

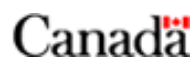


Regional Consultations

Alberta

Summary of Key Findings

March 22, 2005



Disclaimer

This report reflects the discussions and opinions of participants “as was said” and recorded during the consultation process. These opinions are not endorsed by the Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage, Skills/Compétences Canada, nor the Government of Canada. Rather, they represent the personal comments of participants and the outcomes of group discussions.

Acknowledgements

Canadian Apprenticeship Forum - Forum canadien sur l’apprentissage (CAF-FCA) and Skills/Compétences Canada (SCC) would like to recognize the cooperation of provincial and territorial Skills Canada and Apprenticeship offices and thank them for their support and participation during these consultations. We would also like to sincerely thank the participants for their time, contribution and suggestions to reach our common goal of positioning skilled trades as a first choice career option within Canada.


 This project is funded by the Government of Canada’s Sector Council Program.

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Background

A comprehensive regional consultation was undertaken by the Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) and Skills/Compétence Canada (SCC) as part of the joint Skilled Trades Promotion Project , “Skilled Trades – A Career You Can Build On”. The objectives of these consultations were as follows:

- To present the national campaign “Skilled Trades: A Career You Can Build On”;
- To identify “best practices” as well as to generate new ideas to promote skilled trades and apprenticeship to parents;
- To identify “best practices” as well as to generate new ideas on how to reach employers effectively in order to encourage them to hire and retain apprentices; and
- To identify some “best practices” that may exist in one region that may be of interest or need in another region.

Approach & Methodology

A half-day consultation was held in Edmonton on March 22nd, 2005. A matrix of potential participants was developed with a goal of engaging a broad base of stakeholders in the process. Potential participants were sent an invitation, and once confirmed, sent a package which consisted of the consultation’s agenda, map to the location, and a template to identify existing promotional programs (see Appendix A).

The room was set-up to provide the opportunity for participants to have in-depth discussions about key issues raised by the facilitator. There were approximately 33 participants who attended the consultation from a variety of organizations and backgrounds. The list of participants is attached to this report as Appendix B.

The consultation was facilitated by APCO Worldwide, with active participation of the Skilled Trade Promotion Project Manager, Beverlie Cook; Keith Lancaster of the Canadian Apprenticeship Forum - Forum canadien sur l'apprentissage; and Francois Belisle, Executive Director of Skills/Compétences Canada . The session began with a general presentation about the National Skilled Trade Promotion campaign and a viewing of three campaign commercials. An overview of the provincial skilled trade promotion campaigns and activities was provided by Patricia Peterson, Promotions Consultant, Alberta Apprenticeship and Industry Training.

The remainder of the consultation was focused on engaging participants in group discussions. The key findings from these exercises are outlined below.

Key Findings

Several questions specific to identifying ways to effectively reach **parents** and **employers** were presented to participants to begin the discussion process. It is important to note that the following information is taken directly from the discussions of the break-out groups during the consultation and are transcribed "as was said". The points in this section have not been reviewed nor are they endorsed by the Canadian Apprenticeship Forum - Forum canadien sur l'apprentissage or Skills/Compétences Canada.

Parents

To begin the discussion, the facilitator asked all participants to identify some of the messages that they feel are important for parents to hear in order to begin to change their negative attitudes and perceptions of skilled trades and apprenticeships. Participants were then given three dots to identify three messages that they perceived as being very important to include in promotional material directed at parents. The most popular messages are indicated by the number of votes attributed to that message, as demonstrated below.

Message/Ideas	# of Votes
Skilled trades are part of a spectrum of education options and they provide youth with skills that you can build on and develop during their careers. Skilled trades are not dead-end jobs, but rather provide many opportunities to advance to other positions within an organization.	23
Parents can be proud of their children if they are tradespeople.	16
Skilled trades are good occupations that are: <ul style="list-style-type: none"> • Personally rewarding • Interesting • Challenging • Provide opportunity/possibilities • Provide security • Command respect • Provide mobility • Provide entrepreneurial opportunities 	15
Skilled trades provide flexibility and opportunity	14
Do the research: Trades aren't what they used to be; There are lots of options in skilled trades.	6
Tradespeople are high academic achievers. (i.e. focus on the	5

problem solving, mathematical abilities, and analytical skills that are needed to be a skilled tradesperson)	
Apprenticeship is a post-secondary option.	4
Parents need to see the relationship to everyday needs of tradepeople in our society. Parents need to see tradespeople receiving awards, scholarships and other high-profile events. They need to be exposed to successful tradespeople.	3
Parents need to hear that many tradespeople have post-secondary university education.	1
Skilled trades provide recognition from clients, public and teachers.	1
Trades are not any more dangerous than other occupations	1
Trades are less physically demanding than in the past and can be career options for men and women	1
Skilled trades are not an “either/or” career	0
Trades are not dumb, dirty and dangerous	0
Parents need to know what subjects youth need to enter into trades	0
Parents need to know more about applied learning styles to support youth’s strengths and direct them into careers that are right for them.	0
Parents need to hear that trades require strong academics and that they don’t need to wait until their children are having trouble in school to consider a career in the skilled trades	0
All message must be honest, and show integrity about trades	0

Next, participants were asked to break into discussion groups to brainstorm ideas about promotional tactics that are effective in delivering the above messages to parents. These ideas were shared with all participants, and each person voted on three tactics that they perceived to be the most effective method to reach this important target audience.

Tactics	# of Votes
Parent information sessions with journeyperson champions	19
Promote skilled trades in places where parents often go, such as hockey rinks, curling clubs, and sports clubs	15
Involve Champions, such as young apprentices, employers, and parents, and promote their positive skilled trade stories in promotional efforts	13
Have an industry leader champions program with newspaper ads similar to Harry Rosen ads that feature successful tradespeople with messages such as “Skilled trades are good enough for me.”	8
Provide trades training for teachers to make sure all newly trained teachers experience skilled trades and understand skilled trade opportunities	4

Tactics	# of Votes
Organize parents to directly experience apprenticeship	4
Develop social marketing campaigns	3
Send out a series of newspaper articles to mainstream media	3
Increased exposure of skilled trade scholarships to improve the profile of skilled trade post-secondary education (awards/recognition to provide higher profile to give a perception of prestige and value)	3
Encourage parents to talk to other parents about their youths' successes in skilled trades.	3
Have every junior high school student visit regional skills competitions and bring their parents	3
Develop industry and on-line mentoring programs	2
Develop parent advisory councils	2
Ensure that RAP students are recognized at school grads	2
Conduct skilled trade demonstrations to parents i.e. bring parents into workplaces to experience skilled trades work, take parents on field trips to technical schools and work sites	2
Expand idea and distribution of "trade-up" CD Rom i.e.) put the CD on the CAF web site	2
Invite parents to recognition events	1
Educate the media about skilled trades; involve local media in local "success stories"; write media articles and pitch to media	1
Develop a Reality TV show about the trades	1
Distribute skilled trade and apprenticeship materials and info throughout schools i.e. electronic newsletters	1
Fax, e-mail every parent with information about RAP requirements	0
Testimonials	0
Billboards	0
Guerilla marketing	0
Parent visitation programs	0
Reward skills and academics	0
Develop curriculum outcomes such as experiential learning and teacher re-tooling	0
Develop working and learning program	0
Partnering with industry and trades	0
Provide accurate information for school counselors	0
Market career presentations to parents and their places of work (Lunch and Learn)	0
Address systemic issues in school systems	0
Monthly meeting between school districts and work associations	0
Develop a perception barrier busting program	0
Develop electronic newsletters about the trades and distribute	0

Tactics	# of Votes
to parents	
Use teachers and counselors as medium to reach parents	0
Use celebrity spokespeople to get the message out that skilled trades are first-choice career options	0
Develop a film “all that goes wrong in your house” and follow it with explanation of who comes to fix it	0

Employers

Similar to the parent discussions, the facilitator asked all participants to identify some of the messages that they feel are very important for employers to hear to encourage them to begin hiring and retaining apprentices. Participants were then given three dots to identify the three messages that they perceived to be the most important key messages to portray in promotional material directed at employers. The results of this exercise are outlined below.

Key Messages	# of Votes
Apprenticeship doesn't cost – it pays	18
The outcome of apprenticeship is higher quality and higher productivity	16
Apprentices rejuvenate the workplace and help to create enthusiasm among existing workers	14
Apprentices are your future labour force	9
{Fear & Greed} – Make employers fearful about the future labour shortage and what it means to their business; demonstrate how their business will be more competitive if they hire apprentices	8
Rather have skilled competition than unskilled competition	5
Use guilt complex by asking employers– Who gave you a chance? Where did you start working as an apprentice?	3
Apprenticeship provides broader skills and knowledge base, developing a more versatile employee	2
Apprentices are enthusiastic, have good attitudes and are willing to learn technical skills	1
Employers make people; people make products	1
Count the gray heads in your operation. Start training their replacements.	1
Don't let someone else train your labour force.	0
Give kids a chance and work with the schools to train youth rather than blaming the system and youth for not having the skills that meet your needs.	0
Become a mentor.	0

Next, participants were asked to break into discussion groups to brainstorm ideas about promotional tactics that are effective in delivering the above messages to employers. These ideas were shared with all participants, with each person voting on three tactics that they perceived to be the most effective method to reach this important target audience. The result of this exercise is outlined below.

Tactics	# of Votes
Educate employers on return on investment; develop a return on investment brochure	16
Demonstrate successful organizations that incorporate apprentices into their profitable business. Provide success stories.	14
Develop a tax incentive for hiring apprentices i.e. federal tax program/incentive credit	21
Demonstrate good corporate social responsibility by hiring apprentices; invest in a person/society and invest in a future	6
Promote professionals throughout industry	5
Recognition of employers and expanding the recognition program awards (AIT)	5
Use trades association magazines, publications and web sites	2
Make 1 st year training mandatory at post-secondary institutions before apprenticeship with employer. Make apprentice more attractive to employer.	2
Encourage associations to act as champions	2
Develop testimonials and best practices of apprenticeship	2
Enforce trade regulations such as ratios of journey people to apprentices	1
Distribute promotional items in upscale golf clubs	1
Develop an employer buddy system	1
Encourage employers to participate in Local and Provincial Advisory Councils	1
Approach individual employers to become champions	0
Promote safety counts i.e. Lower Workers Compensation Board rates, etc.	0
Educate employers on their responsibilities	0
Recognition program for employers who hire apprentices	0
One-on-one with employers	0
Communicate, educate and inspire employers	0
Promote message that students come with safety training	0
Make the employer awards part of an overall economic related award of employers who excel, not just employers within trade industry	0
Get more employers involved in activities such as Skills Canada	0
Demonstrate employers' niche within marketplace when they	0

<i>Tactics</i>	<i># of Votes</i>
train apprentices	
Develop schools to employers externships	0
Host a Human Capital Summit For Employers	0
Develop a Journeyperson partnerships	0

Moving Forward

With various key messages and tactics identified to address the gaps that exist within parent and employer audiences, representatives from the Skills Canada/Alberta and Alberta Apprenticeship and Industry Training will work closely with Beverlie Cook, Project Manager, to discuss the strategy and the resources that are required to collaboratively promote skilled trades and apprenticeship within the region.

Appendix A – Consultation Agenda



Skilled Trades: A Career You Can Build On Discussion Agenda

Date: Tuesday, March 22nd

Time: 4:30 pm – 9:00 pm

Location: The Fresh Express

Northern Alberta Institute of Technology

11762 - 106 St.

Edmonton, Alberta

4:30 – 5:00	Registration & Refreshments
5:00 – 5:15	Welcome & Introductions
5:15 – 5:45	Presentation of “Skilled Trades: A Career You Can Build On” Campaign
5:45 – 6:30	Dinner
6:30 – 7:00	Roundtable Discussion: How to Promote Skilled Trades and Apprenticeship to Parents more Effectively
7:00– 7:30	Group Discussion
7:30 – 7:45	Break
7:45 – 8:15	Roundtable Discussion: How to Promote Apprenticeship to Employers more Effectively
8:15 – 8:45	Group Discussion
8:45 – 9:00	Closing

Appendix B – Participant List

Following is a list of participants.

	First Name	Last Name	Position	Organization
1	Ken	Adams		Nova Chemicals
2	Shelley	Andrea	Administrative Director	Alberta Construction Association
3	Linda	Ball	Regional Director	Community Careers Cooperative
4	Shawna	Bourke	Recognition Coordinator	Apprenticeship and Industry Training
5	Shirley	Dul	Executive Director	Apprenticeship and Industry Training
6	Pamela	Farron	Edmonton Research Centre	Syncrude Canada Ltd.
7	Karen	Fetterly	Program Manager	Alberta Education
8	Bill	Gaudette	VP-Operations	CAREERS...The Next Generation
9	Adrien	Graci	Manager, Public Affairs	Alberta Building Trades Council
10	Doug	Hawkins		Construction Labour Relations
11	Linda	Hebert		Nova Chemicals
12	Stan	Lewicki	Consultant	Apprenticeship and Industry Training - South Region
13	Anthony	Lovell	Manager	Apprenticeship and Industry Training
14	Guy	Mallabone	Vice President, External Relations	SAIT Polytechnic
15	Ray	Massey	Board Member	Alberta Apprenticeship and Industry Training Board
16	Cheryl	McClelland-Moody	A/Team leader, Regional Labour Market Information	HRSDC
17	Rick	Morrow	Assistant Deputy Minister	Alberta Education
18	Donald	Oborowsky	President	Waiward Steel Fabricators Ltd.
19	Brian	Pardell	Executive Director	Skills Canada
20	Patricia	Peterson	Promotions Consultant	Apprenticeship and Industry Training
21	Abe	Reimer	General Manager Electrical Services	PCL Intracon Power Inc.
22	Dave	Roberts	Dean, School of Mechanical & Manufacturing and Apprenticeship	Northern Alberta Institute of Technology (NAIT)

	First Name	Last Name	Position	Organization
23	Franco	Rusich	Project Manager	Apprenticeship Initiatives Apprenticeship and Industry Training
24	Sharon	Sands	Manager, Awards Scholarships and Promotions	Alberta AIT
25	Keith	Shackleford	Special Advisor, Labour Market Information and Workplace Skills	HRSDC
26	Debi	Skoye	Service Delivery Manager, Regional Program Operations	HRSDC
27	Bill	Stewart		Merit Contractors Association
28	Gillian	Taylor	President	Taylor Personnel Ltd.
29	Debbie	Vance	Project Manager	Advanced Education Learner Transitions
30	W. D. (Bill)	Watkin	President	Motor Dealers Association of Alberta
31	Susan	Williams	Assistant Deputy Minister	People, Skills and Investment Division, AB Human Resources and Employment
32	Jeff	Wilson	Managing Director, World Skills Calgary 2009	Southern Alberta Institute of Technology
33	Beth	Zazula	Coordinator	Career Transitions for Youth Project

Appendix C – Regional Programs and Promotional Activities

Information about regional programs and promotional activity was provided by participants during the consultation and transcribed into the following table as presented below.

Program/Activity/Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
CAREERS: The Next Generation	<ul style="list-style-type: none"> Gov't of Alberta Careers: The Next Generation Foundation 	<ul style="list-style-type: none"> Youth Influencers Employers Career Counsellors 	<ul style="list-style-type: none"> Promotes skilled trades and apprenticeship options 	<ul style="list-style-type: none"> Website: www.nextgen.org Brochures Annual Report Print Advertorial TV
Think Trades	<ul style="list-style-type: none"> Alberta Aboriginal Apprenticeship Project 	<ul style="list-style-type: none"> Youth Adults Influencers Employers Aboriginals 	<ul style="list-style-type: none"> Promotes skilled trades and apprenticeship options 	<ul style="list-style-type: none"> Website www.thinktrades.com Brochures Video Posters
Blue Seal Program (Achievement in Business Competencies)	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Certified journeyman Individuals with Occupational Certificates 	<ul style="list-style-type: none"> Promotes the Blue Seal program. Provides information on process to get certified. 	<ul style="list-style-type: none"> Brochures Website: www.tradesecrets.org
RAP - Employers (Registered Apprenticeship Program)	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Employers 	<ul style="list-style-type: none"> Encourages employers to apprentice high school students in the RAP program 	<ul style="list-style-type: none"> Brochures Website: www.tradesecrets.org

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
RAP – Parents	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Parents of high school students 	<ul style="list-style-type: none"> Informs parents of the value of the trades as a career option for their student/s 	<ul style="list-style-type: none"> Brochures Website: www.tradesecrets.org
RAP - Students	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> High school students 	<ul style="list-style-type: none"> Encourages high school students to begin apprenticeship training as early as Grade 10 	<ul style="list-style-type: none"> Brochures Website: www.tradesecrets.org
Training Apprentices	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Employers 	<ul style="list-style-type: none"> Encourages employers to train apprentices 	<ul style="list-style-type: none"> Brochures Website: www.tradesecrets.org
Earn While You Learn	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> General public, with emphasis on young people 	<ul style="list-style-type: none"> Encourages people to register as an apprentice in a trade Describes the trades and length of programs 	<ul style="list-style-type: none"> Brochures Posters (pending) Website: www.tradesecrets.org
World-class Quality Worldwide Manpower Mobility	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> International governments / major corporations desiring a workforce training system 	<ul style="list-style-type: none"> Showcases Alberta’s programs and services to international clients 	<ul style="list-style-type: none"> Brochures On-site international marketing Website: www.tradesecrets.org

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Your Trade Needs You!	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Employers Certified Journeypeople 	<ul style="list-style-type: none"> Encourages employers and employees to participate in the apprenticeship system by applying for membership on a Local Apprenticeship Committee, Provincial Apprenticeship Committee or the Alberta Apprenticeship and Industry Training Board 	<ul style="list-style-type: none"> Brochures Website: www.tradesecrets.org
Careers in the Trades: A Presenter's Guide	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Employers making presentations to high school students 	<ul style="list-style-type: none"> Provides advice on appropriate presentation material & approaches 	(Considered for revisions/up-dating)
Tradesecrets website	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> General public 	<ul style="list-style-type: none"> Promote awareness of apprenticeship via a website 	<ul style="list-style-type: none"> Website www.tradesecrets.org Brochures Business cards
Step Into The Trades	<ul style="list-style-type: none"> Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Aboriginal audience Parents Counselors Generic 	<ul style="list-style-type: none"> Heighten awareness of the trades as a career option Encourages participation 	<ul style="list-style-type: none"> Student Guide Counsellor Guide Parent hand-out: - one page information sheet

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
<p><i>Apprenticeship Update</i> - news from the Alberta Apprenticeship and Industry Training Board</p>	<ul style="list-style-type: none"> • Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> • Apprentices • Employers • Employees • Industry associations • Local Apprenticeship Committee Members • Provincial Apprenticeship Committee Members • Apprenticeship Board 	<ul style="list-style-type: none"> • Showcases apprenticeship system & provides current, factual information about the system to users 	<ul style="list-style-type: none"> • Newsletter (mailed & e-mailed) • Website: www.tradesecrets.org
<p>Women Building Futures</p>	<ul style="list-style-type: none"> • HRSDC • Edmonton community based organizations 	<ul style="list-style-type: none"> • Youth • Adults • Women 	<ul style="list-style-type: none"> • Introduce skilled trade careers to women 	<ul style="list-style-type: none"> • Website: www.womenbuildingfutures.com • Newsletter
<p>Careers Construction</p>	<ul style="list-style-type: none"> • Alberta Apprenticeship and Industry Training • Alberta Construction Assoc. • Industry Partners 	<ul style="list-style-type: none"> • Youth 	<ul style="list-style-type: none"> • Information about careers in construction 	<ul style="list-style-type: none"> • Website: www.careersconstruction.com • CD ROM (Trade Up!) featuring virtual construction sites, career profiles, career path info.

Program/Activity/Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Good Work. Good Pay. Great Careers.	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> High School Students 	<ul style="list-style-type: none"> Heighten awareness of apprenticeship 	<ul style="list-style-type: none"> Posters (being revised)
Other Promotions:	Alberta Apprenticeship and Industry Training	<ul style="list-style-type: none"> Newly-registered apprentices 	<ul style="list-style-type: none"> Heighten awareness of apprenticeship 	<ul style="list-style-type: none"> Apprenticeship pins
		<ul style="list-style-type: none"> General public/potential apprentices 	<ul style="list-style-type: none"> Heighten awareness of apprenticeship 	<ul style="list-style-type: none"> Decals: various (eg.: "We support...", "Certified journeymen"...")
		<ul style="list-style-type: none"> High school students 	<ul style="list-style-type: none"> Increase awareness of apprenticeship programs 	<ul style="list-style-type: none"> Pencils
		<ul style="list-style-type: none"> High school students 	<ul style="list-style-type: none"> Consider a rewarding career in the trades 	<ul style="list-style-type: none"> Career Day Presentations @ schools/career fairs
		<ul style="list-style-type: none"> Industry network members 	<ul style="list-style-type: none"> Increased pride in membership and stimulate awareness & interest in committee participation 	<ul style="list-style-type: none"> Decals, embroidered patch
		<ul style="list-style-type: none"> Employers 	<ul style="list-style-type: none"> Heighten awareness of apprenticeship programs 	<ul style="list-style-type: none"> Pens (Pending)
"Learning Clicks"	<ul style="list-style-type: none"> Alberta Learning 	<ul style="list-style-type: none"> Students in grades 9-12 	<ul style="list-style-type: none"> The importance of planning for post-secondary education Consider a career in the trades 	<ul style="list-style-type: none"> CD ROM & Brochure Websites: <ul style="list-style-type: none"> www.alis@gov.ab.ca www.learningclicks.com Youth Ambassadors (until March 2005)

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Canada Career Week (each November)	<ul style="list-style-type: none"> • Alberta Apprenticeship and Industry Training • AB Human Resources & Employment 	<ul style="list-style-type: none"> • Students • Parents • General public 	<ul style="list-style-type: none"> • Consider the trades as a career option 	<ul style="list-style-type: none"> • Print and electronic ads • Presentations • Career Fair Booths
<i>“Helping High School Students Find Their Place in the Trades”</i> apprenticeship information sessions around Alberta	<ul style="list-style-type: none"> • Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> • School counselors • Teachers • Educators • Influencers 	<ul style="list-style-type: none"> • Consider the trades as a career choice for students 	<ul style="list-style-type: none"> • Traveling information sessions around Alberta
Communicator’s Tool Kit	<ul style="list-style-type: none"> • Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> • Employers • Committee members • Potential committee members • Educators • General public 	<ul style="list-style-type: none"> • Promote awareness of apprenticeship roles & opportunities and website 	<ul style="list-style-type: none"> • Single info sheets, divided by subject area, in a plastic portable sleeve
Annual RAP Fall Scholarship Celebrations (Edmonton and Calgary)	<ul style="list-style-type: none"> • CAREERS: The Next Generation • Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> • RAP Scholarship recipients • Family members • Employers • Industry reps • School educational coordinators 	<ul style="list-style-type: none"> • Recognition of the achievements of high school apprentices continuing in a regular apprenticeship program following high school graduation 	<ul style="list-style-type: none"> • Printed invitations • Event programs • Photos • Press release • Websites: www.tradesecrets.org www.nextgen.org

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Annual Apprenticeship and Industry Training Board Awards (Top Apprentices/Top Employers/Top Instructors) location alternates annually between Edmonton & Calgary	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Award recipients Family members Industry partners Committee members Institute reps Employers 	<ul style="list-style-type: none"> Recognition of excellence in trades training and the excellent support of trades training: both training received and delivered 	<ul style="list-style-type: none"> Printed invitations Event program Press release Website: www.tradesecrets.org
YAP for Employers (Youth Apprenticeship Program)	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Employers Potential Employers 	<ul style="list-style-type: none"> Heighten awareness of trades programs for employers 	<ul style="list-style-type: none"> Employer flyer (one page) Website: www.tradesecrets.org
Yap for Parents	<ul style="list-style-type: none"> Alberta Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Parents of junior high students 	<ul style="list-style-type: none"> Heighten awareness of trades careers for students in grades 7-9/encourages an early start 	<ul style="list-style-type: none"> Parent flyer (one page) Website: www.tradesecrets.org
Committee Member Handbook	<ul style="list-style-type: none"> Apprenticeship and Industry Training 	<ul style="list-style-type: none"> Committee/Board Members 	<ul style="list-style-type: none"> Details the roles & responsibilities of committee members (LAC/PAC/OC) 	<ul style="list-style-type: none"> Printed Handbook
Red Seal - Interprovincial Standards	<ul style="list-style-type: none"> CCDA 	<ul style="list-style-type: none"> Apprentices Trades people Public 	<ul style="list-style-type: none"> Encourage certification to create mobility of a skilled workforce 	<ul style="list-style-type: none"> Brochures Promotional gear for sale Magnets

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Community Cooperative Apprenticeship Program	<ul style="list-style-type: none"> Community Careers Cooperative (Ft. McMurray) 	Primary: <ul style="list-style-type: none"> Young Adults (18 over) Employers Secondary Targets: <ul style="list-style-type: none"> Educators Parents Women Aboriginals 	<ul style="list-style-type: none"> Promote careers in trades Develop a local workforce 	<ul style="list-style-type: none"> TV Ads Radio Ads Print Ads (Newspapers) Information Pamphlets/Booklets Website: (www.nextgen.org) In school presentation General presentations
Provincial Skills Competition	<ul style="list-style-type: none"> Skills Canada Alberta 	<ul style="list-style-type: none"> Youth (13-17) Young Adults (18 over) Educators Parents Employers Women Aboriginals 	<ul style="list-style-type: none"> Promote trade and technology occupations to youth in Alberta Affirm competitors skills as valuable skills Build strong links between industry, education, labor and the government 	<ul style="list-style-type: none"> TV Advertisements Radio Advertisements Print Ads (newspapers) Brochures (3-4 pages) Posters Website: www.skillsalberta.com Direct Mail In School presentations General presentation Displays
Young Women Exploring Trades & Technologies Conference	<ul style="list-style-type: none"> Skills Canada Alberta 	<ul style="list-style-type: none"> Youth (13-17) Women Secondary Targets: <ul style="list-style-type: none"> Educators Parents Employers 	<ul style="list-style-type: none"> Allow young women to traditional and non-traditional career paths 	<ul style="list-style-type: none"> Information Pamphlets/Booklets Website: www.skillsalberta.com Direct Mail General presentations Displays

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Junior/Senior High School Tours	<ul style="list-style-type: none"> • Skills Canada Alberta 	<ul style="list-style-type: none"> • Youth (13-17) • Young Adults (18 over) Secondary Targets: <ul style="list-style-type: none"> • Educators • Parents • Women • Aboriginals 	<ul style="list-style-type: none"> • Promote trade: technology occupations to youth in Alberta 	<ul style="list-style-type: none"> • TV Advertisements • Radio Advertisements • Print Ads (Newspapers) • Information Pamphlets • Posters • Website: www.skillsalberta.com • In School presentations • General presentations • Displays
Cardboard Boat Races	<ul style="list-style-type: none"> • Skills Canada Alberta 	<ul style="list-style-type: none"> • Youths (13-17) Secondary Targets: <ul style="list-style-type: none"> • Educators • Parents • Women 	<ul style="list-style-type: none"> • Introduce Alberta youth to skills Canada Alberta • Create an awareness of attributes of trades, i.e. working with hands, teamwork, time management, etc. 	<ul style="list-style-type: none"> • Information Pamphlets • Direct Mail • In School presentations • General presentations • Displays
Cardboard Toboggan Race	<ul style="list-style-type: none"> • Skills Canada Alberta 	<ul style="list-style-type: none"> • Youth (13-17) Secondary Targets: <ul style="list-style-type: none"> • Educators • Parents • Women 	<ul style="list-style-type: none"> • Introduce Alberta youth to skills Canada Alberta • Create an awareness of attributes of trades, i.e. working with hands, teamwork, time management, etc. 	<ul style="list-style-type: none"> • Information Pamphlets • Direct Mail • In School presentation • General presentation • Displays

Program/Activity/Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Trades & Technologies Program, Health Services Youth Initiative, Aboriginal Youth Initiative, Information & Communications Technologies Program	<ul style="list-style-type: none"> • Careers: The Next Generation 	<ul style="list-style-type: none"> • Youth (13-17) • Employers • Aboriginals Secondary Targets: <ul style="list-style-type: none"> • Educators • Parents • Employers 	<ul style="list-style-type: none"> • Enable youth on their pathway to career success • Link workplace learning opportunities with classroom learning • Build and facilitate effective community partnerships • Inspire others by being a successful role model in the development of a skilled workforce 	<ul style="list-style-type: none"> • CD Rom • Brochures (3-4 pages) • Website: www.nextgen.org • In School presentation • General presentation • Displays