



Regional Consultation

Manitoba

Summary of Key Findings

October 5, 2004

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.


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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 find out more about existing and planned programs within each region;
- To determine if there are any unmet needs and /or gaps within a region to promote skilled trades and apprenticeship;
- To identify ways that the national initiative could work in partnership with local stakeholders to fill these needs/gaps and complement regional initiatives; 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 full-day consultation was held in Winnipeg on October 5, 2004. 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 with round tables to provide the opportunity for participants to have in-depth discussions about key issues raised by the facilitator. There were 44 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, Bev Cook, as well as Keith Lancaster, Executive Director of CAF-FCA, and Gail Smyth of Skills Canada. The day began with a general presentation about the National Skilled Trade Promotion campaign, a viewing of the commercials as well as an opportunity for participants to ask questions about the campaign. An overview of the provincial

apprenticeship promotion campaigns was provided by Joe Black, Executive Director of the Apprenticeship Branch, as well as an overview of Skills Canada-Manitoba activities by Debbie Leiter, Executive Director. Following these brief presentations, an opportunity was given to participants to identify other campaigns, initiatives or activities that focus on promoting skilled trades and apprenticeship within Manitoba.

The remainder of the consultation was focused on engaging participants in group discussions. Once ideas were identified, a rating process was then undertaken to identify the key priority areas that participants identified as being the most important to address moving forward.

The key findings from these exercises are outlined below.

Key Findings

Several questions were presented to participants to begin the discussion process. Following is a list of questions and a summary of the results of these exercises. 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.

1. What skilled trades and apprenticeship promotion programs exist?

Participants identified various promotions, activities, or campaigns that they were aware of within the province that were aimed at positioning skilled trades as a first-choice career option and engaging employers to hire and retain more apprentices. A complete list of the programs is included in Appendix C.

2. Are there any unmet needs or gaps in promoting skilled trades and apprenticeship?

Several break-out groups consisting of approximately ten participants were formed to identify various **target audiences** in which a gap or need in promoting skilled trades and apprenticeship was evident. They were also tasked with providing details on **what the gap was** within each of these audiences.

Once the discussion session was completed, each group presented their discussions. Each gap that was identified was written down by the facilitator and

posted around the room. Subsequently, every participant was asked to identify three needs or gaps out of all the gaps that were identified, that they felt were the **most important** to address in the short-term. Through an exercise that allowed participants to confidentially assign 10 points for their first priority, 5 points for their second priority and 2 points for their third priority, the top three priorities or most important needs were identified for the whole group.

The result of this exercise is outlined below.

Target Audience	Need or Gap that exists	Points assigned by Participants
Employers	<ul style="list-style-type: none"> • Employers need to receive key messages to reinforce that apprenticeship is a benefit. These messages could include information such as: <ul style="list-style-type: none"> ○ The cost-sharing of apprenticeship ○ The advantages of apprenticeship ○ The importance of being involved in training • Need to review compulsory certification 	151 points
Educators	<ul style="list-style-type: none"> • There is an inequality of skilled trade/apprenticeship information in the schools • Educators are more pro-academic than pro-trades • Educators are not informed/aware of trades • Educators have limited experience with skilled trades • Educators don't believe in skilled trades • Career day at schools should be redefined to include skilled trade careers as well as university-educated careers • Require in-school presentations • Need to provide students with a more realistic picture of what a job in the skilled trades entails 	124 points
Parents	<ul style="list-style-type: none"> • Image of trades low • Value of trades is low • As main influencers, they don't have a positive awareness/information of skilled trades 	52 points

Target Audience	Need or Gap that exists	Points assigned by Participants
School Division – Ministry of Education	<ul style="list-style-type: none"> • Need to promote mandatory exposure of technical training • Require updated information about the trades • There is an inequality of skilled trades/apprenticeship information in the schools • Should try to obtain exposure through curriculum ex. CEGEP • Need to promote relevance of subject areas to the trades (ie. Math and English could be applied to careers in skilled trade) • Shop classes, cooking classes etc. are not mandatory • Shop classes not fully tied into trades & apprenticeship opportunities 	48 points
Youth – Primary School	<ul style="list-style-type: none"> • Youth need to be exposed to trades much earlier in their education (i.e. primary school) 	46 points
General	<ul style="list-style-type: none"> • No communication among similar stakeholders within the skilled trade and apprenticeship industry. Therefore, there are concerns about: <ul style="list-style-type: none"> ○ Accuracy of information ○ Different organization with different messages directed at the same audience could cause confusion ○ Lack of coherent messages 	22 points
Certification bodies	<ul style="list-style-type: none"> • Need recognition of prior learning • Currently, they only recognize % of training • Recognition/certification should be task-oriented • Need to provide more information to public domain – create awareness • PLAR needs to be accelerated and expanded to 100% recognition from present 75%. Should be task-oriented rather than gap training. • Trade rates not appropriate for apprenticeship 	20 points
Educators	<ul style="list-style-type: none"> • Need to teach students how to make a career plan 	11 points
Employers	<ul style="list-style-type: none"> • Promote high-profile success stories that employ trades ie.) Air Canada tradespeople 	7 points

Target Audience	Need or Gap that exists	Points assigned by Participants
Those who are undecided	<ul style="list-style-type: none"> • People/youth who are finished high school and undecided about their career; there is no message directed at them specifically 	5 points
News Media	<ul style="list-style-type: none"> • Difficult to obtain coverage and obtain publicity 	0 points
Home Schools	<ul style="list-style-type: none"> • Reaching parents and children who home school with skilled trade messages 	0 points

3. How can we address this unmet need or gap in promoting careers in skilled trades and encouraging employers to hire and retain apprentices (i.e. Tactics, Promotional tools, Programs, Activities)?

As indicated in the above exercise, the top three needs or gaps within Manitoba were determined to be as follows:

1. **Employers** – need to encourage them to hire more apprentices
2. **Educators** – need to educate them about opportunities in skilled trades to level the playing field among university-educated careers
3. **Parents** – need to educate and promote positive aspects of a career in skilled trades to their children.

Break-out groups were then led through an exercise to brainstorm various ideas to address the needs and gaps of the three priority areas outlined above. Participants were asked to focus primarily on promotional activities and tactics to address these gaps.

1. Employers

- Compulsory certification with enforcement will create a “level playing field”
- Ask large corporations as to “why” they have embraced the apprenticeship program
- Employee wage compensation/time limit
- Promote better workmanship
- Promote safer workers/better safe work practices
- Mandatory certification (long-term goal)
- Expand the senior years apprenticeship option in the province
- Employers need better understanding of career development

- Financial incentive with tax credits for employers that hire apprentices through to completion

2. Educators

- Needs to be a concentrated effort made to coordinate the communication skills of industry, labour, government (education & apprenticeship departments) to get the apprenticeship message back to the students
- Educate the instructors/counsellors on apprenticeship as a career choice
- Conduct an in-service day regarding trades; skilled trades awareness course for instructors
- During teacher training at university, provide trade/technology awareness
- Make exposure to trades mandatory in the school system
- Connections needed between teachers and industry i.e.) Canadian Academy of Travel and Tourism and their local Industry Advisory Groups
- Increase awareness of articulation between colleges and universities
- Develop associate degrees
- Utilize the new Career development terms/definitions to eliminate/reduce perception of hierarchy
- Schools need better understanding of career development
- Need career counsellors who have a career background – perhaps look to certification for career counselors
- Higher recognition of credential such as Red Seal
- Unnecessary professionalization; don't need Grade 12 to complete some trades.
- Celebrate the successes i.e. Skills Canada bursaries and scholarship

3. Parents

- Develop a campaign that targets parents directly
- Development of associate degrees that students could then continue on to university with may appeal to parents
- Celebrate the successes, for example, Skills Canada bursaries and scholarships
- Recognition of credentials, for example, Red Seals
- Create a vehicle for parents to regularly receive updated, current information on trades and apprenticeship

Moving Forward

With various ideas identified within specific categories, Debbie Leiter of Skills Canada – Manitoba as well as Joe Black of the Apprenticeship Branch agreed to spearhead a committee that will look at the next steps in addressing some of the needs or gaps that were determined to be most important through the consultation.

Appendix A – Consultation Agenda



Skilled Trades: A Career You Can Build On Consultation Agenda

Date: Tuesday, October 5th 2004

Location: Radisson Hotel, Winnipeg Downtown

8:30 – 9:00	Registration & Refreshments
9:00 – 9:30	Welcome & Introductions
9:30 – 10:30	Presentation of “Skilled Trades: A Career You Can Build On” Campaign
10:30- 10:45	Break
10:45 –11:30	Roundtable Discussion: Identifying Regional Programs/Campaigns Promoting Skilled Trades & Apprenticeship
11:30 - 12:15	Group Discussion: Identifying Regional Programs/Campaigns
12:15 – 12:45	Lunch
12:45 – 1:30	Roundtable Discussion: Identifying if there are Unmet Needs or Gaps in Promoting Skilled Trades and Apprenticeship
1:30 – 2:15	Group Discussion: Identifying the Priority Needs and Gaps
2:15 – 2:30	Break
2:30 – 3:15	Roundtable Discussion: Opportunities for Collaboration
3:15 – 3:45	Group Discussion: Identifying an Action Plan Moving Forward
3:45 – 4:00	Closing

Appendix B – Participant List

Following is the list of participants.

	First Name	Last Name	Position	Organization
1	Joe	Black	Executive Director	Apprenticeship Branch
2	Darrell	Cole	Executive Director	Career Trek Ltd
3	Kimberley	Corneillie	Marketing Officer	Apprenticeship Branch
4	Brian	Curtis	Human Resource Specialist	Training & Development Department, Boeing Canada Technology
5	Connie	Drystek	Provincial Coordinator	Future to Discover Project
6	Eugene	Durand	Automotive Instructor/Apprenticeship	Sisler High School
7	Gary	Elbers	Automotive Technology Instructor	Lord Selkirk School Division
8	Monika	Feist	Director	Success Skills Inc.
9	Tara	Ferreira		Labour and Immigration - Women's Directorate
10	Barbara	Green	Communication SVC MB	Culture, Heritage and Tourism
11	Gordon	Guiboche		Construction and Specialized Worker's Union Local 1258
12	Ron	Hambley	Executive Vice President	Winnipeg Construction Association
13	Leonard	Harapiak		Winnipeg Technical College
14	Susan	Hart-Kulbaba		UFCW
15	Ernest	Janzen	Human Resource Manager	E. H. Price, Winnipeg Operations
16	Trevor	Kennerd		TKM Inc.
17	Ron	Koslowsky		CME
18	Frank	Krauthaker	Business Manager and Financial Secretary	I.U. of Bricklayers and Allied Craftworkers
19	Lesley	Kwiatkowski-Dickson	Owner	Dermagraphics at Lesley's
20	Ricky	Lawrence	Coordinator, Training and Development, CRS	Standard Aero Ltd.
21	William	Leake		United Association 254
22	Debbie	Leiter	Executive Director	Skills Canada, Manitoba
23	Anne	Longston	Assistant Deputy Minister	Education, Citizenship and Youth
24	Jane	McBee	Policy Manager	Labour and Immigration - Women's Directorate

	First Name	Last Name	Position	Organization
25	Heather	McLeod	Employee Development Manager	Loewen
26	Gilbert	Michaud	Responsable des projets speciaux	Education Citoyenneté et Jeunesse Manitoba, Bureau de l'éducation française
27	Peter	Narth	MB Technical Vocational Initiative	Manitoba Advanced Education and Training, Education, Citizenship and Youth
28	Ken	Nimchuk	Consultant	Schools Programs Division Program Development Branch Program and Policy Services Unit Education, Citizenship and Youth
29	Arnold	Otto		SMWIA, Local 511
30	Travis	Paul		
31	Ken	Penner		Iron Worker Union
32	Cheryl	Perrett	Coordinator, Tourism Career Development	MB Tourism Education Council
33	Marcy	Richards		
34	Jason	Rowe	Executive Secretary Treasurer	Manitoba Regional Council of Carpenters, Lathers, Millwrights and Allied Workers
35	Ricky	Schroeder	MB Technical Vocational Initiative	Manitoba Advanced Education and Training, Education, Citizenship and Youth
36	John	Schubert		McCain Electric Ltd.
37	Hans	Schweiter	Instructor	St. Boniface Arts & Tech Centre/President, Canadian Culinary Institute
38	John	Sedor		
39	Cathy	Sheppard	Project Officer	Advanced Education and Training - Employment and Training Partnerships
40	Gail	Smyth	Executive Director	Skills Ontario
41	Ron	Stecy		IBEW
42	Todd	Toutant		Piston Ring Services
43	Laurie	Unrau	Program Manager	Manitoba for Youth
44	Al	Valentin	Central Training Co-ordinator	Standard Aero Ltd.
45	Lori	Yarchuk	Director	Advertising and Program Promotion

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.

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Future to Discover	<ul style="list-style-type: none"> Manitoba Education, Citizenship and Youth 	<ul style="list-style-type: none"> Youth (13-17) Parents Aboriginals Visible Minorities Disabled Groups 	<ul style="list-style-type: none"> Research project to see whether career development interventions have an impact on low socio-economic groups attending post-secondary education 	<ul style="list-style-type: none"> Information pamphlets Posters Web site www.careercruising.com; www.workingonit.ca Direct mail Career interventions over 3 years through information provided on post-secondary option: apprenticeship; university; private vocational; college
Skills Canada – Manitoba	<ul style="list-style-type: none"> HRSDC Community Partners 	<ul style="list-style-type: none"> Youth 	<ul style="list-style-type: none"> Awareness of trades Develop interest Soft Skills 	<ul style="list-style-type: none"> Advertising Web site: www.skillsmanitoba.mb.ca Brochures Posters Skills Competition

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Cooperative Education/Work Practicum	<ul style="list-style-type: none"> Lord Selkirk School Division 	<ul style="list-style-type: none"> Youth (13-17) Young adults (18 and over) Employers 	<ul style="list-style-type: none"> Develop an awareness of the requirements and expectation of the related job market Improve the student's trade related skill-sets Develop/explore partnership and the resulting benefits for our youth 	<ul style="list-style-type: none"> Information pamphlets In-school presentation Display Direct visits to prospective partners
Special Processes Technician Certification Program	<ul style="list-style-type: none"> Red River College 	<ul style="list-style-type: none"> Youth in Special Processes Technician training 	<ul style="list-style-type: none"> Provide an understanding of the capabilities of each process A knowledge of safety procedures An ability create professional documentation 	<ul style="list-style-type: none"> Information booklets Instruction
First Nations Construction Technology Program Manitoba Home Builders Assoc., Construction Program Residential	<ul style="list-style-type: none"> Manitoba Advanced Education and Training Winnipeg Construction Association RB Russell School & AMC MHBA 	<ul style="list-style-type: none"> Young adults (18 and over) Employers Women Aboriginals Visible Minorities Disabled Groups 	<ul style="list-style-type: none"> Attract more entry-level construction workers Assist construction industry by providing skilled workers Assist unemployed Manitobans to find gainful employment 	<ul style="list-style-type: none"> Print ads (newspaper, trade publications) Posters General presentation

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Girls' Senior Years Apprenticeship Program	<ul style="list-style-type: none"> Sisler High School 	<ul style="list-style-type: none"> Youth (13-17) Educators Parents Employers Women Visible minorities 	<ul style="list-style-type: none"> Create awareness of trade opportunities Facilitate girls going into trades Bring girls into related trade areas 	<ul style="list-style-type: none"> In-school presentations General presentations
Trades Qualification	<ul style="list-style-type: none"> Canadian Aviation Maintenance Council 	Primary: <ul style="list-style-type: none"> Youth (13-17) Young adults (18 and over) Educators Employers Secondary: <ul style="list-style-type: none"> Visible minorities 	<ul style="list-style-type: none"> Provide O.A. for trade in aerospace Provide logbook documenting aviation training in trade iaw O.A. Satisfy the requirements of regulating body (Transport Canada) 	<ul style="list-style-type: none"> Print ads (magazines & trade publications) CD Rom Brochures Information booklets Posters Web site: www.camc.ca Direct mail General presentations
Aerospace Manufacturing & Maintenance Orientation Program	<ul style="list-style-type: none"> Technical Vocational High School 	Primary: <ul style="list-style-type: none"> Youth(13-17) Young adults (18 and over) Parents Employers Secondary: <ul style="list-style-type: none"> Women 	<ul style="list-style-type: none"> Help students choose a career path Can aid in pursuit of mechanical engineering degree 5 credits towards high school diploma 	<ul style="list-style-type: none"> information pamphlets posters in-school presentations

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
General Awareness Initiatives	<ul style="list-style-type: none"> Province of Manitoba, Apprenticeship Branch Colleges to a lesser degree 	<ul style="list-style-type: none"> Youth Parents Educators Employers 		<ul style="list-style-type: none"> Paid media advertising Print material
Middle Year Project – Technical/Vocational Initiative	Province of MB: <ul style="list-style-type: none"> Education, Citizenship & Youth Advanced Education & Training 	<ul style="list-style-type: none"> Parents Students Partners Educators 	<ul style="list-style-type: none"> Image Awareness Teacher currency 7 shortages Labour market relevance Equipment upgrades 	<ul style="list-style-type: none"> Advisory committee: consultations; collaborations; recommendations Video DVD CD Rom Workbook
Entry Level Cooks	<ul style="list-style-type: none"> Manitoba Tourism Education Council 	<ul style="list-style-type: none"> Youth (13-17) Young adults (18 and over) Employers Aboriginals Visible Minorities Training Providers 	<ul style="list-style-type: none"> Provide entry level training in preparation for employment and/or apprenticeship 	<ul style="list-style-type: none"> Print resources
Career Symposium	<ul style="list-style-type: none"> Province of MB 	<ul style="list-style-type: none"> Students Teachers 		
Trade Schools & industry programs	<ul style="list-style-type: none"> Province of MB 	<ul style="list-style-type: none"> Students 		

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Ready-to-Work Tourism Careers	<ul style="list-style-type: none"> Canadian Tourism Human Resource Council Manitoba Tourism Education Council 	<ul style="list-style-type: none"> Aboriginals Visible Minorities Disabled Groups Unemployed Underemployed 	<ul style="list-style-type: none"> To provide target audience with required skill and experience for a tourism career Reduce employment barriers Provide skills that employers need Provide human resource strategies to employers Strengthen labour market partners to work together to achieve goal of long-term employment 	<ul style="list-style-type: none"> Print ads (newspapers) On-line advertising Brochures Information Pamphlets Posters Web site: www.cthrc.ca/youth_careers.shtml General presentations displays
Secondary Schools & Post Secondary Initiatives	<ul style="list-style-type: none"> Secondary Schools Post-Secondary 	<ul style="list-style-type: none"> Students 		<ul style="list-style-type: none"> Trips Hands-on Activities
Direct Mail	<ul style="list-style-type: none"> Apprenticeship Branch 	<ul style="list-style-type: none"> School Counsellors Grade 3 & 4 Grade 9 		<ul style="list-style-type: none"> Direct mail

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
General Career Awareness as a Dermatologist	<ul style="list-style-type: none"> Permanent Make-up Inc 	<ul style="list-style-type: none"> Young adults (18 and over) Educators Parents Employers Women Visible Minorities 		<ul style="list-style-type: none"> TV ads Radio ads Print ad (newspapers, magazines) On-line ads Information pamphlets Posters Web-site – www.permanentmakeupinc.com Direct mail In-school presentations displays
Trade Unions “Red Seal”		<ul style="list-style-type: none"> Youth 		<ul style="list-style-type: none"> Public Relations outreach to schools
Manitoba Prospects	<ul style="list-style-type: none"> Provincial/Federal MSCA 	<ul style="list-style-type: none"> Senior 1 – 4 Educators Parents 	<ul style="list-style-type: none"> Provide a resource to educators on education, training and careers 	<ul style="list-style-type: none"> Tabloid Newspaper
Roofer Training	<ul style="list-style-type: none"> SU Tec/RRC/ Apprenticeship Manitoba 	<ul style="list-style-type: none"> Roofers 		<ul style="list-style-type: none"> Employers/employee training Visits
Sheet Metal Workers	<ul style="list-style-type: none"> RRC Apprenticeship Manitoba 	<ul style="list-style-type: none"> In Trade workers 		

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Iron Workers	<ul style="list-style-type: none"> • Union 	<ul style="list-style-type: none"> • All able bodies men & women 	<ul style="list-style-type: none"> • Trade information 	<ul style="list-style-type: none"> • Brochures • Video • Visits
Young Women's Conference	<ul style="list-style-type: none"> • Skills Manitoba & MPI 	<ul style="list-style-type: none"> • 12 years of age and up 	<ul style="list-style-type: none"> • Women involved in trades • Viable career option 	<ul style="list-style-type: none"> • Brochures • Media • Websites • Networking • Linkages
Technology Showcase	<ul style="list-style-type: none"> • Skills Manitoba & partners 	<ul style="list-style-type: none"> • Young men • 12 + • Parents 	<ul style="list-style-type: none"> • Awareness of options • Viable career options 	<ul style="list-style-type: none"> • Brochures • Media • Websites • Networking • Linkages
Promotional Program	<ul style="list-style-type: none"> • Home Depot 	<ul style="list-style-type: none"> • Youth of all ages 	<ul style="list-style-type: none"> • Awareness of Skills 	<ul style="list-style-type: none"> • Making bird houses, boxes, etc. Involving parents as well.
Carpentry mechanical machining etc	<ul style="list-style-type: none"> • Technical/Vocational School 	<ul style="list-style-type: none"> • Youth 15 – 18+ 	<ul style="list-style-type: none"> • Awareness of skills sets • Develop interest in skills trades 	<ul style="list-style-type: none"> • Job shadowing • Work experiences • Direct contacts • In-school presentations • People from industry • Open houses
Camps; Youth Internship Program	<ul style="list-style-type: none"> • CAMC 	<ul style="list-style-type: none"> • Youth 15 – 18+ 	<ul style="list-style-type: none"> • Careers in aerospace • Attracting youth to aerospace industry 	<ul style="list-style-type: none"> • Brochures in high schools • Open forum in schools

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Manitoba Trades	<ul style="list-style-type: none"> Winnipeg Construction Association 	<ul style="list-style-type: none"> Youth 13 – 18+ 	<ul style="list-style-type: none"> Ideas of Construction Industry information Diverse skills & work 	<ul style="list-style-type: none"> CD Rom Web site Presentations tied into school system
Career Trek	<ul style="list-style-type: none"> 17 participating departments & Faculties 5 school divisions 58 Schools Variety of funders 	<ul style="list-style-type: none"> Youth (<13 years) Educators Parents Aboriginals Visible Minorities At-risk youth 	<ul style="list-style-type: none"> Understanding how school is relevant to their lives Stay in school Get post-secondary education Not trade specific 	<ul style="list-style-type: none"> Provide children & families with experience not just information Workshops Web site: www.rrc.mb.ca/careertrek
Manitoba Public Insurance (MPI)	<ul style="list-style-type: none"> MPI 	<ul style="list-style-type: none"> 2 aboriginal women salary paid for 4 years 	<ul style="list-style-type: none"> Autobody technicians Trade for women 	<ul style="list-style-type: none"> None – only recruit 2 Intern process
Gas, turbine, engine repair technician	<ul style="list-style-type: none"> MB Aerospace 	<ul style="list-style-type: none"> Aboriginal women 18+ Resident of MB Unemployed 		
Masonry Trade Apprenticeship	<ul style="list-style-type: none"> Apprenticeship Board I.U. Bricklayers & Allied Craftworker 	<ul style="list-style-type: none"> Strong, fit individuals 	<ul style="list-style-type: none"> Promote masonry trade 	

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Northern Hydro Initiative	<ul style="list-style-type: none"> Federal government Provincial government Hydro 	<ul style="list-style-type: none"> 500 Northern aboriginals 100% goal 	<ul style="list-style-type: none"> proposed dams End as journeymen 	<ul style="list-style-type: none"> Aboriginals have first opportunity Promoting within communities 5 equity parties
Employment Partnership Program	<ul style="list-style-type: none"> MAET 	<ul style="list-style-type: none"> Unemployed MB's 	<ul style="list-style-type: none"> Promote employment by training individuals with industry 	
Skill Development Program	<ul style="list-style-type: none"> MAET 	<ul style="list-style-type: none"> Unemployed Manitobans 	<ul style="list-style-type: none"> Community groups Promote post-secondary education(2years or less) in all occupations where there is a skill shortage 	<ul style="list-style-type: none"> Information through employment centres Community organizations
Masonry Trade Apprenticeship	<ul style="list-style-type: none"> Apprenticeship Branch 	<ul style="list-style-type: none"> Young males 16 – 65 	<ul style="list-style-type: none"> Bricklayers Good wages 	<ul style="list-style-type: none"> 8 week school government supplies school U.I. pays for 6 weeks
MPIC	<ul style="list-style-type: none"> Recruiting and hiring 2 aboriginal women, placed in autobody sector Pays salary for 4 years 	<ul style="list-style-type: none"> Aboriginal Women 	<ul style="list-style-type: none"> Promoting autobody technicians in trade for 2 positions 	<ul style="list-style-type: none"> None

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Senior years apprenticeship option	<ul style="list-style-type: none"> Apprenticeship Branch & public education 	<ul style="list-style-type: none"> S3 & S4 students 	<ul style="list-style-type: none"> Exploration of career options High school completion 	<ul style="list-style-type: none"> In-class presentations Website Educators Contact employers Brochures Applied training coordinators
Career Focus	<ul style="list-style-type: none"> MB 4 Youth 	<ul style="list-style-type: none"> High school & post secondary students Employers Educators 	<ul style="list-style-type: none"> School to work transition 	<ul style="list-style-type: none"> Website In-class presentation SAG Conference
MB Mentorships	<ul style="list-style-type: none"> MB 4 Youth 	<ul style="list-style-type: none"> Post-secondary students Educators Employers 	<ul style="list-style-type: none"> School to work transition 	<ul style="list-style-type: none"> Website Ads (print) Brochures Instructors Presentations
Youth Builders' Project	<ul style="list-style-type: none"> Winnipeg Province of Manitoba 	<ul style="list-style-type: none"> Youth on employment & income assistance Youth at risk 	<ul style="list-style-type: none"> Explore careers in building and renovation trades 	<ul style="list-style-type: none"> Print ads EIA marketing and promotions
Internal company program; Loewen Windows Apprenticeship Program	<ul style="list-style-type: none"> Loewan Windows 	<ul style="list-style-type: none"> Internal candidates Interested in long-term career with trades & Loewen 	<ul style="list-style-type: none"> Earn while you Learn Guaranteed work once completed 	<ul style="list-style-type: none"> Internal postings Apprenticeship printed materials

Promotion Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactic Used
Certification Examination Preparation (CEP)	<ul style="list-style-type: none"> Apprenticeship Branch 	<ul style="list-style-type: none"> Diverse audience Immigrants Aboriginals Older/experienced workers 	<ul style="list-style-type: none"> Preparation for certification or qualification 	<ul style="list-style-type: none"> Direct contact Web site
Accreditation	<ul style="list-style-type: none"> Apprenticeship Branch 	<ul style="list-style-type: none"> Colleges Public schools with trades programs Students 	<ul style="list-style-type: none"> High school completion Credit toward apprenticeship 	<ul style="list-style-type: none"> Brochures Application packages First hand contact Web site
Manufacturing	<ul style="list-style-type: none"> Canadian Manufacturing & Exporters 	<ul style="list-style-type: none"> High School Students 	<ul style="list-style-type: none"> Promote interest in manufacturing/skills jobs 	<ul style="list-style-type: none"> Tours where schools tour selected manufacturers
Aerospace Program	<ul style="list-style-type: none"> Aerospace industry 	<ul style="list-style-type: none"> High school teachers 	<ul style="list-style-type: none"> Expose teachers to the business environment 	
Entry Level Cooks	<ul style="list-style-type: none"> MTEC 	<ul style="list-style-type: none"> Those wanting to become cooks 	<ul style="list-style-type: none"> Training opportunities 	<ul style="list-style-type: none"> None Curriculum in available
Tourism Career Awareness	<ul style="list-style-type: none"> Canadian Tourism Human Resources Council Manitoba Tourism Education Council 	<p>Primary:</p> <ul style="list-style-type: none"> Youth (13-17) Young adults (18 and over) Educators <p>Secondary:</p> <ul style="list-style-type: none"> Youth (<13) Parents Career changers 	<ul style="list-style-type: none"> To attract people to tourism careers To deliver career awareness presentations To participate in career fairs To provide career promotion in schools & employment agencies 	<ul style="list-style-type: none"> CD Rom Brochure Poster Information Booklet Web site: www.cthrc.ca/careerplanning/ In-school presentations displays

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Emerit Professional Certification	<ul style="list-style-type: none"> Canadian Tourism Human Resources Council Manitoba Tourism Education Council 	<ul style="list-style-type: none"> Those working in tourism Those wanting to get into tourism Educators 	<ul style="list-style-type: none"> Certification Assist in increasing the number of tourism industry certified professionals To promote a training culture To support and encourage efforts to attract people to establish careers in tourism 	<ul style="list-style-type: none"> Web site: www.emerit.ca Print media Presentations
Trade up to your future	<ul style="list-style-type: none"> Women's Directorate Advance Education & Training 	<ul style="list-style-type: none"> Women Those on social assistance or EI 	<ul style="list-style-type: none"> Encourage women to consider entering the trades 	<ul style="list-style-type: none"> Print media Website Word of mouth Community organizations
Modern Careers Engineered in Wood	<ul style="list-style-type: none"> Wood Manufacturing Council 	<ul style="list-style-type: none"> Senior 2 – 25 years 	<ul style="list-style-type: none"> Promotes jobs in wood manufacturing 	<ul style="list-style-type: none"> Brochures Web site Print media Media releases & ads
AAPAC	<ul style="list-style-type: none"> Apprenticeship Branch 	<ul style="list-style-type: none"> Aboriginal 	<ul style="list-style-type: none"> Opportunities for skilled careers Access to training 	<ul style="list-style-type: none"> Committee Brochure Handbook

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Community Based Training	<ul style="list-style-type: none"> Apprenticeship Branch Training Providers 	<ul style="list-style-type: none"> Aboriginal 	<ul style="list-style-type: none"> Opportunities for training & certification Employee-related opportunities 	<ul style="list-style-type: none"> Face-to-face
Career Destinations	<ul style="list-style-type: none"> Canadian Manufacturers & Exporters Others 	<ul style="list-style-type: none"> Young people 	<ul style="list-style-type: none"> Promote interest in skilled jobs Career info 	<ul style="list-style-type: none"> Web site Brochure Marketing events for associations & gov't Careerdestination.mb.ca
Ready to Work: Tourism Careers	<ul style="list-style-type: none"> MTEC CTHRC 	<ul style="list-style-type: none"> EI Social assistance Aboriginal People with disabilities Youth 	<ul style="list-style-type: none"> Promote careers in tourism 	<ul style="list-style-type: none"> Brochures Websites Print ads
Tourism Career Awareness	<ul style="list-style-type: none"> MTEC/CTHRC 	<ul style="list-style-type: none"> High school Career changers 	<ul style="list-style-type: none"> Promotes careers in tourism 	<ul style="list-style-type: none"> Brochures Websites Posters In-class presentations