



**CODING FOR VETERANS: YEAR IN REVIEW**  
— 2020 ANNUAL REPORT —

# FROM DEPLOYMENT TO EMPLOYMENT

**"Some people live an entire lifetime and wonder if they have ever made a difference in the world. A veteran doesn't have that problem." - Unknown**





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# Foreword

Even though it has only been 12 months since our last update, it feels like it was a lifetime ago. We have described the year 2020 as a Black Swan year.

**"The theory of a black swan event is a metaphor that describes an event that comes as a surprise, has a major effect, and is often (inappropriately) rationalized after the fact with the benefit of hindsight."**



2020 turned out to be a highly successful year for the Coding for Veterans (C4V) program, though it felt like multiple years compressed into 12-months. The Coding for Veterans program is delivered 100% online, self-paced, and is supported by professors and mentors from coast to coast.

Our online delivery and learning model was ideally suited for skill development during a pandemic, and students quickly recognized the benefits of our approach. As such, the Coding for Veterans program has seen significant growth throughout 2020 and is projected for further growth in 2021.

Looking ahead to 2021, the Coding for Veterans program will thrive because of the efforts invested in 2020. Knowing that we successfully navigated the program through a pandemic brings a greater sense of confidence to the Coding for Veterans team to tackle future challenges that we may encounter.





## Numbers

*In 2020 we saw a significant enrollment increase in the program.*

Both the Software Development program and the Cyber Security program are delivered through the University of Ottawa (uOttawa). The relationship between uOttawa and Coding for Veterans is strong and will continue to grow through 2021. In 2020, we launched a specialized subject area called Cyber Security of IT Managers. The curriculum for this program is designed for individuals with an existing cyber or technical background who wish to focus their professional development on the managerial aspects of the Cyber Security industry.

## ENROLMENT HIGHLIGHTS

- January - May, 2020, enrolment increased 142%
- May - September, 2020, enrolment increased 150%
- January, 2021, enrollment increased 186%

This trend is expected to continue into 2021, as we currently have individuals registered for the May 2021 and September 2021 cohorts.





# The Program

The *Coding for Veterans* program has two academic streams with 3 separate programs:

## **STREAM #1: SOFTWARE DEVELOPMENT**

The program can be completed in as little as 6 months on a full-time basis but is also offered part-time as well. Graduates qualify for the Python Programming certification and are also awarded a University of Ottawa Professional Development Institute Certificate.

## **STREAM #2-A: CYBER SECURITY - S.O.C.**

The program can be completed in 8 months on a full-time basis and is also offered part-time. Students graduate from the program with both the CCNA and CISSP certifications along with a University of Ottawa Professional Development Institute Certificate.

## **STREAM #2-B: CYBER SECURITY - IT MANAGER**

The program can be completed in 4 months on a full-time basis and can be extended on a part-time basis for those requiring more time to complete the coursework. Students in this program graduate with the CISSP and EISM industry certifications as well as a University of Ottawa Professional Development Institute Certificate.





# Timeline

**FEB 2020**



**MAR 2020**



**OCT 2020**



**NOV 2020**



**NOV 2020**



## 2020 Timeline

**JAN 2020**

Hosted two webinars  
(Year in Review and Program Outreach)

Attended Calgary VAC Job Fair

**FEB 2020**

Attended Edmonton SCAN Job Fair

Attended CFB Borden SCAN Job Fair

**MAR 2020**

Attended CFB Petawawa SCAN Job Fair

Coding for Veterans Reception on  
Parliament Hill

Attended CFB Comox SCAN Job Fair

**MAY 2020**

National radio commercial partnership  
with Stingray Media

**JUNE 2020**

Testified before the House of  
Commons INDU Committee

**SEPT 2020**

Downsview Transition Group Virtual  
Presentation

**OCT 2020**

CFB Petawawa Virtual SCAN Job Fair

Coding for Veterans Career Caravan  
Ontario Tour

**NOV 2020**

Remembrance Day Ceremony Legion  
322 Ajax Ontario

Annual Program Update with the  
Veterans Affairs Minister





## Coding for Veterans Career Caravan 2020 Ontario Tour

We launched the C4V Career Caravan in October, travelling across Ontario to meet with CAF veterans outdoors - in full compliance with COVID-19 public health requirements. The Caravan's goal was to promote our program to military veterans and the opportunities available to retrain for careers in Canada's IT sector.

We want to thank the following groups who partnered with us to bring the C4V Career Caravan to locations throughout Ontario:

- Royal Canadian Legion Branch #499 Barrie, Ontario; Branch #599 North Bay, Ontario; Branch #560 Kingston, Ontario; Branch #100 Trenton, Ontario; Branch #517 Petawawa, Ontario; Branch #317 London, Ontario; Branch #412 Kitchener, Ontario
- Nuvo Networks Burlington, Ontario
- HMCS Bytown Ottawa, Ontario
- Denison Armoury MFRC Toronto, Ontario

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### TOUR HIGHLIGHTS

- Travelled over 5,000 km, securing 55 high-profile media hits and achieving 13,176,500 impressions
- CTV and Global News embraced the story across their networks, including Winnipeg, Ottawa, Toronto, Barrie, North Bay, and beyond
- Prominent news personalities and organizations Tweeted/Retweeted C4V's story to over one million+ followers



# Job Placement

With a steady stream of students graduating from the program, we achieved an 85% placement rate of full-time employment for graduates. In 2020, our program has been supported by the following organizations:



*Looking ahead to 2021*, we are introducing an optional internship/co-op opportunity for students in the Coding For Veterans program. Employers engaged through this initiative will have the opportunity to integrate staff mentors within the Coding For Veterans course curriculum and participate in a more formal and customized internship with those students seeking added career experience.



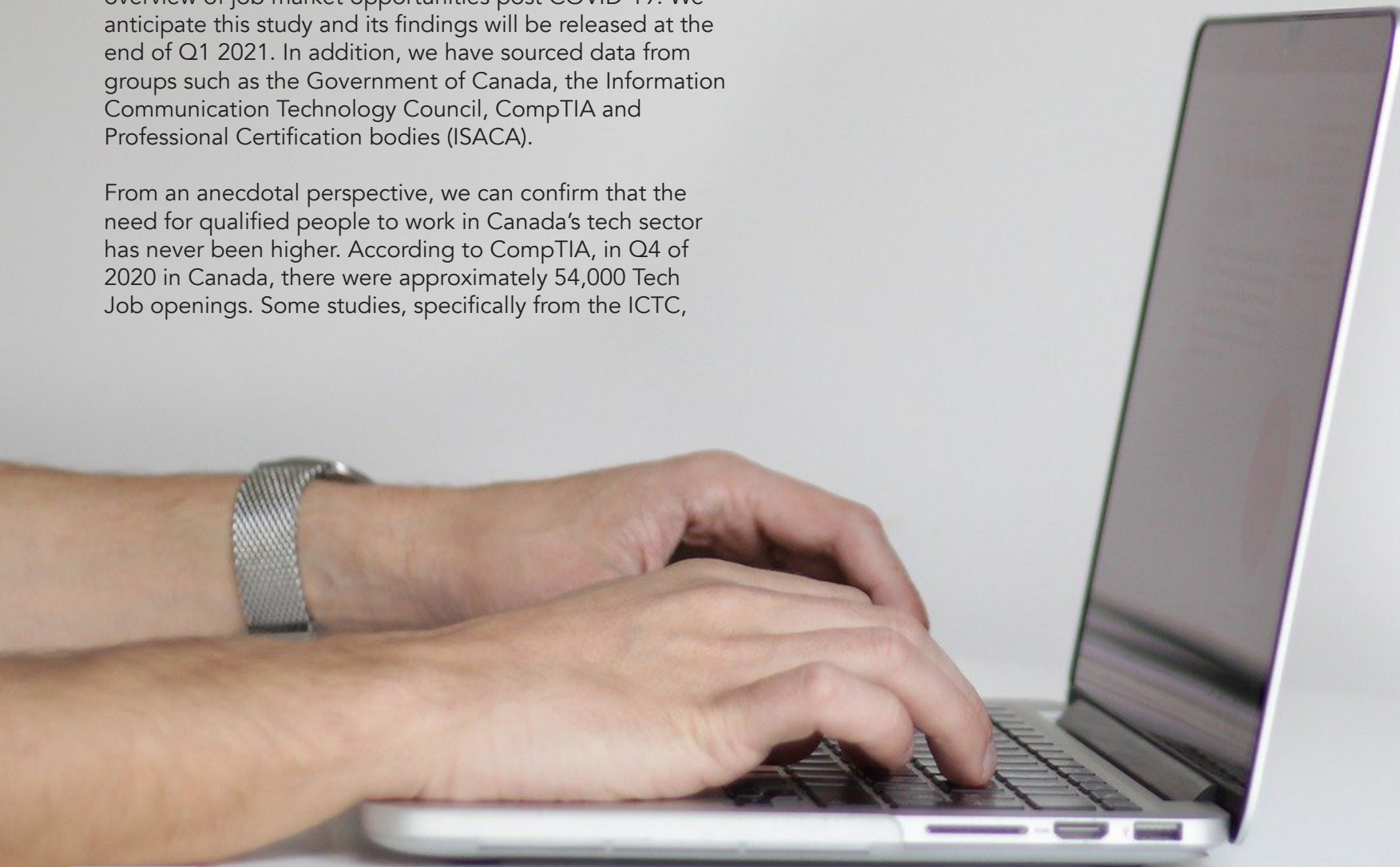
# The Canadian IT Jobs Market Post COVID-19

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To quantify the effect that COVID-19 has had on the Canadian IT job market, Coding for Veterans has engaged the Branham Group to conduct a study specifically focused on the Canadian Cyber Security industry that will provide an overview of job market opportunities post COVID-19. We anticipate this study and its findings will be released at the end of Q1 2021. In addition, we have sourced data from groups such as the Government of Canada, the Information Communication Technology Council, CompTIA and Professional Certification bodies (ISACA).

From an anecdotal perspective, we can confirm that the need for qualified people to work in Canada's tech sector has never been higher. According to CompTIA, in Q4 of 2020 in Canada, there were approximately 54,000 Tech Job openings. Some studies, specifically from the ICTC,

have projected that in the next 18-24 months, there will be approximately 182,000 unfilled job opportunities in Canada's tech sector. Searches on the website Indeed.ca will reveal that job postings requiring the certifications or skills learned in the Coding for Veterans curriculum are at an all-time high.





# Program Outlook 2021



We see significant opportunities ahead for the C4V program in 2021, projecting that the number of enrolled students will double year over year. On the jobs front, employers are continually reaching out to us to formalize job placement agreements. This is expected to continue throughout 2021.

## Goals for 2021

1. In Q3 2021, 75% of the Coding for Veterans curriculum will be available in English and French
2. Increase our outreach to frontline VAC approved career counsellors supporting transitioning members
3. Expand the Career Caravan Roadshow outside of Ontario
4. Host targeted online events directed towards military veterans and corporations
5. A return to some form of in-person/indoor events in late Q4 2021

As an organization, we were able to pivot our outreach strategy in 2020 due to COVID-19 and, as a result, developed strong local connections with military veterans. This has allowed us to emerge from the pandemic as a stronger organization.





# FROM DEPLOYMENT TO EMPLOYMENT

**"It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do." - Steve Jobs**





## - CODING FOR VETERANS -

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