

Apprenticeship: It Works!

Canadian Apprenticeship Forum
Forum canadien sur l'apprentissage
2010



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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 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
 - Use our practical tools

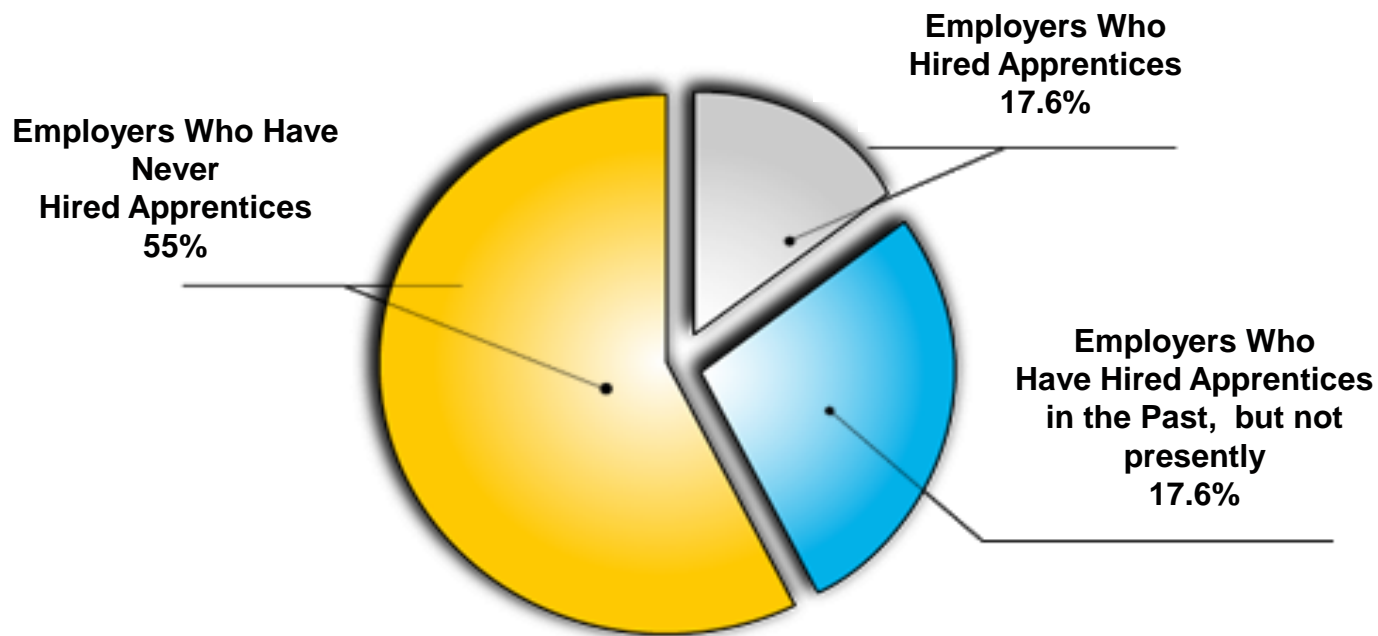


Our Challenges

- 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, while numbers for Alberta may be greater, it appears from a National perspective that less than 20% of employers participate in apprenticeship training.



Low Employer Participation in Apprenticeship Training in Canada



From 2006 Survey - A 2008 survey shows an increase of about 3% for those that hired apprentices.



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



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.
- Apprenticeship: The Framework for Canada's Renewable Resource, St John's, NFLD, June 2010. Join Us!



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 out now!
Theme: Return on Training Investment



Practical Tools

Available Now...

- 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 Workshop: On-line videos that explain what apprenticeship is, how it works, and what are the benefits to employers.

Coming Soon...

- Tools that will help employers hire and retain apprentices.



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.



Creating Awareness

Respect, Opportunity, Good Pay:

- Upcoming activities will emphasize the value of apprenticeship as a career choice and investigate how entry into apprenticeship from school can be enhanced.
- Apprenticeship Outcomes
 - Will highlight positive benefits of a career in the trades
 - Will try to compare graduate outcomes for apprentices to other forms of post-secondary education based on National Apprenticeship Survey data and additional information from Statistics Canada.
- School-to-Work Transition
 - The Report will share promising practices on high school to work transition.



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, a benefit of up to \$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!

- Upcoming reports and activities will aim to strength the business case, share promising practices, and provide insights into employers' hiring practices and human resource strategies.

Upcoming reports:

- Investigating the Increasing use of Temporary Foreign Workers: Impacts on Apprenticeship?
 - Statistical data on current trends
 - Direct feedback from employers on their experiences and approaches
- 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.



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Upcoming Activities:

- Promising Practices for Connecting Visible Minorities and Employers
 - Will highlight what programs, strategies, and practices work well and where employers should go for assistance.
- Engaging the Public Sector
 - Dialogue sessions will create awareness about apprenticeship and will encourage more public sector employers to participate as a part of their long term human resource planning.
- Characteristics of Companies that Train
 - Will investigate links between apprenticeship and business performance based on interviews with employers.



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Upcoming Activities:

- Completion
 - Will investigate how completion can how apprenticeship completion can be enhanced in Canada.
- Retraining in the Economic Downturn: Apprenticeship and Workers in Transition
 - Will investigate relationship between apprenticeship and workers in transition.



Upcoming Opportunities

- Share and distribute our materials and reports:
 - ☞ Skilled Trades Campaign, Return on Training Investment Executive Summaries, 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
 - ☞ St John's June 2010 - Register Now!



For more information....

Check out our websites:

- www.caf-fca.org.
- www.careersintrades.ca.
- www.apprenticetrades.ca.

For more information contact:

- Canadian Apprenticeship Forum-
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116 Albert Street, Suite 812
Ottawa, Ontario
K1P 5G3

