



# Minutes

## Baker-Pâtissier Trade Board

### Meeting

August 24, 2015 at 9:00 a.m.  
Fionn MacCools- Boardroom  
494 Edinburgh South Guelph, N1G 4Z1

#### Trade Board Members in Attendance

Heinz Hubbert, Chair	Phil Miller
Richard Harris	Tatiana Vorobej

#### Trade Board Members not in Attendance

Douglas Peart, Vice-Chair

#### Resource Persons/Guests in Attendance

Mathew Brook, Chef-Cook Trade Board  
Adam Brown, Cook Training Standard Revision Working Committee  
David Pyper, Service Divisional Board

#### Staff in Attendance

Alice Power, Program Coordinator<sup>i</sup>

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#### 1. Call to Order/Welcome

The Chair called the meeting to order at 9:10 a.m. It was noted that the guests would be arriving at 10:30 a.m.

#### 2. Approval of Agenda

**ON A MOTION MADE BY T. Vorobej, SECONDED BY P. Miller AND CARRIED,** the agenda was approved as presented.

#### 3. Conflict of Interest

No conflicts of interest were declared.

#### 4. Previous Minutes

**ON A MOTION DULY MADE BY R. Harris, SECONDED BY P. Miller AND CARRIED,** the draft minutes of the Trade Board's April 27, 2015 meeting were approved as tabled.

#### 5. Trade Fact Sheets

The Program Coordinator reported that the new Baker-Pâtissier fact sheet is available on the College website.

## **6. National Occupational Analysis (NOA)**

The Program Coordinator reported she has not received the draft of the 2015 NOA for Baker. M. Brook provided a brief update on the revision to the Cook NOA which he participated in this past March 2015.

## **7. College of Trades Update**

### **7.1 Registrar's Report**

Highlights from the first and second quarter Registrar's Reports were presented. It was noted that the 2014 Annual Report is available on the College website.

### **7.2 Membership**

It was reported that as of June 30, 2015, there were 226,977 active members in the College, representing a decrease in membership from the 235,290 members as of March 31, 2015.

It was noted that the Certificate of Qualification (CofQ) has been reformatted to provide a landscape view. For applicable trades, the CofQ will have a Red Seal endorsement sticker affixed to it. There will also be new wallet cards issued which will include measures to impede fraud.

### **7.3 Communications & Marketing Update**

An overview of Communication and Marketing's activities during the first and second quarter were provided to the Trade Board. The department continues to focus on increasing the perception of the value of membership in the College, promoting pride of profession, and promoting skilled trades as a viable career option.

There was a steady increase in web activity on the main College website from January to March 2015. The youth focused website, [earnwhileyoulearn.ca](http://earnwhileyoulearn.ca), had 8,283 visitors; of those visitors there were 3,854 who viewed the spring issue of the Trades Today magazine, representing an increase of 67% from the number of views of the fall issue of the magazine. There is also an increased awareness of the Public Register on the website with visits up by 45% to approximately 300,000 in the first quarter.

The results of an IPSOS Reid poll conducted by the College in April 2015 were provided. The College's radio piece, "Hiring with confidence through the Public Register" has been airing the findings of the IPSOS Reid poll.

The College is partnering with a music production company to produce a video that highlights the many trades it takes to put on music events and productions. The Boots and Hearts concert August 7-8 2015 was one of the productions recorded.

The College also partnered with CHCH Morning Live and each month a different trade professional will be profiled. During the second quarter the profiles featured an Auto Body and Collision Damage Repairer, a Baker-Pâtissier and Mobile Crane Operator.

### **7.4 Compliance & Enforcement Update**

A brief update on Compliance and Enforcement activities was presented. It was reported that 10 new Enforcement Officers were hired in the first quarter. This will provide more College presence throughout the province and will help to address the increase in complaints and incidents being

reported. The majority of complaints have come from the Construction sector followed by Motive Power, Service and Industrial sectors.

Staff has been working with the Complaints Committee of the Board of Governors to develop a streamlined process for handling formal complaints about members of the College. With respect to the Registration Appeals Committee, it was noted that many of the appeals requested are from Journeyperson Candidates requesting more time to prepare for writing their exam.

### **7.5 Evaluation and Assessment Update**

It was reported that the Evaluation and Assessment Department is participating in a project to make provincial and territorial Foreign Qualification Recognition processes more consistent through the development of an optimal assessment model.

## **8. Service Divisional Board Update**

D. Pyper provided an update on the Service Divisional Board (SDB) meetings held on June 23 and July 30, 2015. The report included an update on the College's proposed regulatory mechanism to engage barbers to become members of the College.

It was also noted that the Service Divisional Board approved the revised Child Development Practitioner (CDP) Curriculum that includes an additional 30 hours for a new course on Child Protection. This recommendation of approval will be sent to the Ministry of Training, Colleges and Universities to support the request to increase the funding for the additional program hours for CDP.

It was noted that there will be training for Trade Board Chairs and Vice-Chairs at the College of Trades on September 23, 2015.

## **9. Program Update**

### **9.1 Program Membership Statistics**

The Program Coordinator provided recent College membership statistics for the Baker and Cook trades for the period of April 8, 2013 to July 31, 2015.

### **9.2 Exam Counselling**

It was reported that the College is looking at options/partnerships to provide examination counselling assistance to Apprentices and Journeyperson Candidates. An updated Exam Preparation Guide is also scheduled to be put on the website.

### **9.3 Red Seal Endorsement (RSE)**

It was reported that the Canadian Council of Directors of Apprenticeship (CCDA) announced that the official recognition of the "RSE" acronym (Red Seal Endorsement) can be used by Red Seal CofQ holders. This will be used like other professions and accredited groups' use of an official acronym to confirm their certification and/or accreditation.

The Board was reminded that the item bank to develop new Red Seal examinations is scheduled for October 5-9, 2015.

#### **9.4 Institutional Cook C of Q Exam Announcement**

The External Advisory and Stakeholder letter announcing the new CofQ for Institutional Cook was provided. Individuals wishing to obtain a CofQ in this trade as of September 1, 2015 will be required to successfully pass the new certification examination.

#### **9.5 Higher Education Quality Council of Ontario (HEQCO)**

The College has been working with HEQCO to develop detailed information on the trades and the various pathways to certification. When completed this information could potentially be housed on the College's website.

#### **9.6 Trade Standards Revision**

The Trade Board was provided with an overview of the Training Standard development and approval process. It was explained that the Working Group makes suggestions for revision while the Trade Board acts as the Steering Committee and will be involved in the approval process. Steps will be taken to have the Training Standard validated by industry as well. The Trade Board felt that the Service Divisional Board should not have a role in the approval of T trade as they represent a diverse number of trades and do not have expertise to comment on the specific competencies of all the trades they represent.

T. Vorobej reported on the revision to the Baker-Pâtissier Apprenticeship Training Standard undertaken by the Working Committee on June 21-23, 2015. The Trade Board agreed to continue to work on revisions to the Training Standard after the conclusion of the meeting. The new format of the Apprenticeship Log Book was also presented to the Trade Board.

The Program Coordinator advised that the Cook Training Standard is also being revised and that the Working Group met six times during the summer.

### **10. Industry Update**

The Trade Board discussed the challenges in the trade. It was noted that there are a significant number of people employed in the baking industry in the province, yet the numbers enrolled as apprentices are very low, as are the number of individuals that have formal or trade-specific qualifications. The challenges include language barriers to entering and completing the program and the need to have employers, particularly large commercial bakeries, supporting the development of their employees and supporting apprenticeship. It was reported that the industry does not seem to know the process of how to become an apprentice or the grants and incentives that are available for both employers and apprentices.

There are waiting lists for the diploma program and George Brown College, for example, requires individuals to complete an entrance examination. However, it was questioned whether these individuals complete their programs. While the Food Network has been great for promoting the industry, it paints an unrealistic picture of the work in general. Apprentices and students often have an unrealistic expectation of the work and work environment.

To keep the College programs relevant to industry needs, it was suggested that Trade Board members need to work with their local Training Delivery Agent (TDA) to ensure that the delivery is relevant to the industry's needs as well as to promote the apprenticeship model.

It was further reported that it is challenging to hire qualified individuals for positions in the industry and the Trade Board shared various recruitment strategies.

The Trade Board posed several questions for discussion: “How do you change the culture and make it an expectation for bakers to want to have the credential?” “How do you get the industry to demand the certification?” “Is there a need to become a compulsory trade in order to have apprentices enrolled in programs and completing?” It was noted that food safety is not only a public health concern, but also a significant concern for the government. It was proposed that having the trade regulated would be in the public interest.

The Trade Board recognized that they need to wait to hear the recommendations from the Dean Review before proceeding further with this discussion.

**11. Next Scheduled Meeting**

The next meeting will be in January 2016, and potential dates are to be sent to the Trade Board. T. Vorobej agreed to Chair the next meeting if D. Peart is not in attendance. The Program Coordinator was asked to invite a representative from George Brown College to the next meeting.

**12. Adjournment**

**ON A MOTION DULY MADE BY, R. Harris, SECONDED BY P. Miller AND CARRIED**, the meeting was adjourned at 4:00 pm.

“Heinz Hubbert”

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Heinz Hubbert, Chair

February 1, 2016

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Date

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<sup>i</sup> Recording Officer