



# Towards Sustainability

Strategic Plan

2017 - 2020

# Skills Canada BC

**VISION:** Today's youth become tomorrow's skilled trades and technology leaders.

**MISSION:** Be the catalyst that creates and fosters connections within communities facilitating exposure to trades, technology, and career opportunities for youth.

**SUCCESS:** Skills Canada BC leads and coordinates youth engagement in trades and technology careers in BC.

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# Skills Canada BC

## Strategic Plan (2017 – 2020)

### Overview

The Board and the Executive Director of Skills Canada BC met on October 26<sup>th</sup> and 27<sup>th</sup> 2016 to review and discuss findings from:

- Siena Consulting Report: A Consideration of Strategic Choices for Skills Canada BC, August 29, 2016.
- Banister Research and Consulting Report: Board Member, Administrator, Educator, and Industry In-Depth Interviews, April 2016.
- Banister Research and Consulting Report: 2016 Competitor, Spectator, Inspire, and Trades and Technology Conference Surveys, June 2016.
- Skills Canada BC Program Overview and Needs Assessment 2014/2015.

The Board and its new Executive Director, Elaine Allan, met May 9 & 10, 2017 to further develop the strategic plan, and to confirm the direction for Skills Canada BC for the next 3 years.

The Board of Skills Canada BC approved the (2017 – 2020) Strategic Plan on September 12, 2017.

## Summary

### Key Changes & Proposed Projects

The following were significant new and/or different projects that the Board is proposing to pursue within the 2017 – 2020 timeframe.

- Develop industry forums to pursue a collaborative vision for trades and technology exploration programs and services.
- Develop a comprehensive database to track participants, alumni, and to record and communicate the impact of trades and technology programs on BC youth
- Hire a Community Development Coordinator to coordinate a provincial engagement strategy
- Launch a Legacy Project in 2020, beginning with a Legacy Fund to be established in 2018
- Implement new and innovative activities at Regional Skills Competitions

### Collaborative Vision for Youth Engagement in Trades and Technology

A key new direction for Skills Canada BC was put forward to *lead and coordinate* partners and stakeholders (including industry and educators) in the creation and development of a clear vision for youth engagement in trades and technology, and coordinated activities to engage youth across the province, across different stakeholder groups, and groups that are currently underrepresented in trade and technology work sectors.

Skills Canada BC is proposing to convene a forum, or forums to build and pursue a collaborative vision as follows:

# STRATEGIC PRIORITIES

## Programs

**Provide competitions and coordinate skilled trades and technology exploration programs and services that are accessible and relevant to key audiences.**

- Develop industry forums to pursue a collaborative vision for trades and technology exploration programs and services.
- Enhance and improve the regional structure to meet local and regional skills training needs
- Support the development of technology focused programs in schools
- Recognize achievement in skills related to the evolving Technology industry

## Community Engagement

**Coordinating exposure to trades and technology for BC youth.**

- Research and highlight the impact of trades and technology programs for BC youth
- Develop a province wide engagement strategy that leads to sustainable long-term relationships that address regional and sectoral difference

## PROGRAMS

**Create and Develop a Skills Canada BC Alumni Association.**

## ALUMNI

- Develop a communications strategy to connect with current Alumni
- Develop a Skills Canada BC 2020 Legacy Project or Legacy Fund

# Operational Plan 2017- 2018

## PRIORITY 1 PROGRAMS

Provide competitions and coordinate skilled trades and technology exploration programs and services that are accessible and relevant to key audiences.

**Strategy:** Develop industry forums to pursue a collaborative vision for trades and technology exploration programs and services.

### Activities 2017

- Create a comprehensive list of stakeholder connections.
- Board and staff to foster relationships with key stakeholders (potential and current) that could contribute.
- Undertake Strategic Board Recruitment of key stakeholders.
- Board to reach out to other boards and foster connections/relationships.

### Activities 2018

- Use network to launch regional forums to discuss and share programs and services – identify opportunities to collaborate.
- Use forums to create a collaborative vision, and to make a case to host a national skills competition in 2020.

**Strategy:** Enhance and improve the regional structure to meet local and regional skills training needs.

### Activities 2017

- Gather feedback from regional coordinators – to guide the meeting in November.
- Use the coordinator meeting in November to confirm next steps.
- Update the regional event strategy. Consider the following new ideas for Regionals:
- Parent forum
- Interactive sessions with students
- Employer breakfasts
- Local government involvement
- Hire regional coordinators
- Obtain local industry sponsors

**Strategy:** Support the development of technology focused programs in schools.

#### **Activities 2017**

- Convene working group to define “technology” for the purposes of SCBC.
- Utilize provincial forums to develop a technology strategy.

## **PRIORITY 2 COMMUNITY ENGAGEMENT**

**Coordinate exposure to trades and technology for BC youth.**

**Strategy: Research and highlight the impact of trades and technology programs for BC youth.**

#### **Activities**

- Collect data and current information on competition participants and the impact of programs.
- Board and Staff to outline desired data that will be necessary to communicate program impact to diverse stakeholders across the province.
- Create a plan to begin gathering data in 2018.

**Strategy: Research and highlight the impact of trades and technology programs for BC youth.**

#### **Activities**

**2018:** Data collection and analysis begins

**Strategy:** Develop a province wide engagement strategy that leads to sustainable long-term relationships that address regional and sectoral difference.

#### **Activities**

- Create a role description and proposal for a Community Development Coordinator.
- Board to propose this position to provincial contacts – determine if funding is available.
- Develop guidelines for the Community Development Coordinator to begin engagement in 2018.
- **2018:** Community Development person is added – role is expanded to coordinate regional competitions.



## **PRIORITY 3     ALUMNI ENGAGEMENT**

### **Create and Develop a Skills Canada BC Alumni Association**

**Strategy:** Develop a communications strategy to connect with current Alumni.

#### **Activities**

- Clarify guidelines and rules regarding the collection of data.
- Determine what the data will be used for, and criteria for an alumni database
- Apply for provincial funding to support the database.
- Collect existing Alumni data.
- Capture the number of Alumni who have already registered with Skills BC.

**Strategy:** Develop a Skills Canada BC 2020 Legacy Project or Legacy Fund

#### **Activities**

- President and ED to seek feedback and develop initial business case for a legacy project.
- Consider the creation of an endowment for scholarships.
- Approach colleges for start-up funding for a Legacy Foundation.
- Proposal to funders for a Legacy Fund, and to support nationals in 2020.

### **2018: Establish a Legacy Fund**

Develop comprehensive plan for 2020 Legacy Project.

# Appendix I

