



WORK NW ALBERTA

GRANDE PRAIRIE-GREENVIEW CORRIDOR

EDUCATIONAL SERVICES SECTOR PROFILE



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WORK NW ALBERTA

GRANDE PRAIRIE-GREENVIEW CORRIDOR

Work Northwest Alberta - representing the Grande Prairie Greenview corridor - is poised for unprecedented growth and opportunity. By 2031 our region will need over 4,000+ skilled employees across key sectors such as Energy, Healthcare, Agriculture, Education, Logistics, and Transportation (Lightcast Analyst) to support and expand our thriving economy. Recognized as a northern economic powerhouse, our area serves a trade market of 300,000 and plays a vital role in contributing to both national and international markets.

The sector profile project was led by Work NW Alberta, a collaborative effort between the City of Grande Prairie, County of Grande Prairie, Municipal District of Greenview, Grande Prairie & District Chamber of Commerce, and Northwestern Polytechnic.

We would like to thank everyone who contributed their feedback, ideas and expertise to the study.

Please note that every effort has been made to use the most current data available. The following sources of information are used in this profile:

- Manifold Data Mining Inc. 2023/2024
- Lightcast Analyst, Datarun 2024.3
- IBIS World 2024 Industry Profiles



County of
Grande Prairie No. 1
Alberta, Canada



Municipal District of
GREENVIEW

NORTHWESTERN
POLYTECHNIC 

Chamber of
Commerce 
GRANDE PRAIRIE & DISTRICT

INTRODUCTION

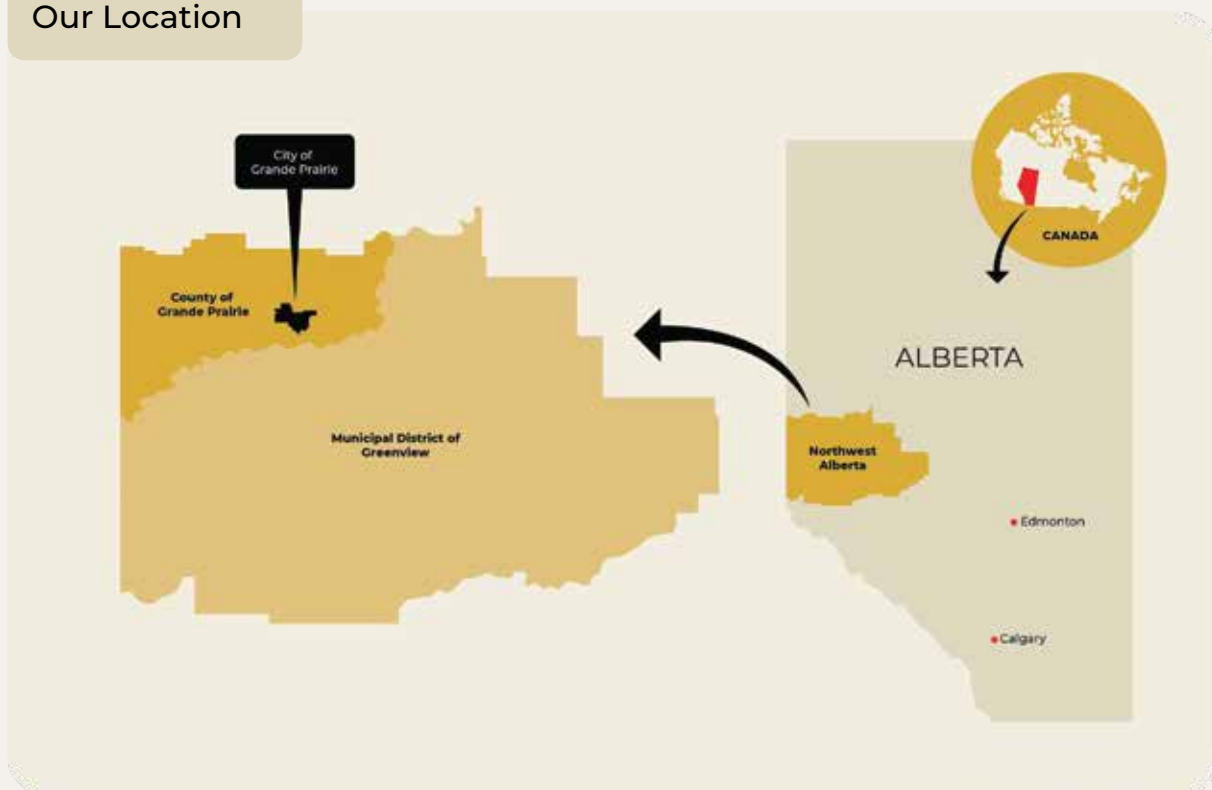
This profile offers comprehensive information about educational services in the Northwest Alberta Region. It serves as a valuable resource, providing detailed data on business size, sector outlook, and cluster assets within the region.

This sector profile focuses on the Region consisting of the City of Grande Prairie, County of Grande Prairie, Municipal District (MD) of Greenview, Town of Beaverlodge, Town of Sexsmith, Town of Wembley, Town of Fox Creek, Town of Valleyview, Greenview Co-ops and Enterprises, Sturgeon Lake Cree Nation, and Horse Lake First Nation. Any references to "Region" within this document refer to these communities.

The Region spans nearly 40,000 square kilometres and acts as a gateway and resource hub for northwestern Alberta and parts of Northeastern B.C.. Its largest centre, the City of Grande Prairie, is located approximately 450 kilometres northwest of Edmonton. With a strong postsecondary institution, new hospital, skilled labour force, and significant business supports, opportunities abound within the Region.

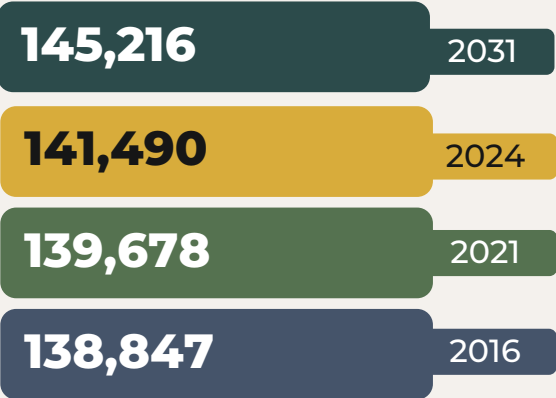
The educational services sector employed 3,339 individuals in 2024 across 106 businesses in the Region. The majority of the Region's businesses within this sector are small enterprises as 59% of businesses with employees employ fewer than ten individuals. Employment is expected to increase by 137 jobs or 4% by 2031.

Our Location



REGIONAL DEMOGRAPHIC BREAKDOWN

POPULATION OF REGION, 2024



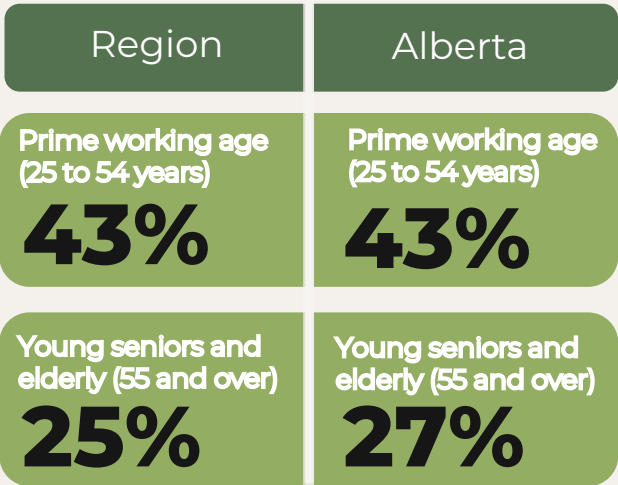
Source: Lightcast Analyst, Datarun 2024.3

Approximately 60% of the Region's population resides in the City of Grande Prairie.

The Region's population accounted for 80% of the total population in Census Division 18 and Census Division 19. The population in both Census Divisions is projected to increase 2% by 2031.

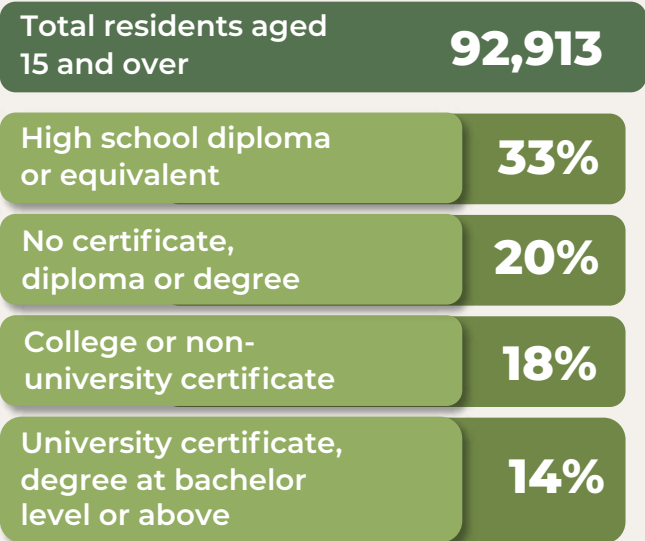


AGE OF POPULATION, 2024



Source: Lightcast Analyst, Datarun 2024.3

HIGHEST EDUCATIONAL ATTAINMENT FOR REGION RESIDENTS, AGED 15 AND OVER, 2024



Source: Manifold Data Mining, 2024

60%

of the Region's working
age population is within
the City of Grande Prairie

LABOUR FORCE STATUS FOR REGION RESIDENTS ,
2024

Labour Force Status	Region
Total population, residents aged 15 and over	92,913
In the labour force	68,406
Employed	63,970
Unemployed	4,436
Not in the labour force	24,507

Source: Manifold Data Mining, 2024

TOP 5 FIELDS OF STUDY FOR REGION
RESIDENTS, AGED 15 AND OVER, 2024

13,666

Architecture, Engineering,
and Related Technologies



8,233

Business, Management,
and Public Administration



6,852

Health and Related Fields



3,264

Education



3,170

Personal, Protective and
Transportation Services



Source: Manifold Data Mining, 2024

AVERAGE LABOUR FORCE PARTICIPATION RATES, 2024

PARTICIPATION RATE

74%

EMPLOYMENT RATE

69%

UNEMPLOYMENT RATE

6%

Source: Manifold Data Mining, 2024

ABOUT THE SECTOR

The educational services sector has been recognized as a key industry in the Region. This sector includes a range of subsectors, such as primary and secondary schools, post-secondary institutions, technical and trade schools, as well as other instructional and educational support services.

This sector is relevant for the Region as it supports workforce development, stimulates local economic growth, and strengthen community connections.

REGION SPECIFIC

The educational services sector has a lower concentration of jobs in the Region compared to the rest of Alberta. However, the sector is growing at the same rate as overall regional employment (4%), which may be attributed to population growth in the region.

The region is home to 106 educational services businesses, representing 1% of all local enterprises. Of these, 65 are sole proprietorships without employees, while 41 have at least one employee.

The most prevalent subsectors are other educational instruction (74 businesses), elementary and secondary schools (9 businesses), and technical and trades schools (8 businesses).

The majority of the Region's businesses within this sector with known employment totals are small enterprises, with 59% reporting employing 1 to 9 people.

EDUCATIONAL SERVICES BUSINESSES, JUNE 2024

Industries	Businesses
Elementary and secondary education (K-12)	9
Technical and trade schools	8
Business schools and computer and management training	7
Educational support services	7
Post-Secondary Institutions	1
Other schools and instruction (e.g, fine arts, sports, languages, other non-academic areas)	74
TOTAL	106

Source: Lightcast Analyst, Datarun 2024.3 – Based on the Canadian Business Counts

REGION SPECIFIC (Cont.)

In 2024, educational services businesses in the Region employed approximately 3,339 people, representing an increase of 398 jobs since 2021. By 2031, employment in this sector is projected to grow by an additional 137 jobs, reaching a total of 3,476 positions. Overall, the sector is projected to grow by 4%. However, specific subsectors, such as technical and trade schools, as well as other schools and instructional programs, are expected to see higher growth rates of 16% each.

EDUCATIONAL SERVICES EMPLOYED AND SELF-EMPLOYED POSITIONS, 2021, 2024 AND 2031

Subsector	2021 Positions	2024 Positions	2031 Positions	Change 24'-31'	% Change
Elementary and secondary education (K-12)	2,376	2,587	2,655	68	3%
Post-Secondary Institutions	251	264	254	-10	-4
Business schools and computer and management training	<10	0	0	0	0%
Technical and trade schools	112	132	153	21	16%
Other schools and instruction	202	356	414	58	16%
Educational support services	0	0	0	0	0%
TOTAL	2,942	3,339	3,476	137	4%





While many positions in this sector are directly related to the delivery of educational services, other noteworthy occupations include janitors, caretakers, and heavy-duty cleaners. The table below highlights the top occupations by National Occupational Classification (NOC) in the region, based on total staffing patterns for the sector. The associated wages are provided for each occupation and aren't tied to the specific sector where individuals are employed.

Elementary school and kindergarten teachers, along with elementary and secondary school teacher assistants, represent the largest groups of employees within the sector. Among all roles in educational services in the region, school principals and administrators have the highest average wages.

EDUCATIONAL SERVICES AVERAGE WAGES FOR TOP OCCUPATIONS (REGARDLESS OF SECTOR OF WORK) PER OCCUPATION, 2023

Occupations	Average Wages
School principals and administrators of elementary and secondary education (NOC 40021)	\$126,000*
Secondary school teachers (NOC 41220)	\$93,905
Elementary school and kindergarten teachers (NOC 41221)	\$78,874
College and other vocational instructors (NOC 41210)	\$78,077
Educational counsellors (NOC 41320)	\$65,889
Janitors, caretakers and heavy-duty cleaners (NOC 65312)	\$54,936
Administrative assistants (NOC 13110)	\$49,650
Elementary and secondary school teacher assistants (NOC 43100)	\$47,029
Program leaders and instructors in recreation, sport and fitness (NOC 54100)	\$46,506

Source: Lightcast Analyst, Datarun 2024.3 | *Average wage for schools admin. based on regional school districts pay scales

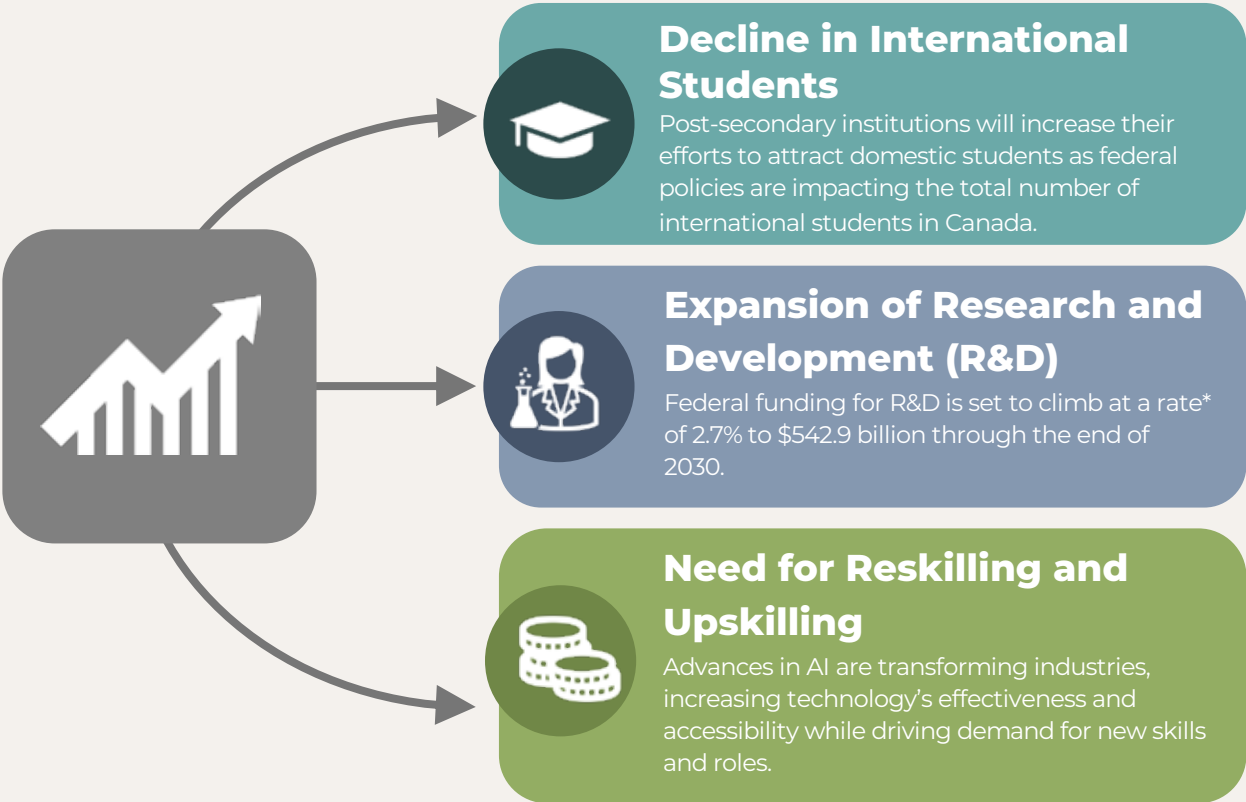
SECTOR DATA

FUTURE OUTLOOK OF THE SECTOR

Over the past five years, Canadian post-secondary institutions have shifted from relying primarily on provincial funding to increasingly depending on tuition fees, especially from international students. However, recent federal caps on international study permits and tuition freezes have limited revenue growth. While government funding is expected to rise and provide more flexibility, p will likely continue raising tuition at a slower pace to attract students, with overall revenue projected to grow modestly through 2030.

KEY DRIVERS OF DEMAND

Factors determining national demand for the educational services sector can be broken into three categories.

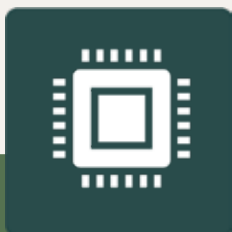


Source: IBISWorld, 2025 | 61131ACA - Colleges & Universities in Canada | The Conference Board of Canada in partnership with Future Skills Canada, Artificial Intelligence Talent in Canada, October 2024

*Compound annual growth rate (CAGR)

KEY SUPPLIERS TO THE EDUCATIONAL SERVICE SECTOR

Educational organizations purchase software and learning materials.



**Computer
Manufacturing and
Computer and Packaged
Software Wholesaling**



**Book Publishing and
Laboratory Supply
Wholesaling**

Source: IBISWorld, 2025 | 61131ACA - Colleges & Universities in Canada

KEY BUYERS TO THE EDUCATIONAL SERVICE SECTOR

Students receive services from educational institutions such as schooling, training, courses, diplomas, and language instruction, among others.



**Educational Services and
Students**

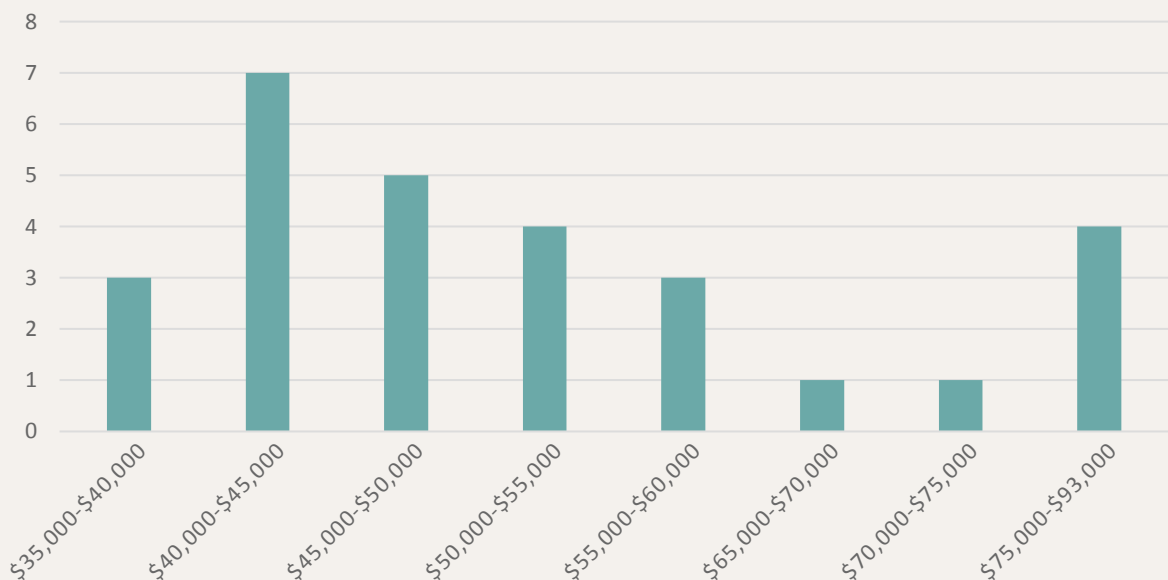
Source: IBISWorld, 2025 | 61131ACA - Colleges & Universities in Canada

JOB POSTING DATA

Between January and December 2024, there were 269 unique job postings in the educational services sector within the Region. Of these postings, 28 included advertised salaries, with a median listed salary of \$48,400, lower than in Alberta at \$61,100. Notably, 14% of these positions offered salaries above \$75,000.

The subsectors with the highest number of job postings were community colleges; and elementary and secondary schools, and professional schools.

JOB POSTINGS BY SALARY, JANUARY – DECEMBER 2024, REGION



Source: Lightcast Analyst, Datarun 2024.3

TOP OCCUPATIONS BY NUMBER OF JOB POSTINGS, JANUARY – DECEMBER 2024



25

Secondary school teachers



14

Elementary and secondary school teacher assistants



12

Elementary school and kindergarten teachers

Source: Lightcast Analyst, Datarun 2024.3

COMMUNITY ASSETS SUPPORTING THE SECTOR/CLUSTER

The Region is served by a variety of elementary and secondary schools, including those within several public school divisions, First Nations schools, and private institutions. Among the school divisions operating in the Region are:

- **Conseil Scolaire du North-Ouest (CSNO):** The CSNO (NorthWest Francophone Education Region) offers preschool to Grade 12 students a high-quality French language education.
- **Grande Prairie and District Catholic Schools (GPDCS):** The GPDCS serves 5,600 students in 13 schools across the City and County of Grande Prairie in addition to Beaverlodge and Sexsmith. www.gpcsd.ca
- **Grande Prairie Public School Division (GPPSD):** Today, the GPPSD provides public education to over 8,800 students in 18 schools, ranging from Preschool and Kindergarten up to Grade 12. www.gppsd.ab.ca
- **Grande Yellowhead Public School Division (GYPSD):** The GYPSD covers a large geography that includes Grande Cache in the MD of Greenview. Its jurisdiction includes 17 schools, five Learning Connection centers, approximately 4,600 students. www.gypsd.ca
- **Northern Gateway Public School (NGPS):** The Division operates 16 schools, four colony schools and four alternative outreach programs, serving close to 5,000 students. It serves two communities in the MD of Greenview, including Fox Creek and Valleyview. www.ngps.ca
- **Peace Wapiti Public Schools Division (PWPSD):** The PWPSD serves over 6,100 Kindergarten to Grade 12 students in 34 schools, including nine Hutterite colony schools, two outreach schools, an online school, and educational programming at a group home facility. In the region, the Division serves the City of Grande Prairie, the County of Grande Prairie, the MD of Greenview, Wembley, Beaverlodge and Sexsmith www.pwpsd.ca

For information on other Community and Training Assets, please contact the project partners.

TRAINING ASSETS AND INSTITUTIONS THAT SUPPORT THE EDUCATION SECTOR

TRAINING ASSETS IN THE REGION

NORTHWESTERN POLYTECHNIC



NWP has a comprehensive catalogue of degrees, diplomas or certificate programs. Students can cultivate skills and knowledge towards a career in several areas including agriculture and veterinary medicine; art and design; business; education; health science; humanities and social sciences; science and technology; and skilled trades.

nwpolytech.ca



Photo Courtesy of Northwestern Polytechnic



Agriculture &
Veterinary
Medicine



Art & Design



Business



Education



Health Science



Humanities &
Social Sciences



Science &
Technology



Skilled Trades

TRAINING ASSETS SPECIFIC TO REGION

CAREERS: The Next Generation is an industry led non-profit organization that brings together industry, schools, governments, and communities to guide youth into successful career paths. Youth get the opportunity to test drive in-demand occupations in skilled trades, forestry, information and communications technology, agriculture and healthcare. Companies benefit by attracting local talent and bringing youthful energy to their industry. careersnextgen.ca

Northern Lakes College (NLC) provides a supported distance learning environment with two locations in the Region. NLC offers Business and Administrative Studies, Continuing Education, and Corporate Training programs, including Asset Management Professional and Maintenance Management Professional certificates. northernlakescollege.ca

The Rupertsland Institute supports the well-being of Métis in Alberta through job matching, training partnerships with NWP, access to technology and internet, online counselling tools, information on local services, employers and careers, and self-employment workshops. rupertsland.org

Montney Riverstone Tribal Council is the service provider for the **Indigenous Skills Employment and Training (ISET) Program** in the Montney Riverstone Tribal Council area. ISET is designed to help members improve their skills and find employment through training and skills development. The program helps the community members find employment and polish employment skills. Funded through Service Canada, it gives members the skills required to find employment and fill job gaps. montneyriverstone.ca

TRAINING ASSETS SPECIFIC TO REGION (CONT.)

Peace River Bible Institute: An interdenominational school that teaches the fundamentals of evangelical Christianity. Recognized by the Province of Alberta as a degree-granting institution, the school aims to provide an environment where students can explore and strengthen their personal beliefs and convictions.

www.prbi.edu

Grande Prairie Council for Lifelong Learning: The Council is one of 80 Community Adult Learning Program (CALP) organizations in Alberta. These organizations offer part-time, non-formal, and non-credit adult education to people in specific areas, especially those facing financial or other barriers. They provide adults with opportunities for lifelong learning through programs and leadership that respond to community needs. www.gpccl.com

Adventure Aviation: Among many other services, the organization offers a recognized flight training programs for all levels. Adventure Aviation provide students with expert instructors, state-of-the-art facilities, and a fleet of well-maintained aircraft, ensuring a well supportive environment for students.

www.adventureaviation.ca

Kumon: Part of the global Kumon network of after-school educational program that focuses on developing math and reading skills in children. Kumon centres are popular among parents seeking to supplement their children's school education and improve academic performance. Kumon.com/grande-prairie

Sports and Fine Arts Education and Training: The region is home to several sports and arts training institutions, including Human Movement Solutions, Fierce Dance Productions, White Crane Kung Fu, the Komodo Academy, Diverse Dance, Alberta Jiu-Jitsu Assn, Heiho Dojo and the Grande Prairie Martial Arts Clubhouse among others.

For information on Community and Training Assets, please contact the project partners.

Data Disclaimer

- The data has been rounded to the sum of all subcategories to minimize discrepancies caused by margin of error.
- The information presented in this report may not precisely match the data collected or developed by each individual community.
- To maintain privacy due to small population samples, data for some communities have been suppressed by Statistics Canada and economic modeling tools. These instances are represented with "<10".
- Occupational wages and median advertised salaries for the sector are two distinct values. Occupational wages reflect the average wage by occupation based on the latest available data (2023). In contrast, the median advertised salary represents the median value in job postings in the sector, of those that included compensation data, for the period between January and December 2024.
- Statistics Canada's Canadian Business Counts Data (June 2024) was used to determine the total number of registered businesses in the region by industry and size. These data are collected by the Canada Revenue Agency (CRA) and includes all businesses that meet at least one of the following criteria:
 - Have an employee workforce for which they submit payroll remittances to CRA, or
 - Have a minimum of \$30,000 in annual sales revenue, or
 - Are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.
- Job postings and job growth should not be directly compared, as they reflect different factors. A high number of job postings may indicate high employee turnover, while job growth measures the net increase in employment (net job gain).

WORK NW ALBERTA

GRANDE PRAIRIE-GREENVIEW CORRIDOR

**MAKE A GREAT LIVING.
LIVE A GREAT LIFE.**

**CONNECT WITH US TO HELP
IDENTIFY, RECRUIT AND GROW
YOUR TALENT POOL.**



info@worknwalberta.ca



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EDUCATIONAL SERVICES SECTOR PROFILE

WORK NW ALBERTA



Northwest Alberta (2024 Profile Summary)

Overview: The education sector plays a foundational role in workforce development across the Grande Prairie–Greenview region. With a mix of K–12 school divisions, post-secondary institutions, specialty training providers, and community learning organizations, the sector supports population growth, talent attraction, and long-term economic resiliency.

KEY FACTS



Sector Employment (2024):
3,339 individuals



Projected Employment (2031):
3,476 (▲4% or +137 jobs)



Total Businesses:
106 (59% have fewer than 9 employees)

ECONOMIC HIGHLIGHTS

- Sector growth aligns with regional population increases, contributing to steady demand for educators and support staff.
- Technical & trade schools and specialty instruction programs show the fastest growth (16% projected).
- 269 job postings appeared in 2024, with a median advertised salary of \$48,400; 14% posted salaries above \$75,000.

WAGES (2023 AVERAGES)

\$126,000

School Principals & Administrators



\$93,905

Secondary School Teachers



\$78,874

Elementary & Kindergarten Teachers



\$78,077

College Instructors



MAJOR SUB-SECTORS:



Elementary & Secondary Schools (K–12)



Post-secondary education (Northwestern Polytechnic)



Technical & Trade Schools

CHALLENGES & OPPORTUNITIES

Educator shortages and competition from higher-paying sectors challenge recruitment

Constraints on international enrolment create pressure for institutions but open opportunities to grow.

Rapid technological growth is driving demand for trades, technical training, and re-skilling programs aligned to industry needs.

COMMUNITY & TRAINING ASSETS



Institutions:

Northwestern Polytechnic, Northern Lakes College



K-12 School Divisions:

Multiple public, Catholic, Francophone, and Indigenous school authorities.



Support Networks:

Rupertsland Institute
Montney Riverstone Tribal Council

SPECIAL FEATURE

Northwest Alberta's education ecosystem is uniquely positioned to support the region's forecasted need for 4,000+ skilled workers by 2031.

Scan for an Audio Overview!

