



2020 – 2023 Strategic Plan
September 2019

DRAFT

Developed by the National Board
September 21, 2019

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.

Values

- Safety – Safety is our highest priority
- Excellence – Embrace the highest standards
- Commitment – Passionately involved and dedicated to the cause, willing to go beyond what is expected
- Accountability – Transparent and trustworthy
- Fairness – Treat others as we wish to be treated
- Integrity – Beyond reproach
- Camaraderie – Enjoy and celebrate the best in each other
- Diversity – Inclusive in everything we do
- Communication – is timely and relevant

Strategic Priorities

1. 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 communication
- Create a forum for the sharing of best practices
- Investigate a more coordinated approach around sponsorship/partnership/government relations

2. 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
- Review roles and responsibilities
- Process mapping with member Organizations
- Develop an overall organization chart with governance and processes
- Develop succession planning from identified gaps
- Ensure the technologies are in place to ensure efficiencies, streamline tasks and processes

3. 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
- Look at ways to collaborate
- Communicate with and articulate what SCC can do for partners in business (CEO, Director level), labour, education, and government
- Strengthen our presence in mainstream media
- Continue to grow our social media presence
- Develop communication campaigns targeting parents and other influencers

4. Partnerships

Goal

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

Strategies

- Align programming activities with goals and outcomes in consideration of competitors – own our space
- Build on collaboration efforts with related organizations to develop a skills strategy (e.g., colleges, certifying organizations, partners)
- Solidify international collaboration and mentoring efforts

5. Diversified and Stable Resourcing

Goal

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

Strategies

- Diversify our funding sources
- Seek additional funding and resources
- Increase the number of partnerships and sponsorships
- Increase the variety of partners
- Partner with different government departments
- Partner with industry and business
- Partner with marginalized groups (e.g., indigenous organizations, etc.)
- Partner with educational institutions
- Partner with like-minded Organizations (e.g., CAF, Women Building Futures, etc.)
- Partner with labour Organizations (e.g., UA, CLAC, etc.)

6. Engagement of Youth and Communities

Goal

More youth and communities engaged through impactful events and experiences, including SCNC.

Strategies

- Increase, engage and develop the existing national alumni committee
- Review SCNC to make it more impactful
- Build a social responsibility strategy (community legacy projects)
- Increase the scope and impact of National Skilled Trades and Technology week
- Investigate, develop, and begin implementing an inclusiveness strategy
- Continue to deliver Essential Skills programming
- Engage youth in WorldSkills before, during and after the competitions