



DIGITAL



National Skilled Trade & Technology Week

2020 Recap

SKILLS
COMPETENCES
CANADA.COM

#NSTTW



ABOUT SKILLS/COMPÉTENCES CANADA

- Skills/Compétences Canada (SCC) was founded in 1989 as a national, not-for-profit organization with partner Skills Canada organizations in each of the provinces/territories that work with employers, educators, labour groups and governments to promote skilled trade and technology careers among Canadian youth. Its unique position among private and public-sector partners enables it to work toward securing Canada's future skilled labour needs while assisting young people discover rewarding careers. Skills Canada offers experiential learning opportunities including skilled trade and technology competitions for hundreds of thousands of young Canadians through regional, provincial/territorial, national and international events, as well as skilled trade awareness programs. Headquartered in Ottawa, Ontario, Skills/Compétences Canada is the Canadian Member Organization of WorldSkills.
- SCC's mission is to encourage and support a coordinated Pan-Canadian approach to promoting skilled careers in trades and technologies to youth and their communities.
- SCC's vision is that Canada leads the world in skill development.

ABOUT NATIONAL SKILLED TRADE AND TECHNOLOGY WEEK 2020

- National Skilled Trade and Technology Week (NSTTW) is a key date in the annual Skills/Compétences Canada (SCC) calendar. The goal of this week-long event is to promote and host awareness raising events around the many career opportunities in skilled trades and technologies in Canada. During NSTTW organizations from across Canada get involved with SCC to promote skilled trade and technology careers to youth, parents and the public.
- This year, Skills/Compétences Canada presented a fun and engaging social media campaign for NSTTW 2020 in place of our usual face-to-face events due to Covid-19 restrictions. Fittingly, the Essential Skills theme for 2020 is *Digital Skills*. A huge thank you to Vale for being the official sponsor of this year's campaign.
- The campaign featured video contributions from SCC's stakeholders, partners, alumni, Member Organizations and a special message from the Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion. A special thank you to celebrity supporters including The Holmes Group's Mike Holmes Sr., Mike Holmes Jr., Sherry Holmes and HGTV's Sebastian Clovis for their participation in this campaign.
- Skills/Compétences Canada also held a contest for a brand new, sold out X Box Series X on Facebook and Instagram during NSTTW. The contest winner was SCC's alumni Joshua Faucher.
- Check out these compelling and informative videos on this [YouTube playlist](#).

SCC LAUNCHED THE 16th NATIONAL SKILLED TRADE AND TECHNOLOGY WEEK VIRTUALLY

Skills/Compétences Canada (SCC) launched the 16th National Skilled Trade and Technology Week (NSTTW) on their social media platforms, with inspiring video messages encouraging viewers to **Stay Connected** during NSTTW!

- SCC's newly appointed President, **Dr. Patrick Rouble**, kicked off the launch by welcoming everyone and highlighting the importance of this week of activities to increase awareness of the many rewarding and meaningful career opportunities in the skilled trade and technology sectors. He encouraged followers to stay connected throughout the week by checking out SCC's social media channels and tuning in to all of the engaging content. This year's Essential Skills theme of *Digital* and the importance of digital skills for today's careers was highlighted in his presentation. During NSTTW, SCC encouraged Canada's youth to consider pursuing a skilled trade or technology career and to develop their passion.



- **The Honourable Carla Qualtrough**, Minister of Employment, Workforce Development and Disability Inclusion shared a compelling video message which highlighted the opportunities in the Red Seal trades and the importance of skilled trade workers. These essential workers have been instrumental in keeping grocery shelves stocked with food, the water and power on in our homes and communications systems functioning during the COVID-19 pandemic. Skilled trade and technology workers have been essential in keeping the economy moving. Her important message assisted us in promoting the many exciting and lucrative careers that are available in the skilled trades and technologies to Canadian youth during NSTTW 2020.

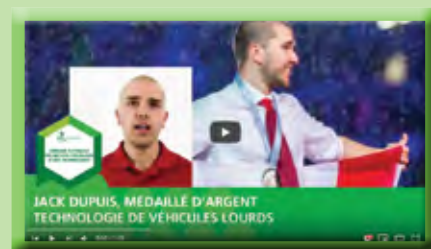


- Vale, NSTTW's Official Sponsor, shared this message on the importance of safety in the trades: "At Vale, safety is at the forefront of everything we do, and we believe that everyone has a role to play in minimizing risks to ensure a safe work environment for themselves and those around them. When working in the trades, it's important to always wear all of the appropriate personal protective equipment



(PPE) and to understand how it keeps you safe. Take the time to ensure you understand how to complete your tasks safely and encourage those around you to do the same."

- **Jack Dupuis**, silver medalist at WorldSkills Kazan 2019, in Heavy Vehicle Technology, shared his skills journey in this inspiring video message. Jack shared that he always knew he wanted to pursue a career in the skilled trades as he enjoys working with his hands and problem solving. He talked about how the skills competitions allowed him to develop his personal and professional skills by giving him the opportunity to travel around the world while developing his professional network and perfecting his skills. Through these competitions, he received many career opportunities while pursuing his vocation in the skilled trades. He encourages youth to explore these vast and interesting career possibilities to find their passion.

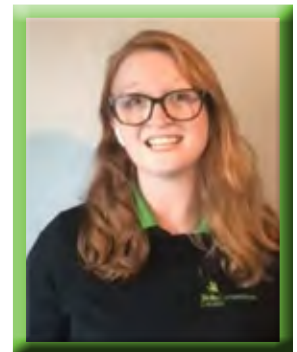


- The launch also included a fun and exciting **Kahoot! Challenge** which tested the participants' Essential Skills and their knowledge of the skilled trades and technologies. The participants included Dr. Patrick Rouble, SCC President, Shaun Thorson, CEO of SCC, Sherry Holmes from The Holmes Group and Mary Omole, member of SCC's National Alumni Committee. This fun challenge included a series of questions, puzzles and quizzes about skills. Patrick Rouble won the gold medal, Shaun Thorson was awarded with the silver and Sherry received the bronze. SCC would like to congratulate the winners and thank the challenge participants!



NATIONAL ALUMNI COMMITTEE MEMBERS CELEBRATE NSTTW 2020

- **Britnee Mishak**, the Chair of the National Alumni Committee (NAC) and a silver medalist in Graphic Design at the 2015 Skills Canada National Competition, in Saskatchewan, welcomed everyone to NSTTW 2020 in her enthusiastic video message. She talked about how she got involved in graphic design and why this career is a great fit for her. She also shared how the skills competitions gave her more confidence and prepared her for the job market. Britnee currently works in a print shop and is an advocate for educating youth on careers in the skilled trades and technologies and the many lucrative possibilities these can offer them.
- The **12 members of the National Alumni Committee** collaborated on an engaging video message to celebrate this important week of activities. They highlighted how their specific skills contribute to people's daily lives while keeping our world moving. They also encouraged youth to check out careers in skilled trades and technologies by visiting Skills/Compétences Canada's website or contacting their provincial/territorial Member Organization. Skills Change Lives!



SCC'S INDUSTRY CELEBRITIES ENGAGE YOUTH DURING NSTTW'S VIRTUAL EXPERIENCE

Several industry celebrities joined SCC's social media channels during NSTTW to highlight careers in the skilled trades and technologies. SCC would like to extend a big thank you to The Holmes Group and HGTV's Sebastian Clovis for supporting this important initiative!

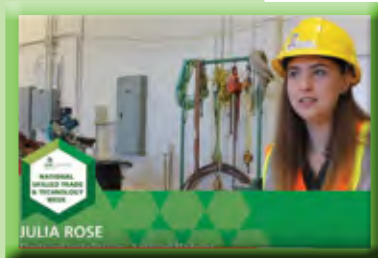
- Check out **The Holmes Group TWITTER CHAT** where they highlighted the #EndSkilledTradesStigma as part of the NSTTW virtual experience. This engaging chat focused on smashing the stereotypes against the skilled trades while promoting these great careers to youth. This chat featured Mike Holmes Sr., Mike Holmes Jr. and Sherry Holmes.
- Listen to Sherry Holmes' inspirational video messages on **improving awareness about jobs in the skilled trades** where she highlights the fact that there are hundreds of career options available to youth, and the **importance of mentorship** where she talks about the difference you can make in youths' lives by becoming a mentor.
- Tune in to Sebastian Clovis' informative **Stanley Dewalt Tool Tips video**, in which he talked about his experience as a carpenter and the skills required for this trade, while highlighting the importance of following safety guidelines.



SCC'S MEMBER ORGANIZATIONS JOIN IN ON THE NSTTW ACTION!

During NSTTW 2020, each Member Organization was highlighted and shared some of their exciting initiatives in a virtual format.

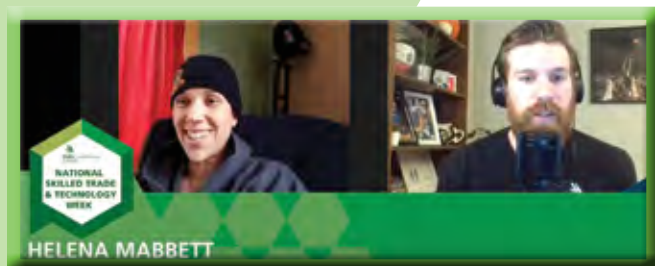
- **Skills Canada Newfoundland and Labrador** shared an **SCC alumni video featuring Julia Rose**. Julia competed at a Skills Canada National Competition, in Electrical Installations, where she won a silver medal. In this video, she discussed the impact the skills competitions have had on her career journey as they gave her a solid foundation of skills to build on. She also shared that her skills experience allowed her to meet a lot of interesting and supportive people in the trades and to develop her personal and professional network.



- **Skills Canada Prince Edward Island's** Executive Director **Tawna MacLeod** chatted with **Sue Lefort**, Vice-President of Skills Canada's National Board and Machinist. Sue talked about her experience as a volunteer with Skills/Compétences Canada over the last 20+ years and the increasing importance and impact of digital skills for today's careers in the skilled trades and technologies. She also encouraged youth to engage in career exploration to find the right fit for them.

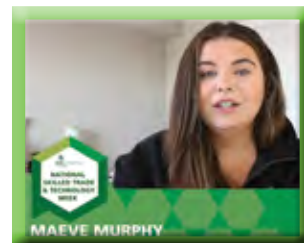


- **Skills Canada Nova Scotia** highlighted their **Disability services initiatives** in this impactful video. Chris Gallant from Skills Canada Nova Scotia interviewed Helena Mabbett, a silver medalist in Welding, at the 2016 International Abilympics, in Paris, France,



who shared her experience of this competition. Helena encourages youth to follow their passion. Chris also interviewed Sean Kettley, a WorldSkills Expert in Cooking, at the 9th Abilympics Competition, who shared how impressed he was with the level of skills he witnessed at this competition.

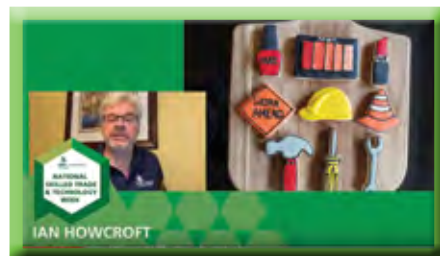
- **Skills Canada New Brunswick** welcomed everyone to NSTTW and presented some of the initiatives and activities that they were launching including **information webinars, an alumni feature on Michelle Gilbert**, member of the Skills Canada National Alumni Committee, a fun **hair shaving competition** and much more. They also encouraged viewers to check out their new and improved website at: www.skillscanadanb.com.



- In this video, **Compétences Québec** and the Centre de formation professionnel de la Jonquières announced a **virtual recruit challenge for 2020!** These two organizations partnered in 2017 and have offered this challenge over the past three years however this year they had to pivot to a virtual challenge due to the Covid-19 pandemic. For more information on this exciting initiative, visit: www.defidesrecrues.com.



- **Skills Canada Ontario's** CEO Ian Howcroft and his staff discussed the many programs and initiatives developed by their organization to promote skilled trade and technology careers to youth. Many of these programs were moved to a virtual platform in 2020. Their recent initiatives include



the **#SkillsAtHome Challenge Series** where participants submit projects testing their skills for a chance to win a prize, **podcasts** where career pathways in skilled trades and technologies are discussed, and **online conferences and competitions**.

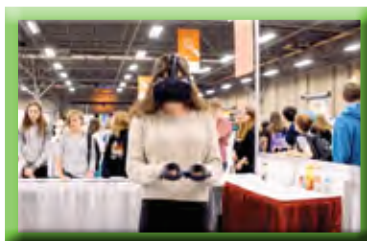
- **Skills Canada Manitoba** spoke about many of their programs in this video including their **Young Women's Conference** which introduces women to the career possibilities in the skilled trades, their **cardboard boat races** where students design their own boats and compete in water to see who can stay afloat, their **extreme sledding challenges** where students build their own sled and test out their creation, and their **provincial skills competitions**, to name a few.



- **Skills Canada Saskatchewan** shared a **testimonial from Devon Young**, an SCC National Technical Committee member for Industrial Control. He is a former competitor not only in this trade, but also in Electrical Installations. He shared his skills experience and the importance of giving back by mentoring youth and encouraging them to follow their passion.



- **Skills Canada Alberta** has adapted their programs so that youth can learn about skilled trade and technology careers safely. In their **Try-A-Trade Takeout Video** they encourage schools to bring the exciting world of discovery to their classrooms. Local schools can order these materials through Skills Canada Alberta and they can also provide demo videos for making these activities adaptable to their classroom.



- **Skills Canada British Columbia** featured two of their alumnus; siblings **Patricia Roque**, WorldSkills Team Canada 2015 competitor in Fashion Technology and **Clarissa Roque**, WorldSkills Team Canada 2019 competitor in

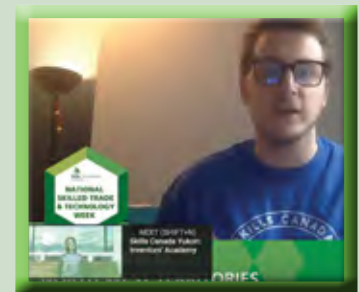
Patisserie and Confectionery. They discussed their amazing skills journey including the skills they developed and the people they met along the way. Their advice to youth when it comes to skills competitions is "just do it, you have nothing to lose and everything to gain!"



- **Skills Canada Nunavut** presented an interesting video featuring several Skills Canada Nunavut Alumni. This included: **Matilda Pinksen**, gold medal winner in Graphic Design at the 2016 Skills Canada National Competition, in Moncton, **Kimberly Smith**, bronze medalist in Electrical Installations at the 2017 Skills Canada National Competition, in Winnipeg and **Elaine Kanayuk-Gabriel**, Red Seal Chef, who discussed their participation in skills competitions and the importance of engaging the next generation of tradespeople.



- Blake Moulton, the new Executive Director of **Skills Canada Northwest Territories** shared some of their upcoming initiatives including: their **Power Up! Career Exploration workshops**, their **Masterclass inspired web series** which will feature a fun cooking demo, and **live Q & A and interviews** with organizations and individuals that work in skilled trades and technologies in the Northwest Territories.



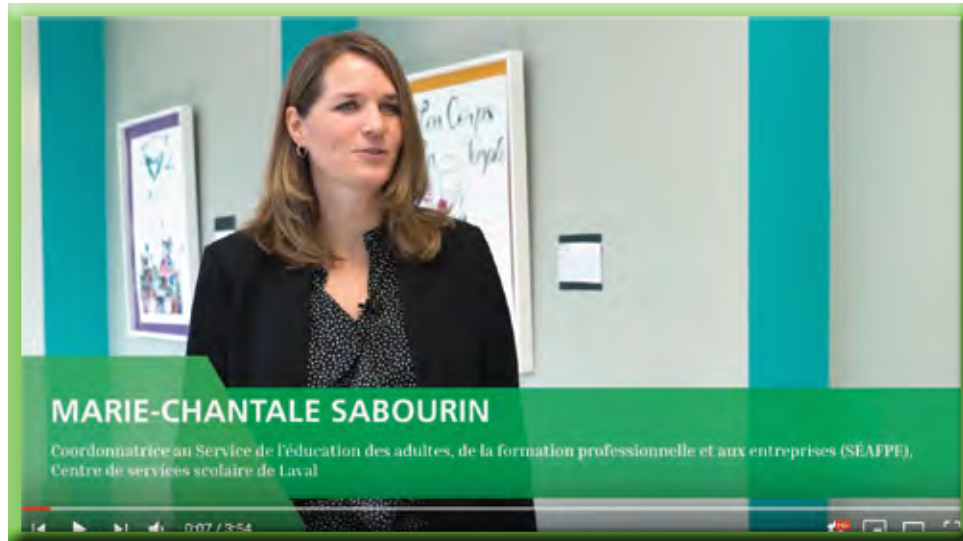
- **Skills Canada Yukon**, partnered with Yukon University and hosted the **Inventors' Academy** to explore how different trades and technologies come together to turn an idea into a reality from start to finish. This video included interview clips with Skills Canada Yukon Program participants who talked about their experiences.



QUEBEC HIGHLIGHTS THE VALUE OF VOCATIONAL TRAINING AND SKILLS COMPETITIONS IN THEIR PROVINCE

IMMERSION IN VOCATIONAL TRAINING IN QUÉBEC

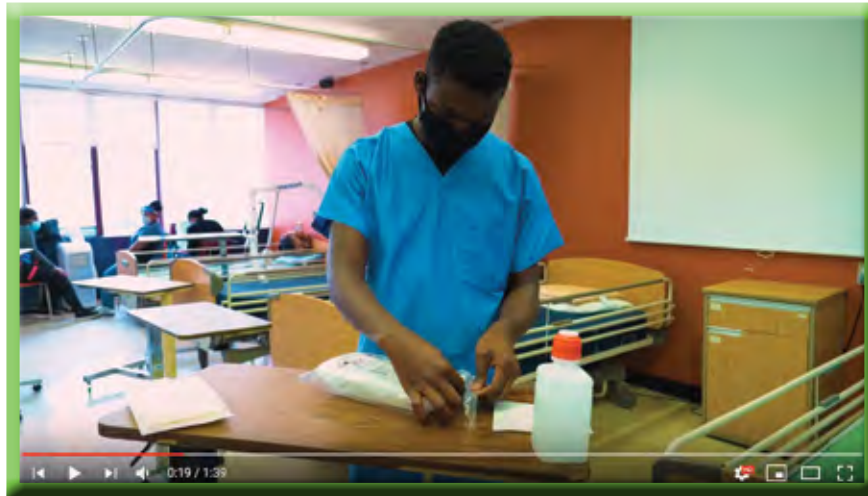
- **Service de l'éducation des adultes, de la formation professionnelle et aux entreprises (SÉAFPE)**, Centre de services scolaire de Laval (Québec), focused on vocational training as a career destination. Check out their **website** for more information including testimonials and informative videos.



- This segment about **teaching in COVID-19 time**, presented by **Centre de formation professionnelle Compétences-2000** (Laval, Québec), highlighted the value of vocational training and the skills acquired through this training which prepares their students for the job market.



- **Centre de services scolaire de Laval** focused on vocational training in the health sector and the importance of these careers, specially during a pandemic.

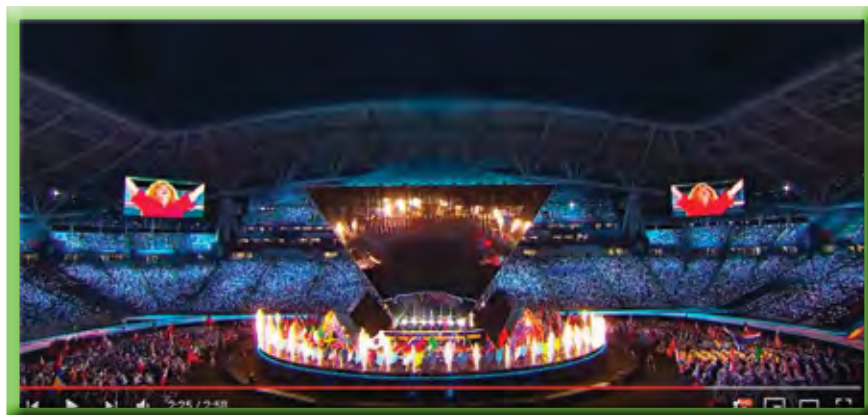


THE SKILLS COMPETITION AS A SPRINGBOARD

- **Centre de formation professionnelle Compétences-2000** (Laval, Québec) talked about the impact of the skills competitions on students as it motivates them to surpass themselves while introducing them to industry contacts.



- **New technologies: the competitions on the podium** presented by **Centre de formation professionnelle Compétences-2000** (Laval, Québec) focused on how skills competitions encourage students to push their limits and be the best they can be while competing against their peers.



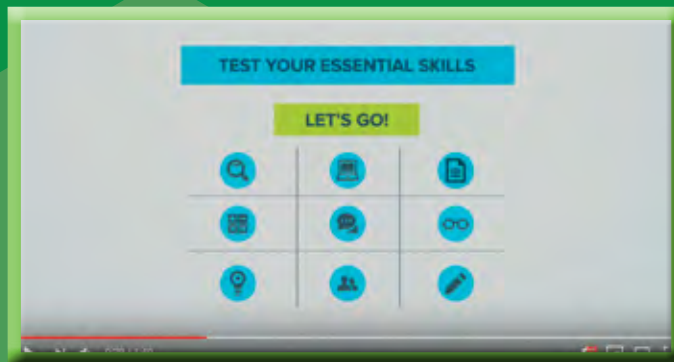
SPOTLIGHT ON ESSENTIAL SKILLS (ES) DURING NSTTW

The ES theme for this year's National Skilled Trade and Technology Week was *Digital*.

- Listen to this video on **Digital Skills**, one of the nine Essential Skills used every day in the classroom, in the workplace, and in life which allows us to work with modern technology. Digital skills are needed to understand and process information from digital sources, use digital systems, technical tools, and applications. Digital sources and/or devices include cash registers, word processing software, and computers to send emails and create and modify spreadsheets.



- Check out SCC's **Essential Skills Mobile App** video! This app allows students to test their Essential Skills and discover a skilled trade or technology career that is right for them. We've recently updated this app and increased its pool of skill testing questions. Download it for free on Google Play or the Apple store.



- Watch the ES Chats featuring Skills Canada Nova Scotia's Chris Gallant and his beloved cat. Season 2 kicked off with an **entertaining clip** on the service industry and highlighted the top three Essential Skills that are necessary for cooks! This included oral communication, numeracy and thinking. Be sure to check out SCC's social media channels every Thursday for a new episode featuring a skilled trade or a technology with Chris and Cat!



SCC TRANSPORTATION SECTOR PARTNERS SHARE TIPS AND TUTORIALS

Check out these Tips and Tutorials from Industry Professionals on Skills (TTIPS) in the Transportation Sector.

- **Volkswagen Group Canada** highlighted Automotive Technology in their video on the importance of tire pressure monitoring systems and how they work.



- **Volvo Construction Equipment** highlighted Heavy Vehicle Technology in their video which gave the steps a Heavy Equipment Diesel Technician needs to follow for the proper diagnostic of a vehicle. This included: collecting basic data, reading error codes, troubleshooting symptoms, performing basic checks and calling for support.



- **Consulab** highlighted Automotive Technology in their video message where they talked about the different skills needed to pursue a career in this skilled trade and the opportunities that are available in the automotive industry. They also showcased a variety of their products.



SCC CONSTRUCTION PARTNERS SHARE TIPS AND TUTORIALS

Check out these Tips and Tutorials from Industry Professionals on Skills (TTIPS) in the Construction Sector.

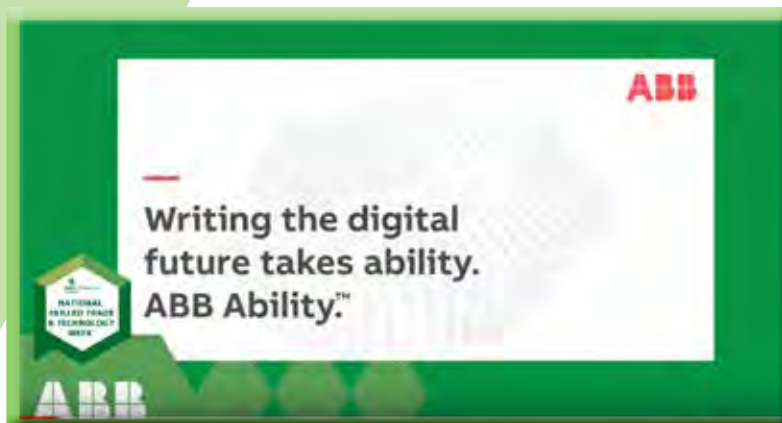
- **UA Canada** highlighted Plumbing tips in their video for basic plumbing and piping maintenance around your household. This included: disconnecting your outdoor water hose bib before winter, disposing of cooking oil or fat not to plug your water drainage system, and recommending to always hire a qualified professional for important jobs.



- **Lincoln Electric** talked about the variety of careers that are available in welding such as engineering and teaching, what these professions entail, and the benefits of careers in the skilled trades. In addition, they highlighted several of their employees who spoke about why careers in the skilled trades were the right career choice for them.



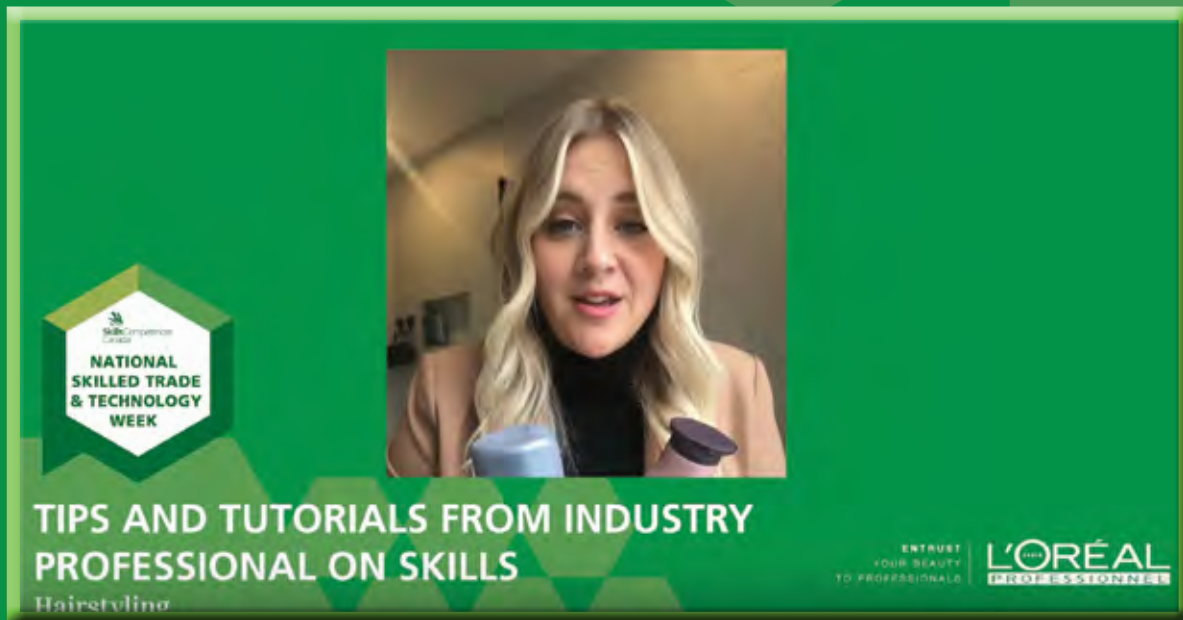
- **ABB**, a technological leader, focused on the importance of digital skills and how technological advances help the world run more smoothly and effectively.



SCC SERVICES PARTNERS SHARE TIPS AND TUTORIALS

Check out these videos on Tips and Tutorials from Industry Professionals on Skills (TTIPS) in the Services Sector.

- **L'Oréal** provided professional hairstyling tips to help viewers manage their hair. This included: investing in professional hair products, using a thermal protection spray to avoid hair damage, investing in quality hot tools to style your hair such as a flat iron, and purchasing dry shampoo to use on the days when you don't have time to wash your hair.



- **Barry Callebaut** highlighted baking in this French language video. They showed us what a day in the life of a chocolatier looks like (chocolate maker) and how this career allows you to utilize your creative and artistic skills. This career also touches on other skills such as problem solving, and research and development. If you're a chocolate lover, check out their Instagram [#chocolateacademymontreal](#) for more information.



SCC EMPLOYABILITY PARTNERS SHARE TIPS AND TUTORIALS

Check out these Tips and Tutorials from Industry Professionals on Skills (TTIPS) in the Employability Sector.

- WorkSafe BC presented a fun **Spot the Hazards Challenge** which highlighted safety. Participants were asked to share the safety hazards they could find in the photo below on SCC's Facebook channel.



- Skills/Compétences Canada presented **Job Search Tips** for students with no work experience, to get marketable skills including working on a school paper or yearbook, volunteering or interning, serving on student government committees, babysitting, coaching sports or tutoring academic subjects, photography, science or marketing projects, and much more.



SCC MANUFACTURING PARTNERS SHARE TIPS AND TUTORIALS

Check out these videos on Tips and Tutorials from Industry Professionals on Skills (TTIPS) in the Manufacturing Sector.

- **FESTO** discussed the rapid evolution of technology and automation and its impact on digital manufacturing. This new wave of technology has changed the way data, people and machines interact. The demand for qualified workers is on the rise and bridging the gap from education to employment is important to ensure that the skills that are taught in the classroom are needed in the real world of manufacturing.
- **Fixturlaser**, a proud sponsor of the Industrial Mechanic Millwright Skill Area at the Skills Canada National Competition, highlighted the importance of industrial mechanics in almost every part of our daily lives. Industrial mechanics are the “doctors of industry” and we need more of these skilled workers to keep our factories working, our water flowing, and our power generating.



SCC highlighted several of the Gene Haas Foundation Award Recipients. Read their testimonials.



“The award has helped me to purchase quality tools and measuring instruments which, in turn, have enabled me to perform machinist tasks more efficiently, accurately, and safely.”

**DANIEL VAN VEEN,
#GENEHAASFOUNDATION
GRANT RECIPIENT**



“The award allowed me to purchase more costly and essential tools that may have otherwise been unobtainable.”

**BRETT MACKAY,
#GENEHAASFOUNDATION
GRANT RECIPIENT**



“It gave me the opportunity to purchase a toolbox and buy high quality measuring tools along with other tools needed to do my machining career properly and with ease. Thank you for this privilege.”

**MATTY KOZUN,
#GENEHAASFOUNDATION
GRANT RECIPIENT**



“The grant I received has helped a lot towards paying for my education.”

**KEATON RICH,
#GENEHAASFOUNDATION
GRANT RECIPIENT**



“Thanks to the generous award I received, it helped me a lot when I purchased measuring instruments needed to practice my trade.”

**KEVEN TREMBLAY,
#GENEHAASFOUNDATION
GRANT RECIPIENT**

SCC TECHNOLOGY PARTNERS SHARE TIPS AND TUTORIALS

Check out these videos on Tips and Tutorials from Industry Professionals on Skills (TTIPS) in the Technology Sector.

- **BC Technology for Learning Society** highlighted IT Office Software Applications by giving an overview of their Libre Office software, a free alternative to Microsoft Office, which they offer to non-profits and those in need, and is then installed on refurbished computers. They offered tips on how to save documents to a .docx format, create templates and use a built-in thesaurus.



- **Ordinateurs pour les écoles du Québec** introduced their national program in this inspiring video. This program allows organizations and government to donate computers and printers to low-income families so that they have access to this technology. This provides youth with opportunities for their future and also fosters durability and innovation.



LET'S TALK CAREERS COMPETITION ENGAGES STUDENTS IN CAREER DISCOVERY AND EXPLORATION

Skills/Compétences Canada hosted a **Streamyard chat** to discuss the **Let's Talk Careers Competition** held in partnership with Let's Talk Science. This unique competition is hosted on the ChatterHigh platform for participating schools across the country. During the competition students access daily quizzes which allows them to research and explore thousands of career options while winning prizes!

This panel discussion included the following participants, who talked about their involvement in this exciting competition:

- Bonnie Schmidt, CEO of Let's Talk Science, spoke about the importance of raising career awareness to Canadian youth from a young age. Let's Talk Science has been using the ChatterHigh platform for several years to engage youth and inform them about the diverse career paths that exists, many of which they were not aware of. Through this platform, students receive a personalized roadmap into the careers that are of interest to them based on their answers to the quiz questions.
- Shaun Thorson, CEO of Skills/Compétences Canada, talked about the important role competitions have played in helping SCC promote careers in skilled trades and technologies to youth and informing them of the many opportunities that exist. The ChatterHigh platform has allowed SCC to pivot these activities online while continuing to drive strong levels of engagement amongst Canadian youth.
- Paul Gill, School Counsellor at WJ Moett Secondary School, in Abbotsford, B.C., also joined in the panel discussion along with two of his students; Navjot Garcha and Kiran Dubb. This school was one of last year's winners of the ChatterHigh Competition. Paul mentioned this platform provides a great tool for career exploration as it gives students the chance to obtain knowledge on the careers that interest them and the process that is involved in pursuing these. They also learn about the classes they need to take to pursue specific degrees and what post-secondary institutions offer these programs. The students chimed in and said that after they filled out the quiz, they received more information on the careers that exist within their field of interest allowing them to discover careers they were unaware of, and they got the opportunity to compete against schools across Canada while winning prizes!



SCC LAUNCHES A FUN SOCIAL MEDIA CONTEST DURING NSTTW!

Skills/Compétences Canada (SCC) held a contest for a brand new, sold out X Box Series X, on Facebook and Instagram during the 16th National Skilled Trade and Technology Week. Participants had to leave a comment telling us how a particular skilled trade had an impact on their lives recently.

This contest received many entries and was won by SCC's alumni Joshua Faucher of New Brunswick, who is a two-time provincial skills competition gold medalist in Cabinetmaking, a three-time Skills Canada National Competition competitor, and was part of SCC's Canada 150 Alumni initiative. Congratulations Joshua!



THE NUMBERS TELL THE STORY

Check out SCC's social media reach and engagement during NSTTW 2020, including our top posts!



Facebook:

Total New Page Likes: 80
Engaged Users: 1,897
Total Reach: 31,460
Total Impressions: 58,927

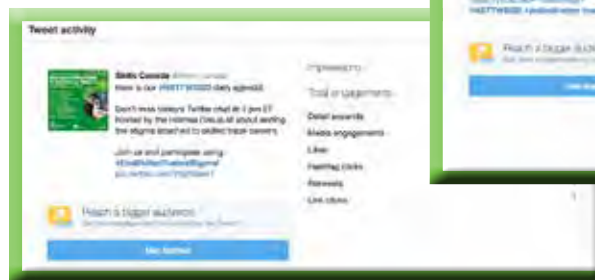
Top Posts:



Twitter:

New Followers: 210
Total Impressions: 139,700
Engagement Rate: 1.2%
Engagements: 1,381

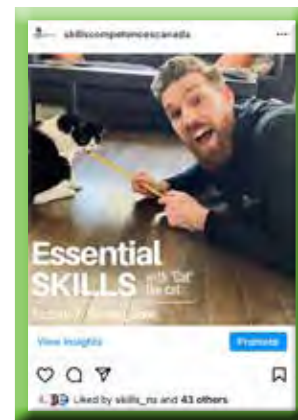
Top Posts:



Instagram:

New followers: 79 (total 2,284)
Total impressions: 34,594
Profile visits: 679
Accounts reached: 1,245
Website clicks: 35

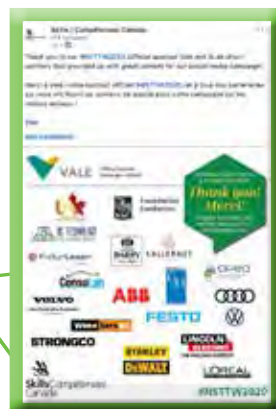
Top Posts:



LinkedIn:

New Followers: 11 (total 803)
Impressions: 3,463
Engagements: 206

Top Posts:



THANK YOU TO OUR PARTNERS!

Skills/Compétences Canada would like to give a special thank you to Vale, our official event sponsor for National Skilled Trade and Technology Week 2020! We would also like to extend a big thank you to all of the participants and partners for their support in this important initiative and week of activities. **Skills Change Lives!**
#creatingpossibilities



VALE

Official Partner
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Canadian | Métiers de
Piping Trades | la tuyauterie



Foundation
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BC TECHNOLOGY
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VOLVO

Volvo Construction Equipment
www.volvoca.com



STRONGCO



#NSTTW2020

NATIONAL SKILLED TRADE
& TECHNOLOGY WEEK

Thank you!
Merci!

SEMAINE NATIONALE DES
MÉTIERS SPÉCIALISÉS ET
DES TECHNOLOGIES