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SKILLS CANADA ALBERTA HIGHLIGHTS

- Virtual Regional and Provincial Skills Canada Competitions
- Virtual Skills in the Classroom presentations
- Try-A-Trade® Takeout program
- SkillsXibition, where students took part in a hands-on activity from their own classroom with the help of an industry expert in a pre-recorded demonstration video
- Virtual Skills Exploration Days
- First ever Cardboard Chariot Race, where students participated virtually from their own school gyms



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 to 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.

SCC Pivots to Hold Online Events and Programs

This year has been a monumental one as the COVID-19 pandemic hit and the world shut down. Skills/Compétences Canada (SCC) has adapted to the situation by pivoting their events and programs virtually to engage Canadian youth. This included SCC's A Digital Experience of Skills (in place of the Skills Canada National Competition) and National Skilled Trade and Technology Week which were held virtually and included inspiring online content which was shared on SCC's social media channels. In addition, SCC launched Level Up! With Skills Canada, our first interactive virtual event where 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.

This year SCC participated in the **#SkillsKeepMoving** campaign with WorldSkills to highlight the importance of essential workers as they have kept our world moving. Essential workers have been instrumental in keeping our grocery shelves stocked with food, the water and power on in our homes, and our communications systems functioning during the pandemic. This past year has solidified the importance of having a strong workforce in the skilled trades and technologies. SCC has continued to promote these

valuable careers and encourage our country's youth to get involved.

SCC is hopeful that the pandemic is coming to an end, and we can't wait to return to our face-to-face activities and engage with members of the skills community. We look forward to continuing working with our many partners and stakeholders to inform Canadian youth about the many opportunities in skilled trades and technologies.

To see all of SCC's digital content, please go to our [YouTube Channel](#) and select the corresponding event playlist.



SCC Member Organizations



Skills Canada Alberta
www.skillsalberta.com



**Skills Canada Newfoundland
and Labrador**
www.skillscanada-nfld.com



**Skills Canada Prince
Edward Island**
www.skillscanada.pe.ca



Skills Canada British Columbia
www.skillscanada.bc.ca



**Skills Canada
Northwest Territories**
skillscanadanwt.org



Compétences Québec
www.compétencesquebec.com



Skills Canada Manitoba
www.skillsmanitoba.ca



Skills Canada Nova Scotia
www.skillsns.ca



Skills Canada Saskatchewan
www.skillscanadasask.com



Skills Canada New Brunswick
www.skillscanada.nb.ca



Skills Canada Nunavut
www.skillsnunavut.ca



Skills Canada Yukon
www.skillsyukon.com



Skills Canada Ontario
www.skillsontario.com



Message from Dr. Patrick Rouble, President of Skills/Compétences Canada



This year has been a memorable one at Skills/Compétences Canada (SCC) as we pivoted to hold our events, programs and activities virtually during the COVID-19 pandemic. Through our online efforts, we were able to reach over one million people on our social media channels as we continued to engage and inform Canadian youth and their communities about the many great careers that exist in the skilled trades and technologies.



SCC held several events virtually in 2020-2021 including its Digital Experience of Skills, in place of the annual Skills Canada National Competition (SCNC). This week long cross-country tour included several online activities including panel discussions, engaging interviews, and online demonstrations. This online event enabled SCC to keep their audience engaged while informing Canadians about the importance of skilled trade and technology careers. In the Fall, SCC hosted National Skilled Trade and Technology Week

digitally. This campaign featured video contributions from SCC's stakeholders, partners, alumni, Member Organizations, and industry celebrities including the Holmes Group and HGTV's Sebastian Clovis who inspired youth to get involved with the trades.

SCC also developed new initiatives to increase student engagement. This included Level Up! With Skills Canada, an interactive virtual event where students, apprentices, teachers and career seekers explored skilled careers. Furthermore, SCC partnered with Let's Talk Science to engage students in career discovery and exploration in the Let's Talk Careers Competition, on the ChatterHigh platform. During this competition, students learned about the diverse and rewarding careers in the skilled trades, technologies and STEM (science, technology, engineering, and mathematics).

SCC has continued to work closely with industry, government, and education partners to inform Canadian youth of the many

interesting careers that exist within the skilled trades and technologies. SCC provides a unique platform where Canadian youth can explore the diverse career pathways through our many events and programs. SCC's Member Organizations, located in each province and territory across Canada, continue to do excellent work as they connect with thousands of youth throughout the country each year through their programming.

We are extremely grateful to have dedicated volunteers and partners who make it possible to host impactful events each year and engage the next generation of skilled workers. SCC's many alumni also continue to inspire youth through their skills journeys and involvement. We look forward to helping more young Canadians become aware of the meaningful and rewarding careers in the skilled trades and technologies. We are proud to contribute to the skills movement and the future of our youth by **#CreatingPossibilities**.



Edge Factor's Virtual Workplace Experience Showcased Skilled Trade Careers to Youth



Skills/Compétences Canada partnered with Edge Factor to promote Virtual Workplace Experiences to present the all-new series to schools across Canada. This series of videos, lesson plans, and activities were developed to empower educators and students to go behind closed doors and discover real life work environments in diverse industries. Students experienced what it looks and feels like to work in several industries. These videos were shared on Skills Canada's social media platforms from May 18 to June 29, 2020.

The seven episodes included a glimpse into a day in the life of a skilled worker in the following skilled trades. Click on the links below to watch these informative and fascinating videos.

[Episode 1 – Horticulture](#)

[Episode 2 – Automotive Service Technician](#)

[Episode 3 – Robotics/ Manufacturing](#)

[Episode 4 – Aviation Aircraft Maintenance](#)

[Episode 5 – Commercial Construction](#)

[Episode 6 – Agriculture & Natural Resources Viticulture](#)

[Episode 7 – Hospitality & Tourism Culinary: Authentic Culinary](#)



Skills Canada invited educators to use these resources as e-learning tools and in post-COVID classrooms, to showcase skilled trades and career profiles, demonstrate how STEAM (Science, Technology, Engineering, Art and Math) come alive in the real world, and teach real world skills.

These Virtual Workplace Experiences include the following key components: a Virtual Workplace Experience + Lesson Plan, Career Profile, STEAM (Science, Technology, Engineering, Art and Math) Geek Out and Soft Skills Breakout.

"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

SCC Launched its Digital Experience of Skills

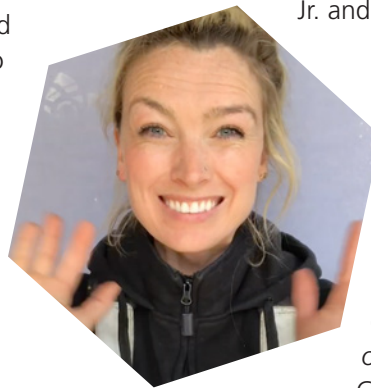


— Skills/Compétences Canada (SCC) held its first ever Digital Experience of Skills from May 22 to May 30, 2020. Due to COVID-19, SCC made the decision to cancel the annual Skills Canada National Competition (SCNC). This week long cross-country tour included several activities that would have been hosted during the Skills Canada National Competition. The event hashtag was **#CelebrateSkills**.



— Skills Canada worked with its many partners, industry celebrities, SCC's 13 provincial/territorial Member Organizations and several Skills Canada alumni who participated digitally. This week of activities included some great panel discussions, engaging interviews, and fun online demonstrations. This important campaign enabled SCC to keep their audience engaged online as we continued to grow the skills movement in Canada while informing Canadians about the importance of skilled trade and technology careers.

— Skills Canada introduced the Digital Experience of Skills with welcome messages from Karen Creditor, SCC's President and Shaun Thorson, Skills Canada's CEO. Several SCC staff also shared compelling videos including Luc Morin, Manager of Special Projects who offered 'A look at behind the scenes' at a Skills Canada National Competition, Patrick LeClair, SCC alumnus and Business Development, Project Manager of Procurement, who shared his skills journey and Sue Lefort, Member of the SCC's National Board of Directors and Machinist, who talked about her passion for the trades and her experience with SCC over the past two decades.



— SCC celebrated skills in a special video series which highlighted the 45 Skill Areas in the six sectors with video clips taken at previous Skills Canada National Competitions. In addition, SCC took its followers through

their virtual tour of the country campaign where each Member Organization was highlighted and shared their exciting initiatives and programs. During this week, they also highlighted informative and engaging content on their social media channels including interactive activities such as contests and at home challenges, compelling videos and alumni testimonials.

— Many of SCC's industry and celebrity partners developed informative and engaging videos highlighting the skilled trades and technologies. Some of the highlights included a *Let's Talk Trades* segment with the Holmes Group featuring Mike Holmes Sr., Mike Holmes Jr. and Sherry Holmes; UA Canada's *Young Women in Construction Trades Online Conference* featuring Kate Campbell, HGTV Celebrity; CWB Welding Foundation's *Celebration of Women of Steel* video; the Construction Foundation of British Columbia and the Industry Training Authority's *Indigenous Showcase* and SCC's *Automotive Technology Summit: Online Edition*.

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SCC Launched its Digital Experience of Skills



SHAE WHITE
REPRESENTATIVE FOR AMERICAS /
REPRÉSENTANTE POUR LES AMÉRIQUES

- The Essential Skills were spotlighted during SCC's Experience of Digital Skills in several videos. SCC also featured some of the exciting and dynamic careers that are available in the technology sector throughout the week.
- A few Skills Canada Alumni showed off their talent in a special video series featuring job skill demonstrations of their Skill Area, and shared testimonials where they recounted their skills journey. In addition, as part of SCC's RBC Foundation Alumni Series, SCC's CEO Shaun Thorson interviewed the members of the National Alumni Committee as they shared how they got involved in skills competitions to how they continue to spread the word about the skills movement.
- Through this initiative, SCC shared interactive content on their social media accounts including Facebook, Twitter, Instagram, YouTube and LinkedIn. SCC had an impressive reach on social media with over 125,000 people reached on SCC's Facebook page, over

237,000 impressions on their Twitter channel, over 31,000 impressions on their Instagram platform and more than 32,000 impressions on LinkedIn. This campaign included more than 120 sessions of compelling and informative videos.



ADRIAN SCHUT
CANADIANA INNOVATIONS
SCC ALUMNI COMPETITOR

SKILLS CANADA ONTARIO HIGHLIGHTS

- Virtual Presentations for youth, parents/guardians and unemployed/underemployed Ontarians
- Young Women's Initiatives: Virtual Career Exploration Events and Young Women's Conference
- First Nations, Métis, and Inuit Initiatives: Virtual Trades & Tech Days, Indigenous College Recruiter Sessions, and Student Conference
- Virtual Skills Canada Ontario Contests
- Virtual Summer Camps and Workshops
- Virtual Challenges including #SkillsAtHome & #SkillsAnywhereChallenge
- Launch of "Trades & Tech Talk" Podcast
- Virtual Skills Business Summit
- Persons with Exceptionalities Conference
- Regional Career Discovery Day



Students Engaged in Career Exploration and Discovery During Let's Talk Careers Competition



- Skills/Compétences Canada partnered with Let's Talk Science to offer an exciting opportunity to engage students in career discovery and exploration. Schools and students across Canada had the chance to earn while they learn by participating in the Let's Talk Careers Competition, on the [ChatterHigh](#) platform.
- The first round was held in the Fall of 2020. During this competition, nearly 6,000 participants from 200 schools across Canada explored over 444,900 career and post-secondary pathways, and earned over \$25,000 in cash prizes.
- The Let's Talk Careers Competition engaged students across Canada in career discovery by engaging them in exploring existing and emergent careers in skilled trades, technologies and STEM (science, technology, engineering and mathematics). While participating in this



- competition, students learned about career and post-secondary options available to them by matching their passions and interests to post-secondary programs or directing them to work options.
- Students across the country had the opportunity to answer a 10 question quiz each day to earn points towards their personal leaderboards and for their school. These quizzes allowed them to explore thousands of career options that they may not have been exposed to and also the opportunity to win prizes and bursaries.



SKILLS CANADA NEWFOUNDLAND AND LABRADOR HIGHLIGHTS



- New Diversity Program and 30 Diversity Initiative events
- Employer Engagement Initiative
- Small Business Recognition Program
- Skills Canada NL Intermediate Competitions across virtual platforms
- Skilled Futures presentations, workshops, online contests, and information sessions
- Vale Career Exploration & Presentations to groups across the province
- Enter:Preneur programming including Apprenticeship Conference and Dragons' Lair Competitions
- Alumni programming and events.

SKILLS CANADA NOVA SCOTIA HIGHLIGHTS



- Essential Skills Challenges, social media series
- Skills Chat with Small Cat, social media series
- Meet the Family, alumni social media series
- Skills 101, virtual pre-recorded in-school presentations
- Skilled Island, in-school virtual Essential Skills workshops
- Skilled Futures virtual career exploration workshops in energy and technology
- Skilled Futures for Women interview panel series
- Virtual Nova Scotia Skills Canada Competitions
- Try-A-Trade® Take-Out



COMPÉTENCES QUÉBEC HIGHLIGHTS

- The Virtual Rookie Challenge was launched. Whether in class or at home, youths can develop their knowledge on vocational training and skilled trades with educational kits containing several interactive activities online.
- AdmissionFP. New branding launched to make a promotion tool out of the vocational training intake platform in Quebec.
- The Skills Pioneer Women Series highlighting women who chose a traditionally male predominant trade.



SKILLS CANADA NORTHWEST TERRITORIES

- Girls in Trades Workshops
- Youth Career Exploration Workshops
- Career Expos
- Indigenous Initiatives
- Territorial Skills Competition
- In-School Presentations



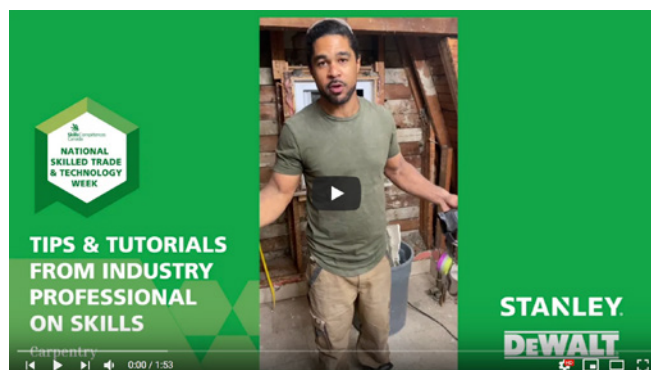
SKILLS CANADA SASKATCHEWAN HIGHLIGHTS

- Virtual Provincial Skills Competition
- Skills for Success program delivery
- Virtual Skills Canada Saskatchewan Alumni events
- In-Person summer youth skills camps
- Virtual youth skills camps
- Digital literacy skills development training
- Individual Indigenous beading kits
- In-class skills challenge kits
- Women in Trades & Technologies (WITT) webinar
- Skilled Trade & Technology Virtual Expo
- Online skilled trade and technology resources and videos

SCC Celebrated *Digital Skills* During NSTTW 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. NSTTW 2020 took place from November 1 – 7, 2020 across Canada and the official event hashtag was **#NSTTW2020**.
- 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 was *Digital Skills*. SCC reached over 209,217 people on social media during NSTTW 2020.
- The campaign featured **video contributions** from SCC's stakeholders, partners, alumni, Member Organizations and industry celebrities including The Holmes Group's Mike Holmes Sr., Mike Holmes Jr., Sherry Holmes and HGTV's Sebastian Clovis.
- SCC launched NSTTW on their social media platforms with inspiring video messages from Dr. Patrick Rouble, President of Skills/Compétences Canada, the Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion, Vale, the Official Sponsor of NSTTW 2020, and Jack Dupuis, SCC Alumni, encouraging viewers to stay connected during NSTTW. 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.
- In addition, 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.

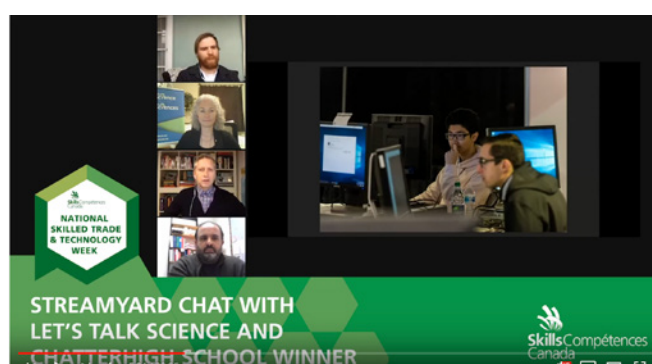
- Several of SCC's industry celebrities joined SCC's social media channels during NSTTW to highlight careers in the skilled trades and technologies. The Holmes Group held a Twitter Chat where they highlighted the **#EndSkilledTradesStigma** and focused on smashing the stereotypes against the skilled trades. Sherry Holmes also shared an inspirational video message on improving awareness about jobs in the skilled trades and the importance of mentorship. HGTV's Sebastian Clovis was featured in an informative Stanley DeWalt Tool Tips video, in which he talked about his experience as a carpenter and the skills required for this trade.

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SCC Celebrated *Digital Skills* During NSTTW 2020



- During NSTTW 2020, each Member Organization was highlighted and shared some of their upcoming exciting initiatives in a virtual format. This included compelling interviews with Skills staff and alumni as well as fun online challenges and workshops.
- The nine Essential Skills were highlighted throughout the week with a focus on *Digital Skills*, this year's theme.
- Several of SCC's partners were featured in the *Tips and Tutorials from Industry Professionals on Skills (TTIPS)* video series, which highlighted industry experts in six skilled trade and technology sectors including: Transportation, Construction, Services, Employability, Manufacturing and Technology.
- Skills/Compétences Canada hosted a Streamyard chat to discuss the Let's Talk Careers Competition held in partnership with Let's Talk Science on the ChatterHigh platform. This panel discussion included Bonnie Schmidt, CEO of Let's Talk Science, Shaun Thorson, CEO of SCC and one of the winning schools from last year's competition.
- Skills/Compétences Canada also held a fun social media contest for an X Box Series X on Facebook and Instagram during NSTTW. The contest winner was SCC's alumni Joshua Faucher of New Brunswick.



SKILLS CANADA NEW BRUNSWICK HIGHLIGHTS

- Virtual skills competitions for secondary and postsecondary students
- Launch of the Educational Legacy Program
- Webinars for secondary teachers in partnership with Apprenticeship New Brunswick
- Specialty trades-based programs for women and indigenous groups.



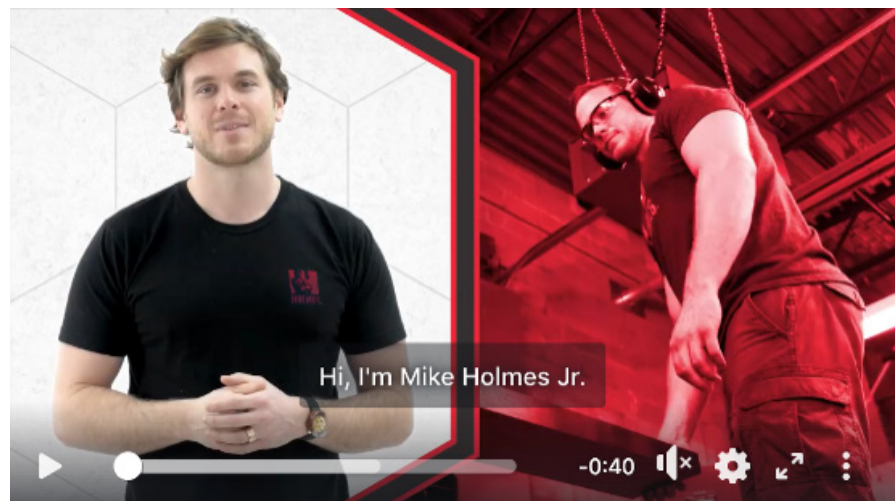
"The Canadian Armed Forces participated in Level Up! with Skills Canada. This professionally organized event enabled meaningful interactions with hundreds of energetic students regarding the many skilled trade opportunities within the Canadian Armed Forces. It was a fantastic virtual opportunity to exchange 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

Participants Level Up! With Skills Canada



- On February 25, 2021 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, many SCC Alumni, and industry celebrities participated in this exciting event to inform Canadians about the importance of skilled trade and technology careers.
- TV's Sherry Holmes and Mike Holmes Jr. gave a shout-out to Skills/Compétences Canada and their great programs and events. They also talked about all of the great careers that are available in the skilled trades and encouraged youth to get involved. TV personalities and contractors Kate Campbell and Sebastian Clovis talked about their careers and the opportunities available within the construction industry in a fun Talk Shop session.
- This event featured several engaging sessions and videos highlighting six skilled trade and technology sectors and the importance of the nine Essential Skills (ES). In addition, the Skills Canada Collision Repair



Program and Volkswagen Group Canada Inc. hosted an informative **Automotive Technology Summit** which explored automotive industry trends and the skills needed in the future workforce.

- In addition, there were over 70 industry, education and government partners from across Canada who hosted virtual booths in the Exhibit Hall. These partners had the opportunity to connect with youth from across Canada,

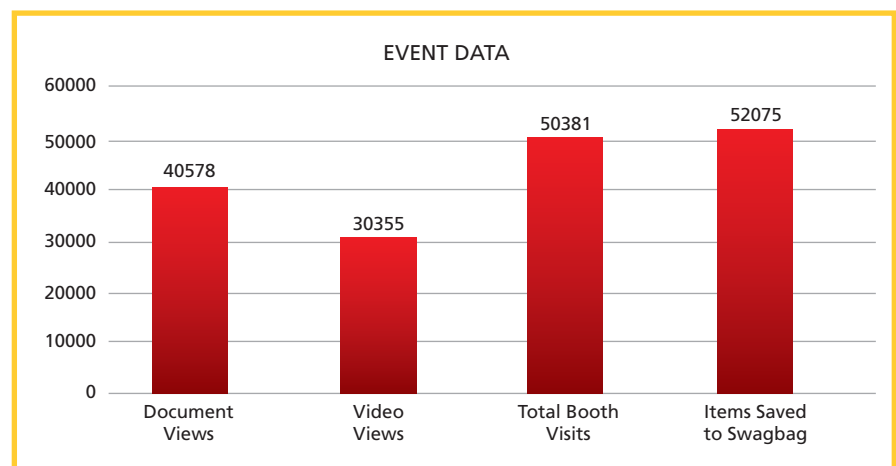
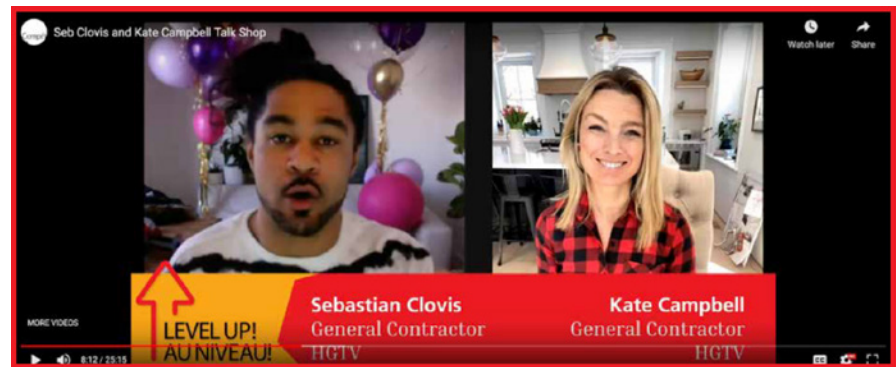
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Participants Level Up! With Skills Canada



network with industry, education and government partners and participate in panel discussions about skilled trade and technology careers and the importance of essential workers.

- 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.
- During Level Up! 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.
- 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. Through

social media, SCC reached over 99,000 people during this event. #LevelUpWithSkills

"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

Essential Skills Highlights



Skills/Compétences Canada highlighted the nine Essential Skills (ES) throughout the year in their programs, activities and events. SCC developed several online sessions to highlight the Essential Skills during its Digital Experience of Skills, National Skilled Trade and Technology Week and Level Up! With Skills Canada. The nine Essential Skills were also highlighted during ES Day and SCC's Back to School Campaign.

SCC Celebrated Essential Skills Day

SCC partnered with ABC Life Literacy to celebrate ES Day on September 24th, 2020. Essential Skills Day is an annual initiative which takes place each September to raise awareness about the importance of workplace literacy and essential skills training. SCC shared interviews, posts, and resources on their social media channels to bring awareness to literacy and Essential Skills using the following hashtags **#ESD2020** **#The9AtWork** **#EssentialSkills** **#SkillsForSuccess**.

SCC Launched an Essential Skills Back to School Campaign to Highlight Essential Skills Day

SCC participated in a social media initiative aimed at promoting the Essential Skills program in conjunction with Essential Skills Day where participants were invited to Tweet, Facebook a Post, or Instagram a story about how they use Essential Skills (ES) at work, school, or everyday activities using the hashtags **#ESD2020** **#The9AtWork** and **#EssentialSkills** **#SkillsForSuccess**.

This campaign highlighted the importance of the nine Essential Skills commonly used in schools and the workplace that help young Canadians understand which skill they may need to focus and improve on, as well as how Essential Skills are important for students, apprenticeships and careers in the skilled trades and technologies.

SCC's Digital Edition of Skills 2020

Essential Skills Youth

Assembly (ESYA): In these inspiring videos, Skills/Compétences Canada (SCC) reconnected with their past ESYA participants to see where they are now and discussed their experience as a participant and how they put their Essential Skills to use. The ESYA provides a venue for young adults, aged 18 to 22, to discuss current trends in skilled trades and technologies.

Essential Skills Talks: These sessions were facilitated by Alex Musial, Event Management & Consulting, via Zoom and featured a series of guests who discussed the importance of Essential Skills in their respective industries, in education, and the emerging importance of

employability within the Essential Skills framework.

Essential Skills and Recruitment:

This session featured panelists from Strongco, UA Canada and PCL Construction who discussed the Essential Skills and recruitment. These industry leaders shared insights with students and adults looking to enter (or re-enter) the workforce about how the workplace is changing, and what employers look for during interviews and in resumes.

Education and Learning:

This session explored why the nine Essential Skills provide the foundation for learning all other skills and how they are critical to everyone's success. Panelists from ABC Life Literacy, Computers for Success Canada and the British Columbia Institute of Technology discussed Essential Skills and learning in today's digital world.

The Essential Skills and Employability Skills:

This session included panelists from RBC Foundation, Tycrop and the Construction Foundation of British Columbia who discussed the Essential Skills employers are looking

Continued

Essential Skills Highlights



for and how the behavioral skills embedded in the Essential Skills framework lead to on the job success.

Essential Skills Forum: This year's theme was 'Making Skills Accessible' and featured several online interviews hosted by Chris Gallant from Skills Canada Nova Scotia (SCNS), a leader in disability inclusion. The Essential Skills Forum serves as an opportunity to bring education and industry together to discuss the skills gap as it relates to the importance of educating youth on the nine Essential Skills and how they relate to skilled trade and technology occupations.

National Skilled Trade and Technology Week 2020

Introduction of this year's theme – Digital Skills: SCC introduced *Digital skills*, one of the nine Essential Skills, in an informative video. 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.

Essential Skills Chats with Chris and Cat: ES Thursdays returned for a second season and featured Skills Canada Nova Scotia's Chris Gallant and his beloved cat. This season 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.

Essential Skills at Level Up! With Skills Canada 2021

Essential Skills Talks: This special edition of ES Talks with Alex Musial, Event Management and Consulting featured Essential Skills discussions with six sectors of skilled trades and technologies, the importance of Essential Skills and how industry has had to pivot during the pandemic. Several of SCC's industry experts and alumni discussed their sector in these informative videos.



Essential Skills, Literacy, and Apprenticeship: This discussion featured Mack Rogers from ABC Life Literacy, Randy Lindsay from Futureworx, and Kaesy Russnak from Bow Valley College who discussed the importance of supporting literacy skills and socio-emotional skills for the workplace and how these skills are crucial for Apprenticeship completion and success in skilled trade and technology careers.

Essential Skills Accessibility and Inclusion: This inspiring session featured keynote speaker Marco Pasqua who shared some of his personal experiences as a person with a disability in the technology sector, 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 Embraces New Essential Skills Framework



The nine Essential Skills have been updated to reflect our changing world, skills requirements, and evolving workforce. Although still essential, the updated framework is now called **Skills for Success**, as these are the skills needed to participate and thrive in learning, work and life. This framework was updated by the Government of Canada and was initially expected to be launched in the Fall of 2020 during Essential Skills Day. A lot of work went into the research and development of the new Framework and this took longer than expected. The new **Skills for Success** model officially launched on May 18th, 2021.

Skills for Success include skills that are foundational for building other skills and knowledge and important for effective social interaction. These skills overlap and interact with each other, and with other technical and life skills. They are inclusive and can be adapted to different contexts.

Skills for Success are for everyone – youth, employers, workers, training providers, governments, and communities.

The changes are as follows:

Document use – no longer stand-alone

Digital – remains the same

Numeracy – relevant numerical elements of Document Use have been added i.e. blueprints interpretation

Reading – relevant reading elements of Document Use have been added i.e. reading forms, charts, labels

Writing – relevant writing elements of Document Use have been added i.e. filling out forms and charts

Problem Solving – now a stand-alone skill, updated from Thinking

Adaptability – **NEW**

Creativity and Innovation – **NEW**

Collaboration – updated from Working with Others

Communication – updated from Oral Communication

For more information on the **Skills for Success** and how they are used in skilled trade and technology careers, please visit the [Skills/Compétences Canada website](#).

SKILLS CANADA YUKON HIGHLIGHTS

- In-School workshops and presentations
- Tech Career Fair
- Skills Day
- Skills Canada Yukon Territorial Competitions
- Trades and Tech summer camp
- Grizzly Den, virtual interactive introduction to trades and technologies
- Virtual Apprenticeship presentations
- Distributed DIY Trades and Technology exploration kits
- Spring Spark Week, interactive activities with multiple schools
- Inventor's Academy, exploring trades, technologies, and entrepreneurship



Thank you to our Volunteers and Partners!



Skills/Compétences Canada (SCC) worked with more than 500 volunteers this year including our National Technical Committee (NTC) members, judges, proctors and Skills Alumni for their events including the SCC Digital Experience of Skills, National Skilled Trade and Technology Week 2020 (NSTTW) and Level Up! With Skills Canada. These volunteers share their time, energy, expertise and passion for their trade or technology with Canadian youth while inspiring them to pursue a career in the skilled trades and technologies. Our volunteers are crucial in helping us deliver successful and impactful events throughout the year. SCC would like to extend a heartfelt thank you to our wonderful volunteers!

Each year, SCC works with hundreds of industry, education and government partners who make it possible to host events of this magnitude. They contribute their time and materials for our events to ensure SCC continues to reach thousands of youth through their events and programs. SCC is grateful for their continued financial support and dedication. Through their contribution, we are able to engage tomorrow's skilled workforce and show them the incredible career opportunities that are available to them. SCC would like to extend a big thank you to all of our valued partners!



SKILLS CANADA NUNAVUT HIGHLIGHTS

- SkillsNU@home Trade and Tech challenges
- Virtual Digital Skills Workshops
- Arnauvugut: Building Our Dreams – Young Women Exploring Trades Conference
- Digital Skills Summer Camps
- Amazing Skills Race
- Virtual Career Fair
- Skills Trade and Tech Clubs
- Skills Appreciation Event
- Virtual Hairstyling Workshops



SKILLS CANADA BRITISH COLUMBIA HIGHLIGHTS

- Skills Canada BC Regional and Provincial Skills Competitions
- Online Challenges
- Alumni Videos
- Inspire Educator Portal and Educational Resources
- In-School Presentations
- Young Women's Conference
- Social Media Contest

SKILLS CANADA PRINCE EDWARD ISLAND HIGHLIGHTS

- In – school presentations
- Pilot virtual Try-a-Trade® with secondary schools
- Provincial skills competitions for post- secondary
- Virtual skills competitions for secondary
- Skills Highlight (social media/ video campaign)
- Online Challenges
- Alumni Videos

The National Alumni Committee Engaged Online



- The National Alumni Committee (NAC) is comprised of a member from each province and territory and was created to assist the Alumni Associations across Canada by helping them meet the needs and interests of their Member Organizations. NAC supports the provincial and territorial Alumni Associations through best practices, industry connections, exposure, incentives, and volunteer opportunities. In addition, they discuss and review best practices, visions, strategic plans, recruitment, social media, skills events and more.
- NAC's main goal is to assist Skills/Compétences Canada (SCC) succeed in promoting skilled trades and technologies to youth across Canada. SCC alumni help inspire Canadian youth to follow in their footsteps and to learn from their career journey by sharing their success stories.
- Throughout the year the members of NAC participated actively in SCC's virtual events by promoting the skilled trades and technologies through the creation of online content. During National Skilled Trade and Technology Week



2020, they collaborated on an engaging video message to celebrate this important week of activities. They also highlighted how their specific skills contribute to people's daily lives while keeping our world moving. During Level Up! With Skills Canada, several members took part in the Essential Skills Talks segments where they highlighted six skills sectors, the importance of the nine Essential Skills and how industry has had to pivot during the pandemic. During SCC's Digital Experience of Skills 2020, the Committee members participated in SCC's RBC Foundation Alumni Series where they shared their stories, from how they got involved in skills competitions to how they continue to spread the word about the skills movement.

- In addition, Britnee Mishak, Nicole Hamilton and Shoshawna Blair (Patel), members of NAC,

along with Jeremy Braithwaite, National Technical Committee member for Mechanical Engineering CAD participated in the Global Innovation Field Trip (GIFT) with The Learning Partnership. This global showcase of student innovation was broadcasted live, and participants shared their career journey and highlighted career pathways in skilled trades, aligned with innovation and skill development. The Learning Partnership collaborated with organizations from around the world including SCC to celebrate young innovators and those who educate, inspire and sponsor innovation.

- Follow SCC's social media channels to stay up to date with NAC's activities!



An SCC Alumni Shares His Inspiring Skills Story



Bo Chiasson got involved with skills competitions when he was in high school. His dad, who taught at his school, encouraged him to compete in Mobile Robotics. Bo competed at the provincial and national levels before qualifying to compete at WorldSkills Leipzig 2013 where he was awarded a Medallion of Excellence. He also participated at the WorldSkills Americas Competition in 2012 as part of his training for the 44th WorldSkills Competition, in Leipzig, Germany.



Jayden Leister and Bo Chiasson win a Medallion of Excellence in Mobile Robotics at WorldSkills Leipzig 2013.

Bo shares that the skills competitions he competed in have helped him to get out of his comfort zone by meeting new people and travelling to new places. "My favourite skills memory is being able to watch my younger brother compete at WorldSkills Abu Dhabi 2017 in the same trade I had competed in", said Bo.

Bo has remained involved with skills by volunteering for several Skills Canada National Competitions over the last few years in many key roles. He was also a trainer in Mobile Robotics for WorldSkills Abu Dhabi 2017 where he had the opportunity to coach his younger brother.

Bo has his Journey Person in Instrumentation and currently works as a Control Systems Specialist at a potash mine. He enjoys trouble shooting and problem solving any issues that arise. During his free time, he keeps himself busy with hobbies such as 3D printing, disc golf, and smoking meat.

His advice to youth is "Do your research when you're looking for a career that you'd like to pursue. Try to match your current skill set and interests with a job that sparks an interest in you, and don't be afraid to learn new skills. Be willing to continue learning and improving your skills throughout your career", said Bo.

SKILLS CANADA MANITOBA HIGHLIGHTS

- Online Challenges
- Virtual In School Program
- Virtual Skills in the Classroom
- Virtual Young Women's Conference
- Skills Canada Manitoba Virtual Competition
- Northern Virtual Trade and Technology Olympics
- Northern Cardboard Chariot Races
- Northern Skilled Trade and Technology Virtual Conference
- Northern Winterfest
- Extreme Sledding
- Summer Camps



"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

Isabelle Collin, World Champion in Beauty Therapy



Isabelle became involved in skills competitions when she was in college. She wanted to push her own limits, therefore she enrolled in the provincial skills competition in 2008. Then, she took part in the 2008 Skills Canada National Competition (SCNC), in Calgary, where she qualified for WorldSkills 2009, in Calgary.



Isabelle Collin wins silver in Beauty Therapy at WorldSkills Calgary 2009.

Her participation in skills competitions taught her to trust herself, as her efforts contributed to her success. Furthermore, this gave her the opportunity to learn English as a second language. “In everyday life, I often reflect back on how I was able to deal with my emotions during the competitions. I had done all I could to succeed. I attended practices, courses and professional training to get ready for the competitions. There’s no doubt in my mind that helped me become confident and skilled in my

area of expertise in Beauty Therapy”, claimed Isabelle.

“My favourite Skills Canada memory is the friends I made in Canada and elsewhere in the world. Meeting people as passionate as I am is a really special thing”, she exclaimed.

Isabelle has remained involved with Skills Canada over the years, participating in multiple programs and events, including:

- WorldSkills Youth Forum 2010 in Jamaica, as a contestant;
- WorldSkills London 2011, in England, as a trainer;
- WorldSkills Leipzig 2013, in Germany, as a translator/interpreter;
- WorldSkills Youth Forum 2014 in Lucerne, Switzerland, as a facilitator;
- WorldSkills 2015, 2017 and 2019 as Team Canada Leader;
- And finally, almost every Skills Canada National Competition, from 2008 to 2019, as a key volunteer.

To get ready for WorldSkills and feel reassured she would succeed, Isabelle said that she slept with her medals. This certainly gave her good luck since she won the silver medal in Beauty Therapy at WorldSkills Calgary 2009!

Isabelle provides this advice to young people who are thinking about their career path: “Remain genuine and follow your own path without comparing yourself to others. Follow your passions and explore your options to discover new ones!!!”, she said.

Isabelle currently manages her own business from her home in New-Brunswick. She has done so for the last three years now. She loves to manage her own schedule, and especially being able to see her little baby!

**FREE
ADMISSION**

SAVE THE DATE

MAY 26-27, 2022

SKILLS CANADA NATIONAL COMPETITION VANCOUVER CONVENTION CENTRE

Join us for: fun and interactive Try-A-Trade® and Technology Activities, **500+ competitors from across Canada** and **45 trade and technology competitions**. Register your class online to ensure your participation (Coming soon). Travel Subsidies will be available on a first come, first serve basis.

More information: www.skillscanada.com Questions: schooltours@skillscanada.com




skillsCompétences
Canada
Vancouver2022








SCC Conducted a Longitudinal Study with their Alumni



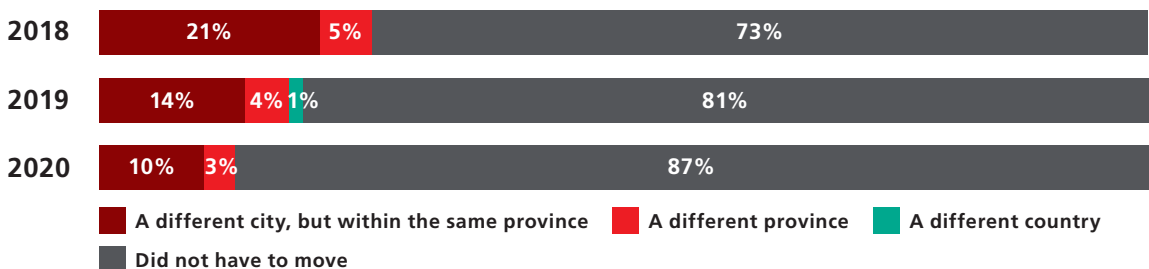
Alumni Survey Interim Results

Skills/Compétences Canada launched a longitudinal study with our 2018 Skills Canada National Competition (SCNC) participants. The objective of the study is to understand the career paths followed by some of our alumni over the course of four to five years. Below are some interim results.

Which of the following best describes your current working status?

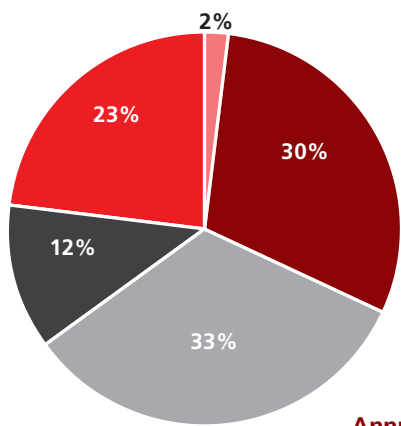
	2018	2019	2020	% Change since 2018
 Working full time	41%	47%	51%	+10%
 Studying	29%	17%	27%	-2%
 Working part time	19%	21%	19%	–
 In between jobs	5%	1%	1%	-4%
 Temporarily off work	5%	9%	1%	-4%

Did you have to move to a different city, province/territory or country to find this job?



COVID-19 Impact on Career and Academic Plans

- Very positive impact
- Positive impact
- Some positive and some negative
- Negative impact
- Very negative impact
- No impact



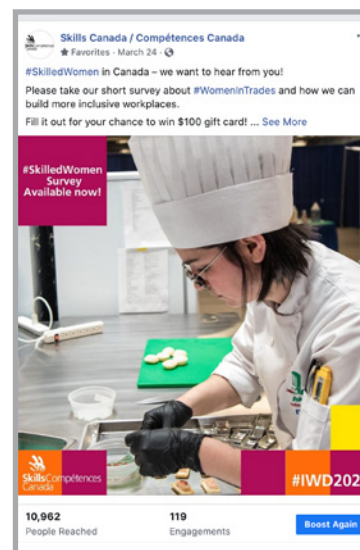
Social Media Analytics



Facebook:

Total Reach: 793,690

Follower Growth: 6,046->6,236: 190



Twitter:

Total Impressions: 1,124,3000

Follower Growth: 10,102->10,642: +540

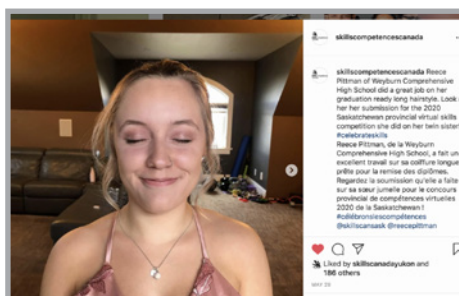
Tweet activity	
<p>Skills Canada @Skills_Canada Here is the full schedule for Skills Canada: A Digital Experience of Skills! We hope you will join us from May 22-30! One extra day added! What are you most looking forward to? #CelebrateSkills #OcéansLesCompétences pic.twitter.com/3OUZu3Nux</p>	<p>Impressions 17,891</p> <p>Total engagements 601</p> <p>Media engagements 343</p> <p>Detail expands 122</p> <p>Retweets 60</p> <p>Likes 45</p> <p>Profile clicks 27</p> <p>Replies 2</p> <p>Hashtag clicks 2</p>

Tweet activity	
<p>Skills Canada @Skills_Canada According to a survey of Canadians commissioned by Skills/Compétences Canada, 77 per cent of respondents believe the COVID-19 pandemic has drawn their attention to the importance of essential workers in the #skilledtrade and #technology sectors. pic.twitter.com/vnDA6vEIPt</p>	<p>Impressions 9,664</p> <p>Total engagements 158</p> <p>Media engagements 61</p> <p>Detail expands 45</p> <p>Likes 28</p> <p>Retweets 13</p> <p>Profile clicks 6</p> <p>Hashtag clicks 5</p>



Instagram:

Follower Growth: 2,268-2,329 +61



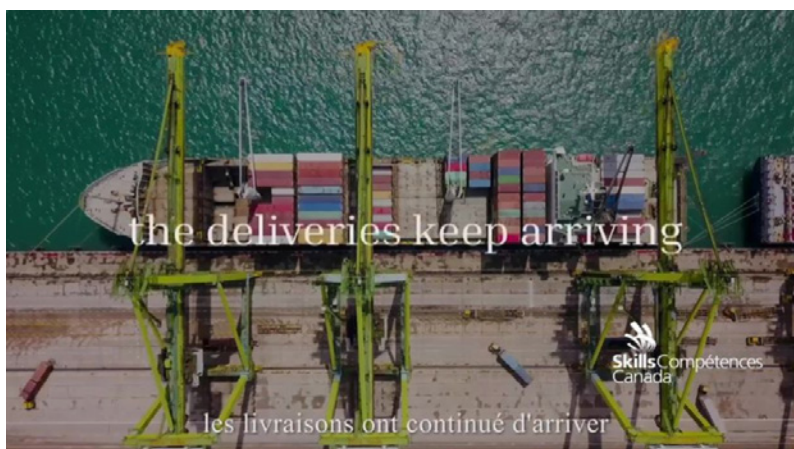
LinkedIn:

Follower Growth: 40->929: +189



SCC Participated in Several WorldSkills Campaigns including:

#SkillsKeepMoving – This campaign highlighted the importance of #EssentialWorkers who kept the world moving during the COVID-19 pandemic. This successful campaign was a nominee in the **Global Campaign category of the 2021 CIPR – Chartered Institute of Public Relations Excellence Awards**.



#SkillsProud – This campaign was focused on celebrating skills and featured skilled young people from around the world. SCC featured several of their alumni, partners and industry celebrity Sherry Holmes, who shared their stories on why they are #SkillsProud.

#ChooseToChallenge – This campaign was created to highlight International Women's Day. SCC celebrated women in skills across their **social media channels**.



Join SCC's Online Community by connecting with us on social media!



Facebook @skillscanada



Twitter @skills_canada



Instagram @skillscompencescanada



Flickr @skillscompetencescanada



LinkedIn Skills / Compétences Canada

Follow SCC's hashtags:

#CelebrateSkills / #Célébronslescompétences

#CreatingPossibilities / #Créerdespossibilités

#SCCAumni / #AnciensdeSCC

#SkillsForSuccess / #CompétencesPourRéussir

SCC Media Highlights



Skills/Compétences Canada was mentioned in **625 news articles** and reached **347,187,770 people** from April 1, 2020 to March 31, 2021. Here are some of the top monthly media clips

April 2020 – Battlefords Now – Reach: 14,143 ►

May 2020 – Global CBC – Reach: 192,600 ▼



June 2020 – Daily Commercial News – Reach: 96,174 ▼



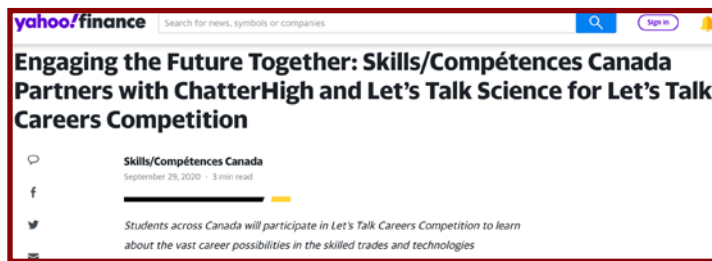
July 2020 – Yahoo! Finance – Reach: 49,592,090 ▼



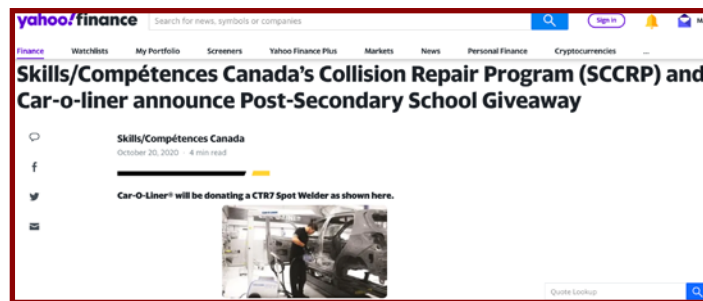
August 2020 – Journal of Commerce – Reach: 16,426 ►



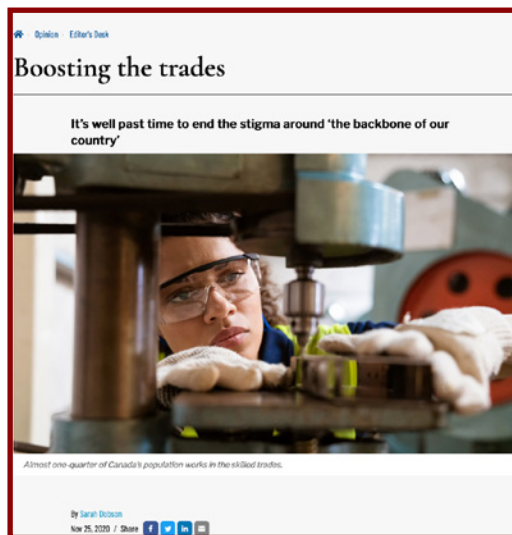
September 2020 – Yahoo! Finance – Reach: 41,360,035 ▼



October 2020 – Yahoo! Finance – Reach: 40,715,849 ▼



November 2020 – HRReporter – Reach: 68,970 ▼



December 2020 – iPolitics – Reach: 229,793 ▼



March 2021 – Castanet – Reach: 99,9007 ►



February 2021 – Collision Repair Magazine – Reach: 8,910 ▼



Thank you to our partners!



Canada