As I present to you our annual report for 2014, I would like to take a moment to acknowledge the collective passion for and commitment to apprenticeship training that is so evident among our members, working groups, CAF-FCA’s Board of Directors and a wonderful staff. Whether in my office or on the road, I am constantly reminded of and motivated by the apprenticeship community’s support, interest and engagement in CAF-FCA’s mission.

Over the last year, we have seen the national agenda around apprenticeship expand, with new federal government commitments to harmonization, apprentice loans and flexible approaches to technical training. The Forum of Labour Market Ministers is emphasizing employer engagement – one of the pillars in CAF-FCA’s work over the last 14 years. Provincial and territorial governments are focusing on trades education and ramping up bilateral agreements to recognize apprenticeship training undertaken in other parts of Canada. Employer groups across the country are talking about apprentice retention and completion. It is exciting to see this level of activity.

The national conversation around apprenticeship is not, however, the focus of this report. Instead, it is intended to showcase results and successes against CAF-FCA’s new strategic plan and in the context of our new governance model. Though not exhaustive, the highlights reflect our ongoing commitment to provide stakeholders with relevant insights and opportunities to connect. It speaks to how we’re supporting national dialogue while we continue to promote skilled trades careers among youth and apprenticeship training to employers.

Please send us your questions, comments and feedback. In addition to being the motivation behind our work, the views of members are always welcome and appreciated.

Sarah Watts-Rynard
Executive Director
Strategic Plan 2014-2017

Informed by feedback from members, CAF-FCA’s Board of Directors approved a new Strategic Plan that responds to the apprenticeship community’s priorities and challenges, while speaking to the organization’s evolving role at the national level. Priorities include:

Apprenticeship Insights

As part of its research mandate, CAF-FCA provides the apprenticeship community with insights that assist stakeholders in efforts to develop and maintain healthy and progressive pan-Canadian apprenticeship systems.

Awareness and Engagement

Raising awareness about the value of apprenticeship training occurs with a number of non-participating audiences. Engaging those audiences includes collecting their views, interests and concerns, and responding with accurate, relevant messages through audience-appropriate channels.

Connections and Best Practices

Facilitating connections among apprenticeship stakeholders ensures the community is well-positioned to share promising practices and identify collaborative solutions to common challenges. By supporting efforts to overcome isolation, CAF-FCA can be an effective national voice for apprenticeship training.

Organizational Sustainability

One of CAF-FCA’s strategic priorities is to ensure its own long-term sustainability. Creating ongoing value for stakeholders will support institutional strength and longevity.
Many thanks to the dedicated Directors who have guided and developed CAF-FCA’s strategic vision over the last year. Directors are now subject to election every four years, providing the organization with fresh perspectives and new ideas, while retaining experience at the Board table.

Kim Andreas  
Past President  
Canadian Coalition of Women in Engineering, Science, Trades and Technology

Luigi Carrozzi  
Business Manager  
Labourers’ International Union of North America, Local 527

Dave Cassidy  
Chair, National Skilled Trades Council  
Unifor

Gerald Clark  
Senior Human Resources Manager  
Clark Builders

Cordell Cole  
International Representative  
International Brotherhood of Electrical Workers

Albert Hille  
Manager, Training & Development  
Seaspan ULC

Norm Kemp  
Apprenticeship Board Chair  
Nova Scotia

Peter Lawlor  
Dean of Trades  
Keyano College

Raymond Massey  
Alberta Apprenticeship and Industry Training Board Chair  
Alberta

Cindy Oliver  
President  
Federation of Post-Secondary Educators of BC

Louise Turcotte  
Associate Dean, Schools of Skills Training and Community and Corporate Learning  
Cambrian College

Dave Suess  
Apprenticeship Advisor  
Suncor Energy

Melissa Young  
Regional Coordinator, Atlantic Apprenticeship Harmonization Project  
New Brunswick

Over the past year, CAF-FCA has been involved in a number of areas of importance to the apprenticeship community. In pursuing its research mandate, CAF-FCA has published reports and briefs on a wide range of apprenticeship-related topics. Seven additional video resources have been developed to engage youth and non-participating employers. Events designed to share best practices within the apprenticeship community have taken place in person and online. Here, we recount some of the highlights of the last year.
CAF-FCA launched two projects relating to the business case for investing in literacy and essential skills in the trades.

These studies stand to help industry and policymakers build the business case for training in the skilled trades environment and inform future training strategies that impact industry’s ability to sustain itself and remain competitive.

This year, we pilot-tested a labour market intelligence model designed to inform the apprenticeship community’s planning and policy decisions. Given ongoing concerns about skills shortages, we wanted to establish a supply and demand forecast to more accurately understand the capacity of apprenticeship to fill the gaps. Over the next two years, we will test the model against employer demand for certified tradespeople, apprentices and/or labourers.

CAF-FCA has added to its understanding of the impact of technology on apprenticeship training with new reports focusing on employer perspectives in Ontario and an in-depth study with New Brunswick’s apprenticeship stakeholders. It is clear that technology is changing the nature of many trades occupations, requiring tradespeople to master both digital and mechanical skills in a rapidly-changing environment.

**The Costs and Benefits of Literacy and Essential Skills: Is there a Business Case for Employers in the Skilled Trades?**

**The Causal Effects of Literacy and Essential Skills on Labour Market Outcomes for Canadian Workers**

**Apprenticeship Analysis – Understanding Skills Shortages in Apprenticeable Trades**

**The Impact of Technology on Tradespeople: Views of Ontario Employers**

**The Impact of Technology on Apprenticeship in New Brunswick**

Visit the CAF-FCA website for a full list of available reports. The three reports highlighted below are among those most-viewed by apprenticeship stakeholders over the last year.

**Effective Journeyperson Apprentice Mentoring On-the-job: Tips, Strategies, and Resources**

The ability of the next generation of skilled trades professionals relies in large part on the mentors who teach them. Apprentices in the skilled trades need strong workplace support to become certified, making journeyperson mentors crucial to apprenticeship success. This report provides fresh insights into the important role of mentors to apprenticeship completion across Canada.

**Youth Perceptions of Careers in the Skilled Trades**

In this report, CAF-FCA shares the results of a national survey with more than 800 students across Canada, comparing the results to findings from a parallel investigation in 2004. The report provides insights directly from today’s youth, illustrating where progress has been achieved over the last decade and where work to overcome persistent myths about trade careers remains.

**Supporting Apprentice Success**

This report connects the dots on key themes affecting apprenticeship in Canada. The report pulls together insights from employers, tradespeople, youth and parents to contribute new perspectives around recruitment, industry demand and retention challenges – all of which contribute to or work against the success of individual apprentices.
CAF-FCA was well-represented in the media this year, with local and national coverage that included CBC radio, Maclean’s magazine, the Lang & O’Leary Exchange, CTV National News and the Globe and Mail. A growing social media presence supports press coverage and helps to keep apprenticeship training front-and-centre on the national stage.

One way that CAF-FCA pursues its mandate to reach out to non-participating audiences is by holding workshops focused on the unique questions raised by youth, parents, employers and new Canadians. In New Brunswick, in collaboration with the provincial apprenticeship authority, CAF-FCA also connected with prospective trade qualifiers. When taken together, CAF-FCA hosted more than 20 workshops and webinars for these audiences.

Youth are an important focus for CAF-FCA work. New resources continue to be added to the Careers in Trades website (www.careersintrades.ca). New trade descriptions provide a richer understanding of the skills required by particular trades. The Educator’s Guide, with activities for the classroom, and Apprenticeship Guide, geared to youth and their parents, were updated and redesigned. At this year’s Skilled Trades Summit, more than 100 Ottawa-area students had an opportunity to connect with journeypersons from across Canada in small group discussions.

Resources to Support Your Outreach

While members tell us promotion of the skilled trades is a critical element of CAF-FCA’s mandate, it is equally important to ensure the apprenticeship community has high-quality resources and tools to use for their own outreach. Over the last year, CAF-FCA has released new videos designed to engage employers and youth.

Check out these videos on CAF-FCA’s YouTube channel and contact us for copies to integrate on your own website.

- Five Reasons to Hire and Train an Apprentice (Employer) – available in English and French
- Skilled Trades: A Career You Can Build On (Youth) – available in English and French
- Video Profile: Sheet Metal Worker
- Video Profile: Chef
- Video Profile: Carpenter
- Video Profile: HVAC

While there are excellent programs and initiatives underway in every corner of the country, stakeholders tell us it is difficult to keep track of what’s being done.

Opportunities for collaboration or the chance to adapt an innovative model rely on opportunities to share best practices. CAF-FCA facilitates connections at in-person events, on webinars and using platforms like the Canadian Apprenticeship Journal and our blog.

In the last year, CAF-FCA held webinars on topics such as engaging youth, skills shortages and Women’s Work – Challenges & Opportunities in the Skilled Trades. The audience for webinars has grown substantially over the last year, with attendance now regularly reaching 100+. Webinars are recorded and made available on CAF-FCA’s YouTube channel.

While webinars provide opportunities to learn from and share with each other, in-person events are uniquely able to support networking and collaboration that it is difficult to replicate. Since CAF-FCA’s last results report, regional roundtables were held in Vancouver, Ottawa, Moncton and Calgary on subjects such as mentoring, strategic directions and youth engagement.

CAF-FCA thanks its event sponsors for their support:

- Alberta Apprenticeship and Industry Training
- Apprenticeship and Occupational Certification New Brunswick
- Building Trades New Brunswick
- SAIT Polytechnic
- Suncor Energy
- UA/MCA Joint Apprenticeship and Training Committee of NB Inc.

For those unable to connect in-person or online, CAF-FCA continued to send out two monthly newsletters – one for members-only and another to the broader apprenticeship community. Together, the newsletters reach more than 5,000 stakeholders every month.
Don’t miss the opportunity to draw inspiration from across the country in the two most recent issues of the Canadian Apprenticeship Journal. Touching on topics of ongoing interest to the apprenticeship community, articles provide in-depth insights into initiatives underway from coast-to-coast-to-coast. Many thanks to our issue sponsors at the Higher Education Quality Council of Ontario, the Government of Northwest Territories and the Saskatchewan Indian Institute of Technologies.

Engaging Indigenous People in the Trades (17 articles)

Engaging Youth in the Trades (18 articles)

Organizational Sustainability

Over the last two years, CAF-FCA has undergone a complete transformation in terms of its governance, membership and funding structure. The ongoing support of members has allowed CAF-FCA to reorganize, while continuing to provide the reports, resources and service valued by apprenticeship stakeholders since 2000.

Today’s non-profit organizations need to be increasingly value-oriented, recognizing that funding through government, membership, sponsorship and other sources is increasingly difficult to tap. CAF-FCA’s Board of Directors is focusing on the development of a long-term value proposition, one that will attract new members and provide excellent value for membership, while continuing to play a strategic role in informing policy and reaching out to non-participating audiences.

Members are invited to participate in this process through surveys, at events and by contacting staff at info@caf-fca.org.

LEARNING OPPORTUNITIES
Here are a few resources you won’t want to miss:

- **Tax Credits and Grants for Employers, Apprentices, Journeypersons and Trade Qualifiers in Canada**
  32-page report on financial supports available across the country

- **Apprenticeship Analysis - Understanding Skills Shortages in Apprenticeable Trades**
  Explore preliminary work to understand the supply and demand landscape in Canada’s skilled trades. This labour market information model forms the basis of an ongoing project to understand employer demand for certified workers, apprentices and labourers.

- **The Impact of Technology on Tradespeople: Views of Ontario Employers**
  In today’s skilled trades workplace, using digital tools and adapting to new technologies are a reality for many tradespeople. To better understand employer perspectives on how these changes are impacting tradespeople, CAF-FCA surveyed 440 employers of Red Seal trades in Ontario.

- **Engaging Youth in Apprenticeship: Perceptions and Best Practices**
  On February 27, 2014, a group of apprenticeship stakeholders met in Calgary, Alberta to explore challenges and opportunities associated with recruiting and retaining young people in the skilled trades.

- **Study Tour Takeaways: Innovative Approaches to Skills Training**
  In March 2014, CAF-FCA was invited to join the Employment and Social Development Canada minister on a study tour in Germany and England. This report compiles key takeaways and insights from the different apprenticeship systems.
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