

**Minutes
Inspire Task Force
May 14, 2019
Teleconference**

Present: Elaine, Michelle, Sean, Dennis, Kelly

1. Review of attached document

The Task Force reviewed the revised Inspire – Program Summary Report.

2. Inspire program update (data, funding, testimonials)

Michelle provided an update on the budget. At this time, it looks as though the 2019 fiscal year will finish under budget.

Ongoing discussions with possible and future sponsors/funders is underway.

3. Building our Provincial and Regional Data Connections (Inspire, Skills Events, Regional Youth Train and Work in trades)

The Inspire Program is continuing to grow and build momentum with its identified target audience. The growth of Regional competitors (an increase of 1,000 students from 2018) can be linked to the Inspire Program promoting of the SCBC competitions as part of the Inspire delivery mandate. Discussions are ongoing with the Inspire Task Force and how best to update the Inspire Program.

4. Strategy discussion (rebranding, government, industry, regional approach built around PSIs)

Both teachers and students are learning about trade and technology careers through the Inspire Program. This is because the Inspire Program is reaching teachers and students who normally would not be exposed to this curriculum.

Strong testimonials from students and teachers continue to be sent to Inspire presenters.

What are the impacts? Very strong. Regional competitor numbers are up 34% from 2018. Regional competitor numbers are up 59% from 2017.

**5. Next Steps – report to the Board May 22
Committee Input**

There is some support for the organization to rebrand the Inspire Program as a feeder/marketing program for the entire Skills Canada BC competition framework.

The statistics are phenomenal. It's hard to believe that the province haven't been interested in funding it.

Could be some interesting collaborations could happen with Post-Secondary and the Inspire Program.

Set up some Inspire presentations for Deans of Post-Secondary.
Perhaps BCCATA? Perhaps some of the Deans would be interested in seeing this program?

Will run this idea by the Deans of BCCATA.
Next meeting will be in the fall 2019.

More emphasis marketing diversity in work force that Inspire offers.
Industry is really putting a lot of emphasis on diversity.
The Inspire Program is a program that delivers on this.
Need to focus the marketing on how the Inspire Program delivers on the diversity/outreach in multiple different ways/multiple age groups.

Registration software now collects student id # so that students can be traced who enter into apprenticeship programs/complete apprenticeship programs.

If Honda Canada comes to the table and wants to sponsor the Inspire Program and the BC Government steps us to fund the Inspire Program SCBC will have to decide how best it wants to position industry sponsors.

Are there other ways the Inspire Program should be collaborating with Industry?

Consider development of regional collaborations with School Districts, PSIs and Industry working with Skills BC Regional Coordinators.