



Skilled Trades Advisory Group

Meeting Notes: April 7, 2021 1PM

In attendance: Brad Newbatt, Frontier Homes, QHBA Stag Chair, Christa Ray, ALDSB - OYAP, Tom Falcao, Loyalist College, Dug Stevenson, BoQ RMB, Ruth Estwick, CEO **Regrets:** Tyler Allsopp, Dug's Bicycle & City of Belleville Councillor, Jon Lawrence, Maple Construction

Welcome and thank you from Chair, Brad Newbatt and in introduction to why this committee is important. Roundtable introductions followed.

Purpose of STAG: idea generation, connections to the community, bridging the gap, demystifying the process and pathways to skilled trades as a viable career.

Top Areas of Focus – Group Discussion:

Encouragement of youth, women, underrepresented groups to get involved in the trades

Facilitating a connection with key stakeholders, closing the gap between industry and education – idea sharing and working together to build strategies to encourage those groups mentioned above to choose the trades as a career. Taking a multi-pronged approach to facilitating connections including, but not limited to employers, educators, parents, students, youth, women and underrepresented groups, and the community at large.

Teachers – university educated – help them understand the difference and pathways

Parents/students – help them understand the opportunities and cost differentials

Youth/Women/Underrepresented Groups – assist in removing the barriers

Employers – educate them on full pathways to a successful career in the trades

Demystifying the process and pathways – showing clear paths and synergy to remove the barriers, alleviate the confusion and assist people in getting to their end goal of a trade as a career. Helping people understand the cost comparative of an education in the trades and the end result vs a university route and the end result.

Changing the perceptions and ending the stigma associated with the trades. It's not just a job for uneducated people. There are many pathways and entrepreneurial opportunities. Helping employers understand that taking on an apprentice is not training someone and having them leave to go to another job. In addition, encouraging employers to have students continue their education if they hire them for co-op or apprenticeship routes.

Promotion: Story telling, lived content and promotion of how people got started. Creating messaging that is consistent and powerful. Promote industry jobs as a viable career option - using real jobs and real stories of success. Using resources like EdgeFactor (and the local stories in our industry – Geertsma video). More event based marketing – events, Quinte Careers in Construction, Build your home in the Bay of Quinte video – seeking earned media on a campaign which includes this video.

Data Collection & Use: Using data (local) to support our mandate. Understanding what the top 5 trades gaps are in the region. And analyzing the difference between Stats Can data/CFWD LLMP Report and what we discover here locally.

Funding – are there other funding streams available, internally or externally? And/or partnerships in the community to support the significant amount of work that this initiative will involve. Is there possibility that the QHBA could hire a FT coordinator role to support the trades.

Data Collection, Promotion, Education and building skilled trades into the association mandate were deemed to be the top initiatives of STAG and what the group feels we should focus on this year.

Next Steps:

1. Ruth to generate notes from the meeting and circulate to the group.
2. Brad to present a summary of the meeting notes to the Board at the April 2021 Board Meeting.
3. Crista will share some resources mentioned in the meeting via email:

Centre for Workforce Development – here are the updated [2020 CFWD Trades Handbook](#) and [2020 Mind the Gap Local Labour Market Plan](#) documents.

Edge Factor CFWD “Hub” - <https://edgefactor.com/CFWDON> (great local FREE resource funded by CFWD with interviews from local businesses. Includes GEERTSMA as one of the local employers.)

Canadian Apprenticeship Forum - [Apprenticeship 101 - CAF-FCA » CAF-FCA \(caf-fca.org\)](#) (this site is not local but has a tremendous number of Canadian based resources – both stats and reports that could be of very good use to employers and educators). For example, the [Employer Handbook](#) may help debunk some myths about taking on an apprentice.

I didn't make mention of this November 2019 article but it is an interesting read: [College dean calls out employers on apprentice hiring - constructconnect.com](#) The 3 comments below the article are thought-provoking as well.

4. Tom to connect Ruth with the Loyalist PR and/or Marketing programs that we could potentially recruit to assist us with various PR and/or Marketing of this initiative.
5. Tom to connect with Loyalist Career Centre & Recruitment to see if there are any reports that they use specific to the trades that they could send us links to.
6. Ruth to develop a 5 question survey draft to send to local industry employers. Draft to be sent to the group so that they may provide feedback on the final survey.
7. Next meeting date: Ruth to schedule in June and send details out to group. In the interim, if we need to connect via email, we certainly will. Tom and Christa noted that they will be available despite the summer timeframe. (Wednesdays at 1pm)

Adjournment: 2:08 pm