



**Canadian Apprenticeship Forum –
Forum canadien sur l'apprentissage**

CAF-FCA 2006 Conference



Summary Report

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

Introduction *“Apprenticeship – A Winning Formula”*

The Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) is a not-for-profit, multi-partite organization bringing together the key constituents within the apprenticeship community. CAF-FCA is a unique partnership of representatives from business, labour, the Interprovincial Alliance of Apprenticeship Board Chairs (IPA), educators, persons with disabilities, women, members of visible minorities, Aboriginal persons, the Canadian Council of Directors of Apprenticeship (CCDA) and Human Resources and Social Development Canada (HRSDC).

CAF-FCA Mission

To influence pan-Canadian apprenticeship strategies through research, discussion and collaboration by the apprenticeship community.

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.

Vision

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

Conference Objectives

- To provide opportunities to gain extensive insight from speakers and delegates; discuss strategic directions; and network with others.
- To present and discuss CAF-FCA initiatives which are of interest to the apprenticeship community.
- To provide opportunities for others within the apprenticeship community to share ideas and initiatives underway in Canada.
- To increase the number of partnerships at various levels demonstrating support and commitment from the apprenticeship community.
- To increase the participation from employers.

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

Over the past few years, the issue of skills shortages across Canada has loomed over many industries, including those linked to the skilled trades. In an effort to shed more light on these and other important issues related to apprenticeship training in Canada, the Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage hosted its third pan-Canadian conference *“Apprenticeship – A Winning Formula”* from June 4-6, 2006 in Montreal, Quebec. The conference program was designed to appeal to a broad audience as it showcased new, innovative and exciting developments in apprenticeship over the 2 ½ days. Over 460 delegates from across the country convened to discuss top-of-mind issues, and network with other members of the Canadian apprenticeship community.

There were 5 plenary presentations, 15 workshops, 4 cracker barrel sessions and 1 off-site tour. The broader themes and priorities discussed at the conference are highlighted within this summary; more detailed information presented in each particular session is available on our Web site at www.caf-fca.org. The information presented on the Web site reflects the opinions of the individual presenters and are not necessarily the opinions of CAF-FCA.

“Apprenticeship – A Winning Formula”

Apprenticeship in the skilled trades is essential to our global competitiveness and future prosperity. This is an important message for the leadership of our country. A collaborative approach to apprenticeship, including the commitment and partnership of all stakeholders continues to be considered an important element to the on-going success of apprenticeship in Canada.

The program touched on a wide range of initiatives and issues affecting apprenticeship in Canada. Key topics such as CAF-FCA research on the Cost of Apprenticeship – Return on Training Investment; work-life balance and its effect on business bottom line; credential recognition of internally-trained workers in the construction industry; updates on the Promoting Skilled Trades and Apprenticeship Project; research on essential skills and apprenticeship; winning formulas in apprenticeship; and leading edge initiatives were featured.

As mentioned earlier, CAF-FCA is a unique partnership that brings together all stakeholders involved in Apprenticeship. In recognition of the Conference Partners, a video was presented to acknowledge the shared commitment and collaboration of a number of key partners to apprenticeship. It was an excellent way to recognize their contribution and build excitement for the conference.

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

A general overview of key messages heard in some of the plenary sessions is presented below:

Return on Investment for Apprenticeship Training

CAF-FCA undertook research into the Return of Apprenticeship Training Investment for employers as a result of its 2004 study on the perceived barriers to accessing and completing apprenticeship in Canada. The study findings revealed that for every dollar employers invest in an apprentice, they accrue \$1.38 or a net return of \$0.38 over the life of an apprenticeship. This is positive news for employers who may have been hesitant to hire apprentices because of preconceived notions about the cost/benefit of apprenticeship training. CAF-FCA will continue to examine the issue by focusing on cost-benefit research involving apprentices and training institutions. The CAF-FCA hopes this information, together with other regional initiatives, will encourage more employers and young people to participate in apprenticeship training.

Credential Recognition of Internationally-trained Workers

According to a conference presentation on Credential Recognition of Internationally-trained Workers in the Construction Industry led by the Construction Sector Council, the mining industry will be short 81,000 employees in the next 10 years, the automotive industry will need 30,000 skilled workers in the next five years, and the manufacturing sector will require an estimated 400,000 workers due to retirements in the next 15 years. Part of the solution to the shortage of skilled labour involves looking at previously untapped sources of labour: Aboriginal people, women, and internationally-trained workers to name just a few. The Credential Recognition study identifies a number of obstacles that must be overcome before the internationally-trained worker labour pool can be tapped.

Future Direction for Apprenticeship Systems

The Canadian Council of Directors of Apprenticeship (CCDA) continues to facilitate a standard of excellence in provincial/territorial apprenticeship training leading to Red Seal designation. This supports interprovincial mobility and assists in increasing the number of skilled tradespeople in Canada. Such approaches for training and curriculum development will allow workers from one part of Canada to relocate with the assurance that their skills would be recognized and applicable in another part of the country. In May 2005, CCDA adopted a change in its mandate to include a research component while recognizing that other organizations, including CAF-FCA and the Construction Sector Council, are engaged in apprenticeship related research. CCDA will not duplicate research and will continue to work with other organizations as appropriate.

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

Work/Life Balance

Keynote presenter Dr. Linda Duxbury, Professor of the Carleton University School of Business and Director of Research at the Centre for Research and Education on Women and Work has identified four different generations of workers in the workplace today. Each one has a unique set of formative influences (events or ideologies that shaped their generation during their formative years), core values (personal values), and work values. Therefore, each generation has their own expectations about the employment relationship. Dr. Duxbury advises employers who wish to successfully compete for and retain human resources both locally and internationally to investigate what motivates each generation, and then find ways to meet their individual needs.

Key Themes

The CAF-FCA 2006 Conference *“Apprenticeship – A Winning Formula”* touched on a variety of key discussions. Here’s what the delegates said:

- *“Bringing together the training communities from across Canada is an integral part of the on-going communications that will define our goals and contribute to a common agenda. Recognition of the issues and concerns that we face can only be successfully addressed if we maintain an open dialogue. CAF-FCA is at the centre of that dialogue. **CAF-FCA is at the center of that dialogue** in its efforts to provide a venue for the diverse interests represented by our regional training agendas.”*
- *“The ROTI conference speakers were of interest. This type of content is appreciated and desirable as it helps us identify concrete tools to promote apprenticeship.”*
- *Sustained collaboration and commitment from all stakeholders in the apprenticeship community is vital.*
- *“Foreign Credential Skills is an important issue”.*
- *“This was my first CAF-FCA conference and it was very educational and I learned much from the conference in discussing issues with my peers.”*
- *“We need to engage youth and bring them to the table.”*

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

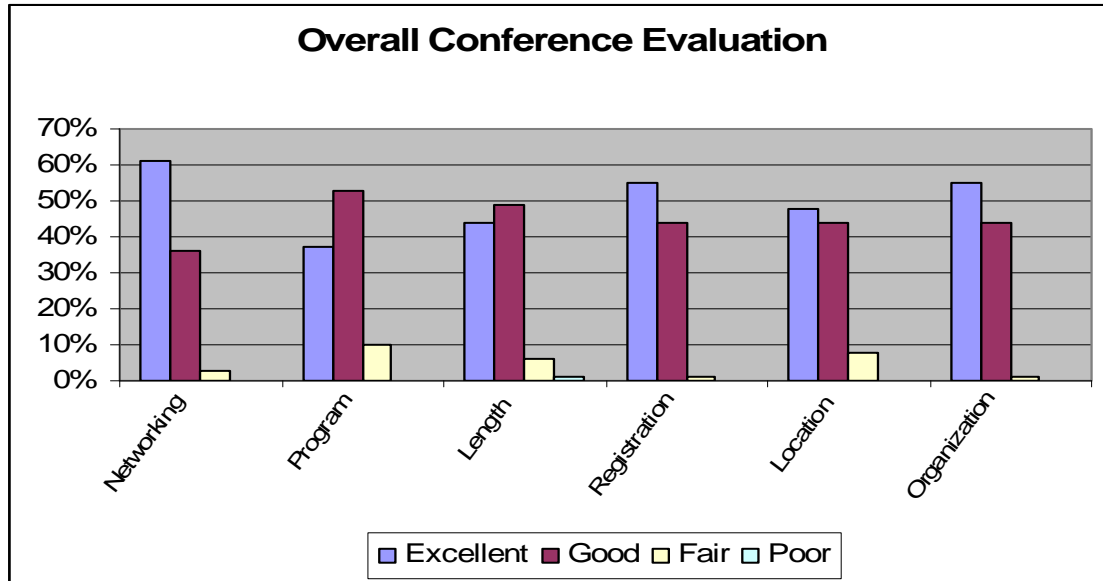
Summary Report

Overall Evaluations

- Conference delegates were asked to rate all aspects of the conference. Respondents were asked to measure their satisfaction levels with respect to a variety of key conference components.
- Delegates were asked to rate aspects of the conference in terms of Excellent, Good, Fair and Poor. Approximately 23% of the delegates responded to the evaluations (106 evaluations were received). More than 50% were first time attendees.

General

- The overall feedback indicates that the event provided the apprenticeship community with a good opportunity to share information and to network. The respondents rated most aspects of the conference as either good or excellent. The chart below demonstrates the overall satisfaction level experienced by the respondents.



CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

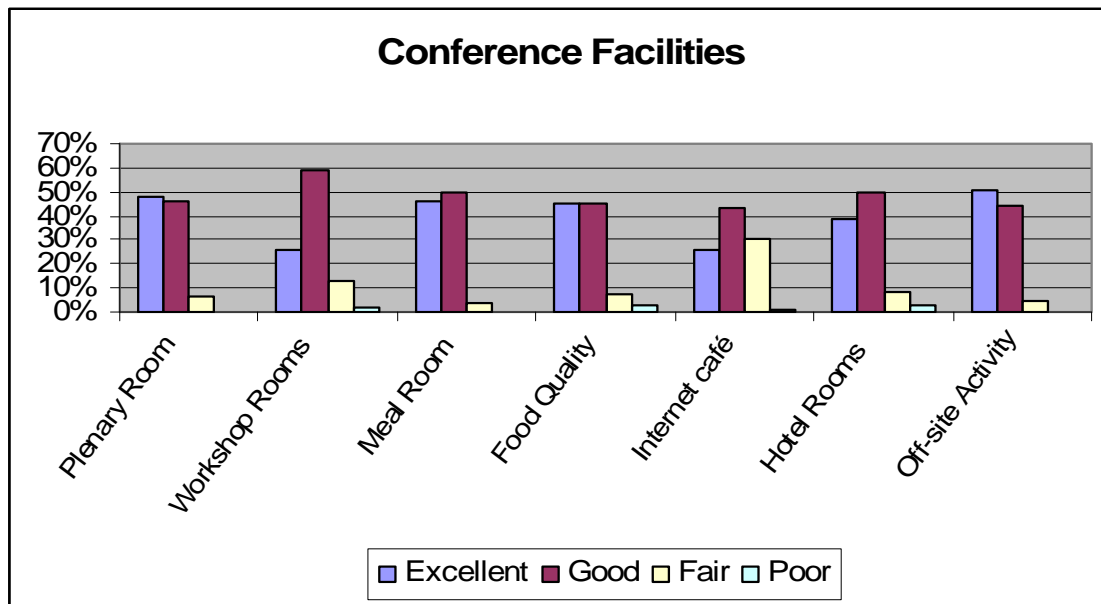
Summary Report

Detailed Evaluation of the Conference

Featuring an excellent conference program with keynote speakers of high caliber for the CAF-FCA 2006 Conference *“Apprenticeship – A Winning Formula”* provided delegates significant incentive to attend the conference.

Conference Facilities

Out of those who have responded, respondents were asked to rate the conference facilities. CAF-FCA staff received feedback indicating the conference location was ideal and the respondents indicated a reasonably high satisfaction level.

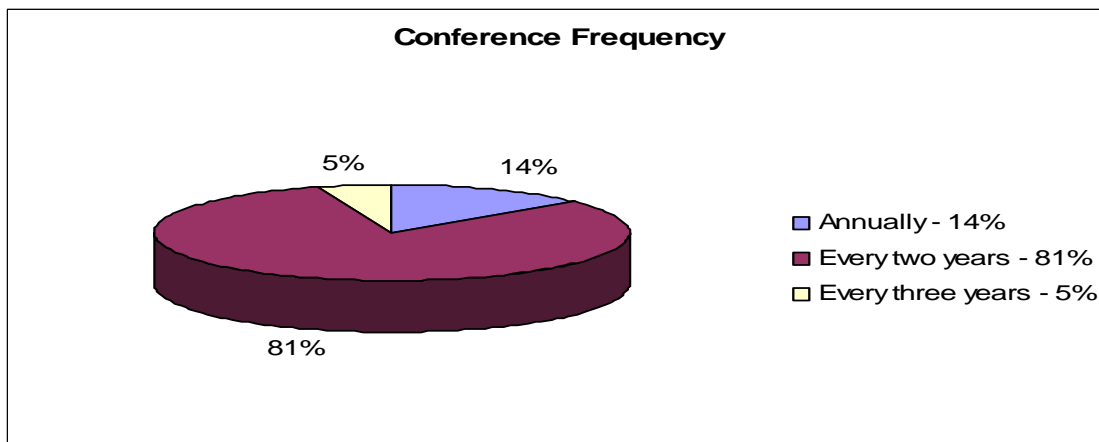
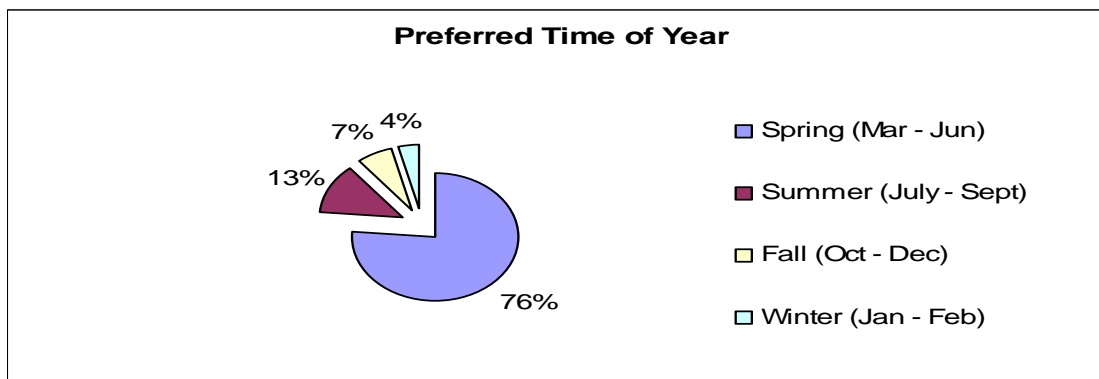
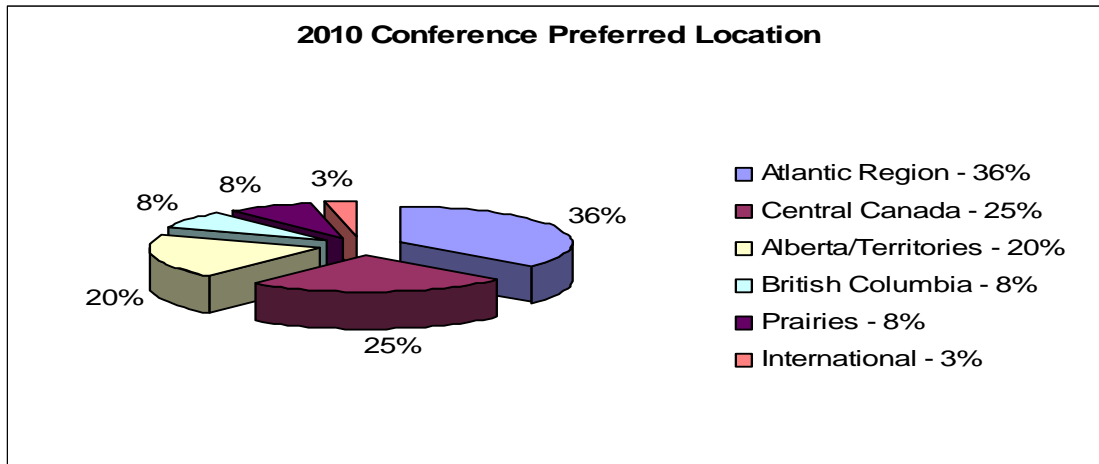


Future Planning

The CAF-FCA will host its 2008 Conference in Victoria, British Columbia from June 8 – 10, 2008. The conference sessions will be held at the Victoria Conference Centre, steps away from the host hotel, the famous Fairmont Empress.

CAF-FCA 2006 Conference “Apprenticeship – A Winning Formula” Summary Report

The majority of the respondents indicated a preference for holding the 2010 conference in the spring in Atlantic Canada and suggested that every two years would be ideal to keep current on development/research on apprenticeship (see charts).

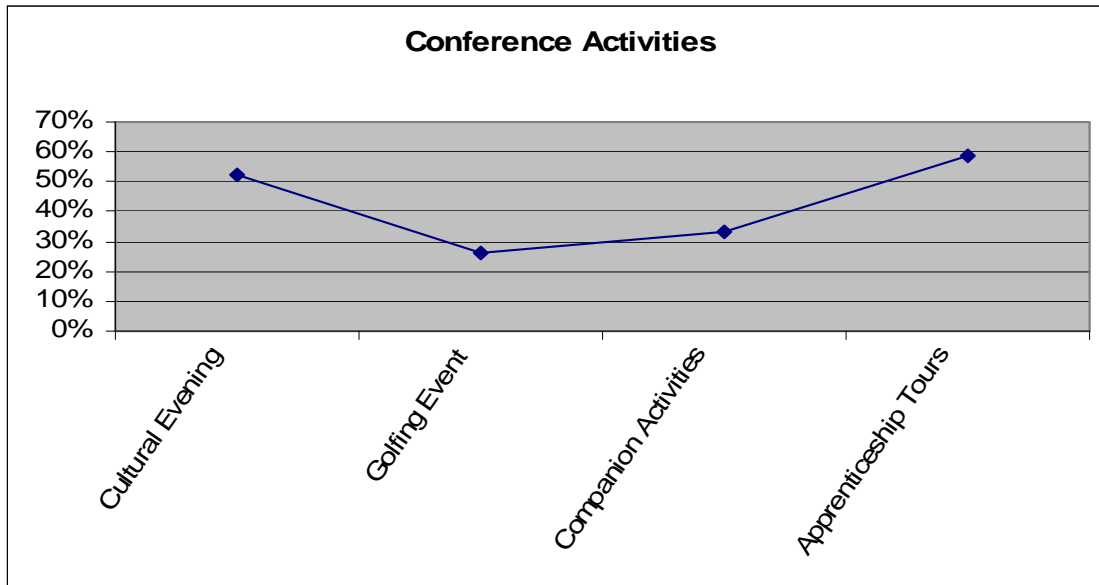


CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

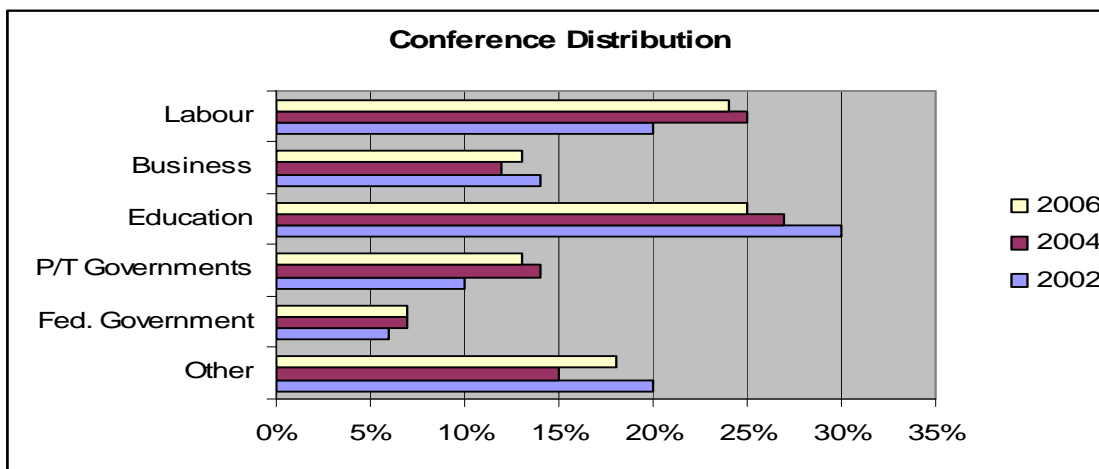
Summary Report

For future planning purposes, delegates were asked if they would be interested in participating in a cultural evening as part of a dinner event, in golf and/or companion activities as well as apprenticeship related off-site tours (see chart below).



Conference Distribution

Based on the participants list, the following summary of the distribution of delegates in terms of the constituency each represented for the 2002, 2004 and 2006 conferences has been developed.



CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

Observations

In terms of developing the next conference program, delegates provided the following feedback for future presentations:

- Need for and desire to participate in future pan-Canadian apprenticeship conferences;
- Inclusion and engagement of apprentices – hearing successful stories from completing apprentices is important;
- Increase the participation from a broader apprenticeship community, specifically business;
- Pan-Canadian supply demands – adapting apprenticeship to the industry needs;
- Apprenticeship – it’s impact to the economy in the future;
- Foreign credential recognition -
- Best practices – focusing on newer workplace strategies, positive attitudes/solutions;
- Increasing the participation of under represented groups and addressing the learning barriers – partnerships between Aboriginal and non-native who have been through challenges and how they overcame barriers;
- Completion rates – how to address this critical issue;
- Delivery models of apprenticeship – comparison from all provinces/territories on training processes;
- Innovative strategies for apprenticeship and return on training investment;
- Skill shortages – addressing the gaps;
- Engaging employers – asking them to present winning strategies on recruitment and retention of employees;
- Workshops/Cracker barrel sessions require more interaction / time for questions and answers and discussion;
- Mobility/Mentoring/Training;
- Apprenticeship off-site tours.

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

Success Measures

There are a variety of indicators that demonstrate that the objectives as set out by CAF-FCA were achieved. The following success indicators are listed below:

- Over 460 delegates in attendance (sold out event) – a 15% increase from the 2004 and 2002 Conferences.
- Feedback obtained in the majority of categories listed on the conference evaluation summary ranked either excellent or good.
- A total of 20 partners of the CAF-FCA 2006 Conference secured a partnership in recognition of their support and contribution to the Canadian apprenticeship systems – a 15% increase from the 2004 Conference.
- The apprenticeship community had a valuable opportunity to network and share ideas about new directions and strategic activities for apprenticeship training from a pan-Canadian perspective. Over 70 (seventy) presenters from across the country spoke to regional perspectives and initiatives.
- The event increased the awareness of the CAF-FCA and highlighted the work of its activities.

Conclusion

Based upon the analysis of the survey data and the individual comments received at the conference, the **CAF-FCA 2006 Conference “Apprenticeship – A Winning Formula”** was an overwhelming success. The Conference covered many areas of concern to apprenticeship stakeholders such as:

- *Results of the CAF-FCA research on the Cost of Apprenticeship – Return on Training Investment*
- *Work-life balance and its effect on business bottom line*
- *Credential recognition of internationally-trained workers in the construction industry*
- *Updates on the Promoting Skilled Trades and Apprenticeship Project designed to shift the perceptions and attitudes of young people and those who influence their career decisions.*
- *Results of a CAF-FCA study designed to investigate and understand the role that Essential Skills may play in the successful completion of apprenticeship training.*

CAF-FCA 2006 Conference

“Apprenticeship – A Winning Formula”

Summary Report

- *Clarifying the roles and responsibilities of all partners and explaining the relationships required to make the partnership work.*
- *Examining the complexity surrounding the issue of skills and labour shortages, and highlight a variety of thought-provoking views on this topic.*

“Apprenticeship – A Winning Formula” provided an excellent opportunity to examine key strategic activities for apprenticeship training in Canada. The importance of skilled workers has been acknowledged as we will need to respond to the challenges of a knowledge-based economy.