



**Comparison of Skills Canada Member Organizations
Provincial Funding**

**Submitted
To
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Ministerial Advisor
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**Submitted
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1. Introduction

On October 28, 2022, during a meeting at Vancouver Community College with Skills BC's President and Executive Director, it was recommended that Skills BC submit a report to Parliamentary Secretary Andrew Mercier, that provides a comparison of provincial funding of other Skills Canada Member Organizations.

In this report, the comparison of funding identifies that other Skills Canada Member Organizations are receiving significantly higher funding support from their provincial governments.

This higher level of investment by other provincial governments highlighted in this report shows how higher investment into these Skills Canada Member Organizations gives them the ability to drive larger numbers of youth into skilled trades and apprenticeship programs and help their provincial governments meet growing demands for skilled workers.

The Skills Canada Member Organizations highlighted in this report are Skills Ontario, Skills Alberta, Skills Nova Scotia, Skills Newfoundland Labrador, Skills New Brunswick, and Skills BC.

The Territories - Skills Nunavut, Skills Northwest Territories, and Skills Yukon were not included in this report as funding provided by their territorial governments are heavily weighted for travel and for low populations which skews the overall funding and deliverable comparisons of the aforementioned provinces.

2. Skills Ontario

Total Annual Funding Provided by Provincial Government to Skills Ontario

\$2.5 million

60% of overall budget

37 FTE's

Pandemic Note

In 2020, at the start of the pandemic lockdown, Skills Ontario was given \$5 million in funding from its provincial government to develop an app, buy a \$1.4 million Mobile Skills Unit (vehicle) and hire more staff to help negotiate the lockdowns that required new remote/virtual programming to be delivered.

Deliverables/Outcomes

Mobile Skills Unit

New program – projected to put through 5,000 to 6,000 by 2022-2023 but have already put 10,000 through by end of October 2022. “We need a fleet of these,” said Premier Ford at a recent Province of Ontario/Skills Ontario meeting.

Impact & Research

- 10 MILLION+ impressions on digital media in 2022
- 22,300+ followers across social media as of August 2022
- 331,900+ views on our website this year

Educational Presentations (Online & In-School)

- 100,000+ students viewed a presentation this year.
- 100% of educators would schedule a future presentation.
- 8 FTE dedicated to delivering In-School programs

Young Women's Initiatives

- 12,700+ young women participated in our Young Women's Initiatives programming this year.
- 96% of attendees would participate in a Young Women's event again

First Nations, Metis, and Inuit Initiatives

- 3,400+ Indigenous students reached through presentations this year
- 700 hands-on kits were delivered to Indigenous on-reserve students
- 90% of students are more interested in pursuing a skilled career after participating.

Diversity, Equity, and Inclusion Programs

- 11,200+ viewers have attended an Umoja series event
- 29,000+ participants in underrepresented groups reached this year

2022 Virtual Skills Ontario Competition

- 15,000+ attendees in total at the Virtual Skills Ontario Competition, held in 2020 and 2021
- 95% of students are likely to recommend attending or participating

Junk Drawer Races

- 200+ submissions from schools across Ontario
- 1,300+ views of Regional and Championship Ceremony videos

Summer Camps & Virtual Workshops

- 25+ locations hosted camps across Ontario this summer
- 400+ young people registered for camps and workshops this summer

Podcast & App

- 3,000+ listeners have tuned into our podcast
- 5,500+ users have downloaded our app

Discovery Days & Outreach Events

- 4,300+ participants attended a Discovery Day this past year

Learning Tools & Resources

- 100,000+ publications were sent out to schools across the province
- 60+ new videos produced and available for free

3. Skills Alberta

Total Annual Funding Provided by Provincial Government to Skills Alberta

\$4.5 Million

60% of overall budget

14 FTE's

Deliverables/Outcomes

Alberta Government would like to see Skills Alberta reach a total number of 19,000 youth each year collectively from all its activities including its Regionals, Provincials, Nationals competitions, in-school programs, and TAT Take Outs.

The Albertan government working with Skills Alberta is trending younger. This means that Skills Alberta's in-school programs are now geared to influence students in junior high to make decisions about pursuing skilled trades programs in senior high school. Previously, Skills Alberta's programs were geared to help students in Grades 11 – 12, make decisions about post-secondary education. Now, the focus is to try and help students in junior high make decisions about their education heading into Grades 10 – 12.

Highlights

In 2022 Skills Alberta hosted the first ever SkillsXhibition

- 1,624 students from 31 schools with our alternative to Skill City at the Provincial Skills Canada Competition.

Hosted Skills Exploration Days

- This virtual event hosted 980 junior high students across the province.

Introduced Try-A-Trade® Takeout

- Reached 9,200 students from 117 schools with 34 different activities

Hosted the Regional & Provincial Skills Canada Competitions

- This virtual event had 431 secondary and 67 post-secondary students competing.

Team Alberta

Received medals in 45 of the 49 contest areas we participated in at the 2021 Skills Canada Virtual National Competition.

Skills Alumni Group of Alberta

This year SCA worked to begin developing a structured alumni program. The alumni program is an area targeted for growth in the coming years.

Communities Building Skills

In 2020/2021, over 15,000 students registered for Skills Canada Alberta programs, representing 162 Alberta communities.

Skills in the Classroom

- 2815 students and 74 teachers were reached through 57 presentations in the 2020/2021 season.
- Skills Canada Alberta was an exhibitor and presenter at many virtual Teacher Conventions, CTS events and career showcases.

Skills Alberta Numbers

- 100% of teachers surveyed believed the presentations equipped their students with the knowledge and skills for personalized and meaningful career exploration.
- 95.7% of students found the information in the presentation to be valuable.

Try-A-Trade® Takeout

During the pandemic Skills Alberta created the Try-A-Trade® Takeout program. This revamped program allowed teachers throughout the province to order kits from Skills Alberta for different skill development activities.

- 117 Schools
- 9217 Students
- 24 Skill Areas
- 34 Activities

Cardboard Chariot Races

- 63 Teams
- 207 Participants

Skills Exploration Days

This program provides an opportunity for teachers and students (grade 7-9) to participate in an authentic and meaningful skilled trade and technology career exploration experience. All registered schools received a toolkit valued at \$4000 to enhance their CTF programs.

Girls Exploring Trades & Technologies - GETT

The Girls Exploring Trades and Technologies (GETT) program is an excellent opportunity for the young women in schools across Alberta to discover that the trades are open to everyone.

- 85 participants

Regional and Qualifying Skills Canada Competitions

- Competitors from all 9 regions competed
- 346 high school students took part in Skills Alberta Regional competitions

29th Annual Provincial Skills Canada Competition

- Secondary competitions April 14-23, 2021, 431 competitors
- Post-secondary competitions April 24 – May 2, 2021, 67 competitors

Participating High Schools

- Almost 80 Secondary Schools participated in Skills Alberta's Regional & Provincial competitions.

Post-Secondary Competitors

- 12 PS

Team Alberta – The Nationals 2022

- 16 gold medals
- 12 silver medals
- 13 bronze medals

WorldSkills Provincial Champion Scholarship

Each year at the Provincial Skills Canada Competition, we award three scholarships of \$1200 each to the two highest ranking grade 12 medalists and the top ranking post-secondary competitor in each contest area. In total \$86,400 in scholarships were awarded to 52 high school students and 20 post-secondary students.

4. Skills Nova Scotia

Total Annual Funding Provided by Provincial Government to Skills Nova Scotia

\$900,000

50% of overall budget

8 FTE's

Deliverables/Outcomes

Skills NS engages 20,000 students in its programs each year.

As the Nova Scotia government has a strong inclusion mandate, everything Skills NS does tries to involve students with disabilities.

Skills Nova Scotia – Try-a-Trade Takeout's

Borrowed from Skills Alberta, Nova Scotia's newly launched Try-a-Trade® Takeout Kits are a growth area since the pandemic. This program replaced some of Skills Nova Scotia's in-school programming that taught students about skilled trades careers.

Skills Nova Scotia has transitioned many of its in-school programs to meet its provincial government's focus of reaching a younger audience, particularly students in Grades 7 & 8.

- Skills Nova Scotia's TAT Takeout program reaches 10,000 grades 7 - 8 annually.
- Skills Nova Scotia's TAT Takeout program reaches 10,000 grades 9 – 11 annually.

Students with Disabilities

The Nova Scotia provincial government provides \$100,000 annual for Skills Nova Scotia to engage with students and apprentices with disabilities. The number for this program isn't high but is highly valued by the Nova Scotia government.

Summer Student Programs

Each year Skills Nova Scotia runs various summer student programs that introduce youth to careers in the skilled trades and technology sectors. Targets and reach are determined each year depending on the focus of the provincial government.

Regional Competitors

- 250 competitors annually

Provincial Competitors

- 250 competitors annually

Young women in Trades

- 100 – 150 young women annually

Indigenous Engagement

Numbers aren't high but Skills Nova Scotia continues to work with local First Nations school board to help connect them to their in-school and competition programs.

5. Skills Canada NL

Total Annual Funding Provided by Provincial Government to Skills NL

\$983,000

75% of overall funding

8 FTE's

Deliverables/Outcomes

Summer Student Apprenticeship Placement Program

For 7 weeks in the summer, Skill NL prepares students for placements into accredited apprenticeship programs. Lunches are provided and transportation subsidies are available. 100 – 200 students engaged per summer.

Skilled Futures Days

Day programs set up in K-12, post-secondaries, and labour schools. Students bussed in for a day of hands-on activities and sessions with skilled trades mentors. Approximately 2,250 students are put through a total of 30 sessions per year. Lunches, bus subsidies are provided.

Try-a-Trade Kits

A day program filled with hands-on experimental learning and sessions with skilled trades mentors. 12 conferences per year that focus on different skilled trades. Grades 6 to 12. Skills NL provides the kits and the facilitators for these Try-a-Trade kits. 2,500 students engaged per year.

Try-a-Trade Kits (Pandemic)

During the pandemic Skills NL began shipping the Try-a-Trade Kits to schools with instructions for teachers and students. These virtual Try-a-Trade kits allowed Skills NL to reach more schools, in more remote areas than by providing in-person instruction and facilitation. Instruction was provided through online, live video feeds into classrooms. 7,500 students engaged per year during the pandemic (2020 + 2021).

Young Women's Programming

Young women and tech events. Full day session where young women are taught to code in the morning then spend time with mentors from the technology sector in the afternoon. Students are bussed into schools, lunches are provided. 15 sessions with a total of 750 participants.

Provincial Competitions

- Secondary & post-secondary competitions April 2021, 76 competitors (virtual)

6. Skills New Brunswick

Total Annual Funding Provided by Provincial Government to Skills NB

\$2 million

90% of overall funding

7 FTE's

Deliverables/Outcomes

The Marketing of Skilled Trades in New Brunswick

The Province of New Brunswick's marketing campaign to promote careers in the skilled trades and apprenticeship programs to youth is now facilitated by Skills New Brunswick.

The province believes that marketing these programs through Skills New Brunswick's target audience comprised of students, parents, educators, labour, industry, associations, and the general public rather than through the provincial government gives more 'street cred' to these programs.

Since investing in Skills New Brunswick to "market" this message the province has seen a sharp rise in enrollments in both post-secondary and apprenticeship programs.

Targets in 2022 were set to specifically increase the number of apprentices in key skilled areas that will be most impacted by retirements. They were bricklaying, carpentry, electrical and plumbing.

Rather than just focus on the apprenticeship branch Skills New Brunswick, on behalf of its provincial government, is now working with the province's labour market information to ensure consistency within the skilled trades in the years to come. For example, when the province can track that retirements are going to be high in specific skilled trades areas, Skills New Brunswick markets specific program information to inform students.

Skills New Brunswick works with a marketing firm, chosen by its provincial government to facilitate this marketing campaign.

Targets set in 2021/22 were to increase # of apprentices by 5% (using stats from labour department = 60 people). But Skills New Brunswick was able to deliver 300 apprenticeship enrollments by the end of the funding cycle.

The New Brunswick government believes working with Skills New Brunswick to facilitate its marketing campaign has been a huge success. They believe the marketing campaign has a different feel as government has a hard time getting into the school system. Easier to accomplish these targets working with Skills New Brunswick rather than having the bureaucracy try and accomplish on its own.

Marketing Campaign Execution

The targets and deliverables set by New Brunswick's provincial government are achieved through an advertising campaign comprised of Skills New Brunswick video's highlighting its competitors competing for gold, silver, bronze medals at the local, national, and international level. Additionally, there are tv, print, billboards, YouTube, radio, social media advertising produced by an advertising firm that are then released through Skills New Brunswick's channels. "Become an Apprentice Today."

Education Legacy Program

The Province of New Brunswick is funding a legacy program for Skills New Brunswick to ensure it can be a viable entity in the years to come.

Skills New Brunswick Alumni

Skills New Brunswick's alumni program promotes real people, with specific examples of their journeys into the skilled trades on behalf of its provincial government.

Try-a-Trade Takeout

Inspire by Skills Alberta but rejigged the Skills New Brunswick so that that the learning pertains to New Brunswick's school curriculum. Teachers can use these Try-a-Trade Takeout's in the classroom. When they are done with the activity, they can use the activity to mark off the report cards. Outcome curriculum – purposeful as New Brunswick schools had no activities to introduce to its students.

Virtual (In-School) Try-a-Trade Programs

The majority of Skills New Brunswick's Try-a-Trade program is the shipping the kits into the schools. Videos are provided to help teachers use the kits inside the schools with students. Skills New Brunswick sent out 8,000 Try-a-Trade kits in 2022.

In-Person (In-School) Try-a-Trade Programs

Skills New Brunswick runs several in-school programs going throughout the year but are working to limit these. Rather, Skills New Brunswick prefers to do most of these presentations virtually as they can increase the number of students.

Student Targets 2022

In 2022, the target was to reach 2,000 students with Skills New Brunswick's In-School programs but managed to reach 10,000 students using the new virtual system. Today, Skills New Brunswick's Try-a-Trade kits are very popular within the K-12 system in New Brunswick.

Curriculum

To ensure that the Try-a-Trade programs were going to be effective Skills New Brunswick met with school to understand what was lacking in the school curriculum. This learning was coupled with New Brunswick's labour market research to ensure the curriculum met both the school's needs and the provincial government's needs to drive students into targeted apprenticeship programs.

7. Skills British Columbia

Total Annual Funding Provided by Provincial Government to Skills BC

\$255,000

40% of overall funding

3 FTE's

Funding Breakdown

ITA 2021/22 = \$105,000

AEST 2021/22 = \$150,000

Audience Reach (e-Newsletters)

Skills BC reaches 500,000 individual contacts (50 e-newsletters x 10,000 distribution list contacts) through its e-newsletters each year.

In-Person Contacts (Annually)

Skills BC has 28,250 in-person contacts with students, apprentices, teachers, competitors, regional coordinators, provincial tech chairs, national tech chairs, judges, proctors, and volunteers each year.

Audience

Skills BC's audience reach is comprised of students, parents, educators, industry, labour and association partnerships facilitated through Skills BC's in-school programs, Olympic-style competitions, women in trades activities, social media, earned media, and online challenges.

Our Mandate

Skills Canada BC (SCBC) is a provincial non-profit organization that works collaboratively with industry, labour, government, and education stakeholders to expose BC's youth to careers in skilled trades and technology careers.

Diversity and inclusion are values of both the provincial government and Skills BCs and is a foundational value of Skills Canada British Columbia and is therefore reflected in all our programming.

Skills Canada BC is committed to educating young people in British Columbia about rewarding career opportunities available to them in the skilled trades and technology sectors.

Despite the challenges of operating during the pandemic and in securing program funding Skills Canada BC continues to be a leader in providing an unparalleled platform for students to explore their skills and interests in the skilled trades and technology fields.

Since 1994 Skills Canada BC has built a reputation for effectively providing innovative, hands-on learning experiences for British Columbia's youth through our various programs.

Deliverables/Outcomes

Skills BC Olympic-Style Competitions

Skills BC engages a diverse, inclusive population each year in its competitions indigenous populations, youth-at-risk, young women, new Canadians, and other who would not normally consider the skilled trades as a career option.

Regional Competitions

Year	# Regional Competitors
2017	1,700
2018	1,850
2019	5,000
2020	11,000
2021	6,000
2022	7,500

Provincials Competitions

Year	# Provincial Competitors
2018	643 competitors (Tradex, Abbotsford)
2019	656 competitors (Tradex, Abbotsford)
2020	100+ virtual competitors (virtual)
2021	200+(virtual)
2022	250 (virtual and in-person)
2023	650+ (forecast)

Student Bussing Program to Provincial Competitions

Each year Skills BC provides bus subsidies to school to bring 5,000 students spectators to its Provincial competition at the Tradex, in Abbotsford.

Try-A-Trade Activities

Each year Skills BC hosts 20 – 25 Try-a-Trade activities for student spectators at its provincial competitions that 2,000 – 5,000 students per year engage with.

Pathway to Careers

Each year at 5,000+ students and spectators have an opportunity to tour a Pathway to Careers at Skills BC's Provincial competition with participating sponsors and partners.

Young Women's Skilled Trades and Technology Exploration Programs

Each year Skills BC hosts a conference inside its provincial competition for 80 young women and 20 mentors. During the pandemic Skills BC was able to expand its reach using technology to host hands-on activities with young women in rural and remote and indigenous communities in northern communities in British Columbia.

In-School Program (Inspire)

The Inspire Program is a one-hour, in-school program that teaches students, Grades 6 to 10, “What is a skilled trade career?” “What is a technology career”? This programming provides hands-on piping and electrical challenges, inspiring video footage, and Q & A’s.

In-Schools Program (History)

The Inspire Program was started with seed money provided by the Ministry of Education 2016 – 2017. Skills BC was provided \$400,000 to develop the in-school programming and run a pilot program.

2017 - 2022

After 2017 Skills BC stopped receiving provincial funding to host the Inspire Program in BC schools. Yet, as the Skills BC board believed strongly in the Inspire Program, it allocated its own resources to fund it during the 2017- 2018 school year. Heading into the 2018 – 2019 school year changes were made to the Inspire Program to add elements that would help Skills BC market its skilled trades and technology competitions to students throughout the province. Since 2019, the number Skills BC has been able to deliver its in-school programming to has dwindled from 15,000 per year + 600 unique teacher contacts to 2,500 students with 100+ unique teacher contacts.

Inspire Program Operation Costs

\$150,000 = 15,000 students + 600 unique teacher contacts

Skills BC has been paying the \$150,000 per year to operate the Inspire Program but can only afford to provide 50 to 75 in-school presentation in 2022/23 for a total of approximately 1,500 student engagements and 60 unique teacher contacts.

Driving Students into Regional Competitions

The growth in Skills BC’s competitor participation was greatly accelerated by the Inspire Program. Skills BC’s Regional competitions grew considerably.

- Prior to the pandemic the **Inspire** Program was delivered to over 15,000 students (Grade 6 to 10) students annually province wide.
- The Inspire Program reached 600 unique teacher contacts each year that could help steer students into dual credit/apprenticeship, post-secondary programs
- Skills BC could easily double or even triple the number of students who could attend an Inspire presentation if funding were provided.
- Skills BC has access to an inclusive, diverse roster of schools and educators who can reach identified groups that are important to the Ministry of Advanced Education & Skills Training to engage with.

Skills for Success

- 13 videos
- 2 e-workbooks

Podcast

Monthly podcasts featuring Skills BC alumni, partners, and sponsors.

8. Recommendations

- a. The Ministry of Advanced Education & Skills Training review funding for Skills BC's Provincial 2023 competition scheduled to be held at the Tradex, in Abbotsford, on April 19, 2023.
- b. The Ministry of Advanced Education & Skills Training provide funding to Skills BC to develop a comprehensive marketing plan (with government approved marketing firm) to promote skilled trade careers and apprenticeship programs through its vast network of students, parents, educators, labour, association, and industry partners. (Based on Skills New Brunswick model.)
- c. The Ministry of Advanced Education & Skills Training provide funding to post-secondaries throughout the province interested in sending competitors to Skills BC competitions in 2023.
- d. The Ministry of Advanced Education & Skills Training explore "Own the Podium" initiatives for BC competitors during the 2023 competition season.
- e. The Ministry of Advanced Education & Skills Training provide Try-a-Trade Takeout funding to Skill BC geared to drive enrollments into skilled trade post-secondary and labour school programs and apprenticeship programs.
- f. The Ministry of Advanced Education & Skills Training provide funding to Skills BC to continue its one-hour, in-school "Inspire" program that markets careers in the skilled trades and technology sectors to youth in the K-12 system.
- g. The Ministry of Advanced Education & Skills Development provide funding to Skills BC to develop an inclusion and diversity program that effectively engages youth with disabilities.
- h. Ministry of Advanced Education & Skills Training provide funding to Skills BC to provide additional training to BC competitors who qualify for Team Canada to compete at WorldSkills in 2024. The Nationals (May 2023) will be the qualifying year for BC competitors to qualify to compete in Lyon, France at the WorldSkills in 2024.
- i. All participant numbers in this report could be significantly increased with increased funding from the Ministry of Advanced Education & Skills Training.

9. Conclusion

On October 28, 2022, during a meeting at Vancouver Community College with Skills BC's President and Executive Director, it was recommended that Skills BC submit a report to Parliamentary Secretary Andrew Mercier that provides a comparison of provincial funding of other Skills Canada Member Organizations.

The Skills Canada Member Organizations highlighted in this report are Skills Ontario, Skills Alberta, Skills Nova Scotia, Skills Newfoundland Labrador, Skills New Brunswick, and Skills BC. Nunavut, the Northwest Territories, and Yukon are not included in this report as funding provided by their territorial government are heavily weighted for travel and for low populations which skews the overall funding and deliverable comparisons of these provinces.

This report provides a comparison of funding among other Skills Canada Member Organizations. These Member Organizations are receiving significantly higher funding support from their provincial governments.

This higher level of investment by other provincial governments allows these Skills Canada Member Organizations to drive significant numbers of youth each year, into skilled trades and apprenticeship programs offered by post-secondaries and labour schools in their province.

Skills BC is not only lagging behind the other provinces in the Skills Canada federation, but it has also started to fall behind in its ability to influence students in the province to consider a skilled trade as a career at an early stage in the education cycle.

Skills BC is uniquely positioned to assist the Ministry of Advanced Education & Skills Development to provincial market, promote, advertise skilled trades and technology programs to students.

Skills BC can pivot to assist the Ministry of Advanced Education and Skilled Training to meet emerging trends and ongoing needs throughout the year. Skills BC is open for business.