

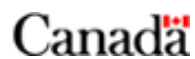


Regional Consultations

Québec

Summary of Key Findings

March 31, 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.


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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/technical training;
- 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 Montréal on March 31st, 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 with round tables to provide the opportunity for participants to have in-depth discussions about key issues raised by the facilitator. There were approximately 12 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 François Bélisle, 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 provincial skilled trade promotion campaigns and activities of Compétences Québec was provided by Jean-Rock Gaudreau, Director of Partnerships and Promotion, Compétences Québec.

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 youth to provide technical training. A complete list of the programs that were identified by participants is included in Appendix C.

2. Are there any unmet needs or gaps in promoting skilled trades and encouraging employers to hire youth to provide technical training?

Several break-out groups consisting of approximately six 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 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
Youth (12-17)	<ul style="list-style-type: none"> • Need to learn more about skilled trade careers • Need to demystify all the myths that exist about skilled trades 	52
Employers	<ul style="list-style-type: none"> • Need to support the employment of youth to provide them with technical training • Lack training and education about benefits of hiring youth who want to become certified tradespeople • Need to understand the financial implication of training • Employers who do hire youth need to promote their involvement and its benefits to their colleagues • Need to recognize on-the-job opportunities as an important part of training of our youth to be quality tradepeople • Need to ensure that salaries are equitable within the market 	39
Youth (17-30)	<ul style="list-style-type: none"> • Need to be reoriented to skilled trade careers • Need to redirect tradespeople into trades where there is labour market demand • Need to understand their own strengths and characteristics to learn what career is best suited to them • Need to learn about the technical training system and the importance of on-the-job training 	32
Education System	<ul style="list-style-type: none"> • Lack of cooperation and coordination between industry and the educational system • Funds between the school boards and the Centre de Formation Professionnelle need to be shared or redistributed to ensure that education of youth is optimized 	30

Target Audience	Need or Gap that Exists	Points
Parents	<ul style="list-style-type: none"> • Professional careers have high profile, while skilled trade careers are seen negatively • Need to be educated on the value of careers in the skilled trades • Need to be educated on all the choices of careers with skilled trades • Negative perceptions and prejudices exist around skilled trade careers 	29
Media	<ul style="list-style-type: none"> • An unfavorable prejudice exists about skilled trades by journalists and media in general • Coverage of skilled trades is often presented in a negative way • Not seen as credible sources of information 	22

3. How can we address this unmet need or gap in promoting careers in skilled trades (i.e. Tactics, Promotional tools, Programs, Activities)?

As indicated in the above exercise, the top three needs or gaps within Québec as determined by participants were as follows:

1. **Youth (12-17)** – Need to learn more about the positive opportunities that skilled trade careers can provide
2. **Employers** – Need to hire youth and provide technical training, as well as to understand the financial benefits involved; employers need to promote the value of their own trade
3. **Youth (18-30)** – Need to help these youth understand which career suits their talents and redirect them to careers where there is market demand

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 participants’ suggestions.

1. Youth (12-17)

- Develop programs that allow youth to learn about skilled trade careers during a one-day site visit
- Develop youth groups that allow youth to explore all types of trades
- Open-door events for industry, schools and other stakeholders
- Develop a “buddy system” that will allow youth to shadow tradespeople doing their jobs
- Have displays at career conferences in the schools
- Have youth visit or be involved in regional, provincial and national Skills Competitions
- Develop interactive games for youth to explore
- Work together with all partners and stakeholders to deliver a consistent message
- Integrate the methods of communication between all stakeholders
- Have interactive and in-person opportunities for students and industry partners to communicate i.e. one-on-one meeting, conferences, work-shops, etc. Youth do not read.
- Identify a credible spokesperson to deliver the message, such as a youth who is a tradesperson.

2. Employers

- Ensure that employers who provide technical training to youth follow and support the requirements of the program to deliver quality training
- Identify and define the right partners who will deliver quality training
- Ensure that the roles and responsibilities of the employer are clearly defined and adhered to
- Have employers pass an equivalency test to ensure they have the skills that are needed to teach youth the technical component of their trade, or have a staff member who is certified in their trade
- Tradespeople and employers need to demonstrate their pride in their occupations
- Employers need to work collaboratively with their associations to promote skilled trade careers

3. Youth 17-30

- Develop a training book that will properly record and verify the hours worked
- Ensure the salary reflects the experience of the worker
- Reposition skilled trades to reflect European models (i.e. chefs)
- Provide better access to career counseling
- Work collaboratively with Réseau des Carrefours jeunesse emploi (CJE)
- Be present at career expos and conferences that this target audience would attend.

Moving Forward

A report will be compiled to summarize the results of the consultation to identify the priorities and ideas for local groups to implement to promote skilled trades and apprenticeship. This report will be posted on the web site along with other regional reports to provide a cross-Canada picture of the needs and gaps in promoting skilled trade and apprenticeship. The national campaign project team will work closely with stakeholders within the region to deliver any campaign material, such as brochures or videos, that can be used to complement existing programs within the region.

Appendix A – Consultation Agenda



Skilled Trades: A Career You Can Build On Consultation Agenda

**Date: March 31, 2005
Location: Delta Centre-ville**

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 a list of participants.

	First Name	Last Name	Position	Organization
1	Véronique	Bédard	Conseillère régionale, Division programmes d'emploi	Ressource humaines et développement des compétences Canada, Région Québec
2	Dominique	Bouchard		Ministère de l'Éducation, du Loisir, et du Sport
3	Marc	Brazeau	Vice president	AIA Canada
4	Germain	Fillion	Expert – Maçonnerie	
5	Jean-Rock	Gaudreault	Directeur Promotion- Partenariat	Compétences Québec
6	Joël	Hamet		Ressource humaines et développement des compétences Canada, Région Québec
7	René	Jetté	Enseignant, Électricité de construction	Centre de formation professionnelle, Pierre-Dupuy
8	Francis	Kelly		Commission de la construction du Québec
9	Françoise	Normandin		École Jacques Rousseau
10	Jocelyne	Roy	Directrice des communications	Commission de la construction du Québec
11	Giuliana	Tessier		Ministère de l'Éducation, du Loisir, et du Sport
12	Colette	Wilkens		

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.

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactics Used
« You're heading for success »	<ul style="list-style-type: none"> • Ministère de l'Éducation, du Loisir et du Sport • Emploi-Québec • Commission des partenaires du marché du travail 	<ul style="list-style-type: none"> • Youth (12 – 17) 	<ul style="list-style-type: none"> • Increase the importance of trades and professions 	<ul style="list-style-type: none"> • Advertising site : www.toutpoureussir.com
Inforoute FPT	<ul style="list-style-type: none"> • Ministère de l'Éducation, du Loisir et du Sport • Compétences Québec • Emploi-Québec 	<ul style="list-style-type: none"> • Stakeholders in education sector 	<ul style="list-style-type: none"> • Information on programs and projects related to training and techniques in the area of trades 	<ul style="list-style-type: none"> • Advertising site : www.inforoutefpt.com
Youth information	<ul style="list-style-type: none"> • Human Resources and Skills Development Canada (HRSCC) 	Target audiences : <ul style="list-style-type: none"> • Youth (18 +) • Employers Secondary audiences : <ul style="list-style-type: none"> • Youth (13 – 17) • Educators • Parents • Women • Aboriginal • Visible Minorities 		<ul style="list-style-type: none"> • Web site www.hrsdc.gc.ca • Human Resource Centre of Canada

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactics Used
<p>Fiers de bâtir ensemble : l'industrie de la construction du Québec</p>	<ul style="list-style-type: none"> • Promoter : Commission de la construction du Québec • Campaign launched in cooperation with the unions and associations of employers of the construction sector 	<ul style="list-style-type: none"> • Youth (13 – 17) • Young adults (18+) • Educators • Employers • Women • Construction workers and their families 	<ul style="list-style-type: none"> • « Donne un coup de main à ta carrière : choisis la construction! » 	<ul style="list-style-type: none"> • Radio Advertising • Advertising in theatres • Print Advertising (newspapers, magazines and trade publications) • CD-ROM • Brochures • Fliers and brochures • Posters • Web Site : www.fiersdebatirensemble.com • Presentations in schools and general presentations • Press Events • Scholarships and trophies • Demonstrations during public events • Major partner at the Competitions of Skills/Compétence Canada • Cooperation with editors to choose youth selecting a career or still in school • Video

Name of the Program	Sponsoring Organization/s	Primary Target Audience/s	Objectives/Key Messages	Promotion Tactics Used
Tour de piste – des métiers de l'automobile	<ul style="list-style-type: none"> • Comité sectoriel de main-d'œuvre des services automobiles • Emploi-Québec 	<ul style="list-style-type: none"> • Youth (15 – 20) 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Web Site : www.csmo-auto.com • Flyers and information brochures
Promotion Initiatives	<ul style="list-style-type: none"> • Commission scolaire de la Pointe-de-l'Île 	<ul style="list-style-type: none"> • Youth (13- 17) • Young adults (18+) • Women 	<ul style="list-style-type: none"> • Target audience • Create interest 	<ul style="list-style-type: none"> • Radio Advertising • Print Advertising (newspapers and trade publications) • CD-ROM • Brochures • Flyers and information brochures • Posters • Web site : www.csipi.qc.ca • Mass Mailing • Presentations in schools • Youth Expo • One-day Student Program • Careers Open Doors (half a day)