



Executive Summary

Registrar's Report for the Third Quarter of 2015

A. Communications & Marketing

Over the last quarter, the Communications and Marketing Department has completed and launched two new multi-faceted campaigns — *Trading Helmets for Hardhats* and *Tune In, Trade Up*.

Tune In, Trade Up

Teaming up with the Canadian music industry, the College is spreading the word to youth that a skilled trade can be a backstage pass to an exciting career. In an exciting new video that features interviews with Canadian musicians (The Road Hammers, Cross Dog and For Esme) and behind the scenes footage at two music festivals, the College is driving home the point that even if you can't hold a tune, play an instrument or write a song, you can still be part of the music industry by working in a skilled trade that supports festivals and concerts.

To support this campaign, a 30-second version of the full length video will be running on City, CTV and Sportsnet during primetime for four weeks. In addition, an ad campaign is running in 29 high schools across the province to promote our video and working in the skilled trades. All ads drive viewers to a music-themed campaign webpage on our youth-gear website "earnwhileyoulearn.ca". Campaign videos have been viewed close to 10,000 times on YouTube and Director of Communications and Marketing, Sherri Haigh, did a feature interview on CBC Windsor.

Trading Helmets for Hardhats

To help promote the Trade Equivalency Assessment (TEA) process to Canadian Forces veterans, current military personnel and employers, the College has partnered with Helmets to Hardhats and some veterans who have made the transition from 'Helmet to Hardhat'.

In a new video, Corporal Ted Collins C.D. (Ret'd) (now a Boilermaker) shares his story on how he successfully transitioned into the skilled trades. The video also features interviews with BGen (Ret'd) Gregory C.P. Matte, Executive Director of Helmets to Hardhats and enforcement officer Rory Hilt. Since launching on September 9th, the video has been viewed almost 750 times on

YouTube and is featured on the websites of Canadian Military Family Magazine and Collision Repair Magazine.

The recent Ipsos Reid poll conducted for the College was featured in five community newspapers and on 30 radio stations. The poll found support for the College's Public Register and overall mandate.

B. Member Services

Overall membership in the College increased slightly during the third quarter of 2015 and ended with a total of 230,732 active members distributed as follows:

Member Class	Q2 2015	Q3 2015	Change From Previous Quarter
Apprentices	54,680	56,277	+2.9%
Journeyman Candidates	3,315	2,939	-11.3%
Tradespersons	95	112	+17.9%
Journeyman	168,667	171,171	+1.5%
Employers/Sponsors	220	233	+5.9%
Total	226,977	230,732	+1.7%

C. Compliance & Enforcement

Enforcement

The Compliance & Enforcement Division continued to expand its development and implementation of strategic, province-wide targeted blitzes. The second major blitz for 2015 was successfully executed in early July for three full days in the Kingston area. This part of the province was targeted due to a construction industry complaint about the perception of a lack of enforcement in this region. Eight Officers focused their initial efforts on new construction throughout the Kingston area.

A blitz checklist was developed to assist Officers with tracking their efforts as well as each location's awareness of the College and its activities while conducting their blitz. Once construction projects were fully inspected, motive power locations were also inspected to make best use of Officers already in the area. The highlights of this blitz include the completion of 107 inspections in 3 days, with 269 workers being verified and a total compliance rate of 88.1%. Follow-ups regarding non-compliance are planned for early Q4 to ensure the Officers' efforts are not viewed as a one-time event in the region. A blitz protocol has been developed and evolves with each blitz to ensure appropriate steps are taken before and after each event including planning targets, notifying local police services and following up with MTCU post-blitz to track an uptick in registration activity within their offices. A motive power blitz is scheduled for the London area in October with upwards of 500 target locations and a final 2015 blitz in November covering all sectors in the Markham area. Based on positive stakeholder feedback from the exercise in the Kingston area, this type of enforcement activity will be an integral component of the College's enforcement strategy moving forward.

The Division director also participated in two events which highlight the College's growing prominence in trade-related events. As a panel member at the Canadian Hydronics Summit, along with the Director of Policy and Programs, the College was seen as responsive and engaged in issues dealing mostly with enforcement of a sector, hydronics, that has evolved over the years when non-enforcement of scopes of practice was the norm. Ontario participants at the Summit appreciated the College's Enforcement Officers' use of discretion in dealing with scope-related complaints.

At a keynote presentation to the Canadian Electrical Contractors Association Annual Conference, there was a great deal of interest in the College's role and function by contractors from across Canada. It was clear that many of the participants had been following the evolution of the College since its inception. Many positive comments were made by Ontario contractors regarding the importance and value of rigorous and fair enforcement in the overall success of the College to date.

Investigations and Hearings

Investigations and Hearings (I&H) continues to work closely with the Complaints Committee to consider and implement the recommendations from the Special Advisor's Report (Rothe Report). The acknowledgement letter to the member and the 30-day notification letter from the Complaints Committee were combined and expanded to include an explanation of the complaints process, options for the member and to inform them of potential consequences associated with a complaint made to the College. The Incidents and Complaints Officer position, as suggested in the Rothe Report, was created and staffed. The two incumbents have been actively receiving incoming calls, correspondence and formal complaints and, in consultation with the Manager of I&H, triaging the complaints. Those that appear to be complex

are assigned to field inspectors for investigation, while those that may lend themselves to a less formal investigation path are dealt with by the Incidents and Complaints Officers themselves. One formal complaint has been completed through this process and sent to the Complaints Committee. Five other matters are under investigation by the new Officers. This process allows Enforcement Officers to dedicate more time to inspections and more complex formal complaints.

The original software supporting the activities of the Compliance and Enforcement Division has been replaced. The new Filemaker application has been designed and implemented in the field to ensure that the storage of records management data is contained within the College. I&H and IT staff are implementing minor modifications during the development of a dedicated Records Management System to meet the needs of Management and Enforcement Officers.

Management staff have also been engaged in the compilation of suggested amendments to the Ontario College of Trades and Apprenticeship Act and Regulations, should an opportunity present itself to make a legislative change. These proposed amendments will strengthen and enhance the ability of Division staff to ensure compliance and gather evidence for various offences and allegations of misconduct.

D. Policy, Programs & Evaluations

Policy and Research

The Policy and Research Department has continued to assist Senior Management with feedback on potential recommendations by the Dean Review. In addition, the Department has continued its ongoing support of Compliance and Enforcement through trade analyst reports and assistance in improving enforcement policies; as well as addressing regulatory issues such as potential changes to Regulation 321/12. Policy and Research has also continued its support in the creation of trade-specific fact sheets alongside the Communications and Standards departments. Furthermore, the unit has progressed on its improvement of the College's research and data infrastructure, including expanding its labour market information (LMI) capabilities, which will be utilized most immediately to inform a *Pathways to Apprenticeship* guide being developed in partnership with the Higher Education Quality Council of Ontario (HEQCO). Policy and Research has also launched several key initiatives including a project management-based functional analysis of College work wherein over 60 projects have been identified, the launch of a College-wide Policy Manual development framework complete with templates, and a Policy and Research Service Desk for tracking the services we provide to our internal and external partners.

Standards

In the third quarter, the Standards Department hosted the Interprovincial Standardization and Examination Committee (ISEC) Conference from August 17 – 21 2015. The ISEC is responsible for the development and maintenance of interprovincial occupational standards, assessment tools and related products for the Red Seal trades, consistent with the mandate of the Canadian Council of Directors of Apprenticeship (CCDA) and its governing principles.

Some of the high-level topics discussed were:

- Develop, implement and update Red Seal procedures
- Develop an annual work plan for approval by the CCDA
- Develop, validate and revise Red Seal Standards
- Measure and report on Red Seal product development, activities and outcomes
- Advise CCDA on strategic initiatives and research related to Red Seal products

Other major highlights include:

- New C of Q exam developed by the College for Institutional Cook – Available as of September 1, 2015
- Trade Fact sheets – 14 fact sheets on Service and Motive Power trades are now available on our website
- Red Seal Endorsement is now available for Drywall Finisher and Plasterer as of July 17, 2015
- Facilitated Ontario's participation in the workshop for the new Red Seal Occupational Standard (RSOS) for the trade of Plumber. This involved College staff and Subject Matter Experts (SMEs) who work as Journeypersons in their respective fields, instructors from our Training Delivery Agents (TDAs) and employers
- Facilitated Ontario's participation in two Exam Development workshops for Construction Electrician and Steamfitter/Pipefitter based on the new Red Seal Occupational Standard (RSOS). This involved College staff as Subject Matter Experts (SMEs) who work as Journeypersons in their respective fields.
- Released new examinations for several trades to be implemented by the Ministry of Training, Colleges and Universities (MTCU)
- Presented to the Heads of Apprenticeship Training (HAT) Committee on product development activities at the College
- Participated in multiple conference calls and meetings for the National Harmonization Project, including 10 pilot trades
- Released Advisory on three new Heavy Equipment Operator (HEO) Red Seal trades
- Attended planning meeting for the development of Phase II of the Interprovincial Computerized Examination Management System (ICEMS)

Trade Equivalency Assessment (TEA)

During the third quarter, the TEA process review identified resources required to ensure financial cost recovery for the College. This resulted in the recommendation of increased TEA assessment fees and the implementation of a new “Re-assessment” charge. The Board recommended the fee for a TEA be increased to \$235, for a reciprocal and DND TEA to \$50, and a new Re-assessment fee of \$100 be created. The changes will be effective January 1, 2016, and implementation activities have commenced. Changes in departmental processes have resulted in decreased processing time and increased accuracy.

The Exam Exemption period for (Sprinkler and Fire Protection Installer (SFPI) will expire on January 31, 2016, and it is anticipated that the College will receive a large quantity of SFPI TEA applications in the fourth quarter.

We are improving the rigor of the TEA application process by expanding the requirements in an applicant’s portfolio submission. The TEA department has created new Employment Competency Declarations for approximately 80 of our most populated trades, both compulsory and voluntary. We believe this will further enhance the overall TEA assessment process for prospective members and decrease our overall turnaround assessment time.

The TEA department also completed piloting new Foreign Qualification Requirement forms as part of a project exploring the harmonizing Trade Qualifier applications. The College had three individuals who applied using the common forms. The pilot leads will be compiling the data from the participating provinces which will be discussed in November.

TEA department staff has also refined a “New Staff Training Guide” for creating “shells” on the Trades Management System (TMS). This is a critical instrument for new staff and for meeting our department goals for accuracy. The development of an Operations Manual is underway with a December 31, 2015 target date for completion.

E. Corporate Governance

The Board of Governors met once in the third quarter (2 meetings last quarter) and there were 9 Committee meetings (4 Executive Committee; 2 Finance & Audit Committee; 1 Governance & Nominations Committee; 1 Regulations Committee; 1 Complaints Committee). In addition, there were 6 Panel meetings held in the quarter (4 Complaints Committee; 2 Registration Appeals Committee).

There was 1 Divisional Board meeting in the quarter (4 last quarter) and 17 Trade Board meetings (37 last quarter) – 7 in the Construction sector, 3 in the Motive Power sector, 3 in the Industrial sector, and 4 in the Service sector.