

CANADIAN APPRENTICESHIP FORUM (CAF)



STRATEGIC PLAN 2011 – 2014

VISION

CAF is a driving force for healthy, vibrant and progressive pan-Canadian apprenticeship systems

MISSION

- To influence pan-Canadian apprenticeship strategies through research, discussion and collaboration with the apprenticeship community.
- To promote apprenticeship and certification as an effective model for training and education, contributing to the development of a skilled, productive, inclusive and mobile labour force

CORE VALUES

1. Collaboration & Partnership
 - With CCDA, IPA, business, labour, other Sector Councils, others
2. Focused on the Needs of the Apprenticeship Community
 - Responsive to evolving needs
3. Results Driven – In the Business of CAF
 - Accountable
 - Transparent

KEY RESULT AREAS

1. Employer Engagement
2. National & International Outreach to the Apprenticeship Community
3. Governance & Accountability
4. Communication & Promotion
5. Technology & Innovation

STRATEGIC OBJECTIVES AND GOALS

EMPLOYER ENGAGEMENT

- 1.0 To influence business in Canada to hire and train apprentices.
 - 1.1 By developing products that will meet the needs of employers.
 - 1.2 By leveraging opportunities to engage non-participating employers (SME's, Public Sector, etc.) – leverage champions and identify key associations.

NATIONAL & INTERNATIONAL OUTREACH TO THE APPRENTICESHIP COMMUNITY

- 2.0 To ensure CAF serves as the national forum for apprenticeship in Canada
 - 2.1 By enhancing knowledge exchange with the National and International community (conferences, dialogues, tools).
 - 2.2 By branding CAF as the Canadian voice of the apprenticeship community.
 - 2.3 By making CAF products visible/available to the apprenticeship community.

GOVERNANCE & ACCOUNTABILITY

- 3.0 To be a model for collaborative & efficient decision-making.
 - 3.1 By reviewing and enhancing CAF's consultation, collaboration and decision-making processes (including BOD issue identification and dialogue protocols / mechanisms).
 - 3.2 By reviewing and enhancing CAF's business management processes (budgeting, HR, etc.)
 - 3.3 By enhancing CAF's internal communication processes.
 - 3.4 By attracting alternative funding sources.

COMMUNICATION & PROMOTION

- 4.0 To influence Canadians to support apprenticeship and certification.
 - 4.1 By increasing public awareness of the value of apprenticeship as a respected and sought career path and certification as a means of ensuring higher quality consumer products and services.
 - 4.2 By making CAF products and services visible and available to apprentices, employers and the public.

TECHNOLOGY AND INNOVATION

- 5.0 To expand the apprenticeship communities knowledge of the opportunities to leverage technology and innovation (training, tools, now and emerging occupations).
 - 5.1 By conducting an environmental scan to understand the impact and potential of technology on apprenticeship and journey persons (connecting people, recruiting, educating youth, workplace practices).
 - 5.2 By identifying specific priorities and next steps.