



LEVEL UP!
AU NIVEAU!

with



SkillsCompétences
Canada



#LevelUpWithSkills



Canada

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 LEVEL UP! WITH SKILLS CANADA

- On February 25th, Skills/Compétences Canada (SCC) hosted their first virtual career exploration event **Level Up! With Skills Canada**, a one-day interactive FREE virtual event.
- Skills/Compétences Canada, its 13 provincial/territorial Member Organizations, over 70 industry, education and government partners, SCC Alumni, and TV celebrities, including Kate Campbell Sebastian Clovis, and Sherry Holmes, participated in this exciting event to inform Canadians about the importance of skilled trade and technology careers.
- This event featured several engaging sessions and videos highlighting six skilled trade and technology sectors and the importance of the nine Essential Skills, a variety of interactive exhibitor booths, an exciting scavenger hunt and trivia challenge, and much more!
- Over 2,400 participants from across Canada attended this successful event including students, apprentices, teachers and career seekers.
- SCC also shared information on their social media platforms throughout the day including **Facebook**, **Twitter**, **Instagram**, **YouTube** and **LinkedIn**. **#LevelUpWithSkills**



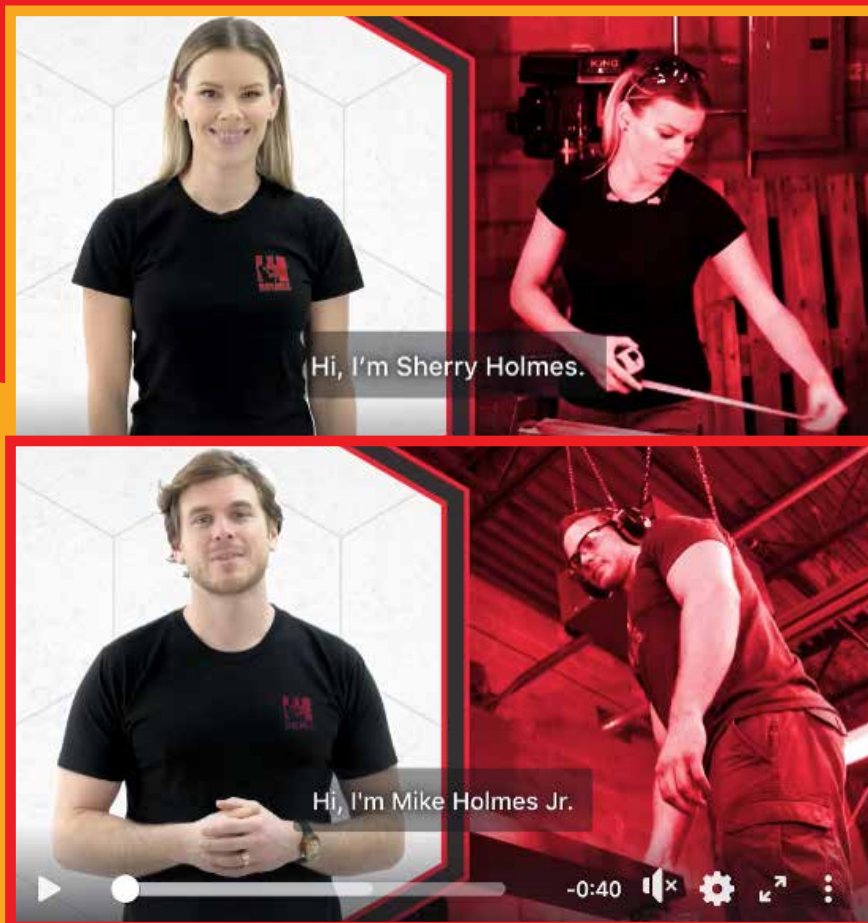
SKILLS/COMPÉTENCES CANADA INTRODUCED LEVEL UP!

Chris Gallant from Skills Canada Nova Scotia (in English) and **Kassandra Bilodeau**, WorldSkills Team Canada 2015 competitor in Car Painting (in French), welcomed everyone to this event in these lively videos.



TV CELEBRITIES HIGHLIGHTED SKILLED TRADES

- TV's **Sherry Holmes** and **Mike Holmes Jr.** gave a shout-out to Skills/Compétences Canada and their great programs and events, including Level Up! With Skills Canada. They also talked about all of the great careers that are available in the skilled trades. Thanks to the Holmes Group for being such great mentors to youth in Canada.



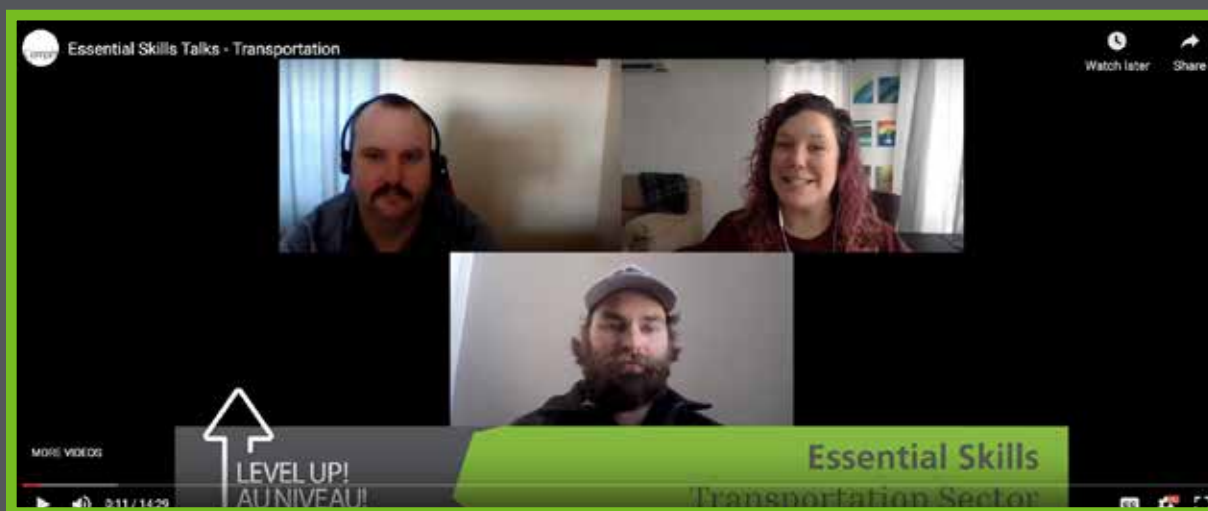
- TV personalities and contractors Kate Campbell and Sebastian Clovis talked about their careers and the opportunities available within the construction industry in this fun **Talk Shop session**.



SKILLS/COMPÉTENCES CANADA FOCUSED ON THE IMPORTANCE OF THE NINE ESSENTIAL SKILLS

Essential Skills Talks: These videos highlight six skilled trade and technology sectors, the importance of Essential Skills and how industry has had to pivot during the pandemic. SCC's industry experts and alumni discuss their sector in these informative videos.

- **Transportation Video:** Industry partner Rhys Eastham with Volvo Construction Equipment and WorldSkills Team Canada 2015 Alumnus Ryan Green discuss the Transportation sector.



- **Manufacturing and Engineering Video:** Industry partner Paul Krainer with Thomas Skinner & Son and WorldSkills Team Canada 2017 Alumnus Silas Meeches discuss the Manufacturing and Engineering sector.



- **Construction Video:** Industry partner Alanna Marklund with UA Canada and National Alumni Committee member Ian Cook discuss the Construction sector.



- **Information Technology Video:** Industry partner Derek Tangreds with InkSmith and National Alumni Committee Chair Bee Mishak discuss the Information Technology sector.



- **Services Video:** (in French only): Industry partner Marie-Michèle Deschesnes with L'Oréal and National Alumni Committee member Michelle Gilbert discuss the Services sector.



- **Employability Video:** Industry partner Andrew Regnerus with CLAC and National Alumni Committee member Tyler Hiscock discuss the Employability sector.



1. **Essential Skills, Literacy, and Apprenticeship:** This **video** features Mack Rogers from ABC Life Literacy, Randy Lindsay from Futureworx, and Kaesy Russnak from Bow Valley College who discuss the importance of supporting literacy skills for the workplace and how these skills are crucial for Apprenticeship completion and success in skilled trade and technology careers.



2. **Essential Skills Accessibility and Inclusion session:** This inspiring **video** features keynote speaker Marco Pasqua who shares some of his personal experiences as a person with a disability in the workforce, what it was like to build a business from the ground up and the importance of the nine Essential Skills as we move towards the future of inclusive workplaces across Canada.



SCC'S EXHIBITOR BOOTHS SPOTLIGHTED SKILLED CAREERS

- At Level Up! there were over 70 industry, education and government partners from across Canada with virtual booths in the Exhibit Hall.



- These virtual event partners had the opportunity to:
 - Connect with youth from across Canada to promote their trade, technology and brand;
 - Network and connect with industry, education and government partners;
 - Participate in panel discussions about skilled trade and technology careers and the importance of essential workers;
 - Take part in the scavenger hunt by submitting an image for visiting students to find;
 - Take part in the trivia contest by submitting custom questions for visiting students to answer;
 - Attend a Q&A session with SCC's National Board of Directors.
- Thank you to the participating partners! To see the list of SCC's national partners and Member Organization partners, [click here](#).
- In addition, SCC's 13 Member Organizations each hosted a booth to promote their programs and activities in the Skills Canada Hall. SCC also hosted an Essential Skills booth to highlight the importance of the nine Essential Skills.



SPOTLIGHT ON THE AUTOMOTIVE INDUSTRY

Leanne Jefferies from the Skills Canada Collision Repair Program and Scott Wideman from Volkswagen Group Canada Inc. hosted this informative **Automotive Technology Summit**. This online edition explored automotive industry trends, changing technology and skills needed in the future workforce.



SCC HELD AN EXCITING SCAVENGER HUNT AND TRIVIA CHALLENGE

- Skills/Compétences Canada (SCC) held a fun scavenger hunt and trivia challenge where students had the opportunity to win great prizes for themselves and their schools, by testing their skills while learning about the skilled trades and technologies.
- Congratulations to the grand prize winners!
 - Colin Jacobsen won a trip to the 2022 Skills Canada National Competition, in Vancouver;
 - Jeremy Pinkham won an Xbox Series X;
 - Davis Dauphinee won Beat Solo 3 Headphones;
 - Woodhaven Middle School won the School Prize Package.



PARTNER TESTIMONIALS

Adaptability is one of the key words we could use to describe this past year. Within the piping trades, we are always looking at ways to adapt and improve this industry. However this year has really given us all quite the challenge. Working together, just as we do on the jobsite, we will come out of these hard times together. UA Canada is proud to sponsor Skills/Compétences Canada. By participating at Level Up!, we were able to adapt to the situation at hand, and provide students with an opportunity to explore various trades and technologies. By embracing new technology and engaging youth, we've proven that skilled trades are not afraid to adapt. After all, we are essential, and one way or another, we always find a way to bring awareness to these amazing life changing careers.

– Alanna Marklund, National Manager of Youth, Diversity and Indigenous Relations, UA Canada

The Canadian Armed Forces participated in Level Up! with Skills Canada. This professionally organized event enabled meaningful interactions with hundreds of energetic students regarding the many skilled trade opportunities within the Canadian Armed Forces. It was a fantastic virtual opportunity to exchange information with students, listen to their wide range of skilled trade interests, and share information on the over 100 careers available in the Canadian Armed Forces. We look forward to participating in future Skills Canada events.

– Captain Aadan Rigby, Canadian Armed Forces Recruiting

“Thomas Skinner, the Gene Haas Foundation and Haas Automation are proud sponsors of Skills Canada. With in-person Skills Competitions cancelled this year due to the ongoing pandemic, Level Up! with Skills Canada gave sponsors like ourselves a chance to provide youth with insight on what our industry is all about. The pandemic notwithstanding, our customers continue to manufacture precision components that keep our economy running. The polytechnic institutions continue to train machinists and manufacturing technologists. The market for machined parts is recovering and the market in Western Canada is growing. In British Columbia, there is a shortage of machinists. There are good jobs and rewarding careers available in our industry. Thank you for letting us showcase that.”

– Paul Krainer, President, Thomas Skinner & Son

TEACHER TESTIMONIAL

Level Up! was a great opportunity for students to learn about the importance of the Essential Skills in post-secondary. It provided an interactive learning experience where high school students were engaged and learned about the opportunities in skilled trades. It also opened the dialog on the importance and width of skilled trades. Lastly, it showed the high quality exhibited with Skills Canada. The feedback was tremendous and very impressive!

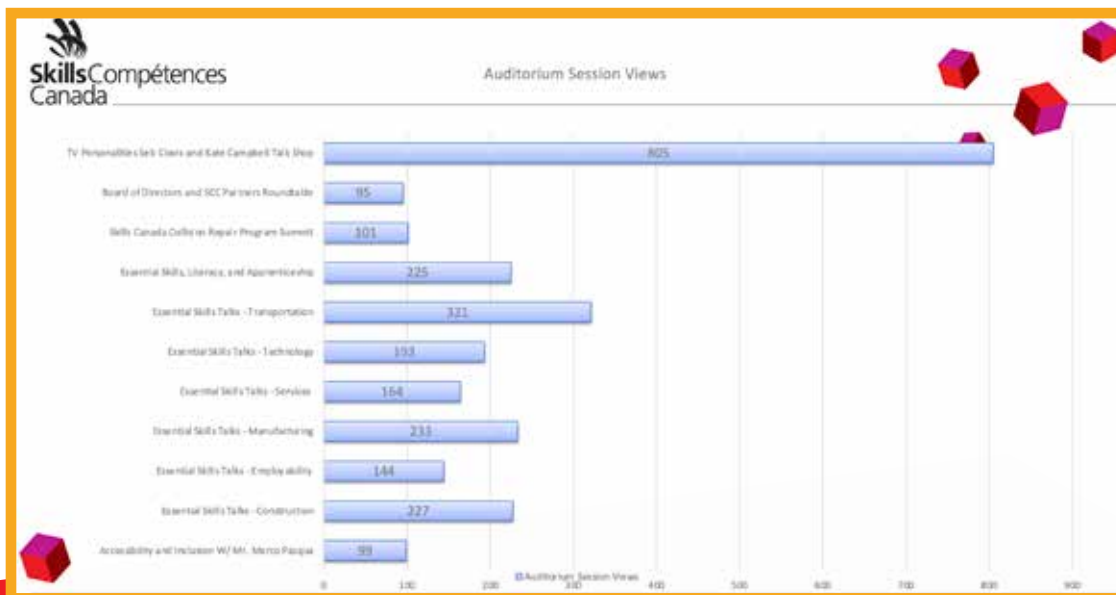
– Scott Fifield, Holy Spirit High

THE NUMBERS TELL THE STORY

Check out these event stats

- Over 2,400 visitors from across Canada signed in to the vFairs platform on the day of the event to engage with sponsors and Skills Canada Member Organizations.

Auditorium sessions views:



Event Data:



Survey Results:

- 371 participants answered the survey.
- 86% agreed or somewhat agreed that by attending this event, they learned something about new career options in skilled trades and technologies.
- 84% agreed or somewhat agreed that this event was a positive experience.
- 82 % agreed or somewhat agreed they learned about new sources of information in how to pursue a career in skilled trades and technologies.

For the full report, click [here](#).

LEVEL UP! SOCIAL MEDIA METRICS



Facebook:

Number of Posts: 28

Total Organic Reach: 25,319

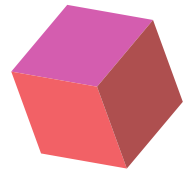
Total Paid Reach: 6,304

Total Reach: 31,623 (average: 1,129)

Total Impressions: 36,385

Engaged Users: 816

*753 new followers on Facebook on event day (February 25, 2021)



Top Facebook Posts:



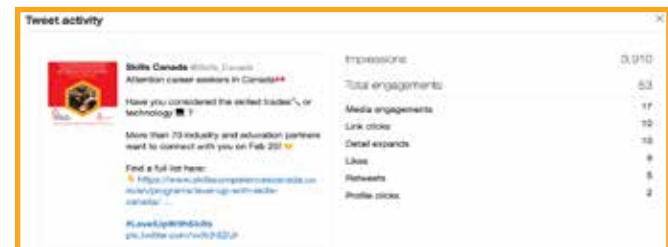
Twitter:

Number of Posts: 49

Impressions: 49,613

Engagements: 604 (Engagement Rate: 1.1%)

Top Twitter Posts:



Instagram:

Number of Posts: 26

Total Likes: 364

Accounts Reached: 11,400

Top Instagram Posts:



LinkedIn:

Number of Posts: 20

Impressions: 2,027

Engagements: 58

Follower differential during campaign: +18

Top LinkedIn Posts:



THANK YOU TO OUR PARTNERS!



Canada