



Strategic Plan

September 2021 to August 2023

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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 youth engagement in trades and technology careers in BC.

STRATEGIC PRIORITIES

PROGRAMS	
Provide competitions and coordinate skilled trades and technology exploration programs and services that are accessible and relevant to key audiences	<p>Engage industry and key stakeholders in a collaborative vision for SCBC trades and technology exploration programs and services.</p> <p>Continue to enhance and improve the regional structure to meet local and regional skills training needs.</p> <p>Support the development of trades and technology focused programs in schools.</p>
COMMUNITY ENGAGEMENT	
Coordinate exposure to trades and technology for BC youth	<p>Track and highlight the impact of SCBC trades and technology programs for BC youth.</p> <p>Prioritize strategies that meet the needs of all students including vulnerable and underrepresented groups such as indigenous and female youth.</p> <p>Develop a province wide engagement strategy that leads to sustainable long term relationships and addresses regional and sectoral differences.</p>
ALUMNI ENGAGEMENT	
Create and Develop a Skills Canada BC Alumni Association	<p>Develop a communications strategy to connect with current Alumni.</p> <p>Continue to develop the Skills Canada BC Alumni program.</p> <p>Plan for a Legacy 2022 project.</p>

ACTIVITIES (September 2021 to August 2023)

Programs

- Host virtual, remote and in-person Regional and Provincial competitions.
- Host online challenges that market the Skills Canada BC competitions.
- Host online Challenges that promote trades and technology career opportunities.
- Continue to expand Regional competitions that meet local needs.
- Incorporate Essential Skills into the Inspire Program and Online Challenges.
- Create tools that promote diversity and inclusion for youth.
- Plan women in trades initiatives online and/or in-person.
- Continue to improve data collection tools and registration systems.
- Track impact of programs using analytics and registration data.

Community Engagement

- Work with partners to create new revenue streams and value chains.
- Maximize partnership opportunities in the lead up to the Nationals 2022.
- Continue to work with the National Office and Member Organizations to share best practices and build capacity.
- Develop Legacy Fund to commemorate hosting Nationals 2022.
- Host online projects to raise awareness about skilled trades and technology careers.
- Deliver programs that introduce trades and technology careers in the K-12 system.
- Expand partnerships using collaborative engagement strategies.
- Continue to grow email distribution/contact lists.

Alumni Engagement

- Continue to develop/expand alumni database.
- Program registration systems to capture alumni contacts/competition information.
- Produce “Flashback Fridays” alumni feature videographies.
- Create alumni video highlights.
- Engage alumni in day-to-day operations and planning.
- Develop a communications strategy for engaging with alumni.

Appendix 1

