



Registrar's Report to the Members May/June 2014

A. Communications & Marketing

Annual Report: The College's first Annual Report is in the process of being completed in time for the Annual Meeting of Members. The report highlights the progress and achievements of the College over its first year in operation.

Media outreach: It has been a busy period for the College in terms of media engagement. We have responded to nearly two dozen media requests (TV, radio and web/newspaper), many of which were from high-profile outlets with broad audiences. Registrar and CEO David Tsubouchi gave a live interview on the John Oakley Show on AM 640, as well as interviews with the Daily Commercial News and the Toronto Sun, while our Chair Ron Johnson was interviewed by CHCH and CP24, as well as the Daily Commercial News. The College was featured in special career sections in both the Toronto Sun and the Metro newspaper that each highlighted the value of a career in the skilled trades. The College also wrote letters to the editors of various newspapers across Ontario congratulating winners of the Skills Canada- Ontario Technological Skills Competition. Nine of the letters were published.

Stakeholder Engagement: In addition to meetings at the College, stakeholder outreach by the Registrar and CEO 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 21 events took place since the last update.

The College's outreach efforts have continued with a strong focus on connecting youth to the trades. The College participated in 11 events focused on youth and apprenticeships, most notably, the Future Building event in Hamilton, and the Ontario Technological Skills Competition in Waterloo, where the College was able to network with educators, parents, program deliverers, OYAP coordinators and an estimated 2000+ youth interested in the skilled trades.

Marketing: The College has increased its advertising and marketing efforts with ads and editorials running in both a Mediaplanet supplement in the GTA Metro newspaper (May 20th) and the Toronto Sun Your Future Your Choice supplement (May 11th). Both ads promoted the skilled trades as a first-choice career option to youth and underrepresented groups. To help increase the awareness of the rewarding careers in the trades, the College placed an ad in the high school Guidance/Career Counselors magazine — Careering. The College also ran radio ads over the Fan 590/chl.ca to promote the public register and encourage Ontarians to check the certification of tradespersons in compulsory trades through our public register before hiring them.

Another radio ad — on the same topic — featuring our Chair and Peter Silverman was recorded and distributed through News Canada’s network to local radio stations.

Website Updates: Website updates continue to take place. Visitors can now easily see the College’s enforcement activity and numbers will be updated regularly. The following webpages have been created: Road to Apprenticeship (a step-by-step guide for those interested in an apprenticeship), Trade and Divisional Board Minutes (to increase transparency, the College now posts all minutes from Trade and Divisional Board meetings), Members Benefits Program (promotes our new partners with companies that are offering discounts to College members) and Journeyperson to Apprentice Ratios (explains the new journeyperson-to-apprentice ratios and helps interpret those ratios).

B. Compliance & Enforcement

For the period of April 5 to May 20, 2014, Enforcement Officers conducted 1748 field inspections. 765 of these visits were in the Construction sector, 979 in Motive Power and 4 were made in the Industrial sector. 194 calls involving incidents or complaints were made to the College’s Enforcement call centre staff. 57 provincial offence notices were issued and 2 prosecutions were initiated for violations of the Act. Nearly 400 workers were identified as working in a compulsory trade without proper qualifications. Over 3000 journey person and apprentice qualifications were validated. Priority has been placed on the development and implementation of the field summary report which will be left at worksites following a site visit.

With respect to activities carried out by the Division’s prosecutor and staff, there are currently 47 charges before the courts, 20 court dates have been set and 15 prosecution briefs have been created. We have received 6 requests for disclosure. The prosecutor routinely meets with enforcement officers to discuss the various elements of the offences.

In addition, 43 complaints have been received to date involving allegations of professional misconduct, incapacity and/or incompetence. Approximately half of these are under investigation and in the hands of Enforcement Officers.

C. Corporate Governance

Major Projects and Key Deliverables

Registration Appeals Committee: On April 23, 2014, the Registration Appeals Committee of the Board of Governors held its first meeting to review the process and procedures of the Committee; appointed a Vice-Chair; and considered an application in the Journeyperson Candidates Class. The applicant has been notified of the Committee's decision and formal written reasons for the decision are in the process of being approved.

Strategic Plan: On May 29, 2014, the Executive Committee endorsed a process to review and revise the College's existing Strategic Plan (2012-2015). A new draft Strategic Plan is currently scheduled to be tabled at the August 19, 2014 meeting of the Board of Governors.

Trade Board Update

There were 19 Trade Board meetings held from April 5, 2014 to May 30, 2014. The breakdown by trade sector is as follows: *Construction 10, Motive Power 4, Industrial 3 and Service 2*. Trade board members were informed of news and developments at the College. In addition to the standing agenda items, providing updates on membership, enforcement and communications and marketing, members were introduced to the new trade equivalency assessment process and the exam guidance manual as well as presented with the legal interpretation principles of overlapping scopes of practice and informed that the College will be consulting on the academic entry requirements. Trade Board members are assisting with the revision and updating of the trade and program description on the MTCU trade fact sheets.

D. Membership and Client Services

Client contact volumes across all channels dropped back into a normal range in the month of May as the College moved into the start of the second year of membership operation. The management team continued to focus daily effort on improving answering times.

As of the end of May, 2014, just over 200,000 deemed journeyperson and apprentice class members had renewed their memberships with the College. As the College moves through 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.