



The FIT Advantage for your Teenager

Integrating ICT into your child's future

What is Focus on IT?

The Focus on IT (FIT) program is designed to help secondary school students understand the importance of building digital, information and communication technology (ICT) skills for business, education and community. The program is part of ICTC's youth and education initiative that focuses on providing tools to explore career possibilities in Canada's digital economy.

Why is ICT important?

Information and communications technologies (ICT) are widely being adopted across every industry in Canada. From healthcare to energy, from manufacturing to agriculture, our need for a highly skilled ICT and digital workforce is increasing, and our education system is critical to filling this need.

The FIT program is developed in response to this demand and focuses student learning on skills that are considered valuable in tomorrow's economy: *ICT and digital skills*.

What FIT offers

FIT offers students an opportunity to be a part of a greater learning environment, one that facilitates the learning of information and communication technologies.

Students are taught to apply these technologies, to analyze information and data structures, collaborate with classmates, make informed decisions, gain awareness and flexibility in new situations—all while developing their creativity and innovation.

FIT also encourages students to continue their digital learning through their post-secondary opportunities. Regardless of what education program your teen chooses, integrating digital and ICT skills is critical to opening doors into their future careers.

With funding from



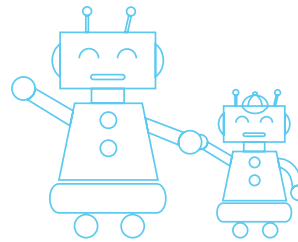
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The Role of Parents

There is ample research to suggest that young adults are more likely to succeed if their families play an active role in their education.

The FIT program encourages parents to engage with their teens and learn about their interests, current education and potential career aspirations.



Tackling the Two Myths

Peers and ICT

Students can be misinformed by their peers about ICT and digital careers. They may think technology jobs are nerdy or that an ICT career path is boring.

Young people are often unaware that some of the most creative and exciting jobs out there are actually in ICT. Graphic/UX designers, app developers, information security analysts, software engineers, data scientists, etc. are all jobs within the ICT sector (*and ones that pay well, too*).

Parents and ICT

As a parent, you may have questions about your teen pursuing a digital career and its sustainability. However, technology is converging with every sector of the economy. Artificial intelligence, AR/VR, cybersecurity, big data, cloud computing, advanced manufacturing, and more have become vital across all sectors to support innovation and growth.

Careful research using statistics and longitudinal studies by ICTC has shown that there are more opportunities in the ICT sector and digital economy than can be met by today's graduates.

Simply put, we do not have enough students selecting ICT/digital as a career choice, or building digital/ICT skills to meet Canada's current and future needs; forecasting by ICTC suggests we will need even more qualified applicants in the near future.

Parents and peers are the two main influencers for young people. You can help your teen today by encouraging them to participate in ICT and the FIT program. By doing so, you will empower your teen with the skills and knowledge they will need for their future careers and personal success.

Become a FIT Advocate

What to get your child's school involved? Help spread the word! Share FIT material and information about the FIT program with educators, students and parents. Contact us at digitalyouth@ictc-ctic.ca.