



# Minutes

## Developmental Service Worker Trade Board Meeting

October 29, 2014 at 9:30 a.m.  
Community Living Toronto  
20 Spadina Road, Toronto, ON, M5R 2S7

### Trade Board Members in Attendance

Jasmine Duckworth, Chair  
Shelley Anderson  
Susan Lynch  
Lisa Polselli

### Trade Board Members not in Attendance

None

### Resource Persons/Guests in Attendance

Jo-Anne Nugent, Humber College  
Lucia Pintea, Senior Policy Advisor, Ministry of Community and Social Services (MCSS)

### Staff in Attendance

Alice Power, Program Coordinator

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#### 1. Call to Order/Welcome

The Chair called the meeting to order at 9:40 a.m. and welcomed the resource persons/guests.

#### 2. Approval of Agenda

Item 5 Developmental Services (DS) Human Resources Strategy was moved to item 8 to accommodate L. Pintea.

**ON A MOTION MADE BY S. Lynch and SECONDED BY L. Polselli AND CARRIED**, the agenda was approved as revised.

#### 3. Conflict of Interest

No conflicts of interest were declared.

#### 4. Previous Minutes

**A MOTION MADE BY S Lynch, seconded by L. Polselli, and CARRIED**, the minutes of the Trade Board's June 26 2014 meeting were approved as amended.

## **5. Fact Sheet Revision**

It was reported that the Fact Sheets have been rebranded as College documents. It was suggested that the graphics and figures on the Fact Sheet should be more representative of diversity of the service sector trades. The Board felt that in general, the written and visual materials from the College do not reflect the human service apprenticeship programs. The Program Coordinator advised that she will raise these concerns with College management and add the point to the College's internal issues list.

The Board discussed having the Fact Sheets prepared in time to be distributed at the Ontario School Counsellors Association (OSCA) conference in early November 2014. J. Nugent agreed to print copies of the Developmental Services Worker (DSW) apprenticeship Fact Sheet and copies will be given to the Project Coordinator of the DS Human Resources Strategy (MCSS) who will be attending OSCA conference.

## **6. Sector Conferences**

The Board discussed the potential marketing opportunities that might be available at the various DS sector conferences in the upcoming year. It was reported that the OASIS conference (Ontario Agencies Supporting Individuals with Special Needs) is being held May 6-8, 2015 in Richmond Hill, Ontario. The conference theme is "Respect" and the content of the programs are focused toward Board Members and Executive Directors of DS organizations.

It was noted that Community Living Toronto (CL Toronto) submitted a proposal to present at the DS Human Resources Strategy Forum in February 2015. The presentation would be on how CL Toronto implements the apprenticeship program in their organization.

J. Nugent advised that she is attending the Ontario Association on Developmental Disabilities (OADD) conference in April 15-16, 2015 and will inquiry about the possibility of distributing information on the DSW apprenticeship. It was further reported that the Marketing and Communications Subcommittee of the DS Human Resources Strategy (MCSS) will also be attending the conference and would like to have copies of the Fact Sheets and service sector brochures.

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

### **7.1 Strategic Plan**

The College's strategic goals were presented to the Trade Board.

### **7.2 Membership**

It was reported that the College has used several methods to contact deemed apprentices and expiring journeyman candidates that have not renewed their membership with the College. There has been a significant number of apprentices' Registered Training Agreements (RTAs) cancelled due to lack of payment of their College membership fee.

It was reported that at one training delivery agency, seven apprentices had their RTA cancelled. It was questioned whether these cancellations of apprentices would lead to a reduction in the wait list for the in-school program, particularly for programs at Loyalist College with long wait lists. If this occurred, it would allow the individuals that are keen and motivated to get into school. A discussion took place with respect to improving the College's membership intake processes and developing strategies to engage people in the voluntary trades to become members of the College.

### **7.3 Enforcement**

An overview of current College compliance and enforcement activities was provided. During the period May 2013 to September 2014, there have been 11,375 field visits conducted by enforcement officers; 1,328 complaints received; and 321 Provincial Offences Act tickets were issued.

### **7.4 Communications**

An update on the College's communications and marketing initiatives was provided. The new website for youth: [www.earnwhileyoulearn.ca](http://www.earnwhileyoulearn.ca) and corresponding brochure: "The Apprenticeship Advantage" was introduced to the Board. It was also reported that the College launched a multi-faceted media campaign on September 29, 2014 to promote the site throughout Ontario. This includes videos, billboards, posters in shopping malls, subway platforms and in subway cars as well as on the interior and exterior of buses.

It was suggested that marketing materials that are used to encourage individuals to consider a particular occupation/trade would be more effective if they focused on what the job entails and what the person does on a daily basis. The Trade Board agreed that the tag line "Leave the desk job behind" is excellent as it works well for all the sectors.

It was further noted that the November 2014 edition of West Jet's inflight magazine will have an article on the benefits to businesses of hiring an apprentice as well as being a member of the College. In December 2014, the College will have a 30-second video (the current video on the youth site) included in the video on demand feature in all flights on Air Canada. The College will also have articles in various trade publications and career magazines. All of these will efforts are in support of the College's diversity strategy.

### **7.5 Academic Eligibility Requirements**

It was reported that the 120-day public consultation on the academic entry requirements (AER) of each trade prescribed under the Ontario College of Trades and Apprenticeship Act, 2009 (OCTAA) has been postponed. The Board reiterated the need for Employment and Training Consultants at Ministry of Training Colleges and University (MTCU) offices to have clearly defined policy guidelines in order to interpret AERs in a consistent manner.

### **7.6 Chair & Vice-Chair Trade Board training**

The Program Coordinator provided a brief overview of the information on public interest and conflict of interest delivered to Chairs and Vice-Chairs at the training session on September 11, 2014. It was noted that it is expected that there will be additional training to support the Trade Board Chairs and Vice-Chairs in the future. The Trade Board agreed to review the presentation handouts and discuss the scenarios at its next meeting.

### **7.7 Sprinkler and Fire Protection Installer – Classification Review Update**

The Decision Report for the Trade Classification Review for the Sprinkler and Fire Protection Installer trade has been posted to the College website since April 2014. The Trade Board is aware that Tony Dean has been appointed to conduct a technical review of the College's processes and criteria for trade classification reviews.

### **7.8 Incentives Resource List**

A copy of the list of financial incentives and grants for apprentices and employers was distributed to the Trade Board.

## **8. Developmental Services (DS) Human Resources Strategy**

L. Pinteá provided an update on the Developmental Services (DS) Human Resources Strategy and the work of the various Committees. She advised that some staffing changes have taken place; agency-based training is now called “workplace leaning”; and a consultant is developing the topic outlines for consistent workplace learning across Ontario”

L. Pinteá advised that an HR Metrics Tool has been prepared that will obtain a profile of the human resources within the sector (such as education, training, background and experience) and that this information will inform human resource planning in the future.

L. Pinteá was asked if there was an opportunity to have the DSW apprenticeship program highlighted in “Spotlight on Transformation”, the Ministry’s (MCSS) Newsletter. It was noted that it may be difficult to have a stand-alone article on the apprenticeship program; however information could be included within an update on the DS Human Resources Strategy. It was suggested that it may be more effective to submit an article to be included in the DS Human Resources Strategy newsletter that is sent to agencies.

## **9. Divisional Board Update**

An overview of some of the agenda items for Service Divisional Board meeting on November 14, 2014 were presented to the Trade Board.

## **10. Program Update**

The Program Coordinator provided recent apprentice statistics for the trade, including MTCU statistics for the period April 1, 2013 to June 30, 2014 and OCOT membership statistics for the period April 8, 2013 to October 1, 2014. In general, the numbers indicate an overall decline in new registrations. This decline underscores the need to continue to market the DSW apprenticeship program.

The Trade Board discussed whether the DS sector should be more involved in the OYAP program. It was noted that there are presently four OYAP students registered as apprentices. One organization advised that it has secondary school co-op students participating in its agency and that this has led to part-time employment for some of these students.

In response to a question concerning the maximum time permitted to complete the DS apprenticeship program, the Program Coordinator advised that while there is an emphasis on apprenticeship retention and completion by MTCU, she did not believe that there was a rigid timeframe for completion of this program.

## **11. Colleges of Applied Arts and Technology (CAAT) Update**

J. Nugent, Chair of the DSW Coordinators Committee at Humber College, provided a report. The experience at Humber reflects the decline in apprenticeship numbers. However, full-time diploma programs are strong. The new apprentice registration process remains a concern and is viewed as cumbersome and not assisting Humber’s program intake. In some regions, apprentices attend a group information registration day and the focus is often on the traditional trades and very little is discussed about the human service trades.

A Trade Board member mentioned that their organization has three people who have been waiting for over three years to go to school, as the local College is not running the program and the waiting list for the on-line program is extensive. These individuals do not want to travel out of the region to attend a one-day-a-week program, for example. People are motivated when they begin the

program and are eager to take courses in the summer, but the system does not allow for flexibility and they are getting discouraged and looking to move to other careers.

**12. MTCU Update**

The Program Coordinator provided an overview of some of the current MTCU apprenticeship initiatives. It was noted that the focus is on apprenticeship retention and completions. The Apprenticeship Training Guide for Sponsors is being revised. The guide will include an overview of the apprenticeship process, registering and managing apprentices, completion of training, benefits to the sponsors, and the role of the College, among other things. An essential skills assessment for apprentices is also being considered.

**13. Sector Update**

The Trade Board discussed the status of the apprenticeship program in their respective organizations.

**14. Next Scheduled Meeting/Event**

The next meeting is scheduled for April 24, 2015 at Community Living Toronto, 20 Spadina Road, Toronto.

**15. Adjournment**

The meeting was adjourned.

“Alice Power”

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Alice Power, Recording Officer

November 6, 2014

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Date

“Shelley Anderson”

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Shelley Anderson, Chair, on behalf of  
Jasmine Duckworth, Former Chair

November 14, 2016

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Date