



Registrar's Report to the Members November/December 2014

Youth Website: The College's new youth-focused website (www.earnwhileyoulearn.ca) continues to be a go-to resource for youth looking into an apprenticeship. Since launching at the end of September, we have received and answered over 80 questions and email from young people, parents and the public.

Marketing: Our advertising through the Pattison Outdoor Network continues to drive traffic to not only the youth website (almost 5,000 new users), but we are also seeing an increase of 20% (7,037) in new users to the College's main website since the launch of the campaign. The advertising on Pattison will continue until mid-December on TTC subways, on platforms and digital screens, in malls and billboards across the province.

Media Outreach: The College responded to/engaged with 21 media outlets between October and November. Registrar and CEO, David Tsubouchi, was interviewed on NewsTalk 610 and both David and Chair Ron Johnson were quoted in several articles about the Dean Review. A College-written article was published in *Electricity Today*.

Stakeholder Engagement: In addition to meetings at the College, stakeholder outreach by the Registrar and CEO continues to take place across the province with tours of apprenticeship training facilities and community colleges. The Registrar and CEO, while on tour in Thunder Bay with Board of Governors member Jules Danielewski, held a roundtable discussion on the College with members of the local Chamber of Commerce, participated in the judging of the Skills Ontario cardboard boat races and met with Confederation College officials.

A total of 46 outreach events took place since the last update. The College's outreach efforts have continued with a strong focus on connecting youth, and other underrepresented groups to the trades. Of the 46 events, 34 were focused on youth, aboriginals, newcomers and women.

Website Updates: Website updates continue to take place. Since the last update, the homepage on the main site was refreshed; it now features a quick links menu located on the bottom right. The buttons link to the following webpages: Member Login and Renewal, Become a Member, Make a Complaint, Earn While You Learn, Exam Process and Preparation, and Trade Equivalency Assessment. There is also a "Latest News" section on the homepage located on the bottom left which features icon images for each recent news piece posted on the website.