

# **APPRENTICESHIP: IT WORKS!**

**Canadian Apprenticeship Forum  
Forum canadien sur l'apprentissage  
2010-2011**



# Outline

- Introduction: What is CAF-FCA?
- Our Challenges
- CAF-FCA: Part of the Solution
  - Skilled Trades a Career You Can Build On
  - National Forum Dialogues
  - Conference
  - The Canadian Apprenticeship Journal
  - Practical Tools
  - Respect, Opportunity, Good Pay
  - It pays to hire an apprentice!



# CAF-FCA: Who We are and What We Do

- The Canadian Apprenticeship Forum-Forum canadien sur l'apprentissage (CAF-FCA) is a not-for-profit, multi-partite organization that plays an integral role in bringing together the key players in apprenticeship.
- CAF-FCA has a Board of Directors with over 40 members. Board of Directors include members from business, labour, provincial/territorial officials, educators, and equity groups.



# CAF-FCA: Who We are and What We Do

- To influence pan-Canadian apprenticeship strategies through:
  - Research
  - Discussion, and
  - Collaboration
- To promote apprenticeship as an effective model for training and education, contributing to the development of a
  - Skilled
  - High Quality
  - Productive
  - Inclusive and mobile labour force



# What's in it for me?

- CAF-FCA benefits the apprenticeship community by providing:
  - Great networking and learning opportunities
  - Opportunities to talk to your colleagues about training issues
  - Insights on programs and policies impacting apprenticeship
  - Information sharing on the latest human resource trends and trade specific data
  - A chance to contribute your ideas and perspectives
  - Access to practical tools



# How can I participate?

- There are a number of opportunities to become involved with CAF-FCA including:
  - Share and distribute our materials, journal, and reports
  - Participate in one of our working group
  - Come to one of our National Forum Dialogues
  - Invite us to speak at one of your events or host an event with us
  - Attend our conferences
  - Use our practical tools



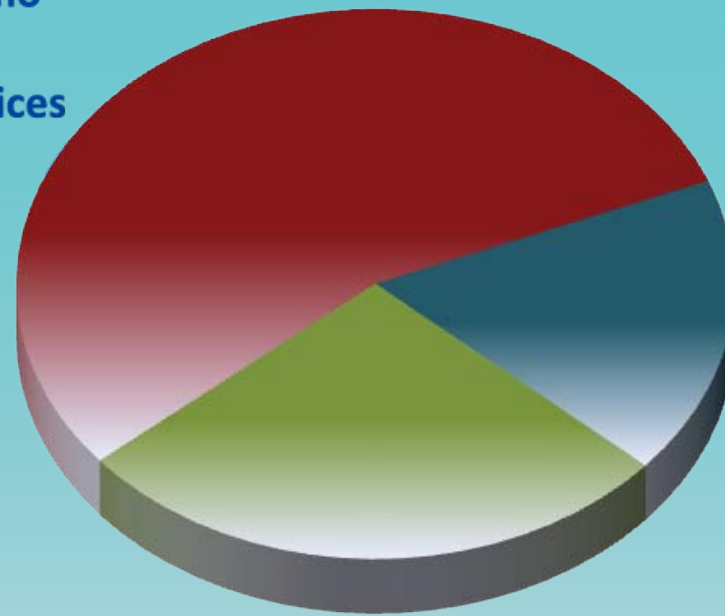
# Our Challenges

- The complex nature of the economy
- Negative attitudes towards the skilled trades as a career
- Low employer participation: Out of all the employers who could potentially train apprentices, it appears from a national perspective that less than 20% of employers participate in apprenticeship training.
  - Please note that provincial/territorial rates may vary. At present, CAF-FCA is conducting a survey to confirm the current rate of participation.



# Low Employer Participation in Apprenticeship Training in Canada

**Employers who  
have never  
hired apprentices  
55%**



**Employers who  
hire apprentices  
17.6%**

**Employers who  
have hired apprentices  
in the past, but not presently  
27.4%**



# CAF-FCA: Part of the Solution

- Skilled Trades A Career You Can Build On
- National Forum Dialogues
- Conference
- The Canadian Apprenticeship Journal
- Practical Tools
- Respect, Opportunity, Good Pay: Creating awareness
- It pays to hire an apprentice!

Building the Business Case



# Skilled Trades A Career You Can Build On

- CAF-FCA conducted a national media campaign to promote the skilled trades.
- On an ongoing basis, CAF-FCA provides information to youth, parents, and educators on the skilled trades as a viable career option.
- The Forum offers a number of apprenticeship resources for educators, such as toolkits, PowerPoint presentations, posters and brochures. Highlights include:
  - Educators' Guide, Websites including CAF-FCA, apprentice trades, and careers in trades



# National Forum Dialogues

- Give members of the apprenticeship community a chance to discuss “hot” topics.
- Expert panelists offer insights on current issues and facilitated discussion fuels information sharing and action among stakeholders from across the country.
- *Check it out on-line:* Taped versions of the dialogues are available off our website at [www.caf-fca.org](http://www.caf-fca.org)



# Conferences

- Every other year, CAF-FCA holds a conference.
- This conference gives participants a chance to listen to industry experts, learn valuable up-to-date information on policies and programs, and network.
- The next conference will be held in 2012 in Regina, SK.



# Canadian Apprenticeship Journal

- Share valuable research findings on apprenticeship
- Forum for Canadian and international researchers to debate methodologies and policy ideas
- Profiles promising practices
- Insights from stakeholders through opinion pieces
  - First issue: Return on Training Investment
  - Second issue: Employer Promising Practices
  - Third Issue: Completion



# Practical Tools

- Available Now...
- [www.apprenticetrades.ca](http://www.apprenticetrades.ca) is a database of relevant information and contacts.
- Catalogue: One stop shop on apprenticeship supports such as tax credits by province and territory. The catalogue is set up as a map of Canada.
- Apprenticeship 101 Workshops: Online Videos that explain what apprenticeship is, how it works, and what are the benefits to employers.
- Discover Apprenticeship
- Apprenticeship Works: Build On It! – an online database for employers



# Respect, Opportunity, Good Pay: Creating Awareness

CAF-FCA challenges negative attitudes towards the skilled trades through its “Respect, Opportunity, Good Pay” message and its National Outreach Strategy.

- Available Now...
- What’s Happening in Apprenticeship Now?
  - This national survey provides insights on the perceived status of apprenticeship in Canada and current efforts to address barriers.
  - Negative attitudes towards apprenticeship and a poor image of the trades were still identified as major barriers.



# Respect, Opportunity, Good Pay: Creating Awareness

Our work investigates how entry into apprenticeship from high school can be enhanced and emphasizes the value of apprenticeship as a postsecondary option.

## **Available now!**

- High School to Apprenticeship Transition: Identifying and Sharing Best Practices: learn what forum participants had to say about the importance of communicating the benefits of transition programs, recognizing learner achievements, and getting buy in from key stakeholders.

## **Coming Soon!**

- Apprenticeship Outcomes: preliminary research suggests that individuals who complete apprenticeship training and become certified have better earning potential, are more employable and experience higher levels of job satisfaction and security. Apprenticeship: It's worth it!



# It pays to hire an apprentice!

As a part of its Employer Engagement Strategy, CAF-FCA talks to industry on an ongoing basis about the business case for apprenticeship with the aim of enhancing employer participation.

## **Available Now!**

- Return on Training Investment Phase I and Phase II
  - This national survey with almost 1,000 employers indicates on average, for each \$1 invested in an apprentice, an average benefit of \$1.47 accrues to the employer. This is nine cents up from the Phase I study.
  - There is a return for every region and size of business based on a detailed analysis of 3 trades
  - Trade specific data for 16 trades is included.



# It pays to hire an apprentice!

Additional reports and activities aim to strengthen the business case, share promising practices, and provide insights into employers' hiring practices and human resource strategies.

## **Available Now!**

- Challenge to Finding an Employer Sponsor
  - National Apprenticeship Survey data by trade, province/territory and equity group.
  - Direct feedback from apprentices on what they look for in employers.



# It pays to hire an apprentice!

## Coming Soon!

- Promising Practices for Connecting Visible Minorities and Employers
  - Highlighted what programs, strategies, and practices work well.
- Characteristics of Companies that Train
  - Investigated links between apprenticeship and business performance based on interviews with employers.
- Completion
  - Investigated how apprenticeship completion can be enhanced in Canada.



# Upcoming Opportunities

- Share and distribute our materials and reports:
  - Skilled Trades Campaign, Return on Training Investment Reports, and/or use Power Points off website
- Participate in one of our working groups
- Come to one of our National Forum Dialogues
- Invite us to speak at one of your events or host an event with us
- Attend our conferences and sponsor our events



# For more information....

**Check out our websites:**

**[www.caf-fca.org](http://www.caf-fca.org)**

**[www.careersintrades.ca](http://www.careersintrades.ca)**

**[www.apprenticetrades.ca](http://www.apprenticetrades.ca)**

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