



Regional Consultation

New Brunswick

Summary of Key Findings

December 7, 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 Fredericton on December 7th, 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 (see Appendix A), a map to the location, and a template to identify existing promotional programs.

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 17 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, and Doug Homer, national board member of Skills Canada. The day 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 programs and activities that are currently available in New Brunswick was

provided by Patricia Duffy, Executive Director of Skills Compétences Canada New Brunswick Inc. and Wendy Maher, Apprenticeship and Certification, Department of Training and Employment Development, Government of New Brunswick.

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 the New Brunswick.

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 in your region?

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
High School Students (13 – 18)	<ul style="list-style-type: none"> • Students are not exposed to shop training within the high-school setting • Information about skilled trade careers is not resonating • Need to provide information to influencers (youth and educators) so youth receive from various sources • Need to see information about skilled trades presented on a level playing field as other academic post secondary options 	66
Parents	<ul style="list-style-type: none"> • Need more education/information about skilled trades • Need to recognize skilled trades as a viable career option, an opportunity, and a value to society • Need information about careers in skilled trades, skills required, and lifestyle (i.e. pros/cons) 	54
Guidance Counsellors	<ul style="list-style-type: none"> • Do not have a lot of experience with skilled trade sectors • Need more education and information about skilled trades • Need better tools/resources to educate their students (i.e. promo items, CDs) • Need for guidance system to be more responsive to disseminating information about skilled trade careers to youth • Need to provide information to youth about all careers • Need more career counseling resources (most counsellors are focused on social problems/issues with the students) 	51

Target Audience	Need or Gap that exists	Points assigned by Participants
Legislators/ Regulators	<ul style="list-style-type: none"> • Need to have government look at Certification process to support promotional effort and be committed to efforts to change perceptions of skilled trades and support apprenticeship 	42
Employers	<ul style="list-style-type: none"> • Need to assume a role and take more responsibility to promote need for qualified people • Need to promote industry career opportunities and need to support training opportunities • Need to support Certification and demand this training from employees 	18
Generation X (20 – 30)	<ul style="list-style-type: none"> • Not exposed to trades within the secondary school system • Only knowledgeable about skilled trades if they have personal connection (family/friend are tradespeople) • Unaware of opportunities within skilled trade careers 	15
General Public	<ul style="list-style-type: none"> • Try “reverse psychology” to position the skilled trade industry as less “needy” • Need to promote the idea that skilled tradespeople are highly trained and highly paid – “so better register quick” • Change mindset of the value of skilled tradespeople 	0

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 New Brunswick as determined by participants were as follows:

1. **High School Students (13 – 18)** – Need to be exposed to more hands-on skilled trades careers; require more information in a way that will resonate with them
2. **Parents** - Need more information about skilled trade careers
3. **Guidance Counsellors** – Need more information about skilled trade careers so they present all career options to youth

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.

Following is a summary of their suggestions.

1. High School Students (13 – 18)

- Have Certified tradespeople teaching skilled trades in high school
- Reinstate in-shop training in the schools
- Expand existing programs such as the construction career awareness programs
- Organize youth visits to trade shows
- Encourage government/education system to provide advertising/promotional resources
- Use “young boomers” who are successful tradespeople to share their stories in high schools
- Use “Generation X” successful tradespeople to share their stories in high schools
- Create central clearinghouse for information, terminology, training, courses, resources
- Encourage the Department of Education to support the supply of more shop teachers and high school apprentices
- Change present mind set of youth from focus on money to a career that would make them happy
- Increase exposure of students to skilled trades through personal interaction with a tradesperson, tools, etc.
- Organize community college displays in the high schools – play a role in the career days to highlight skilled trade opportunities
- Provide “Skilled Trades: A Career You Can Build On” ads to high schools teachers and guidance counsellors to show to students, community groups, industry associations and unions
- Provide hands on information session and virtual tours to high school teachers, guidance counselors, and youth/community groups
- Develop a “rolling career fair” that would provide interactive information and displays that can be transported throughout the province
- Support more community and industrial classrooms
- Expand the construction awareness model to other trade clusters

2. Parents

- Increase participation of parents in student awareness events
- Feature employer success stories and job profiles in the Telegraph or Daily Gleaner
- Organize on-site workshop opportunities for parents
- Develop reality programming that highlights a variety of trades i.e. junk yard wars, American Choppers
- Encourage the “buy in” by members and unions to support the dissemination of information to parents
- Glamorize all promotions about skilled trades – make the trades a little more elite and highlight the need for good grades to get into the trades
- Pass information to students/youth to bring home to their parents about skilled trades (kits, email and/or voicemail)
- Provide information sessions about skilled trade career opportunities during parent nights/events at school
- Offer parents courses (approx. 30min) on the different trades available to their children
- Encourage employers to host an “open house” for parents to learn more about a skilled trade
- Highlight the range of opportunities in the skilled trades and highlight their importance in various organizations/companies (i.e. hospitals, universities, office building)
- Highlight diversified career opportunities of skilled trades – need promotional material to convey this message to parents, demonstrate successful case studies
- Emphasize that skilled trades can translate into happiness and economic success at the same level as any profession – deliver messages through general media
- Direct comparison of the investment (ROI) required for skilled trades vs. university/profession

3. Guidance Counsellors

- Separate career counselling from the traditional “guidance counselors” role
- Government/Department of Education to establish true “career counsellors” with possible involvement and coalition with industry and/or employers.
- Provide counsellors with co-op opportunities within the skilled trades to increase their knowledge of what is involved.
- Adjust school curriculum to help students apply academic principles to skilled trade problems
- Provide step by step resources to counsellors on how to get involved in a skilled trade career
- Focus on all educators/teachers not just counsellors

- Provide pre-packaged materials about skilled trades that are easily to follow
- Provide summer internship opportunities for educators to help them create an appreciation for the trades
- Ensure that one university module is given to teachers during their training about career counseling in general as well as specifically within the skilled trades
- Hire more tradespeople as career counsellors
- Support a mandatory “Trade Days” for counsellors to ensure that skilled trade careers have some attention and exposure

Moving Forward

In order to identify some trends to indicate the ideas that were most popular among the whole group, each participant was asked to complete a “dot exercise” in which a participant was given three dots to assign to three ideas that resonated the most with them and which they considered were the most effective ideas to focus on moving forward.

The result of this exercise is summarized below.

Target Audience	Idea	# of Votes
High school students	<ul style="list-style-type: none"> • Reinstate in-shop training in the schools 	11
Parents	<ul style="list-style-type: none"> • Emphasize that skilled trades can translate into happiness and economic success at the same level as any profession – deliver messages through general media 	8
High school students	<ul style="list-style-type: none"> • Expand the construction awareness model to other trade clusters 	7
Guidance counsellors	<ul style="list-style-type: none"> • Government/Department of Education to establish true “career counsellors” with possible involvement and coalition with industry and/or employers. 	5
Guidance counsellors	<ul style="list-style-type: none"> • Provide more information to counsellors about co-op opportunities to recommend 	4
Guidance counsellors	<ul style="list-style-type: none"> • Hire more tradespeople as career counsellors 	4

Target Audience	Idea	# of Votes
High school students	<ul style="list-style-type: none"> Use “young boomer” /tradeperson’s success stories in high schools 	2
High school students	<ul style="list-style-type: none"> Encourage government/education system to provide advertising/promotional resources 	1
High school students	<ul style="list-style-type: none"> Encourage the Department of Education to support the supply of more shop teachers and high school apprentices 	1
High school students	<ul style="list-style-type: none"> Provide “Skilled Trades: A Career You Can Build On” ads to high schools/guidance counsellors to show to students, community groups, industry associations and unions 	1
High school students	<ul style="list-style-type: none"> Provide hands on information session and virtual tours to high schools students, guidance counsellors and youth/community groups 	1
Parents	<ul style="list-style-type: none"> Increase participation of parents in student awareness events 	1
Parents	<ul style="list-style-type: none"> Develop reality programming that highlights a variety of trades i.e. junk yard wars, American Choppers 	1
Parents	<ul style="list-style-type: none"> Highlight diversified career opportunities within skilled trades careers– need promotional material as well as successful case studies to convey this message to parents 	1

With various priority ideas identified, participants were then asked who would like to be involved in a provincial committee to develop a strategy for the province based on the information gathered during the consultation. This committee would work with Beverlie Cook, Project Manager, to discuss the resources that might be needed and the way that the existing programs can be leveraged moving forward.

Two organizations volunteered to lead the Regional Implementation Team and liaise with the national office to implement some of the tactics that were identified above.

1. Patricia Duffy Skills/Competence Canada New Brunswick
2. Wendy Maher and team Apprenticeship & Occupational Certification
Government of New Brunswick

Appendix A – Consultation Agenda



Skilled Trades: A Career You Can Build On Consultation Agenda

Date: Tuesday, December 7th, 2004

Location: Delta Fredericton

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	Organization
1	Maurice	Boudreau	Rocan Forestry
2	Stan	Boudreau	Gardner Electric
3	Joseph	Brennan	Leo Hayes High School
4	Peter	Bryden	Construction Technology Centre Atlantic
5	Leonard	Day	Sheet Metal Worker International Association
6	Bill	Dixon	Moncton North East Construction Association
7	Patricia	Duffy	Skills/Competences Canada NB Inc.
8	David	Ellis	Electrical Contractors Association of New Brunswick
9	Doug	Homer	Skills Canada
10	Hilary	Howes	Construction Association of New Brunswick
11	Huberte	LeBlanc	Medes College
12	Ed	Leslie	New Brunswick Society of Certified Engineering Technicians & Technologists
13	Jim	MacDonald	United International Association of Plumbers and Pipefitters
14	Wendy	Maher	Apprenticeship and Certification, department of Training and Employment Development, Government of New Brunswick
15	Conrad	Robichaud	Apprenticeship and Certification, department of Training and Employment Development, Government of New Brunswick
16	Michael	Verner	New Brunswick Apprenticeship Board
17	Berit	Watson	New Brunswick Power Corporation

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. **This list reflects the information gathered at the meeting and does not reflect endorsement by the campaign, by S/CC or by CAF-FCA.**

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Apprenticeship and Certification	<ul style="list-style-type: none"> • Department of Training and Employment Development 	<ul style="list-style-type: none"> • Youth (Secondary School 13 – 17) • Young adults (18 and over) • Educators • Women • Parents (in 2005) • Aboriginals (in 2005) • Employers (in 2005) 	<ul style="list-style-type: none"> • Increase awareness and understanding of the benefits of skilled trades for students, educators and parents. • Increase awareness and understanding of apprenticeship for employers. 	<ul style="list-style-type: none"> • CD Rom • Brochures (3-4 pages) • Information Pamphlets/booklets • Posters • Website www.aoc-acp.gnb.ca • In-school presentation • General presentations • Displays • NB Apprenticeship newsletter • Pilot project to bring in women in trades • Career Expos • Newspaper print ads (in 2005)

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Skills Canada	<ul style="list-style-type: none"> • HRSDC • Private industry • New Brunswick Apprenticeship • Department of Education • New Brunswick Community College 	<ul style="list-style-type: none"> • Youth 	<ul style="list-style-type: none"> • Skills work • Inform youth about trades • Provide hands-on opportunity to experience skilled trades 	<ul style="list-style-type: none"> • Print ads • TV ads • Radio ads • Competitions • Summer workshops • Camps
"Right Skills" CD	<ul style="list-style-type: none"> • New Brunswick Apprenticeship Branch 	<ul style="list-style-type: none"> • High School Students 		<ul style="list-style-type: none"> • CD
School Visits	<ul style="list-style-type: none"> • Carpenters' Training Centre 	<ul style="list-style-type: none"> • High School Students 		<ul style="list-style-type: none"> • Presentations
Trades/Career Days Participation	<ul style="list-style-type: none"> • CANB on behalf of its construction associations 	<ul style="list-style-type: none"> • High School Students 		
Pre-employment Scholarship Program	<ul style="list-style-type: none"> • Electrical Contractors Association of NB (ECANB) 	<ul style="list-style-type: none"> • Pre-employment students 		
Construction Careers Awareness Programs	<ul style="list-style-type: none"> • Saint John Construction Association (SHCA) • ECANB • Carpenters Training Centre • New Brunswick Building Trades Council(NBBTC) 	<ul style="list-style-type: none"> • Grade 11/12 		

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Helmets to Hardhats	<ul style="list-style-type: none"> United Association 	<ul style="list-style-type: none"> Military Trades 		<ul style="list-style-type: none"> Pipe Trades
PLAR Assessment	<ul style="list-style-type: none"> United Associations 	<ul style="list-style-type: none"> General Public 		<ul style="list-style-type: none"> Pipe Trades
General	<ul style="list-style-type: none"> Canadian Construction Association 	<ul style="list-style-type: none"> Youth 	<ul style="list-style-type: none"> See trades 	<ul style="list-style-type: none"> Print Materials
Off Shore Trade Show	<ul style="list-style-type: none"> United Association and Boilermaker Non Destructive Testing 		<ul style="list-style-type: none"> Trades promotion 	<ul style="list-style-type: none"> Walk in trade booth
Construction Career Awareness Program	<ul style="list-style-type: none"> Carpenter's Training Center Fredericton/Saint John 	<ul style="list-style-type: none"> High school students at risk 		<ul style="list-style-type: none"> Provides students with opportunities to experience the trades first hand In school and trades attachment
Youth Apprenticeship Program	<ul style="list-style-type: none"> Department of Education 	<ul style="list-style-type: none"> High school students province wide Grade 10 and 11 students Employers 	<ul style="list-style-type: none"> Targeted at traditional and non-traditional trades Exposure to the workforce Employability Skill building 	<ul style="list-style-type: none"> Pamphlets for students Mentors/coordinator at individual schools Guaranteed preference at New Brunswick Community College (NBCC), UNB, UDEM
Youth Apprenticeship	<ul style="list-style-type: none"> Department of Education 			
High School Career Days	<ul style="list-style-type: none"> Medes College 	<ul style="list-style-type: none"> High school students 		<ul style="list-style-type: none"> Brochures Pamphlets Web site: www.medes.ca

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
In Class Presentation	<ul style="list-style-type: none"> • Medes College 			
Career Fairs	<ul style="list-style-type: none"> • NBCC 	<ul style="list-style-type: none"> • High school • Post high school 		<ul style="list-style-type: none"> • Competitions
High School Career Days	<ul style="list-style-type: none"> • NBCC 	<ul style="list-style-type: none"> • Secondary students 		
Power-Up	<ul style="list-style-type: none"> • Ontario Power Workers Union 	<ul style="list-style-type: none"> • Schools • Students 	<ul style="list-style-type: none"> • Skilled trades options 	<ul style="list-style-type: none"> • Power workers union
Joint Exchange Program Woodstock	<ul style="list-style-type: none"> • NBCC • Woodstock • Department of Education 	<ul style="list-style-type: none"> • High school 	<ul style="list-style-type: none"> • Create skill post secondary exposure at high school level 	<ul style="list-style-type: none"> • Teachers • Guidance counsellors
Explore My Future / Entreprenrs ton avenir	<ul style="list-style-type: none"> • Training and Employment Development New Brunswick 	<ul style="list-style-type: none"> • Grade 10 – 11 students • Career seekers 	<ul style="list-style-type: none"> • What do young people like to do • Where is the training • Where are the employers • Who is going to pay them to do their chosen career 	<ul style="list-style-type: none"> • Local committee • Industry partners • www.exploremyfuture.com
Take your kids to work – orientation	<ul style="list-style-type: none"> • Federal Department of Education 	<ul style="list-style-type: none"> • Grade 9 students • Parents 	<ul style="list-style-type: none"> • Live • Work • Experience 	<ul style="list-style-type: none"> • Media advertising • School system
Industry Technology Curriculum	<ul style="list-style-type: none"> • Department of Education 	<ul style="list-style-type: none"> • High school 	<ul style="list-style-type: none"> • Careers in trades 	
Nackawic Canoe Program	<ul style="list-style-type: none"> • Youth funding program 	<ul style="list-style-type: none"> • Youth at risk 		

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
What do you need math for?	<ul style="list-style-type: none"> • New Brunswick Power • New Brunswick Society of Certified Engineering Technicians and Technologists (NBSCETT) • Explore my future 	<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • The importance of math skills 	<ul style="list-style-type: none"> • Signage • Handouts