



ON INFORMATION TECHNOLOGY
SUR LES TECHNOLOGIES DE L'INFORMATION



What's in it for Industry?

Focus on Information Technology (FIT) is a program designed to engage high school students in more extensive learning about incorporating business skills and information and communications technology. The FIT program is a joint venture between the Information and Communications Technology Council (ICTC), Canadian educators, and industries using ICT workers within a community. Here's why you should contribute to the FIT program:

Today's Students are your Future Workforce

These are the students in your community - those who have the highest probability of returning to the ICT industry after post-secondary education, becoming your future workforce.

University is too late

There are not enough ICT workers in Canada and the number of university and college graduates in ICT is declining every year. Students make decisions about their majors while still in high-school; that is the time to ignite their enthusiasm for a career in ICT.

Opportunity to promote ICT Careers

Technology and business teachers need help understanding the breadth of ICT careers and the skills that are essential to your business and their student's future. Only industry can provide these insights that can help foster change in our education system.

For more information contact us:

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Exposure for your Company or Brand

The FIT program offers companies and brands the opportunity to gain access to a unique market - students and their parents. FIT connects businesses to our FIT community through co-branding exposure that can be seen on our FIT materials, resources, online campaigns, and events.

Network with local officials and other business

A joint endeavor of this nature is the best way to network with other employers and local officials. Gain insight and network as a FIT-Industry partner.

Become Socially Responsible with a ROI (return on investment)

Become a great corporate citizen and lend your time to an organization who will showcase your hard work within your community. Gain a PR advantage through your commitment to youth initiatives.

Your Voice in Education

Become part of the conversation surrounding youth and education; with a FIT partnership you gain a voice in shaping the future.