

2020 – 2023 Strategic Plan

September 2019

DRAFT

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SCC Vision Mission and Strategic Priorities

Mission

To encourage and support a coordinated Canadian approach to promoting skilled careers in trades and technologies to youth and their communities.

Vision

Canada leads the world in skill development.

Value Proposition

We deliver value by being the best at engaging youth in interactive sensory experiences that positively profile skilled trades and technology careers.

Value

Excellence – Embrace the highest standards

Diversity – Inclusive in everything we do

Integrity – Beyond reproach

Commitment – Passionately involved and dedicated to the cause, willing to go beyond what is expected

Communication – is timely and relevant

Accountability – Transparent and trustworthy

Fairness – Treat others as we wish to be treated

Safety – Safety is our highest priority

Camaraderie – Enjoy and celebrate the best in each other

Strategic Priorities

1. Engagement of Youth and Communities

Goal

More youth and their communities engaged through impactful events and experiences.

Strategies

- Increase, engage and develop programs to leverage SCC alumni
- Review all SCC events in an effort to make them more relevant and impactful (green technologies)
- Leverage the profile of the Skills Canada National Competition to effect greater change in the perception of skilled trades and technology careers.
- Build a social responsibility framework (i.e. 3R- Reduce, Reuse, Repurpose, community legacy projects, etc.)
- Increase the scope and impact of SCC's existing programs and events
- Investigate, develop, and begin implementing inclusiveness initiatives (Persons with Disabilities, New Canadians, Women, Indigenous, LGBTQS+).
- Engage youth in WorldSkills before, during and after the competitions

2. Collaboration with Member Organizations

Goal

Member organizations and national office have a more cohesive working relationship that supports the vision and mission of the skills Organizations

Strategies

- Facilitate and develop more joint projects
- Provide timely and consistent communication
- Create an environment for the sharing of best practices
- Investigate a more coordinated approach around sponsorship/partnership/government relations

3. Organizational Stability

Goal

A healthy and robust organization with sufficient training and resources for staff, board, and volunteers to execute the mission and goals of SCC efficiently and effectively

Strategies

- Review national office structure and linkages with SCC Member Organizations
- Update documentation to reflect current organizational structure, governance model, policies and procedures
- Resource appropriately to deliver strategic objectives
- Adopt new technologies and work philosophies to ensure efficiencies and streamline processes

4. Communication

Goal

SCC is the hub for communication about the promotion and development of skilled trades and technologies in Canada

Strategies

- Understand the priorities of stakeholders
- Communicate with senior leaders from labour, education, business and government and share with them “the skills story”
- Maintain our presence in mainstream media
- Continue to grow our social media presence
- Develop communication that targets parents and other influencers

5. Partnerships

Goal

Skills stakeholders look to SCC first to collaborate on strategic initiatives.

Strategies

- Align programming activities with goals and outcomes that highlight the advantages of SCC’s brand
- Build on collaboration efforts with like-minded organizations to develop a skills strategy
- Solidify international collaboration and mentoring efforts targeted at our international partner countries/regions

6. Diversified and Stable Resourcing

Goal

Diversified, stable and increased funding and other resources to achieve our program goals.

Strategies

- Diversify our funding sources to include, government departments, businesses, educational institutions, like-minded Organizations, labour Organizations and underrepresented groups.
- Seek additional funding and resources
- Increase the number of partnerships and sponsorships
- Increase the variety of partners