



## Registrar's Report to the Members September/October 2014

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### A. Communications & Marketing

**New Microsite:** The College recently launched a dynamic youth-focused microsite ([earnwhileyoulearn.ca](http://earnwhileyoulearn.ca)) that features inspirational videos and stories from apprentices and skilled trades professionals talking about what made them pursue a rewarding career in the trades. The site also provides a road map to getting started in an apprenticeship and a host of questions and answers to help youth explore the opportunities in the skilled trades.

**Marketing:** To support the [earnwhileyoulearn.ca](http://earnwhileyoulearn.ca) microsite, the College has launched its first-ever province-wide multi-faceted advertising campaign. Beginning September 29<sup>th</sup> for a 12 week period, the College will run ads in the TTC subways, on platforms and digital screens, in malls and billboards across the province. The ads feature the slogan "Leave the desk job behind" and images of a tower crane operator, welder, automotive service technician and arborist, who represent each of the four sectors. The College also placed ads promoting the skilled trades to youth and the new microsite in the Sun Media Guide to Higher Education, Canadian School Counsellor Magazine, OSCA Today and Toronto Sun.

**Media Outreach:** The College responded to several media requests (television and newspaper) during August and September. While on a tour in Kingston, the Registrar and CEO was featured in an interview with a local television station. He was also quoted in a Sun Media story about promoting the trades to young people. As part of the College's continuing outreach efforts to newcomers, College-written articles were published in several ethnic media outlets.

**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 Kingston, held a roundtable discussion on the College with members of the local Chamber of Commerce.

A total of 22 events and presentations were attended by College staff 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 22 events, 15 were focused on youth, aboriginals, newcomers and women. The College recently set-up a booth at a post-secondary trade show in Toronto, and spoke with close to 500 young people, parents, educators, and tradespeople about apprenticeship and careers in the trades. Efforts to inform tradespeople and the public of the College's role in protecting the public interest have also continued.

**Website Updates:** Since the last update we have designed and implemented a new Public Register with improved user functionality, including fewer navigation steps or “clicks” (reduced from six to two). Users can now begin their search right on the homepage, by simply entering the name or Member # in the easy-to-find search box. The next page after pressing “search” brings the user to the results page to display informative data all on one page (Membership Number, Membership Name, Trade(s), Membership Status, Membership Expiry Date).

## B. Corporate Governance

**Committee Meetings:** A three-member panel of the Registration Appeals Committee met on August 11, 2014 to consider a number of registration-related applications made by members of the College. Other meetings in the period included: Motive Power Divisional Board (September 15, 2014), Regulations Committee (September 16, 2014), Complaints Committee (September 16, 2014), Finance & Audit Committee (September 23, 2014), Executive Committee (September 24, 2014) and Construction Divisional Board (October 1, 2014).

**Trade Board Chair & Vice-Chair Training:** On September 11, 2014, staff hosted a half-day training session for the Chairs & Vice-Chairs of various Trade Boards. More than 30 people took part, representing approximately 70% of all Trade Boards. Topics included corporate governance best practices, protecting the public interest, how regulations are made, and an update on College communications and marketing initiatives.

**Board Portal:** Over the summer, College staff developed and tested a new Board Portal which will be used to securely deliver meeting materials to members of the Board of Governors via an online platform. A demonstration of the portal was provided to the Board on August 19, 2014 and it is anticipated that the portal will become the primary means of delivering meeting documents starting with the October 21, 2014 Board of Governors meeting.

**Trade Board Update:** There were 18 Trade Board meetings held from July 26, 2014 to September 30, 2014. The breakdown by trade sector is as follows: Construction 10, Motive Power 2 Industrial 2 and Service 4.

The Boards were informed of news and developments at the College, with updates on membership, enforcement and communications initiatives. Additional items presented during this period included a report on the Annual Meeting of Members, the Strategic Plan, Academic Entry Requirements and an update on the implementation of the Sprinkler and Fire Protection Installer Trade Classification Review decision, as well as the highlights from the Trade Board Chair and Vice-Chair Training provided by the College. Members were presented with a comprehensive list of the financial incentives available for employers and apprentices. The Program Coordinators continued to work with the Boards to revise the Fact Sheets for their respective trades.

## C. Policy & Programs

**Trade Equivalency Assessment (TEA):** We continue to refine the Trade Evaluation Assessment (TEA) process

to service the continuous flow of TEA applications. The College has processed over 1500 TEA applications between the period July 26<sup>th</sup> to September 30<sup>th</sup>. We are also working on the development of processes to handle all requests for credential recognition through the TEA process. A new validation tool, Employment Competency Declaration, is being developed.

### ***NEW Curriculum Revision***

- The General Carpenter Curriculum Standard was revised and posted on the College website. This is the first update since 1995.
- The curriculum standards for Ironworker- Structural and Ornamental and Ironworker - Reinforcing Rodworker were updated and posted on the website.
- Curriculum review and updates were initiated on the Auto Body and Collision Damage Repairer and Auto Body Repairer (July 28 to 30, 2014 & August 20 to 21, 2014).

### ***NEW Examinations***

- Drafts of 2 Certification of Qualification examinations for the Institutional Cook trade were developed. The next phase is peer review and verification of the examinations.
- Item Analysis was conducted on the Red Seal Examinations for Baker (3 exams) and Landscape Horticulturist (2 exams). The results of the analysis were sent out to the other jurisdictions for peer review.
- Participated in Item bank for the Heavy Duty Equipment Technician (September 22 to 26, 2014).
- Facilitated peer review of the following:
  - Bricklayer and Roofer Exams
  - Finisher and Plasterer Red-Seal Exams
  - 3 Transport Trailer Service Technician Red Seal Exams
  - Level 2 Automotive Service Technician Exemption Test

### ***Federal Initiatives – Red Seal Support***

- Conducted a review and a validation and weighting workshop on the National Occupational Analysis (NOA) for the three newly structured Red Seal Heavy Equipment Operator trades (September 15 -16, 2014). The new structure brings the Red Seal programs more in line with Ontario's provincial programs.
- NOA review workshop conducted for the Red Seal Construction Craft Worker trade – September 22-26 2014.
- Participated in the Canadian Council of Directors of Apprenticeship (CCDA) Foreign Qualification Recognition (FQR) Task Team Common Assessment Application Meeting September 25-26, 2014. The purpose of this meeting was to finalize the draft application form in preparation to pilot in 2015.

### ***Stakeholder Engagement***

- More than a dozen stakeholder engagements, presentations and panels connecting with more than 500 stakeholders across the Province between August-September 2014.

## D. Member and Client Services

The month of September saw a significant increase in call volume and wait time. With thousands of apprentices and their sponsors receiving notice from the College and the Ministry of the pending suspension of their training agreements, the daily call volume frequently exceeded 1,500 calls. The management team within member services continues to focus daily effort on improving answer times, processing times and email response times.

According to the program providers, uptake on the College's group-discounted personal and commercial insurance offerings is meeting expectation. Real members are now seeing real savings. In almost all cases, members are saving far more in a year than the annual membership fee. Across all of the existing benefit program offers, the challenge is to encourage more members to pick up the phone and call for a quote.