



Shaping Atlantic Canada's tech workforce of tomorrow

Through its Skills for Hire Atlantic (SFHA) program, Digital Nova Scotia partnered with Pluralsight to deliver hands-on, certification-aligned training to over 1,800 learners—most from underrepresented backgrounds. The program is developing job-ready talent to meet the region's growing cybersecurity, data analytics, and cloud demands.



The challenge

Bridging the digital divide for underrepresented learners

Atlantic Canada's economy is accelerating toward a digital future, but many residents—especially newcomers, career changers, and those underemployed—have historically had limited access to affordable, accessible entry points into tech careers. With rising demand for cloud, cybersecurity, and data roles across the region, Digital Nova Scotia launched Skills for Hire Atlantic (SFHA), in partnership with Bluedrop ISM, to help close this gap. The program required a scalable, effective, and learner-centered solution to deliver job-ready skills and maintain engagement across a fully virtual, 16-week model.

Who they are

Digital Nova Scotia is dedicated to growing the province's digital economy

Founded in 1989, this not-for-profit organization leads the SFHA program, delivering tech training to residents across Atlantic Canada. In partnership with Bluedrop ISM and funded by the Government of Canada, the program has supported thousands of learners across six cohorts. Its focus on accessibility, career readiness, and industry certification helps promote inclusive workforce development across the region.

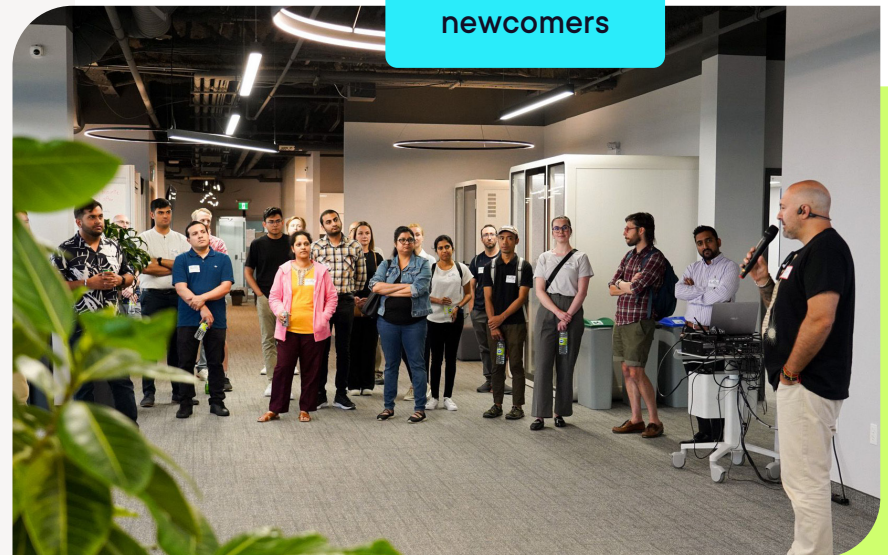
55,000 hours

of Pluralsight
content consumed

46%
women

1,930 learners

52%
newcomers





The solution

Scalable, hands-on learning aligned to certifications

Pluralsight became the foundational learning engine of SFHA, supporting learners across two key streams: cybersecurity and data analytics. Each participant receives access to curated Pluralsight learning paths aligned to certifications such as AWS Cloud Foundations, ISC2 CC, and Tableau Desktop Specialist. These asynchronous learning experiences are paired with 840 hours of live sessions, hands-on demos, mentorship, and teaching assistant guidance.

Pluralsight's role extends beyond content delivery, with the team collaborating closely with Digital Nova Scotia to:

- Develop customized learning channels for each cohort
- Provide onboarding and offboarding support for hundreds of learners
- Track progress using Skill IQ and LMS-integrated analytics
- Eliminate the need to build internal curriculum from scratch
- Offer pathways for advanced learners to explore deeper technical topics

Integration with Disco LMS allowed Digital Nova Scotia to streamline learner communication and boost retention. Even though the program is tuition-free, SFHA saw high levels of engagement and satisfaction by leveraging real-time interaction, social learning, and accessible support.

“

Pluralsight gave us the scalable curriculum and flexibility when we needed it most. With their support, we can update content, troubleshoot onboarding, and personalize learning, all while staying under budget.”

Amin Zribi
Project Manager, Skills for Hire Atlantic

Key benefits of Pluralsight for Digital Nova Scotia

Inclusive upskilling

52% of learners are newcomers. 87% say they improved their technical skills.

Job-ready talent

More than 600 graduates have secured jobs or continued in tech-related education.

High retention

Up to 70% cohort retention—even in a zero-cost program.

Industry alignment

900+ certifications have been issued in AWS, Tableau, ISC2, and other critical technologies.

Curriculum simplified

Pluralsight eliminated the need to build a curriculum from scratch—saving time and resources.

Scalable engagement

55,000+ hours of self-paced learning paired with 840 hours of live instruction.



What's next

A program prepared for the digital revolution

Now in its sixth cohort, SFHA continues to grow and evolve. With more than 450 learners currently enrolled, the program remains focused on cybersecurity and data analytics while exploring new ways to deepen career services and strengthen job pipelines. Digital Nova Scotia is actively engaging with employers across the region, encouraging them to connect with graduates who are ready to contribute and grow into mid-level roles.

By offering rigorous, hands-on, and certification-aligned learning through Pluralsight, Digital Nova Scotia is building the workforce Atlantic Canada needs to compete and thrive in a technology-driven economy.

“

Atlantic Canada is ready for the digital revolution. We have certified, motivated learners prepared to step into tech. And with Pluralsight, they're already doing it.”

Amin Zribi

Project Manager, Skills for Hire Atlantic

“Pluralsight has been a key part of my learning journey, helping me deepen my understanding and explore new topics. It’s hands-on, clearly explained, and well-structured content makes it an excellent companion for ongoing growth. I especially appreciate how accessible the materials are, even when covering unfamiliar topics.”



Violeta G.
SFHA participant

“Even after completing the program, Pluralsight remains my core learning platform. I use it weekly to deepen my skills in Tableau, Python, SQL, and especially to prepare for my AWS certification. It’s one of the most comprehensive and accessible learning tools I’ve used, and I recommend it constantly to peers who want to grow seriously in tech.”



Jean-Paul R.
SFHA participant

“I keep coming back to [Pluralsight] because of the quality of courses, expert instructors, and a wide range of topics. The hands-on labs, real-world simulations, and learning paths make it really useful for continuous growth.”



Suman B.
SFHA participant

Learn tech faster. Build skills smarter.

Millions of tech pros worldwide trust Pluralsight to upskill. With expert-led courses and hands-on labs, individuals advance their careers while organizations strengthen teams and improve business outcomes.

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