



SKILLEDTRADES
A CAREER YOU CAN BUILD ON.

**Employer
Recognition
Program**

Implementation Guide
2006



TABLE OF CONTENTS

1. Introduction	2
2. Award Items	2
3. Award Categories	3
4. Nomination Process	3
5. Selection Criteria	4
6. Award Selection Process	4
7. Award Presentation	5
8. Award Promotion	5
9. Templates	
Template A - Logo	7
Template B - Certificate	8
Template C - Award Nomination “Hints”	9
Template D - Nomination Form	10
Template E - Rating Guide	11
Template F - Award Winner Notification Letter	12
Template G - Award Backgrounder	13
Template H - Press Release: Finalists	14
Template I - Press Release: Winners	15

Acknowledgements

Our thanks to the Campaign Steering Committee and the Board of Directors of the Canadian Apprenticeship Forum - Forum canadien sur l'apprentissage (CAF-FCA) and to the Board of Directors of Skills/Compétences Canada (S/CC) for their efforts in spearheading this initiative.

We would also like to thank APCO Worldwide for its assistance in developing this document.

For further inquiries, please contact:
Beverlie Cook
Project Manager
Skilled Trades Promotion Project
Tel: (613) 235-4004 ext: 207
Fax: (613) 235-7117
Email: bev_cook@careersintrades.ca



This project is funded by the Government of Canada's Sector Council Program.
The opinions and interpretations in this publication do not necessarily reflect those of the Government of Canada.

1. Introduction

The "Skilled Trades: A Career You Can Build On" campaign is pleased to present this *Employer Recognition Program Implementation Guide* which includes a number of ideas and suggestions to help you get started with an employer recognition program in your own region. This guide and the accompanying templates are simply examples and suggestions. We encourage you to use them as you see fit and to personalize or revise them in a way that best reflects the needs of your organization. The proposed templates have been included in the appendix of this document, as well as in electronic files on the disk that is enclosed within this program's package.

This document provides you with some ideas and templates for the following categories:

- Award Items
- Award Categories
- Nomination Process
- Selection Criteria
- Award Selection Process
- Award Presentations
- Award Promotion

These categories are explained in more detail below.

2. Award Items

The award items you settle on should be prestigious enough to appropriately honour those employers who provide the opportunity for youth to achieve the quality training they require to become a journey person. Keeping this in mind, we have developed an eye-catching logo and certificate that you are welcome to use to fit the needs of your own recognition program.

a. Award Logo: (See Template A and the enclosed CD-ROM). We have provided a logo design that you can use as part of your recognition program. The logo will act as a brand for your program which you may consider integrating in the following way:

- The logo can be used to identify the program within all communication material that your organization uses to promote the recognition program. It can be included within newsletters, letterhead, advertisements, etc. to consistently brand the recognition program as well as raise awareness within the community and partners about the outstanding employers who are making a difference within your community.
- The logo can be included on various promotional items that you may want to develop as part of your recognition program. For example, it can be a logo for ball caps, pens, magnets, stickers, banners, etc. It could also be developed into an electromagnetic decal that can be placed on a company truck, office window or door. Your budget is the limit!
- The logo can be made available to winners to include on their own internal and external communication materials, such as letterhead, newsletters, invoices, estimate forms, etc. It can also be included in their web site. This logo may act as a "recognition decal/stamp" and will be one more benefit of winning this recognition so the selected recipients can not only proudly display their achievements, but also promote it within their business community. It may be one of their competitive advantages to distinguish themselves among their competitors!
- Select the logo you prefer and simply take the CD-ROM to your graphic designer to utilize in your selected program. You may want to add the "year" of the award in some cases. These electronic files are the file types that will provide excellent quality for your designers to effectively utilize.

b. Award Certificate: (See Template B and the enclosed CD-ROM). There is also an award certificate that you can use to recognize the award recipient. The electronic files are included to ensure that you can customize the year, your logo and the award recipient yourselves. These certificates can be:

- Left unframed, if you prefer to be very informal;
- Laminated for durability; or
- Framed, with matting surrounding the certificate to accent the colours.

3. Award Categories

You may want to consider creating award categories to recognize the differing approaches to apprenticeship training taken by employers. The list of categories is potentially endless. Awards could be presented to employers of differing sizes. For example:

- Micro-business (1-9 employees)
- Small business (10-49 employees)
- Medium business (50-249 employees)
- Large business (over 250 employees)

You may also want to recognize employers who make a special effort to hire individuals who often get left out of the system, such as apprentices who are in their first year of their training programs, or apprentices who belong to equity groups, such as women, Aboriginal people, disabled people and visible minorities.

It may also be worthwhile to recognize the longevity and durability of certain apprenticeship programs. For example, you may want to create a category for employers with training programs that have been in place for 10 years or longer.

4. Nomination Process

In order to be considered for a nomination, all employers should meet a basic set of qualifications. This will add rigour to your nomination process. For example, you could make nominations open only to employers that:

- Currently train apprentices in a certified trade.
- Have an apprenticeship program that is a minimum of 12 months old.

Next, you may want to consider who can make a nomination.

a. Informal Process: Under an informal process, the nominees could be determined informally by individuals within your organization, based on their intimate understanding, knowledge and long-time association with the industry in your region. After all, who knows the industry better than you?

b. Formal Process: Under a more formal process, nominees could be determined formally by members of the general public. If you don't want a completely open-ended process, you could consider accepting nominations only from certain individuals or groups, such as:

- Employers
- Apprentices
- Educators
- Labour groups
- Member of your selection committee
- Skills Canada staff

- Apprenticeship board / authority chair or member
- Director of Apprenticeship or designate
- Human Resources and Skills Development Canada staff

c. Self-Nomination: Finally, you may also want to give some thought to whether employers can nominate themselves. You may also want to provide some “hints” for completing nominations. (See Template C)

Refer to Template D for a simple example of a nomination form that will work for each of the three nomination processes.

5. Selection Criteria

The criteria you settle on should form the basis upon which your selection committee will judge the employers who have been nominated for an award. The criteria should therefore reflect your views of the important contribution employers make to their communities by training workers with apprenticeship programs.

For instance, employers could be judged based on their outstanding commitment to:

- Training young people
- Fostering a training culture in their company
- Providing a diversity of apprenticeship training
- Providing opportunities for equity-seeking groups
- Providing future training and apprenticeship development
- Providing opportunities for long-term employment
- Demonstrating that effective investment in apprenticeships makes good business sense
- Raising the skill levels of Canadian workers
- Improving the productivity and competitiveness of the economy
- Sharing best practices approaches with other employers
- Identifying and promoting examples of effective apprenticeships
- Maximizing opportunities to develop new skills
- Improving access to skills training
- Promoting a culture of life-long learning

6. Award Selection Process

The winners could be selected informally by your organization, based on your understanding and knowledge of the industry in your area.

Alternatively, you may prefer a more formal selection process by striking a jury that includes a cross-section of individuals and community leaders involved in apprenticeship training, such as:

- Employers
- Apprentices
- Educators
- Labour
- Apprenticeship Authority staff
- Skills Canada staff
- Government / Business leaders
- Trade Association staff

Once the list of nominees has been finalized, your selection committee could use a rating guide to evaluate the employers in contention for an award. (See Template E for Rating Guide)

7. Award Presentation

There are potentially several different ways to go about presenting the awards to the winners.

a. Informal: At its simplest, your organization could inform the winners with an official letter. The letter would be part of a package containing the award items. (See Template F for Award Winner Notification Letter)

b. Formal: For a more formal presentation, you may want to invite the winners to an awards ceremony or dinner. This could be organized in partnership with an existing regional trades event, or organized as a standalone event. The presentations should be made on a date that has been made public in advance. Award presenters could be well-respected leaders in the community:

- Mayor
- City Councillor
- Chair of Chamber of Commerce
- Director of Apprenticeship
- Executive Director of Skills Canada, regional office
- Members of Parliament (MP)
- Member of Legislative Assembly (MLA)
- Member of Provincial Parliament (MPP)
- Lieutenant Governor

The important thing to remember during the organization of the presentation is the level of prestige that you would like to attribute to this recognition program. Obviously, the more formal the award presentation is, the more the community and employers will attribute it as a prestigious award.

8. Award Promotion

You may find it useful to create a number of documents, such as backgrounders or media advisories, to promote your award program as well as to generate excitement and interest in it. Some have already been discussed above. Here are some more examples for your consideration:

a. “About the Award” Backgrounder: This backgrounder could include boilerplate information about your award program for public use. It could include information on the categories, criteria, and the nomination and selection process. It could be posted on your website, on newsletters, advertisements, posters, etc. (See Template G for Award Backgrounder)

b. News Releases: During the course of the award program, you may want to give some thought to whether you want to create some “buzz” or publicity to this event. This could be achieved with:

- A press release that launches the program and that invites nominations
- A press release announcing the finalists (See Template H)
- A press release announcing the award winners (See Template I)

c. Selection Committee Bios: Short biographies of the members of the selection committee could be posted on the website to promote the apprenticeship award and generate interest.

d. Profiles of Winners: Profiles of the award winners could be drafted, posted on your website, and included in all media-related materials.

Please Note: During the development and implementation of the Employer Recognition Program, please ensure that you are in compliance with privacy legislation within your jurisdiction.

Template A - Logo



Employer Recognition Program

APPENDICES - Draft Templates



Template B - Certificate



Template C - Award Nomination "Hints"

Hints for completing a nomination:

- Read the Nomination Process carefully to ensure the candidate you have in mind is eligible to receive an award.
- Read the Criteria carefully and make sure you address each one. You may want to use each criterion as a heading in your entry. Back up your statements with practical examples.
- Your entry should be in the form of a brief narrative explaining why the employer you are nominating merits this award. You may want to include details of how the nominee's work has had a broader benefit to society.
- Assume the judges know nothing about the employer you are nominating.
- Make sure you take into consideration the various categories.
- For more information on apprenticeships, visit:

— (PARTNER WEBSITE)

— <http://www.careersintrades.ca>

— <http://www.apprenticetrades.ca>

— <http://www.skillscanada.com>

— <http://www.hrsdc.gc.ca>

Template D - Nomination Form

Employer Recognition Award "Leader in Apprenticeship Training" Nomination Form

Nominator:

First Name(s): _____
 Last Name: _____
 Title: _____
 Organization: _____
 Address 1: _____
 Address 2: _____
 City: _____ Province: _____ Postal Code: _____ - _____
 Telephone: (_____) _____ Fax: (_____) _____
 Email: _____

Please indicate which award(s) the individual or organization is being nominated for:
 {reference the location of the list of awards}

Nominee Information:

First Name(s): _____
 Last Name: _____
 Title: _____
 Organization: _____
 Address 1: _____
 Address 2: _____
 City: _____ Province: _____ Postal Code: _____ - _____
 Telephone: (_____) _____ Fax: (_____) _____
 Email: _____

Type of Business: _____

Number of Years the Employer has Hired Apprentices: _____

1. Please provide a brief narrative explaining why this employer is a deserving candidate for this award. Include specific information detailing how the nominee demonstrates outstanding success in this category.
2. Please provide specific examples of the impact of the nominee's commitment to apprenticeship training and describe the affected beneficiaries.

Note: Please provide additional information/supporting materials you think will help the award jury in their selection. You will be contacted if the nomination requires further information to assist in making a decision.

Template E - Rating Guide

The selection committee could form its decision based on a rating guide. First, nominees would be evaluated against the Nomination Qualifications. If you answer yes to the nomination qualifications, you can continue to evaluate the employer based on the Nomination Criteria. Rate the employer based on a scale of 1 to 10, where 10 represents the highest score possible.

Rating Guide	
NAME OF EMPLOYER: _____	
NOMINATION CATEGORY: _____	
Nomination Qualifications	Yes / No
Currently train apprentices in a certified trade	
Have an apprenticeship program that is a minimum of {x months or x years old}	
Nomination Criteria (1 = low; 10 = high)	Grade
Training young people	
Fostering a training culture in their company	
Providing a range of opportunities for apprentices	
Providing opportunities for equity groups	
Providing opportunities for long-term employment	
Demonstrating that effective investments in apprenticeships makes good business sense	
Raising the skill levels of Canadian workers	
Improving the productivity and competitiveness of the economy	
Improving the productivity and competitiveness of the economy	
Identifying and promoting examples of effective apprenticeships	
{Add other criteria that you have selected}	
TOTAL GRADE	
FINAL PERCENTAGE (Total Grade/Total#of criteria x 10)	

Template F - Award Winner Notification Letter

Insert your company logo here



DATE

RECIPIENT NAME
ADDRESS

Dear **(WINNER ORGANIZATION)**,

Re: You Have Been Recognized as a Leader in Apprenticeship Training

On behalf of **(PARTNER ORGANIZATION)** and the national "Skilled Trades: A Career You Can Build On" campaign, we are pleased to inform you that you have been selected for a *Recognized Leader in Apprenticeship Training Award*. Congratulations!

Your organization's commitment to mentor youth through an apprenticeship program is truly exceptional. Sharing your time and talent to train apprentices has, without a doubt, contributed to the development of quality tradespeople with a special passion and pride for their trade. Your commitment to apprenticeship training is a testament of your keen vision aimed at ensuring a pool of qualified workers exists now and in the future, which in turn will improve the productivity and competitiveness of the economy.

Please accept this award as a small token of our gratitude for your exemplary commitment to youth in our community.

Respectfully,

(SIGNATURE OF PARTNER REPRESENTATIVE)

Template G - Award Backgrounder

About the Awards

The *Recognized Leader in Apprenticeship Training Awards* are a celebration of the high standards being achieved by many employers involved in apprenticeship training.

The Awards are a partnership between **(PARTNER ORGANIZATION)** and the "Skilled Trades: A Career You Can Build On" campaign which is a joint initiative by the Canadian Apprenticeship Forum-Forum canadien sur l'apprentissage and Skills/Compétences Canada.

They are designed to reward the efforts of employers who have distinguished themselves through the use of innovative apprenticeships that contribute to their long-term business prospects, and provide individuals with important on-the-job learning opportunities.

Employers are nominated by: **(PARTNER NOMINATION PROCESS DETAILS)**

The awards are presented annually in the following categories: **(PARTNER AWARD CATEGORY DETAILS)**

Award Criteria

Judges look for employers that can demonstrate how apprenticeships produce savings, increase productivity, and improve staff morale and retention. In particular, judges are looking for nominees that demonstrate initiative, enterprise and outstanding commitment to: **(PARTNER AWARD CRITERIA)**

Award Benefits

Our aim is to encourage employers to make apprenticeships a key part of their business plans, recognizing the important skilled labour issues currently facing the Canadian economy.

By raising the profile of employers who are leaders in apprenticeship training, we hope to make an important contribution to ensuring a pool of qualified workers exists now, and in the future.

The awards are designed to raise the profile of apprenticeship training, and encourage employers to integrate new apprenticeship practices within their businesses.

Award recipients enjoy the status of being a *Recognized Leader in Apprenticeship Training*, along with regional and national publicity.

Award Presentations

The presentation of the 2006 awards will: **(PARTNER PRESENTATION PROCESS DETAILS)**

For more information on the Awards please contact: **(PARTNER CONTACT INFORMATION)**

If you are not involved in apprenticeship training and would like to know more about how your business or organization can also take advantage of the many benefits associated with work-based learning, please visit us at: **(PARTNER WEBSITE ADDRESS)**

Template H - Press Release: Finalists

Insert your company logo here



For immediate release

(PARTNER ORGANIZATION) announces finalists for the Apprenticeship Training Awards

(DATE) **(PARTNER ORGANIZATION)** today announced the finalists for the *Recognized Leader in Apprenticeship Training Awards*. Over **(NUMBER OF NOMINATIONS)** were received from employers and young people across the province in several categories, including small, medium and large employers, as well as for employers with apprenticeship programs geared towards equity groups, including women, Aboriginal peoples, and visible minorities.

The finalists have been short-listed for successfully demonstrating that effective investment in apprenticeships makes good business sense, raises the skill levels of Canadian workers, and improves the productivity and competitiveness of the economy, among other criteria.

Amongst the finalists are: **(FINALISTS' NAMES)**

All finalists have been invited to attend the awards ceremony at **(LOCATION AND DATE)**.

"I would like to congratulate all the finalists," said **(PARTNER NAME AND TITLE)**. "These awards are intended to celebrate and reward employers for the important contribution they make to their communities by training workers through apprenticeship programs."

The awards are a partnership between **(PARTNER ORGANIZATION)** and the "Skilled Trades: A Career You Can Build On" campaign which is a joint initiative by the Canadian Apprenticeship Forum-Forum canadien sur l'apprentissage and Skills/Compétences Canada.

"Given the changes to the local economy, apprenticeship training has become more important than ever to ensure a steady supply of trained workers in the trades," said Beverlie Cook, project manager for the Skilled Trades: A Career You Can Build On" campaign.

For more information on the *Recognized Leader in Apprenticeship Training Awards*, please visit:
(PARTNER WEBSITE ADDRESS)

For media inquiries, please contact: **(PARTNER CONTACT INFORMATION)**

Template I - Press Release: Winners

Insert your company logo here



For immediate release

(PARTNER ORGANIZATION) announces winners for the Apprenticeship Training Awards

(DATE) - The first ever *Recognized Leader in Apprenticeship Training Awards* were presented today to several employers from our region who have shown an outstanding commitment to providing innovative apprenticeships that not only contribute to their long-term business prospects, but also provide young workers with invaluable on-the-job learning opportunities.

"The *Recognized Leader in Apprenticeship Training Awards* are a great opportunity to celebrate and reward the crucial contribution employers are making to raise skill levels, and improve productivity and competitiveness in their communities," says **(PARTNER NAME AND TITLE)**.

The awards are organized by **(PARTNER ORGANIZATION)** in partnership with the "Skilled Trades: A Career You Can Build On" campaign which is a joint initiative by the Canadian Apprenticeship Forum-Forum canadien sur l'apprentissage and Skills/Compétences Canada.

"The winners are a shining example of the excellent standard of apprenticeships that we have in our country at a time when changes in the local economy are making it more important than ever to focus on the skills' needs of employers," says Beverlie Cook, project manager for the "Skilled Trades: A Career You Can Build On" campaign.

The awards showcase those that have demonstrated initiative, enterprise and outstanding commitment in a range of categories. The winners are: **(WINNERS LIST)**

For more information on the *Recognized Leader in Apprenticeship Training Awards*, please visit:
(PARTNER WEBSITE ADDRESS)

For media inquiries, please contact: **(PARTNER CONTACT INFORMATION)**

