



Registrar's Report to the Members March/April 2014

A. Communications & Marketing

Newsletter: The College's brand new, bigger, better and in-depth magazine-type newsletter — Trades Today — was launched at the end of March. An email blast introducing the new newsletter was sent to over 47,000 members with 60% opening the email and 14.2% clicking through.

Media Outreach: The College have increased our engagement with the media. We have participated in 29 media (TV, radio and web/newspapers) requests and interviews.

Stakeholder Engagement: In addition to meetings at the College, stakeholder outreach by the CEO and Registrar continue to take place across the province with tours of apprenticeship training facilities, meetings with educators and trade associations, and attendance at industry-related conferences. A total of 38 events took place since the last update.

Marketing: Through various advertisements in both print and broadcast, the College has worked with industry and media partners to promote our public register and the value of working with a qualified skilled trades professional. We have also focused on promoting skilled trades to youth and other underrepresented groups including through a mentoring program with Dr. Karyn Gordon, a well-known speaker and parenting expert.

Website Updates: Website updates continue to take place to provide users with the most up-to-date information and allow for easy navigation. Visitors can now easily see the College's enforcement activity and numbers will be updated regularly.

B. Compliance & Enforcement

During the first quarter of 2014, the 41 Enforcement Officers continued to visit worksites across the province. Approximately half of these inspectors are still undergoing field training and typically accompany more seasoned officers on site visits. In addition to being the public "face" of the College, they have made local inroads with other regulatory and enforcement organizations. For example, they worked with the City of Guelph police force on a major undertaking involving the issuance of alleged fraudulent safety certificates for vehicles. This joint effort resulted in police charges. Enforcement has developed a new feature which will become part of the standard operating procedure for field visits. Officers will now leave a field visit summary report at the site or location. The presence of this report will provide an accurate record of the result of the inspection.

The College website has been updated to highlight some of the enforcement data and added a new section on Public Advisories that provides a synopsis of successful court activities across the province.

With respect to professional misconduct, incompetence or incapacity matters, the Division is currently reviewing approximately 40 cases. Policy and procedures continue to be developed in collaboration with the Corporate Governance section.

C. Policy & Programs

Trade Board Update

There were 39 Trade Board meetings held from January 21, 2014 to April 4, 2014. The breakdown by trade sector is as follows: Construction 21, Motive Power 6, Industrial 6 and Service 6.

Trade Board members were informed of news and developments at the College and provided with information from the “Registrar’s Report to Members.” As Standing Agenda items, members are provided with updates on Membership, Enforcement and Communications and Marketing. Trade Boards continue to discuss and provide suggestions for promoting the College and their specific trades.

Standards Update

- Completion and posting of the College’s Exam Preparation Guide
- Finalize new College Curriculum template
- Item bank workshops for a number of trades in Ottawa – i.e. Steamfitter
- National Occupation Analysis (NOA) Validation and weighting workshops – for example, Motor Vehicle Body Repairer (February 2014) and Automotive Painter (February 2014)
- NOA Industry Review workshops for Heavy Duty Equipment Technician
- Ongoing participation on the Interprovincial Standards Examination Committee (ISEC)
- Participated in Program Officer Training session hosted by Employment and Skills Development Canada
- Represented Ontario at the Power Up-Women in Trades Conference hosted by the Industry Training Authority (ITA) in British Columbia
- Attended Skilled Trades Advisory Committees
- Ongoing standards development work i.e. Industrial Electrician Training Standard update workshops, for example Surface Blaster, RV Technician
- Participated in National meetings regarding Harmonization, Strengthening the Red Seal (SRS) and Foreign Qualification Recognition (FQR) with the Red Seal Secretariat
- Management participated in Canadian Council of Directors of Apprenticeship (CCDA) Stakeholder Relations meetings

Examples of Program Coordinators support to trade promotion and development:

- Arborist Safe Work Practices- Industry
- District School Board – discussion and planning meeting regarding the OYAP students application process Workshop for the Greater Toronto Area Cooperative Education Association (GTACEA)
- Durham Catholic District School Board – discussion and planning meeting –OYAP student application process
- Workshop for staff serving newcomer clientele – Woodgreen Community Services
- Workshop for the CGTA (School College Work Initiative planning committee for the GTA)
- Women Entering Non-traditional Trades (WENTT)
- Centennial College – Workshop for Pre-apprentice students
- District School Board – skills competition event participation
- College Precision Skills Advisory Committee Meetings
- Automotive Industries Association of Canada (AIA) Symposium
- Welcome Centre Immigrant Service – Markham North – Access to the Skilled Trades Panel Presentations

D. Corporate Governance

Major Projects and Key Deliverables

Trade Equivalency Assessments (TEAs): The College assumed responsibility for processing TEAs and credential validations from the Ministry of Training, Colleges and Universities (MTCU) on April 8, 2014. Over the last several months, College Staff has worked with MTCU to coordinate the transfer of responsibility and the College has built assessment capacity with new staff. New forms, informational materials, and website pages were launched on the College's first anniversary (April 8, 2014).

Deemed Apprentices: On April 8, 2013, apprentices in compulsory and voluntary trades were deemed into membership with the College and, starting on April 8, 2014, those initial memberships expired and 'Deemed Apprentices' will need to renew their membership with the College. College staff will continue to use all available means – telephone, interactive voice recognition software (IVR), and the member web portal – to ensure that the renewal process runs smoothly. As part of this effort, on March 31, 2014, the Member Services department brought in six temporary staff to meet the high volume of calls being received.

Academic Entry Requirements: At its meeting on April 29, 2014, the Board of Governors approved a plan to solicit feedback from the public, stakeholders, Trade Boards and Divisional Boards on academic entry requirements (AER) for certain trades. Following a 120-day public consultation process, Trade Boards (or the applicable Divisional Board where no Trade Board exists) will be asked whether or not the AER for their trade that existed under OCTAA's predecessor legislation is still suitable, or if they would like to suggest a change in the AER and, if so, what the change should be.

New Trade & Apprentice Program Development Process: In August 2013, the Minister and the College's Registrar signed a Memorandum of Understanding to formalize and operationalize how new trades in Ontario are to be developed. At present, the Minister has the authority to prescribe new trades and the Board of Governors has the authority to establish apprenticeship programs. The MOU sets out a rigorous approach for developing new trades in Ontario, splitting trades that may already exist into separate trades, or merging two existing trades. The process is industry-led and consultative, and balances the roles and responsibilities of all involved – including stakeholders, the College and its governance structure, the Ministry and the Minister.

Trade Classification Reviews

Sprinkler & Fire Protection Installer: The Oral Consultation took place January 6, 2014 regarding the merits of compulsory classification of the trade and the Review Panel delivered its decision and written reasons on April 23, 2014. A copy of the Panel's decision and reasons is available on the College's website.

Construction Millwright: The review was formally launched on February 28, 2014 with the posting of the Invitation for Written Submissions to the College's website.

E. Membership and Client Services

Membership Renewal

As of April 4, 2014, nearly 150,000 deemed journeyperson and 30,000 deemed apprentice class members had renewed their memberships with the College. As the College moves into the second quarter of 2014, focus will continue on the renewal activity of the remaining apprentices and segments of the journeyperson class who allowed their certificates to expire during the first 12 months of operation.

Affinity Program

As the first step in the membership affinity program, the College partnered with Breckles Insurance to offer personal and commercial policies through Novex and Intact at group discounted rates. These plans became available in March and will see an increased marketing and communication drive throughout the remainder of the year. Additional health & dental, life and group retirement solutions will soon be available through J.J. McAteer and Manulife Financial.

F. New Business

College's First Anniversary

On April 8, 2014, I attended Queen's Park to commemorate the first anniversary of the Ontario College of Trades opening its doors to members. It was a great honor to hear an acknowledgement from Brad Duguid, Minister of Training, Colleges and Universities. I was also proud to see many hard working tradespeople who attended on the day to show their support and commitment for the College. In particular, I would like to thank *Daniel Riccio, Mike Gordon, Vince Kacaba, Steve Steele, Andrew Tarr, Mike Reid, Brent Payne, Pierce Jodoin, Don Krieg, Rick Hill, Richard Hayter and Scott McMahon*. I apologize for anyone who may be missing from the list.

I would also like to thank the following who attended and joined me in the member's gallery: *Pat Blackwood, Vice Chair of the College's Board of Governors; Gail Smyth, Executive Director of Skills Canada-Ontario; John Norris, Executive Director of Collision Industry Information Association; and hairstylist John James.*