



Talent
MATCH

Free and Low-Cost Training Resources

For Students in the MATCH Sectors
(Museums, Arts, Tourism, Culture, and Hospitality)

Are you a student interested in working in MATCH (museums, arts, tourism, culture, and hospitality) and looking to upgrade or expand on skills to build your resume? There are a variety of low and no-cost education and training resources that are available to help support your professional development.

Talent MATCH is brought to you by:



Talent MATCH Partners

BC Museums Association (BCMA)

The [BCMA](#) offers a [student membership](#) for \$33. This entitles you to:

- 50% discount on online courses through [school.museum.bc.ca](#)
- Special rates for events, professional development, and conferences
- Full access to BCMA webinar and recording archives
- Join the mentorship program to learn from experts in this field

BC Alliance for Arts + Culture

[The Alliance](#) offers a bi-annual series of [workshops](#) held in the fall and spring on a variety of topics ranging from *Justice, Diversity, Equity, and Inclusion in the Arts* to *Tax Relief for Creatives*.

- Prices range from \$30 (for members) to \$45 (for non-members)
- Discounts are available to those for whom cost is a barrier. Contact susanna@allianceforarts.com for further information.

go2HR

BC's tourism and hospitality human resources association, [go2HR](#), steadily continues to build out its [training offerings](#). These currently include:

Complimentary courses

- [Foundations of Workplace Safety](#)
- [BSAFE](#)
- [Dealing with Difficult Customers \(CCOHS\)](#)
- [Stress at the Workplace \(CCOHS\)](#)
- [Hazard Identification and Investigation \(CCOHS\)](#)
- [Violence in the Workplace: Establish a Prevention Program \(CCOHS\)](#)
- [CARE certificate \(CMHA\)](#)

Fee-based courses:

- [SuperHost "Foundations of Service Quality"](#)
- [SuperHost "Service For All" – Foundations of Inclusive Service](#)
- [FOODSAFE Level 1 – by distance education](#)

TECHNATION Training

Canada's leading [technology industry association](#) prioritizes future workforce development as a major area of focus. They have developed a suite of free, online, [student-ready courses](#). Students can register and work through courses at their own pace and receive certificates upon completion.

Available Trainings:

- [Business Writing](#)
- [Communication Styles](#)
- [Presentation Skills](#)
- [Introduction to Time Management](#)
- [Introduction to Microsoft Excel](#)
- [Building Resiliency and Positive Team Connections](#)
- [Introduction to Project Management](#)
- [Creativity and Teamwork](#)
- [Introduction to Search Engine Optimization](#)

HubSpot Academy

The [HubSpot Academy](#) offers free online training modules for upgrading technical, marketing, sales, and customer service skills. Hubspot grants globally recognized certification upon course completion.

Micro-credentials

Micro-credentials, as defined by the [BC Ministry of Advanced Skills and Education Training Micro-credential Framework](#), are “stand-alone, short duration learning experiences that are competency-based, align with industry, employer, community, and/or Indigenous community needs, and can be assessed and recognized for employment or learning purposes.”

Since 2021, the Ministry has been expanding funding to micro-credential programs, adding options at a number of public universities and colleges, including Royal Roads, University of British Columbia, Simon Fraser University, Thompson Rivers University, and Vancouver Community College.

Micro-credential programs that may be of particular interest to students in the MATCH sector include:

- [Digital Planning for the Cultural Sector](#)
- [Unity® in Interactive Storytelling for Creative Technology](#)
- [Workplace Communication Skills](#)
- [Communication for Team-Based Collaboration](#)

Massive Open Online Courses (MOOCs)

MOOCs are online courses that give free access to participants. Several web-based platforms supported by universities and colleges offer MOOCs in a variety of subjects. The courses are structured similarly to university courses, but most don't offer academic credit. Many MOOCs, however, will grant a course completion certificate for a small fee. [Class Central](#) collects and lists available course offerings through MOOCs.

Many MOOC platforms provide MATCH-relevant training, including:

[Google Certification](#)

- Digital marketing and E-commerce
- Data Analytics
- Project Management

[LinkedIn Learning](#)

- Free first month
- A variety of professional development options

