NSAA | NSCC STEWARDSHIP REPORT

2017-18 Academic Year





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BACKGROUND

Strategic Alignment

Nova Scotia's apprenticeship system prepares people for jobs in the skilled trades. The Nova Scotia Apprenticeship Agency (NSAA), working with the Nova Scotia Community College (NSCC), is focusing on improving the number of apprenticeship opportunities in the province and helping apprentices complete their journey to certification.

Enhancing the relationship between the Agency and the College has been a focus of both entities. With the establishment of the new Nova Scotia Apprenticeship Agency in 2014, and changes to the *Apprenticeship and Trades Qualifications Act and the Community Colleges Act*, the concept of joint stewardship of the trades training system in Nova Scotia was initiated. Both institutions desire stakeholder engagement in the apprenticeship process, the development of training programs that meet industry standards and match labour market needs and, ultimately, students progressing through the apprenticeship system from pre-apprenticeship to apprenticeship and certification.

To achieve these outcomes, the College and the Agency make joint decisions and recommendations to the Minister of Labour and Advanced Education (the Minister), which enable collaborative approaches to amend, develop, approve and evaluate pre-apprenticeship programs at the College, and customize delivery of pre-apprenticeship programming; the NSCC Vice-President, Academic is also named as a member of the Apprenticeship Board, as stated in the *Apprenticeship and Trades Qualifications Act*.

This report summarizes the activities that support the apprenticeship system, as jointly undertaken by the NSAA and the NSCC in the 2017-2018 academic year, and fulfills the legislative obligation to submit a stewardship report to the Minister per the *Community Colleges Act*, Section 60A.

OUTCOMES

Highlights

Highlights of Joint Stewardship Initiatives in 2017-18

✓ Supporting Apprentices and Pre-Apprentices

Industry Training Consultants across the province held a series of town hall meetings with apprentices attending classroom training during this academic year. These sessions provided Industry Training Consultants with an opportunity to meet and share information about apprenticeship programs while the students enjoyed coffee and a light breakfast.

✓ Professional Development NSCC | NSAA

Two days were set aside for joint professional development for NSAA staff and NSCC faculty, to explore a more intentional way of involving the faculty as an extension of the apprenticeship system.

✓ Program Review Process

Processes that clarify the roles of the NSCC and the NSAA during a program review were developed and implemented.

Response to Machinist Trade concerns

In April 2018, the NSCC and the NSAA held two sessions with employers focusing on the labour market needs of the machinist industry and ways to assist industry in addressing their training requirements.

✓ Atlantic Trades Business Seal (ATBS)

The Atlantic Trades Business Seal Program (ATBS) is a continuing education program for Atlantic journeypersons supporting them to increase their business and leadership skills and gain regional career mobility. Successful completion of the program results in an ATBS endorsement on the trade Certificate of Qualification.

The NSAA worked with the NSCC to make the ATBS training available in Nova Scotia for the first time this year. The endorsement is signified by the four Atlantic flags and gold lettering embedded in a blue seal, as pictured.



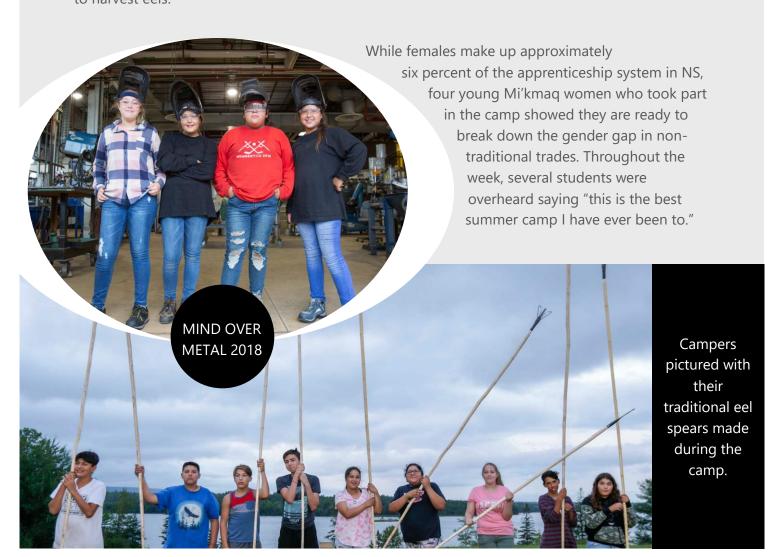
Mind Over Metal | Trades-Meet-Tradition

NSAA and Mi'kmaw Kina'matnewey, in partnership with the NSCC and the CWB Welding Foundation, held Nova Scotia's first Mind Over Metal Welding Camp for Aboriginal youth. Mi'kmaq youth from across the province gathered at the NSCC Strait Area Campus in Port Hawkesbury from August 14-17, 2018 to learn about welding and metal fabrication.

The 12 participants spent approximately five to six hours a day gaining hands-on experience using tools-of-the-trade and learning about various welding techniques and shop safety.

MIND OVER METAL 2018

Several projects were completed, including cow bells, paper weights, wiener roasting sticks and traditional Mi'kmaq eel spears. On the final night of camp, students worked with Elders to finish their 15-foot eel spears and had the opportunity to learn how to harvest eels.



Pathways to Shipbuilding

The NSAA and the NSCC have continued to work together with the partners in the two Pathways to Shipbuilding programs. Continuing with the success of the shipbuilding partnership with Women Unlimited, one new program came to a successful completion just as another began. Graduation from the Pathways to Shipbuilding for Indigenous Students program took place at the NSCC Akerley Campus on July 6th, 2018.

Twelve students graduated from the Metal Fabrication program and all were offered employment with Irving Shipbuilding, Inc. Experiences with this program are being used to guide a new program, Pathways to Shipbuilding for African Nova Scotians. Of 89 applicants from around the province who applied to this new program, 20 have been selected to begin their journey towards Red Seal certification in the welder trade and possible employment with the federal shipbuilding initiative at Irving.

These programs are not possible without the involvement of partners such as the Mi'kmaw Friendship Centre and the East Preston Empowerment Academy, Irving Shipbuilding Inc., Department of Labour and Advanced Education, Office of Aboriginal Affairs, Office of African Nova Scotian Affairs, the NSCC and the NSAA.



LEADERSHIP TEAM AND COMMITTEES

Highlights



THE JOINT STEWARDSHIP INITIATIVE (JSI) LEADERSHIP TEAM met five times this year and completed objectives in the areas of planning, structure and processes, and developing stronger working relationships.

This year, the committee structure of the joint stewardship initiative was reviewed, finalized and approved, and teams were formed. New Terms of Reference (TOR) were developed for the Leadership Team and each committee.

THE DIVERSITY AND INCLUSION COMMITTEE had some membership changes early on, but it continued to build momentum and is well-positioned to make a great impact in the coming year.

THE JOINT TRADE ADVISORY COORDINATING COMMITTEE formalized and piloted program review processes that clarified roles and matched the degree of industry engagement needed to the type of review identified.



THE TECHNICAL TRAINING COMMITTEE developed the apprenticeship technical training schedule that is published annually in April and ensured the schedule met the increased demand resulting from the removal of tuition.

THE LABOUR MARKET INFORMATION RESEARCH COMMITTEE designed criteria for standardized labour market information between the two entities and THE CO-BRANDING & MARKETING COMMITTEE worked together on ideas to promote apprenticeship and the pathway to certification within the College environment.

A full-day planning session on August 27, 2018, offered the Leadership Team time to review the year's work, survey the changing landscape and trends in trades education, and consider the progress made and next steps required on diversity and inclusion issues. The team shared ideas and experiences and concluded with a commitment to put "value into action" regarding achieving inclusion and supporting the success of diverse pre-apprentices and apprentices.

DIVERSITY AND INCLUSION COMMITTEE



As the Agency and the College have fully staffed their respective diversity positions, the Terms of Reference for the Diversity and Inclusion Committee were developed and approved by the JSI Leadership Team at the June meeting.

Members from both institutions guided the advancement of diversity and inclusion in technical training, pre-apprenticeship programs and post-journey training initiatives, and include the following positions:

NSCC	NSAA
Director, Office of Diversity and Inclusion	Chief Diversity Officer
Campus Principal	Partnership and Innovation Staff Representative
Academic Chair, School of Trades and Technology	Industry Training Consultant
School of Trades and Technology Faculty Member	Program Manager

Work is underway to develop a committee workplan, identify ongoing opportunities to advance diversity and inclusion, and create modules to embed cultural competency in all trades training offered through the College.

JOINT TRADE ADVISORY COORDINATION COMMITTEE

Through the development and approval of the Terms of Reference, the Joint Trade Advisory Coordinating Committee (J-TACC) members defined their working relationship. The members of the committee are as follows:

NSCC	NSAA
Dean, School of Trades and Technology	Director, Partnership and Innovation
Manager, Apprenticeship	Manager, Industry Relations

Program Review and Development Process

This year, the Joint Trade Advisory Coordinating Committee finalized a process document for carrying out program reviews and developing programs. As program reviews and/or programs under development moved through the identified steps, the resulting flowchart clearly articulated the roles specific to the College and the Agency, and those to be implemented collaboratively. A commitment to industry involvement is clearly defined and appropriate approvals have been established within each organization. In addition, with the help of the NSAA Education Officers and the NSCC Curriculum Consultant group, progress has been made on developing a schedule to complete the existing and upcoming program reviews.

Review, NSCC Pre-Apprenticeship Programs

The following program reviews will be completed over the next 15 months, putting the process back on schedule.

Trade	Pre-apprenticeship Program	TAC	Anticipated Completion
Automotive Service Technician	 Automotive Service & Repair Certificate 	Yes ⊠ No □	April 2019
Bricklayer	 Bricklaying Masonry Certificate of Accomplishment 	Yes ⊠ No □	December 2019
Carpenter	■ Heritage Carpentry Diploma	Yes ⊠ No □	April 2019
Construction Electrician	 Electrical-Construction & Industrial Certificate & Diploma Electrical Technician Diploma 	Yes ⊠ No □	December 2018
Cook	Culinary Skills CertificateCulinary Management Diploma	Yes ⊠ No □	December 2018
Gasfitter B	■ Gas Technician Certificate	Yes □ No ⊠	April 2019
Heavy Duty Equipment Technician	■ Heavy Duty Equipment/ Truck & Transport Repair Certificate & Diploma	Yes ⊠ No □	December 2018
Industrial Electrician	■ Electrical-Construction & Industrial Certificate & Diploma ■ Electrical Technician Diploma	Yes ⊠ No □	December 2018
Instrumentation and Control Technician	Industrial InstrumentationDiploma	Yes □ No ⊠	April 2019
Industrial Mechanic (Millwright)	■ Industrial Mechanical Certificate	Yes □ No ⊠	April 2019

Trade	Pre-apprenticeship Program	TAC	Anticipated Completion
Industrial Mechanic (Millwright)/ Construction Electrician/ Industrial Electrician	■ Electro Mechanical Technician Diploma	Yes □ No ⊠	December 2019
Landscape Horticulturist	Horticulture and Landscape Technology Diploma	Yes □ No ⊠	December 2019
Machinist	■ Machining Diploma	Yes □ No ⊠	April 2019
Metal Fabricator (Fitter)	 Metal Fabrication Diploma Welding Certified - Certificate of Accomplishment Welding Diploma 	Yes □ No ⊠	April 2019
Oil Heat System Technician	 Oil Heat Systems Technician Certificate of Accomplishment 	Yes □ No ⊠	April 2019
Plumber	Pipe Trades DiplomaPlumbing CertificateSteamfitting and Pipefitting Certificate	Yes ⊠ No □	April 2018
Powerline Technician	 Utility Line Work – Construction and Maintenance Certificate 	Yes □ No ⊠	December 2018
Refrigeration & Air Conditioning Mechanic	 Building Systems Tech (HVAC&R) Diploma Refrigeration & A/C Certificate Refrigeration & Air Conditioning – Geothermal Certificate 	Yes □ No ⊠	December 2019
Sheet Metal Worker	 Sheet Metal Worker Certificate of Accomplishment 	Yes □ No ⊠	December 2019
Steamfitter/Pipefitter	Pipe Trades DiplomaPlumbing CertificateSteamfitting and Pipefitting Certificate	Yes ⊠ No □	April 2018
Truck and Transport Mechanic	■ Heavy Duty Equipment/Truck and Transport Repair Certificate & Diploma	Yes ⊠ No □	December 2018
Welder	 Metal Fabrication Diploma Welding Certified - Certificate of Accomplishment Welding Diploma 	Yes □ No ⊠	April 2019

Industry Engagement (Machinist)

Responding to concerns from employers in the machinist trade regarding the recruitment and retention of machinists, and the availability of a pre-apprenticeship program in the Halifax Regional Municipality, the NSAA and the NSCC collaborated on engaging employers and associations in this trade. In April 2018, the J-TACC developed and implemented two focus group sessions, one at the NSCC Truro Campus and one at the NSCC IT Campus in Halifax. Nine employers from seven machine shops and one association participated in the focus groups. Staff attending the sessions included:

NSCC	NSAA
Dean, Trades and Technology	Chief Executive Officer
Two Academic Chairs, School of Trades and Technology	Director, Partnership and Innovation
Manager, Apprenticeship	Director, Programs and Operations
Manager, School of Trades and Technology	Manager, Industry Relations
	Administrative Assistant

Following the focus group sessions, the Manager, Apprenticeship (NSCC) and the Director, Partnership and Innovation (NSAA) visited with another manufacturing-related association and an additional five machine shops to gain further insights regarding the issues that were raised. Working together to articulate the issues, the Agency and the College presented preapprenticeship, apprenticeship and apprenticeship completion data, as well as labour market information on the machinist trade and programs and options that are being considered by the NSAA and the NSCC. The purpose of this engagement was to work with the machinist industry to identify ways to address the issues.

The J-TACC will present a report with recommendations to the Joint Stewardship Leadership Team and share the information and recommendations with the participating employers and associations, working with the industry to begin to address their concerns.

Trade Advisory Committees

In addition to collaboratively working on the program review list shown in the chart on the previous page, the College and the Agency are collaborating on training development in other trades.

- The Elevating Device Mechanic trade was officially designated as a trade in Nova Scotia in April 2018. The NSAA and the NSCC are working together on developing a training pathway.
- NSAA Education Officers and NSCC Curriculum Consultants have been meeting to review data collected by the College from the Motorcycle and Power Products Repair one-year certificate program offered at NSCC's Marconi Campus. This information will inform future discussions, and agreement has been reached on developing a logbook.

The Carpenter Trade Advisory Committee has been working on the development of proposed provincial certifications and training pathways in specific concentrations within the carpenter trade (framer, formworker, interior finisher, exterior finisher). The plan involves each concentration having two levels of training requiring 3600 hours of on-the-job experience and connecting throughout to the Red Seal Carpenter trade. A consultation is currently proposed.

TECHNICAL TRAINING COMMITTEE

Members of Technical Training Committee include:

NSCC	NSAA
Manager, Apprenticeship	Director, Programs & Operations
Curriculum Consultant	Registrar
Instructional Designer	Manager, Program Standards
Manager of Educational Technology	Manager, Programs
Online Student Support Specialist	Education Officer
Training Coordinator	Lead, Program Development
Administrative Assistant to the Dean of Trades and Technology	

Technical Training

The Government of Nova Scotia announced free tuition for tradespeople enrolled in apprenticeship courses in September 2017. Following this announcement, applications for technical training increased almost 30% compared to the same period in in the previous year, and, as a result, longer waiting-lists ensued.

The NSAA worked with the NSCC to provide additional training seats to ensure that apprentices received the training required to progress. In the 2017-2018 academic year, 99 extra weeks of training were offered; this is a nine percent increase in training from the previous academic year.

By the Numbers

During the 2017-18 training year the NSAA, through the NSCC, offered a total of 1227 weeks of inclass technical training at the locations shown in the table below; online training options were also offered. In addition, training was held on-site in Potlotek and Wagmatcook First Nations and an enhanced direct-entry project for the Automotive Service Technician trade was hosted by the NSCC at their campus in Truro.

By the Numbers | Training 2017-18

	Weeks of	# of		Weeks of	# of
Campus	Training	Apprentices	Campus	Training	Apprentices
Akerley	416	794	Kingstec	21	37
Burridge	38	50	Lunenburg	5	7
Dartmouth Gate	14	14	Marconi	214	328
IT	191	358	Pictou	96	126
Ivany	209	363	Shelburne	7	6
			Strait, Potlotek, Wagmacook	16	32
			Online Training		430

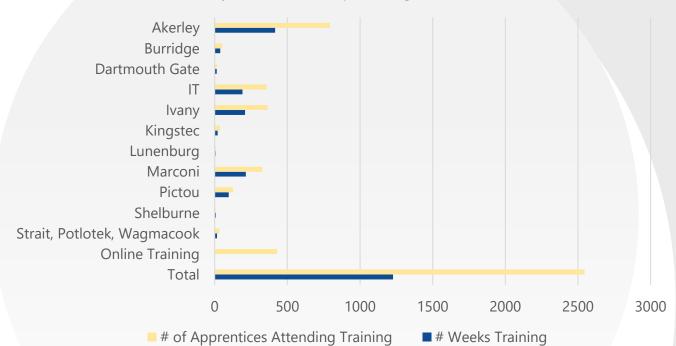
Total Weeks Training

1227

Total Apprentices Attending Training

2545

By the Numbers | Training 2017-18



Support

Apprentice Townhall Sessions

The final apprentice townhall of the 2017-18 academic year was held on May 28th, 2018 at the NSCC Marconi Campus. Thirty-one breakfast meetings in total were organized during the year in partnership with the NSCC. These events provided an opportunity for Industry Training Consultants from the Agency to interact with apprentices, answer questions, offer additional information regarding their apprenticeship programs and encourage networking.

Credit Transfer

In adherence with an approved transfer credit agreement with the College, the Agency awards NSCC graduates with credits toward apprenticeship when they successfully complete relevant preapprenticeship programs. This credit can be awarded for programs where the industry training standard for the trade has been fully incorporated into the curriculum. Programs are reviewed against the industry standard annually, and credits are currently available in 35 NSCC preapprenticeship programs.

Flexible, Innovative Technical Training

The Nova Scotia Apprenticeship Agency and the Nova Scotia Community College work together to provide flexible approaches to apprenticeship technical training.

Gasfitter Class B

Gasfitter Class B Training was redesigned this year in response to consultation with industry, a review of completion rates in the trade and effects of the new Red Seal endorsement. Training was changed to include an in-class level 2 section; in the past all training was offered via online delivery. Industry is optimistic that six weeks of face-to-face training will help improve completion rates.

Baker

The baker trade working group sought creative and flexible solutions for technical training and supervising apprentices. The group proposed three levels of online training, including some existing cook trade modules that are also part of the baker trade. The Agency moved forward with the development and implementation of the baker pathway as recommended by the industry working group. As of April 2018, baker apprentices have been able to register with the NSAA and enroll in technical training, which includes online learning and a week-long workshop at the NSCC.

Carpenter Apprenticeship Training, Unama'ki

Unama'ki Collaborative Apprenticeship Program – Carpentry: This innovative training program focused on the full apprenticeship journey. Sixteen carpenter apprentices from First Nations communities in Cape Breton participated, and the program covered fundamental skills through to trade certification. Following the fundamental principles of successful apprenticeship training models, and in partnership with the Mi'kmaw Economic Benefits Office, the NSAA and the NSCC committed to providing enhanced direct-entry programming and technical training, while

community partners and employers provided on-the-job training and on-site mentoring of the apprentices. Participants completed the first portion of the program in February and have been working for the last six months. All participants will receive essential skills training in October, followed by technical training delivered in the community beginning December 2018.

As of May 2018, NSAA staff in Cape Breton continue to work with First Nations communities in Eskasoni, Potlotek, Wagmatcook and Waycobah to address issues pertaining to apprentice training and progression. Level 3 carpenter technical training is being coordinated for delivery in Potletek in partnership with the NSCC.

Automotive Service Technician, Truro

The NSAA, the NSCC, the Automotive Sector Council and several local area employers combined efforts to meet the employer-expressed needs for Automotive Service Technicians in the Truro area. A job fair was held in August 2017, followed by interviews of potential candidates by teams from the NSAA, the NSCC, the Aboriginal Peoples Training & Employment Commission (APTEC), Women Unlimited and the Automotive Sector Council. Employers held interviews in September 2017 and 11 participants were accepted into the pilot program. In October 2017, an eight-week training program started at the NSCC Truro Campus; this included safety training, shop experience and pre-entry skills training. Six participants were employed full-time by the end of November and officially entered the trade as apprentices at that time. Ten employers participated in the pilot.

Flexibility and Innovation in Apprenticeship Technical Training (FIATT)

In partnership with Employment and Social Development Canada (ESDC) and the NSAA, the NSCC has completed the multi-year FIATT project and provided Construction and Industrial Electricians access to a mobile learning lab, simulation technology and online learning. The mobile training unit can be moved to any of NSCC's 13 campuses, community centres, work sites and remote sites, as required.

- 11 apprentices who received training in the mobile training unit became certified with a Red Seal endorsement.
- The NSCC offered all 33 theory courses in an online interactive platform. 100 apprentices enrolled in the online theory courses and completed 147 courses. 54 apprentices completed Levels 2, 3 or 4.
- 192 training simulations were created. 800 apprentices completed their levels utilizing the new hands-on training simulators.
- The NSCC also made its content and tools available to a larger group of apprentices. All 33 online courses created by the NSCC are open to electrical apprentices in Canada. Online courses offer apprentices the opportunity to pursue work opportunities in other provinces while still progressing in their training at NSCC. An agreement between the Prince Edward Island Apprenticeship Agency and the NSAA was signed so that Prince Edward Island apprentices may also access training opportunities. Three Prince Edward Island apprentices enrolled in online courses.

 All other FIATT resources and tools function as stand-alone resources and/or work in combination with one another.

Post-Apprenticeship Training, ATBS

The inaugural class of the Atlantic Trades Business Seal (ATBS) received the ATBS endorsement in December 2017 at an event co-hosted by the Agency and the College. Seventeen journeypersons, representing 11 different trades, completed the first ATBS Program delivered in Atlantic Canada. Participants have spoken about the positive results of the ATBS in relation to managing their respective businesses, attributing the program to an overall increase in business revenue. The journeypersons wholeheartedly embraced the intent and goals of the program, and several participants returned to their respective home communities to convey to peers the value-added benefits of investing their time in the ATBS Program.

Industry Standards and Harmonization

Atlantic Apprenticeship Harmonization

Nova Scotia continues to be an active participant in the Atlantic Apprenticeship Harmonization Project (AAHP). Under the AAHP, the Apprenticeship Board recruits and appoints members representing Nova Scotia to Atlantic Trade Advisory Committees (ATACs). ATAC membership consists of one employer, one employee and one training provider representative from each Atlantic jurisdiction. ATACs support the development of Atlantic curriculum standards, apprentice logbooks and exam banks for their respective trades.

The Agency process for recruiting ATAC members involves contacting stakeholders, specific to the trade for which the ATAC is being established, to measure interest in participation. Following this initial contact, the Agency advertises for ATAC employer/employee participants and screens applicants. Where applicable, the Agency defers the selection of the training representative to the College. All ATAC candidates are approved by the Board.

During Phase 1 of the Atlantic project, the following ATACs were established and have convened: Bricklayer, Cook, Carpenter, Construction Electrician, Industrial Electrician, Instrumentation and Control Technician, Metal Fabricator (Fitter), Plumber, Steamfitter/Pipefitter and Welder. During the 2017-2018 training year, a new harmonized level 1 training was implemented in the Construction Electrician, Industrial Electrician, Plumber and Steamfitter/Pipefitter trades. Implementation of the remaining Phase 1 trades is ongoing, with the new Bricklayer and Cook programs being fully implemented this training year. NSAA and NSCC continue to work collaboratively to implement the harmonized curriculum standards and exams one level at a time in each training year.

Six new trades have also been selected for harmonization during Phase 2 of the project: Automotive Service Technician, Industrial Mechanic (Millwright), Sprinkler Fitter, Heavy Duty Equipment Technician, Truck and Transport Mechanic and Boilermaker. ATAC members participated in a 2 ½ day curriculum workshop for their respective trades of Industrial Mechanic Millwright (IMM), Automotive Service Technician (AST) and Sprinkler Fitter (SF) in April, May and June. Nova Scotia was the host province for the AST trade. At the respective workshops, a curriculum standard, a logbook and an exam plan/table of specifications for each level of training

was developed. Initial feedback from the workshops has been very positive. Atlantic curriculum workshops for Boilermaker, Heavy Duty Equipment Technician and Truck and Transport Mechanic will take place in October and November.

CCDA Harmonization

Nova Scotia is an active participant in the Canadian Council of Directors of Apprenticeship (CCDA) Harmonization Initiative. The goal of this project is to substantively align apprenticeship training and certification requirements for Red Seal trades in all provinces and territories across Canada. Priorities for harmonization include: trade name, total hours, number of training levels and curriculum sequencing.

In collaboration with the provinces and territories, the CCDA has assigned each trade selected for harmonization to one of six phases. Phases 1 to 4 of the project are complete and implementation timelines have been identified. Work on Phase 5 trades will begin in Fall 2018.

The NSAA and the NSCC will continue to work together and participate in webinars with apprenticeship stakeholders across the country. The Agency and the College will also continue to collaborate and update training to meet CCDA recommendations for curriculum sequencing in harmonized trades that have apprenticeship training components. NSCC pre-apprenticeship programs will also need to reflect the harmonization standards.

LABOUR MARKET INFORMATION

The priority of shared labour market information is the responsibility of the Joint Labour Market Information and Research Committee (LMIRC). The Committee members include:

NSCC	NSAA
Dean, Trades and Technology	Director, Partnership & Innovation
Manager, Apprenticeship	Manager, Industry Relations
Project Coordinator, FIATT	Labour Market Analyst
Manager, Institutional Research	Labour Market Analyst, LAE
Curriculum Consultant	

This year, the LMIRC focused on a labour market information pilot project for the Construction Electrician trade where responsibility for the project was shared. The value of this project is that the Agency and the NSCC will be able to make evidence-based decisions impacting the apprenticeship system from pre-apprenticeship training to post-journeyperson certification.

The LMIRC identified labour market sources, data and variables, and developed a model consisting of supply-side and demand-side labour market information. The model considered supply-side information, including individuals:

- enrolled in pre-apprenticeship programs
- exiting programs, by level
- completing pre-apprenticeship programs
- registering as an apprentice from a pre-apprenticeship program
- enrolling in apprenticeship from direct-entry
- progressing through apprenticeship and completing, per level
- completing apprenticeship and passing a certification exam.

The model also considers demand-side information from the PRISM/CANTRAQ¹ system that provides projections for:

- employment growth, 5-year projection
- net hiring requirements, 5-year projection
- replacement demand, 5-year projection
- percentage of certified journeypersons who work in related fields, other than their direct trade area.

The Joint Stewardship Leadership Team has approved the LMIRC process and plans to produce a report with recommendations for the Construction Electrician pilot in the Fall of 2018.

¹ *PRISM/CANTRAQ – CANTRAQ is a "qualifications-based" labour market information system for Canada's skilled trades developed by Prism Economics and Analysis. CANTRAQ transforms projections of workforce hiring requirements across trades and occupations to allow stakeholders of the apprenticeship system to track demand and supply of 200+ individual apprenticeable trade program certifications across ten provinces.

CO-BRANDING AND MARKETING

The Co-Branding and Marketing Committee includes:

NSCC	NSAA
Dean, Trades and Technology	Director, Partnership & Innovation
Manager, Apprenticeship	Manager, Programs
Manager, Student Engagement & Awards	Communications Consultant, CNS
Manager of Branding & Advertising	

The purpose of this Committee is to ensure that common or shared aspects of the trades training system - when advertised, displayed and/or marketed - clearly and equally identify both organizations with respect to their role in the apprenticeship system.

The Committee has collaborated on developing a strategy with the goal of shifting the culture and building respect and pride in the skilled trades through:

- Celebrating skilled trades technicians through respective marketing campaigns
- Promoting the continuum of trades training
- Positioning the NSAA as the central hub in the apprenticeship system; and

The Committee has identified primary, secondary and tertiary audiences,

 Heightening the NSCC position as primary training provider for apprenticeship technical training.

as well as business opportunities for the NSAA and the NSCC, from a joint marketing and co-branding perspective.

The Committee is working to identify key messages and methods of message-delivery for specific audiences, in addition to logo placement and opportunities to leverage each other's marketing campaigns.

JOINING FORCES IN THE FUTURE

The NSCC and the NSAA believe strongly in our collective accountability to ensure that the trades training system in Nova Scotia is optimizing the resources and assets afforded by the provincial government, and will continue to work diligently to increase our collective impact. Led by two conscientious Boards, our respective entities will continue to support student and apprentice success and find effective ways to engage industry and other partners to cultivate a responsive, inclusive and quality post-secondary system for the skilled trades.

We will continue to seek out those opportunities to engage at the Board, staff and partner levels and find solutions to common challenges involving societal perceptions and informed career decision-making. This coming year, the Joint Stewardship Initiative will focus on fostering diversity and inclusion and increase our collaboration efforts regarding youth and experiential learning.

We will seize the many opportunities emerging in the skilled trades arena to jointly market and promote quality careers in the skilled trades, including the national Supporting Women in Trades conference, the Agency's Annual Industry Meeting (both in November) and the Skills Canada National Competition in Halifax, May 2019. We will also work to implement the joint training quality framework which aims to place a greater emphasis on practical training in the classroom and find innovative ways to deliver training that supports the needs of students, apprentices and their employers.

Respectfully submitted,

President NSCC

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