but the **AHSCNB** wants to ensure that there is such a pathway available. The main argument is that we an forsee a future where some employers could opt for hiring practices that would give preference to regulated staff notwithstanding that they could well be assigned the same or comparable tasks.There are relatively few instances where this is the case at this time other than

		those few civil service postions of SWT's created by the Department of Social Develoment. Representatives of **NBASW** and **NBCC** confirmed to us that they have developped a substantial equivalency pathway along the lines of the foreign trained recognition program . This pathway would be administered by **NBASW** and include assessments of the training completd by applicants as well as their field placements which would be an important component of the pathway. More information and details will be forthcoming as the pathway was reviewed and officially approved by the **NBASW** Board in December 2025. A meeting between **AHSCNB** and **NBASW** is scheduled for January 16 for a briefing on the proposed process. The next joint meeting of all three organizations is scheduled for March 9, 2026. A request was made by **AHSCNB** to **NBCC** to specify in their promotion of the respective training programs which program leads to qualification either as a social work technician or as a certified human service counsellor. Potential students should be made aware that if they choose to enrol in the ***social service coummunity worker*** program they could qualify for both occupations. At the same time they need to be aware that if they enrol in the ***human service practitioner*** program that this is the basic qualificationr to be certified as a human service counselor only.. The changes have been approved by **NBCC** and are on their website as of January 2026. The next meeting between representatives of the **AHSCNB**, **CCNB** and **NBASW** is scheduled for February 23, 2026. We are informed that **CCNB** has not been involved in the discussions leading to the development of the substantial equivalency pathway to being registerd as a social work technician. While there are some differences in the training programs offered by **NBCC** with those offered by **CCNB** , the taining to be registered as a social work technician which is ***technique en service social et communautaire*** is essentially the same and approved by **NBASW**. It was agred that **NBASW** will engage with **CCNB** over the coming weeks to come to a comparable agreement in regards to a proposed equivalency pathway for the program ***techniques d'intervention en éducation spécialisé en autisme*** offered by **CCNB**.
5. Proposals developed for salary scales to achieve pay equity for HSC's	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	Our detailed proposal to obtain pay equity on behalf of 8 community service sectors phased in over four fiscal years was presented during a December 16 meeting with three Cabinet Ministers (Cindy Miles, Lynn Chantal Boudreau and Allison Townsend . The proposal was presented jointly by the Association of Human Service Counselors represented by Marie-France Maltais & Hugh Willams along with Johanne Perron & Rachel Richard of the NB Pay Equity Coalition. The proposal appeared to be well recieved judging by the comments and observations made by the Ministers. We were asked to provide further arguments going forward as to how this important investment contributes directly to the economic and social well-being of NB citizens. We will be following up with a written brief to goverment as part of the 2026 pre-budgetary consultation process.. In the interim our response to governement officials can be summarized as follows : **1**.In the jurisdictions where pay equity legislation has been enancted and implemented we now know that it is widely viewed with a high level of confidence to be a social investment that yields both short term and longer-term benefits to society as a whole. It is about valuing work on the basis of its

		objective contribution rather than on historical gender and/or racial biases and it is also a means by which organizations and governments stimulate prosperity and a progressive outlook. **2**.Studies have shown that closing the gender gap is key to reducing household poverty and extreme food insecurity for all working women which significantly impacts households' capacities in the purchase of basic necessities such as food, rent and mortgage payments. **3**. Studies have shown that improving gender equality increases GDP per capita and productivity measures in the general economy significantly. **4**. Studies show that pay equity acts as a stabilizer for essential services whereby pay equity processes improve employee satisfaction and engagement levels directly affecting retention rates. **5**. Studies have also shown that eliminating pay equity disparities significantly reduces mental health stress and disorders. In the community care sector wages are a primary factor of job satisfaction and so equitable pay is essential for retaining and recruiting the quality staff necessary for providing quality health and social services in NB communities.
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their continued viability.	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	The case was made once again with goverment members that any increased payroll costs be fully covered by the per diems, grants or purchase of service rates that apply to each organisation. This requires recognition that in addition to the respective payrol costs of all provider agencies , they all have other operational expenditures (office space, utilities, hardware & software, equipement, printing, administrational, bookeeping, & professional suoervision) These expenses must be considered seperately from the wage subsidies granted by goverment in the provincial budget. We acnowledged the efforts made by SD officials over the last few years to adress the issue of operational expenses. The organizations funded through per diems have recieved increases as well as those funded through grant formulas however some are left with shortfalls in funding. The community residence sector is one such example and the pilot project underway to adress this shortfall is a positice and much anticipated step forward . The Home support agencies funded through purchase of service rates recieved substantial adjustments for their operational expenses in 2023 following a study commissioned by SD. Unfortunately the purchase of service rates for family support agencies were not adjusted in 2023 but SD partially corrected this oversight over the 2024 and 2025 fiscal years to gradually adress the disparity between Family support agencies and home support agencies. A comprehensive proposal was submitted to SD for the final installment required to eliminate the disparity in the next budget ..
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	In our research we found that in both Ontario and Quebec the community service organizations that are licensed and largely funded by government are considered part of the public sector as defined in the legislation and subject to the same provisions that require pay equity for their civil servants. While the NB Pay Equity Coalitionn is advocating for legislation to obtain pay equity in the private sector, it is important to recognize the difference between the community service sectors and other employees working for privately owned businesses. The responsibity and authority to implement pay equity in all the community service sectors obviouisly lies squarely with the NB government . The NB Pay Equity Coalition has already identified the current wage scales and completed studies for the

		community service sectors with comparable male dominated occupations. The time has come for a planned implementation of pay equity for the publicly funded community service sectors. There is no justification to delay the implementation plan until the government has enacted legislation for wage transparency and pay equity for the private sector, notwithstanding that this will absolutely be crucial and necessary to compel all private sector employers that are not part of the public service to implement pay equity for their employees. The NB government is in a position to *walk the talk* however by making it a priority of phasing in pay equity for the comuunity service sector with important investments in each of their budget cycles over the next four fiscal years.

Proponent's comments

01/08/2024 The objectives of this project are primarily to establish and implement a strategic plan for the recruitment and retention of qualified CSCs to fill the numerous vacancies and those to come in various community sectors. The measure of success will be in our ability to promote and facilitate functional collaboration between government authorities and private & non-profit organizations. Not only is this the best way to ensure the delivery of essential services for an often vulnerable clientele, it is the only social and economic policy that makes sense. It is unrealistic to expect magical solutions that will solve all recruitment issues in the next two years in consideration of this very complex community sector. Mutual recognition by all stakeholders of the challenges we face as well as some workable solutions is the path we must take and this is what this project is all about.

15/10/2024 We have undertook the ground work to be successful in meeting our targets. We will be ready to present some concrete and well documented proposals when a meeting can be scheduled, and hopefully no later that early November.

15/12/2024 The delays in getting our project on track which were attributable to the election call in September have increased the challenge to meet our targets especially given that the end dates of the legacy clause for certifications as well as for registration as a social work technician.

31/03/2025 There are still events beyond our control in meeting targets in particular the decison made by SD at end of January 2025 to step back from committments made to forward communiques promting certification of hsc's and registration as social work technicians. We are endeavoring to develop our own ressources and especially focus on capacity building of the AHSCNB going forward.

30/06/2025 There are still many challenges but the AHSCNB is confident that we are slowly but surely building our capacity to exercise the role and mission of the professional association of human service counselors. We are doing this by seeking out and fostering functional collaboration between stakeholders. It is all about focussing first and foremost on our common interests as we strive to ensure quality care as well as respect and fairness for the practitioners who deliver this quality care.

31/12/2025 We have demonstrated through our reports that we have generally met our mutually agreed target objectives for this labour market project . Our greatest success is in developping organizational capacity for the human service counselor association so we can continue to advocate on behalf of those thousands of practitioners who exercise this essential occupation over the years to come in New-Brunswick.

I certify that the information provided on this Target Monitoring Report and in any documents attached is correct, complete, and fully discloses actual results achieved to the best of my knowledge

_____

Marie-France Maltais
Signing Authority (Proponent) **Date(2025/12/31)**

Labour Market Support Target Monitoring Report 2025/2026

Proponent: **Association of Human Service Counsellors of NB** **Contract Number: 218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date:** **(2025-09-30)**

Report : Q1: [ ] Q2 [X] Q3: [ ] Q4: [ ]

Targets and Results

	Target (2025/2026)	Quarter (July to Sept 2025)
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition homes; 38 group	We have collaborated with the Pay Equity Coalition of New-Brunswick in maintaining communication and reaching out to the stakeholders from the different community service sectors . A communiqué was sent out in September to keep everyone in the loop on our joint proposal to be presented to the Social Development Minister as well as the ministers of Women's Equality & Seniors which outlines a plan to phase in pay equity for all sectors over the next four fiscal years. It is a plan for which all sectors have demonstrated their support and particularly since they are all struggling with the

	homes : 21 mental health clinics; 7 addictions centers	recruitment and retention of qualified human service counselors or personal support workers. As we advocate for fair wages for the workers ,we are also advocating for funding for operational expenses to ensure the financial viability of the stakeholder agencies, operators or residences . Their operational expenses must be taken into consideration separate and apart from the increases in payroll expensest associated with our proposal for pay equity.
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	The membership of the Association is maintained around 200 and the renewals are due in January of 2026. The support of employers remains crucial in our ability to maintain and hopefully increase our membership. We do not have the capacity to communicate directly with the thousands of workers in the community service sectors since we only have the contact information of those that have already signed up as members. We are working on improving our facebook page as well as our website as a means to reach out and encourage others to join.
3. Promoting certication of hsc's	From 300 to 400 in 2024	The total number of certified hsc's as of September 2025 is **506** of which **10** have completed the exam**.** The legacy clause expired on June 30,2025.The waiver of certification fees also expired on June 30, 2025. For those who applied prior to that date and have not completed the process , they can still qualify under the legacy clause and obtain a waiver of the fees. All applicants must now have the required training , complete the exam as well as pay the certifcation fee of $350. Given that there is no financial incentive tied to certification, the challenge is to convince hsc's that it is in their best interest to have this recognition of their credentials as well as for the profession as a whole. We will comtine to promote certification notwithstanding that it has gotten more difficult over the last few months given the absence of financial incentives tied to certification. We are pleased to learn that as requested, the Apprenticehip & Occupational Certification Board has made the appropriate change to the french title of *human service counselors* occupation which is now officially as intended ie *conseiller en services communautaires*.
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry of legacy clause in June 2025.	We are informed that there are 114 registered social work technicians as of September 2025 as well as 80 student members. The legacy clause expired in July 2025 however there are approximately 300 applicants who applied before this end date who are waiting for an assessment of their candidacy under the equivalecy process established by the NBASW. The first joint meeting between representatives of the AHSCNB, NBCC and NBASW was held on July 24. This meeting was at the request of the AHSCNB to propose a review of the ***human service practitioner*** curriculum so that it could be an approved training by the NBASW in order to qualify for registration as a social work technician. The AHSCNB is seeking a review of the curriculum and not simply adding courses and/or increased tuition costs to meet the training requirements of the NBASW. The expectation is that we could come to an agreement as to which courses are mandatory to meet the competencies expected of a social work technician. The AHSCNB is first and foremeost is

		seeking a reasonable pathway for hsc's to be registered as a sw tachnician. Whether a revised curriculum would meet the standard of the schools of social work for an articulation agreement for the first two years of a bachelor of social work degree is a seperate issue. After much discussion and debate there was progress made on achieving a common understanding of the issues and of possible options. It was agreed that we should meet again on October 9, 2025 for further deliberation on those options. A seperate meeting between representatives of the AHSCNB, CCNB and NBASW was held on September 22nd . The same request from the AHSCNB was made to CCNB officials. They informed us that one of the two training programs for human service counselors which was ***technique d'intervention en santé mentale & viellissement*** has been replaced by the training program of ***technique en service social et communautaire***. This is in fact the same training program that is accepted by the NBASW for registration as a social worker and/or to be certified as a human service counselor. This training is currently offered in Campbellton and Dieppe and will be offered in Edmundston, Bathurst and Acadian Peninsula as of September 2026. The other training program offered by CCNB that is approved for certification as a human service counsellor is ***techniques d'intervention en éducation spécialisé en autisme*** . We came to an agreement that we could review that curriculum with the objective of developing a pathway to registration as social work technicians for those who chose that particular training. Most of the graduates of that training find jobs as educational assistants or as family support workers. Our next meeting with CCNB and NBASW is scheduled for February 23rd, 2026.
5. Proposals developed for salary scales to achieve pay equity for HSC's	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	A detailed and comprehensive proposal to obtain pay equity phased in over four fiscal years was developped with the collaboration of the Pay Equity Coalition. It was one of the main items for discussion at a summit conference on the value of care work held in Moncton on September 17, 2025. Representatives of various community sector organizations were present and they had the opportunity to provide their input. The participants expressed strong support for the pay equity proposal . The decision was made that the Association and the Pay Equity Coalition would request a meeting with The Minister of Social Development and the Minister for Women's Equality and Seniors to present the proposal in conjunction with the pre-budgetary consultations. We have since recieved an invitation for a face to face meeting on December 16, 2025 in Fredericton
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	There was also much discussion at the summit conference in Moncton in regards to the need to adress the issue of operational expenses forcommunity sector organizations as we pursue the objective of obtaing pay equity. It was agreed that the case must be made with governement officials that the increased payroll costs be fully covered by the per diems, grants or purchase of service rates that apply to each organisation. The other operational costs must alos be taken into consideration and be part of separate funding formulas as well as fully indexed . It was noted that the lack of parity between the operational costs covered through the purchase of service rates of family support

continued viability.		agencies and home support agencies has been partly adressed partly over the past two fiscal years. The proposal to govenement will include a request to finally obtain parity in this next fical year.
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	The idea of developing a registry of human service counselors was raised by our Association during our meeting with the NBASW. It was not well received by NBASW officials. They insisted that if they are open to exploring pathways for human service counselors to be registered as social work technicians, that we should not be considering having our own regulatory body. We did explain that we were not proposing a regulatory body for human service counslors but rather a registry similar to the registry in Nova Scotia for the continuing care assistants. It is really a data base of the workforce in order to better adress human ressource planning issues. We will not pursue this avenue further at this time however given the strong objection voiced by the NBASW.

Proponent's comments

01/08/2024 The objectives of this project are primarily to establish and implement a strategic plan for the recruitment and retention of qualified CSCs to fill the numerous vacancies and those to come in various community sectors. The measure of success will be in our ability to promote and facilitate functional collaboration between government authorities and private & non-profit organizations. Not only is this the best way to ensure the delivery of essential services for an often vulnerable clientele, it is the only social and economic policy that makes sense. It is unrealistic to expect magical solutions that will solve all recruitment issues in the next two years in consideration of this very complex community sector. Mutual recognition by all stakeholders of the challenges we face as well as some workable solutions is the path we must take and this is what this project is all about.

15/10/2024 We have undertook the ground work to be successful in meeting our targets. We will be ready to present some concrete and well documented proposals when a meeting can be scheduled, and hopefully no later that early November.

15/12/2024 The delays in getting our project on track which were attributable to the election call in September have increased the challenge to meet our targets especially given that the end dates of the legacy clause for certifications as well as for registration as a social work technician.

28/03/2025 There are still events beyond our control in meeting targets in particular the decison made by SD at end of January 2025 to step back from committments made to forward communiques promting certification of hsc's and registration as social work technicians. We are endeavoring to develop our own ressources and especially focus on capacity building of the AHSCNB going forward.

30/06/2025 There are still many challenges but the AHSCNB is confident that we are slowly but surely building our capacity to exercise the role and mission of the professional association of human service counselors. We are doing this by seeking out and fostering functional collaboration between stakeholders. It is all about focussing first and foremost on our common interests as we strive to ensure quality care as well as respect and fairness for the practitioners who deliver this quality care.

I certify that the information provided on this Target Monitoring Report and in any documents attached is correct, complete, and fully discloses actual results achieved to the best of my knowledge

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Marie-France Maltais
Signing Authority (Proponent) **Date(2025/09/30)**

Labour Market Support Target Monitoring Report 2025/2026

Proponent: **Association of Human Service Counsellors of NB** **Contract Number**: **218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date:** **(2025-06-30)**

Report : Q1: [X] Q2 [ ] Q3: [ ] Q4: [ ]

Targets and Results

	Target (2025/2026)	Quarter (April to June 2025)
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition homes; 38 group homes : 21 mental	The engagement with stakeholders is crucial since they are essentially the employers of human service counselors . We are dependant on their good will to transmit any communiqués or newsletters prepared by the AHSCNB to their employees since we do not have data base of their contact information nor any means to develop one. We don't have a complete list of contact information for stakeholders neither such as their e-mail addresses but we have done a lot of work and the best we could with limited resources. Our messages have focussed on the certification process in particular to encourage hsc's to avail themselves of the opportunity to be certified under

	health clinics; 7 addictions centers	the legacy clause and be exempt fron the exam as well as the fees. The legacy period has now expired as of June 30, 2025. We will continue to engage with stakeholders on many matters of commion interest as long as we are able to within our resources.
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	The current membership of the AHSCNB is approximately 200 and it remains a challenge to convince individual hsc's to sign up and pay the dues that amount to less than $2 per week. It is once again through employers that we can reach out to them if and when employers comply with our request to send out our promotional materials. Without the support of employers it is impossible to increase the numbers or even to maintain it. We will persist in our efforts to convince employers that it is to their interest also to have a strong Association representing hsc's who advocate on behalf of them but also as we advocate on behalf of employers so they can remain financiallly viable whether they be for profit or non-profit agencies.
3. Promoting certication of hsc's	From 300 to 400 in 2024	Our communiqués relating to the certification process have emphasized the fact that hsc's had a window of opportunity to avail themselves of the waiver of certification fees as well as the exam under the legacy clause. The legacy period has now expired as of June 30, 2025. We had made a request to PETL to extend the waiver of fees for at least another year so that we could continue to have this incentive for certification with exam given that there are very few hsc's who have taken that option. Out of the **427** certified hsc's to date, only **8** have successfully completed the exam . The response we received was that the four year post-implementationlegacy period (2021 to 2025) was deemed as providing ample time for preparation and adaptation so hsc's could have their education and experience recognized if they chose to do so. Also we were told that the waiver of fees during a legacy period, is not a standard practice as a means to provide ongoing financial incentives. Our request was denied for those reasons thus leaving us with few concrete incentives to encourage certification but we will continue to promote it as best we can. The AHSCNB is well represented on the provincial program advisory committee with seven members in total. They all participated in a full day working session on May 14, 2025 under the direction of the AOC Branch of PETL with representatives of NBCC and CCNB in a review of the exam for certification. This was a worthwhile endeavour to ensure that the exam meets it 's intended purpose to assess the knowledge and comprehension required to exercise the profession. It was also an opportunity to interact and exchange ideas with training providers and senior staff from the AOCBranch of PETL. One issue that was discussed is the translation of human service counselor in french to coneiller en services à la personne. It should be conseiller en services communautaires. This will be discussed with the proper authority to make the required change.
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry	We had tried initially to promote the registration of hsc's as social work technicians under the equivalency process developed by the NBASW especially for those hsc's who work as family support workers. We were looking for support from SD and NBASW for this initiative but circumstances

	of legacy clause in June 2025.	beyond our control prevailed. The promotion was ultimately left to the NBASW through their facebook and web sites. There are curently **82** registered social work technicians and we are unaware of the number accepted under the legacy clause which expired as of June 7, 2025. The NBASW has advised the AHSCNB that they do not share any information relating to registered members. We are dismayed since we were only asking for the number of hsc's who have qualified for registration under the legacy clause. We will be following up with NBASW in an upcoming meeting on this issue. The AHSCNB will be having formal discussions with NBCC and NBASW representatives to have them consider changes to the hunan service practitioner curriculum so that it meets the educational requirements for hsc's who choose to apply for registration as a social work technician. The first meeting of this task force is scheduled forJuly 24, 2025. The AHSCNB will also continue to engage with SD officials to be better informed and understand the furure enployment opportunities and work assignements within their programs for both social work technicians and human service counsellors . The ongoing recruitment efforts of SD for sw technicians directly emplyed as civikl servants are of particualr interest as to how this impacts on the contractural arrangements with agencies who employ hsc's as requistionned by SD.
5. Proposals developed for salary scales to achieve pay equity for HSC's	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	Marie-France Maltais, president of AHSCNB recieved an invitation to attend the budget lockdown and presentation at the legislatur on March 18,2025.. She met informly with officials of SD but was left with few details as to exactly what increases would be allocated to the various sectors. Our request for a meeting was accepted soon thereafter and was held virtually with Minister Miles and a few of her senior staff on April 8, 2025. A general overview of the budget announcements was provided but without getting into much detail as the budget estimates in the legislature were actually scheduled to start that same day. The Minister and her officials acknowledged that salary increases were warranted for the essential employees in the care sector and the committment to obtain pay equity for the private sector and specifically for those working in the care sector. For our part we stressed the fact that we were looking for a plan to acheieve pay equity over four years. We especially stressed the fact that the studies as to what constitutes pay equity for each sector have been completed and accepted by all the sectors who participated and NOW is the time for implementation in a manner that is well planned and structured. Increases need to be alligned with the realtive value of each sector and especially not implemented indiscrimately or in peice meal fashion. Shortly after the budget estimates, the sectors were advised as to their respective salary adjustments, timelines, etc. While the salary adjustments fell short of our ask for the first year of a four year plan, they were at least a step in the right direction. The average gap betwen actual salaries and pay equity was reduced for all sectors and there appeared to be a recognition of the comparative value of each sector with one another as determined in the Pay Equity studies.

		The next proposal for the 2026/2027 fiscal year is being prepared in collaboration with the pay equity coalition and the various sectors. The AHSCNB will be requesting a meeting with SD in early fall 2025 in anticipation of the pre-budget consultations so we can present our new epdated proposal. Representatives of the AHSCNB will be participating in a summit conference on the value of care work scheduled for Septenber 17, 2025 at Mount Allison University in Sackville NB. The participants at a March 2023 conference discussed how we could better value care work in NB , the complexity of the sector, it's systemic and policy changes as well as lessons we might draw from care systems arioun d the world. This will be an opportunity to reconnect with a change in provincial government, and their commitments to pay equity legislation for the private sector. We will explore current challenges as well as explore collective solutions with various stakeholder participants.
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their continued viability.	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	The proposal to SD for an increase in the funding to cover operational expenses of family support agencies for the 2025/2026 fiscal year recieved due consideration. An adjustment of $1.25 per hour was granted for the purchase of service rate to reduce the gap between the operational overhaed of Home support and Family support. The AHSCNB will be requesting another adjustment for the next fiscal year which should end the disparity between the service provider agencies of home support and family support. The per diem rates of community residences was also adjusted by $1,81 per day for 2025/2026 fiscal year to help recover the inflationalry costs of operational expenses and specifically the operational overhead which is in addition to the payroll expenditures of salaries and benefits. A pilot project is also underway to develop a different funding model for community residences that could adress the issue of recurring deficits for their operational costs.
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	We continue to document our observations and interactions with all stakeholders including government departments as well as background information relating to agenda items in advance of meetings One of the major isuues for the care sector is the lack of basic information and the total workforce which creates obvious difficulties in the management of these human ressources. Research will be conducted over the coming months on **registries** that exist in a few jurisictions in Canada which could be applicable for New-Brunswick. We need to have information on who is employed as a human service counselor, where they work, demographics, educational qualifications , etc if we hope to make any inroads on the issue of recruitment abnd retention of these professionals. A registry could be the solution for a data bank on this workforce.

Proponent's comments

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28/03/2025 There are still events beyond our control in meeting targets in particular the decison made by SD at end of January 2025 to step back from committments made to forward communiques promting certification of hsc's and registration as social work technicians. We are endeavoring to develop our own ressources and especially focus on capacity building of the AHSCNB going forward.

30/06/2025 There are still many challenges but the AHSCNB is confident that we are slowly but surely building our capacity to exercise the role and mission of the professional association of human service counselors. We are doing this by seeking out and fostering functional collaboration between stakeholders. It is all about focussing first and foremost on our common interests as we strive to ensure quality care as well as respect and fairness for the practitioners who deliver this quality care.

I certify that the information provided on this Target Monitoring Report and in any documents attached is correct, complete, and fully discloses actual results achieved to the best of my knowledge

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Marie-France Maltais
Signing Authority (Proponent) **Date(2025/06/30)**

Labour Market Support Target Monitoring Report 2024/2025

Proponent: **Association of Human Service Counsellors of NB** **Contract Number**: **218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date:** **(2025-03-28)**

Report : Q1: [ ] Q2 [ ] Q3: [ ] Q4: [X]

Targets and Results

	Target (2024/2025)	Quarter (January to March 2025))
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition homes; 38 group homes : 21 mental health clinics; 7 addictions centers	We were informed by SD in an email dated January 21, that they have decided to step back from distributing materials related to this initiative. They emphasized that they fully support the certification process and recognize the critical role Human Services Counselors play in delivering essential services . Also that this initiative is valuable, and they understand the importance of ensuring it is successfully communicated and promoted to the appropriate organizations. The Department has decided not to distribute promotional materials for any specific association to maintain fairness across all our partners and organizations as continuing this practice could be perceived as favoritism and set a precedent that they cannot sustain. We were informed that addressing this issue has already consumed a significant amount of time and effort from their

		directors and managers, which could be better directed toward broader departmental priorities. Finally we were told that given AHSCNB's established resources and connections, along with support through the " service agreement," that we are well-positioned to lead the promotion of the certification directly..
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	We continue to experience difficulties in communicating with human service counselors directly given that there is no data base available even within SD . We are also on our own in discerning and tracking down the various agencies or organizations out there and their contact information. We will encourage those we are able to have their contacts to help us maintain renewals as well as reach out to their staff . We also use our facebook page and website which we plan to update as well as an INFOLETTER which we have distributed as widely as possible given our limited ressources.
3.Promoting certication of hsc's	From 300 to 400 in 2024	The AHSCNB has compiled a list of emails of various agencies form the different sectors (community residences, Family support/attendant care; ESSP centers; Transition homes; group homes for youth) . It was a time consuming and difficult task which included on-line search, telephone calls and word of mouth . We are concious that the lists are incomplete in particular for a few sectors but we did the best we could. Communiqués were sent out to the agencies and we started getting calls and emails . We do not know how many agencies followed through with our request to inform their hsc's about certification. Yhre number of certified hsc's under the legacy clause is 344 and there are 7 who have certificate of qualification with exam for a total of 351 as of March 15, 2025.
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry of legacy clause in June 2025.	While we had preapred a communiqué specifically for family support agencies , we did not forward it to them since the NBASW complained to SD that it included innacuracies. We met with them on January 22nd to enquire about those percieved errors . It is not clear what the errors were in our communiqué. Our understanding is that they did not appreciate that we were promoting in the same communiqué two options : certification and registration . It was suggested to the NBASW tjat they could promote registration themselves and prepare their own information package. They proceeded as suggested and forwarded a copy of their **employer package** to the AHSCNB on February 15th. The AHSCNB forwarded the employer package to the family support agencies which we were able to identify which is an incomplete list of 13 agencies. It is the best we could do given the circumstances.. As for the other sectors , it is up to the NBASW to decide if they want to reach out to them or not. We are not aware if NBASW or SD have any plans to get these information packages out to prospective employers before the legacy clause expires in two months. There are only 16 hsc's who have been accepted under the legacy clause to date.
5.Proposals developed for salary scales to achieve pay equity for	Initial proposal to SD in October of 2024 for next fical year's budget &	Marie-France Maltais attended the lockdown session and presentation of the 2025/2026 budget at the legislature. She had a short discussion with the DM and a few ADM's at the session and has

HSC's	revisions as needed	follwed up with a written request for information. We still do not know what salary adjustments will be granted for next fiscal year for any sector and hope to have some indication before SD presents their budget estimates in the legislature.
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their continued viability.	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	We have no information to date in relation to our request for parity between the family support agencies and home support agencies for the purchase of service rates. We were told last April 2024 that we could expect another adjustment in April 2025. We are also awaiting calrification in regards to the reimbursement of costs incurred with the salary adjustments given that the per diem increase does not cove the full amount.
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	We continue to document our observations and interactions with all stakeholders including government departments as well as background information relating to agenda items in advance of meetings

Proponent's comments

01/08/2024 The objectives of this project are primarily to establish and implement a strategic plan for the recruitment and retention of qualified CSCs to fill the numerous vacancies and those to come in various community sectors. The measure of success will be in our ability to promote and facilitate functional collaboration between government authorities and private & non-profit organizations. Not only is this the best way to ensure the delivery of essential services for an often vulnerable clientele, it is the only social and economic policy that makes sense. It is unrealistic to expect magical solutions that will solve all recruitment issues in the next two years in consideration of this very complex community sector. Mutual recognition by all stakeholders of the challenges we face as well as some workable solutions is the path we must take and this is what this project is all about.

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Marie-France Maltais
Signing Authority (Proponent) **Date(2025/03/28)**

Labour Market Support Target Monitoring Report 2024/2025

Proponent: **Association of Human Service Counsellors of NB** **Contract Number**: **218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date:** **(2024/12/12)**

Report : Q1: [ ] Q2 [ ] Q3: [X] Q4: [ ]

Targets and Results

	Target (2024/2025)	Quarter (October to December 2024)
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition	As mentionned in our lprevious quarterly report, the communiques to each of the sectors identified were forwarded to SD in early September. We were informed that there would be a delay in sending them out to the repective sectors because of the election call. We are informed that the delay is now related to the compilation of the respective distribution lists of emails.

	homes; 38 group homes : 21 mental health clinics; 7 addictions centers	We did manage to send out the communique to the ESSP centers sice we were able to compile a list of emails for this sector from the NBASSE website. Unfortunately there was no cover letter from SD so we anticipate that they will be resent to ESSP centers by SD and especially since we are not certain that we had a complete list of the ESSP centers.
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	The membership of the AHSCNB is anticipated to be over 200 by the beginning of January 2025. The challenge will be to convince these members to renew their membership as January is the renewal date. It remains a big challenge to maintain the contact with members and we are looking for increased cooperation from employers in this regard.
3.Promoting certication of hsc's	From 300 to 400 in 2024	There are 331 HSC's certified under the legacy clause and another 4 out of 6 applicants have succeeded the exam as of end of December 2024.. The communiqués that the AHSCNB prepared back in September 2024 for all sectors have still not been sent to the respective agencies by SD as agreed to. The delay due to the election call was understandable but it is now been well over two months since the election . It should not be that difficult to compile a distribution list as was done when the certification was launched back in 2021.
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry of legacy clause in June 2025.	We have asked for a meeting with officials of SD to discuss ways to promote the registration of sw technicians under the legacy clause. We are waiting for confirmation of a virtual meeting with representatives of the Child & Youth Division . Our communique adressed to Family Support agencies is an appeal to them to inform their family support workers about the legacy clause ending on June 7, 2025.
5.Proposals developed for salary scales to achieve pay equity for HSC's	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	Our comprehensive proposal on behalf of for pay equity over the next four fical years was presented to senior officals of SD during a virtual Teams meeting on December 5, 2024 . We remain confident and hopeful that our proposal will recieve due consideration in the preparation of the 2025/2026 budget
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their continued viability.	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	Our proposal to obtain parity between home support services and family support services for operational expenses was presented to senior officials of SD during a virtual Teams meeting on December 5, 2024. The first option is for the **same 18.5%** for both sectors and an alternative option is that both sectors recieve the **same dollar amount** for operational expenses instead of percentages. We have been asked to prepare a brief outling the rationale for parity between home support & family support agencies for the operational expenses which we intend to forward to SD in January 2025. We are also hoping to meet with senior officials of SD to further discuss the issues we have raised previously in regards to the operational expenses of community residences. The per

		diem rates do not cover all the increased operational expenses even with the increasesd per diems granted in 2022. The formula used to cover the salary adjustments & mandatory employer benefits also needs to be revised given that there is invariably a shortfall betwwen actual costs and the amount given through per diems for most if not all the community residences. Obviously the operating costs can and do vary depending if there is a mortgae, maintennce costs for older building, higher cost of utilities, etc. Failure to adress thuis issue is putting the vaibility of some residences at risk .
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	We continue to document our observations and interactions with all stakeholders including government departments as well as background information relating to agenda items in advance of meetings. This often requires considerable research and detailled analysis of the history of the role of human counselors employed in a variety of sectors and how the contracting out of the services provided has evolved over the years.

Proponent's comments

01/08/2024 The objectives of this project are primarily to establish and implement a strategic plan for the recruitment and retention of qualified CSCs to fill the numerous vacancies and those to come in various community sectors. The measure of success will be in our ability to promote and facilitate functional collaboration between government authorities and private & non-profit organizations. Not only is this the best way to ensure the delivery of essential services for an often vulnerable clientele, it is the only social and economic policy that makes sense. It is unrealistic to expect magical solutions that will solve all recruitment issues in the next two years in consideration of this very complex community sector. Mutual recognition by all stakeholders of the challenges we face as well as some workable solutions is the path we must take and this is what this project is all about.

15/10/2024 We have undertook the ground work to be successful in meeting our targets. We will be ready to present some concrete and well documented proposals when a meeting can be scheduled, and hopefully no later that early November.

15/12/2024 The delays in getting our project on track which were attributable to the election call in September have increased the challenge to meet our targets especially given that the end dates of the legacy clause for certifications as well as for registration as a social work technician.

I certify that the information provided on this Target Monitoring Report and in any documents attached is correct, complete, and fully discloses actual results achieved to the best of my knowledge

_____ _____

Marie-France Maltais
Signing Authority (Proponent) **Date(2024/12/12)**

Labour Market Support Target Monitoring Report 2024/2025

Proponent: **Association of Human Service Counsellors of NB** **Contract Number: 218400**

Authorized Contact Persons : Marie-France Maltais & Morel Caissie **Date: (2024/10/15)**

Report : Q2 [X] Q3: [ ] Q4 [ ]

Targets and Results

	Target (2024/2025)	Quarter (July to Sept 2024)
1.Engagement with stakeholders through communiqués and newsletters to inform and encourage certication, regulation and membership in AHSCNB.	85 community residences; 39 family support/attendant care agencies; 38 ESSP centers; 14 transition homes; 38 group homes : 21 mental	Communiqués with specific messages have been drafted for each of the sectors identified . This includes information sheets for the human service counsellors employed in the various sectors and a plea for the employers to ensure that their staff are well informed about certification . Employers of family support workers are asked to advise their family support workers who are working with familiies in the child protection program about the option of becoming a social work technician under the legacy clause. The communiqueés were forwarded to SD and PETL in early September but the election call has delayed the timing

	health clinics; 7 addictions centers	when the communiqués can be sent to each sectior. In the meantime , SD is preparing the distribution lists so they can be sent out in early November.
2.Maintaining & increasing membership of AHSCNB	Over 160 in 2024	The Association of human service counsellors of NB has 162 paid up members as of end of September. We have reached out to a number of employers through informal channels to better inform them about our mission and objectives and to help us recruit more members. Our annual meeting scheduled for October 17 as well as our News Bulletin will be our means to not only recruit but especially to retain our curent members . Our biggest challenge is that we have no data base of pratitioners and must rely on employers to encourage their staff to join. As our membership increases we hope to have a way to offer continuing education opportunities with our annual meetings as well as webinars in the future.
3.Promoting certication of hsc's	From 300 t0 400 in 2024	There are 305 HSC's certified under the legacy clause and another 4 out of 6 applicants have succeeded the exam to date. Hopefully employers will forward our communiqués to their staff and encourage and support them in their applications. We are aware that not all employers are on board with this iinitiative. We know of a few situations where some have refused to provide the employer confirmation form that is mandatory to be certified. The cover letter sent by SD with the communiques from our association should send a message that this is an initiative supported by the government departments involved and more importantly that these departments are asking for their cooperation. This endorsement from government could make all the difference in the response we receive.
4. Promoting registration of hsc's as sw technicians under legacy clause	75 to 100 primarily from family support agencies before expiry of legacy clause in June 2025.	We have specifically targeted family support agencies with our campaign to encourage hsc's to consider the option of becoming regulated under the legacy clause because of our understanding that this is the first sector that will be looking to hire social work technicians. Some family support agencies have undertaken to help and guide their hsc's working under the auspices of the CP programs to navigate the equivalency process developped by the New Brunswick Association of Social Workers. It is an overly complicated process and we are concerned that hsc's will not want to complete the process especially since there is still no clear message as to which hsc's will need to be regulated to accomplish any particular tasks. The uncertainty leaves hsc's wondering if it is really worth all the effort to go through this complicated process to be regulated notwithstanding that they will also have to pay annual fees of $409 with no clear financial incentives to do so. It is our intention to have a discussion with SD in November in regards to their plan for hiring social work technicians going forward as well as with NBASW in regards to their equivalency process to be regulated under the legacy clause.

5.Proposals developed for salary scales to achieve pay equity for HSC's	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	We have drafted a comprehensive proposal for the community services sectors to obtain pay equity which is reasonable and achievable. We had hoped to present our proposal to SD in October but have been informed that there can be no meeting until after the election since all departments are in « caretaker mode » Our proposal has been endorsed by the pay equity coalition as well as community organizations. Our objective is to obtain pay equity for all the human service practitioners by April 2028 and indexed to what is the current pay equity salary. We believe our proposal is reasonable and can be implemented with investments over four fiscal years for all sectors . A coordinated plan as opposed to investments in piece meal fashion, is the only viable solution. The consequences of not obtaining and maintaining parity among the sectors has serious implications in terms of the recruitment and retention issues for the very same professionals.
6. Proposals and problem solving related to the reimbursement of justified operational expenses of community residences & family support/attendant care agencies in order to ensure their continued viability.	Initial proposal to SD in October of 2024 for next fical year's budget & revisions as needed	We have drafted a proposal to obtain and subsuquently maintain parity between the Home Support Association in regards to operational expenses. The overhead for Home Support agencies is 18.5% since 2023 as a result of a study commissioned by SD. (salaries 61.5%, benefits 20% and overhead 18.5%) The overhead for Family Support agencies was only 7.4% in 2023. The increase of $1.25 per hour in the purchase of service rate for Family Support brought the overhead to 10.7% . There is still a considerable gap to obtain parity with Home Support . Family support agencies should be recieving at least the same amount in absolute dollars to cover their overhead costs. An argument could be made for higher overhead costs for Family support agencies given the nature of the services provided requiring more coaching and supervision.
7. Research on best practice guidelines regarding recruitment & retention of human service counsellors and the assignement of these human ressources in various work settings.	Results of research presented as completed or in conclusions of Final Report.	We are documenting our observations and interactions with all stakeholders who have an impact or influence in our efforts to adress the recruitment and retention issues. While we are not in a position to do extensive nor first hand research on what is happening in other jurisdictions, efforts will be made to learn as much as we can online and possibly through use of AI as this technology advances.

Proponent's comments

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Marie-France Maltais
Signing Authority (Proponent) **Date(2024/10/15))**