



Youth Decision Survey Report

July 2010


NOVA SCOTIA

Labour & Workforce Development

Message From The Apprenticeship Board and The Apprenticeship Training Division

On behalf of the Provincial Apprenticeship Board and the Department of Labour and Workforce Development, Apprenticeship Training division we are pleased to provide the 2010 Youth Decision Survey Report.

This survey, which was first administered in 2000 and again in 2004, was administered in the 2009-2010 school year to students and parents of students in the Secondary School system in Nova Scotia, as well as the Secondary School teachers and guidance counselors. This report is the third Youth Decision Survey Report. The report provides information on the decisions Nova Scotia High School students are making regarding their career choices, the knowledge and information they have access to in assisting them to make those decisions. It also has information on the knowledge and influence of their teachers, guidance counselors and parents regarding their career choices.

The Youth Decision Survey Report focuses on the apprenticeship training and the skilled trades as a career option for students. Nova Scotia has an effective and well-established apprenticeship and trades certification system; however, it is important that youth and their influencers have access to reliable information in order to make informed career choices. This report demonstrates there is an increased knowledge and awareness of apprenticeship and the skilled trades. In addition, student, parents, teachers and guidance counselors recognize that the skilled trades provide good job opportunities. These are very positive changes to the previous report and indicate various initiatives and activities are having an effect.

With an ageing workforce and a smaller number of youth entering the labour market, it is critical to attract youth to skilled trades and technology occupations. To this end, the Nova Scotia Apprenticeship Board and the Apprenticeship Training division, along with their partners, will continue to work to create awareness initiatives that promote the benefits of apprenticeship among youth, parents and educators.

This report could not have been produced without the cooperation and assistance of a large number of people. The Nova Scotia Apprenticeship Board is grateful to all of those who were involved in the development and production of the survey and final report. Our thanks also go to the Department of Education, the School Boards and participating High Schools, the respondents to the survey as well as Apprenticeship Training and Skill Development and Skills Canada~Nova Scotia staff for their assistance.

Sincerely,



Norm Kemp, Chair
Provincial Apprenticeship Board



Dale Crawford, A/Director
Apprenticeship Training

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Executive Summary

There have been significant work done and projects developed to educate youth about the opportunities in the skilled trades and apprenticeship training. While it appears students and their influencers are becoming more familiar with careers in the trades and apprenticeship training, there is still a lack of interest from youth, especially among female students. Female students are most interested in careers involving health care, education, and the energy sector. However, male students are most interested in careers in the skilled trades, the technology sector, and entertainment.

Generally, more students aspire to universities, and this is consistent with previous research. A recent study by Looker and Theissen (2004), based on data from the Longitudinal Youth in Transition Survey (YITS), confirms that this trend is continuing and that 15-year-olds anticipate not only going beyond high school, but obtaining one or more university degrees. According to Looker and Theissen, almost seventy percent of teenagers say that they aspire to one or more university degrees. The most frequent response (given by 39.3% of the youth) is that they want more than one university degree. Few (6.2%) said that the highest level of education to which they aspire is an apprenticeship or some trade or vocational diploma or certificate.¹ Although there has been significant movement from the way people once traditionally viewed skilled trade workers and apprenticeship training, there is still a lot of work to be done.

The results from the 2009 Youth Decision Survey indicate that most students (67%) already know what they want to do after high school. While only fifteen percent of female students stated that it was likely/very likely they would consider working in the skilled trades when finished high school, forty-seven percent of males identified that it was likely/very likely they would consider a career in the skilled trades.

Parents continue to be the primary influence on career and educational paths for Nova Scotia youth. Interestingly, the 2009 results show that parents' perception — of college education in particular — has changed significantly in just five years. Based on the results of the 2004 Youth Decision Survey, fifty-five percent of parents chose university as the most preferred option for their children after high school. However, in 2009 the majority of students (60%) think their parents would most prefer them to choose university, the majority of parents (47%) actually chose college as the most preferred option for their children after high school.

Although there are a variety of new programs and projects available to help educate youth and their influencers about the opportunities that are available in skilled trades and apprenticeship training, the 2009 Youth Decision Survey shows that students continue to turn to the Internet as a first option for information on career choices. Parents and teachers both selected career fairs as their most preferred tool to learn about career options that are available for their children and students.

¹ Victor Thiessen and E.D. Looker, "Aspirations of Canadian youth for higher education." *Learning Policy Directorate, Strategic Policy and Planning* (Ottawa, ON: Human Resources and Skills Development Canada, 2004).

Background

The Nova Scotia Apprenticeship Board provides advice and makes recommendations to the Minister of Labour and Workforce Development on apprenticeship-related activities and issues. The Board serves as a link between government, business, and industry, making recommendations on the designation of new trades and engaging in promotional and educational initiatives to inform and encourage Nova Scotians to consider skilled trade careers and apprenticeship training.

In 2000, the Nova Scotia Apprenticeship Board initiated a Youth Decision Survey to determine high school students' level of knowledge about apprenticeship and to identify the factors contributing to their post-secondary destination decision. The results of that survey showed that there were very few students who were aware of apprenticeship and skilled trades opportunities.

Shortly after, similar findings were analyzed at a national level through the Canadian Apprenticeship Forum (CAF). In 2004, CAF developed a report which addressed the question: Why aren't young Nova Scotians considering and choosing careers in the skilled trades? The report was called *Accessing and Completing Apprenticeship Training in Canada, Perceptions of Barriers*. The report identified a prevailing negative attitude toward apprenticeship training and skilled trades among youth, parents, and employers. It also pointed to a lack of information and awareness about apprenticeship and limited support for skilled trades in schools.

Between 2004 and 2006, the Government of Canada, through Human Resources and Skills Development Canada (HRSDC), provided \$12 million to position skilled trades as a first choice career option. The campaign addressed the need to change negative attitudes and promote skilled trades as a first career choice option among young Canadians. There were two objectives:

1. To reposition skilled trades from its current negative perception toward a more positive position, and eventually as a first-choice career option in the minds of Canadian youth and their influencers, such as parents and educators.
2. To further encourage employers to create, expand, and sustain career opportunities in the skilled trades for young Canadians.

(*Skilled Trades and Apprenticeship Awareness and Perception Study*, Canadian Apprenticeship Forum, August, 2004: http://www.caf-fca.org/en/reports/cf_skilled_trades.asp)

The findings from the 2004 study conducted by the Canadian Apprenticeship Forum prompted action and a renewed effort by the Nova Scotia Apprenticeship Board to do its part to change the way people perceive careers in the skilled trades and apprenticeship training. The Board developed a three-year action plan to enhance its ability to meet these responsibilities. The plan included marketing initiatives to promote the benefits of apprenticeship and to increase youth participation.

Together, the Apprenticeship Board and the Department of Labour and Workforce Development (formerly Department of Education) joined efforts and introduced *The Link* newsletter, annual apprenticeship celebration events, employer engagement breakfast events and a marketing strategy to boost awareness of skilled trades in Nova Scotia. In 2004, the Department also hired a Youth Apprenticeship Coordinator who would be responsible for marketing and promoting youth apprenticeship to high school students throughout Nova Scotia.

Following the 2000 survey, the Apprenticeship Board committed to conducting an ongoing survey in order to gauge changes in apprenticeship awareness and interest among Nova Scotia youth. The Board repeated the Youth Decision Survey in 2004, this time including parents and teachers. The Youth Decision Survey was administered recently in 2009, again targeting students, parents, and teachers.

Methodology

The Youth Decision Survey was administered between September and December 2009 by staff of the Department of Labour and Workforce Development. It was administered to students in seven English school boards and one French school board. The following 20 schools were selected to participate in the survey:

SCHOOL

- Avon View High School
- West Kings District High School
- Cabot High School
- Sydney Academy
- Amherst High School
- Cobequid Educational Centre
- North Nova Education Centre
- Ecole NDA
- Ecole secondaire de Par-en-Bas
- Ecole du Carrefour
- Citadel High School
- Eastern Shore District High School
- Millwood High School
- Sir John A. MacDonald High School
- Dr. John Hugh Gillis Regional School
- Strait Area Education-Recreation Centre
- Forest Heights Community School
- New Germany High School
- Yarmouth Consolidated Memorial High
- Digby Regional High School

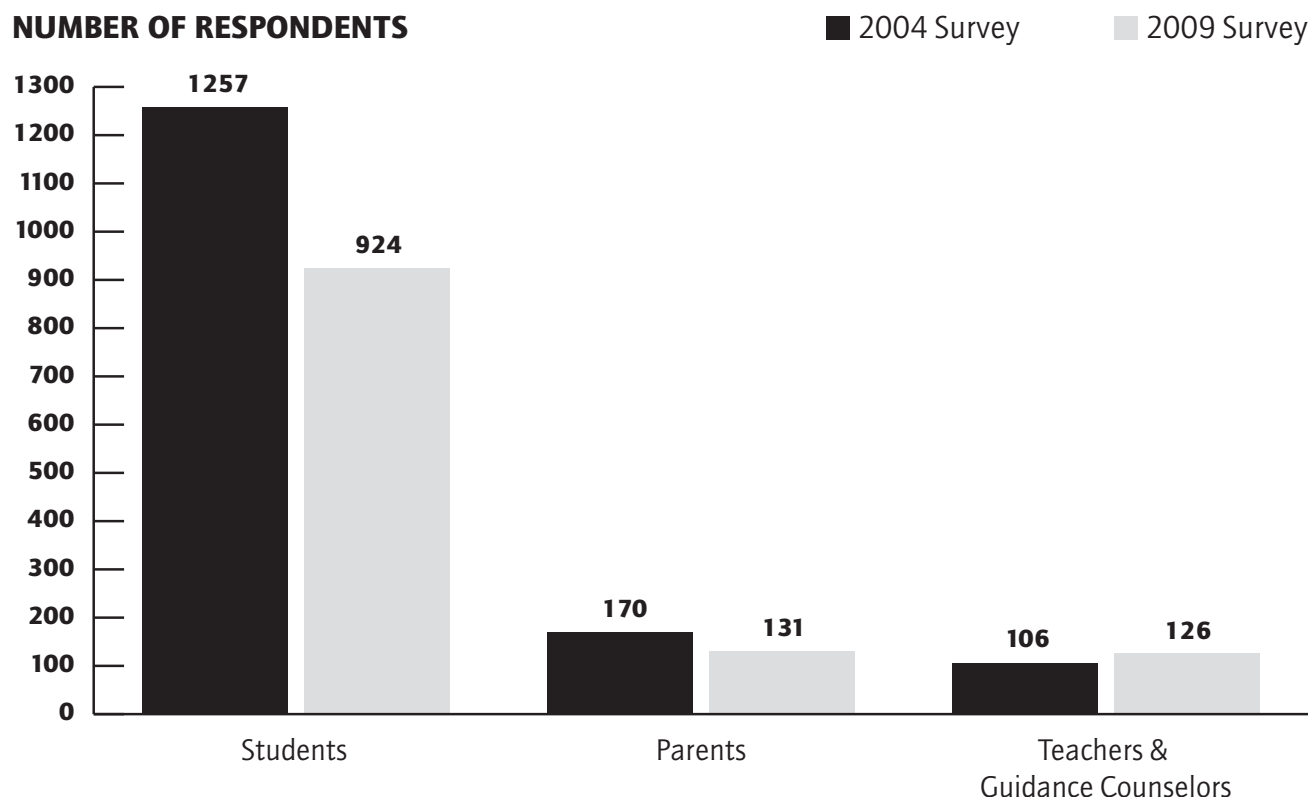
BOARD

AnnapolisValley RSB
AnnapolisValley RSB
Cape Breton-Victoria RSB
Cape Breton-Victoria RSB
Chignecto-Central RSB
Chignecto-Central RSB
Chignecto-Central RSB
Conseil Scholaire Acadien Provincial
Conseil Scholaire Acadien Provincial
Conseil Scholaire Acadien Provincial
Halifax RSB
Halifax RSB
Halifax RSB
Halifax RSB
Strait RSB
Strait RSB
South Shore RSB
South Shore RSB
Tri-County RSB
Tri-County RSB

There were 924 student respondents. Each participating student was asked to bring home a copy of the survey to his or her parent or guardian to complete and mail back to the Apprenticeship Board in a prepaid envelope. 131 surveys were completed by parents, and 126 surveys were completed by

teachers and guidance counselors. This was a decrease from the number of 2004 survey respondents of 1,257 students and 170 parents. However, there was an increase in the number of teachers/guidance counselors who participated, from 106 in 2004.

NUMBER OF RESPONDENTS



A decrease in student participation may be associated with an outbreak of the H1N1 virus between October and December 2009. Many students were absent from school and therefore unable to participate in the survey. In addition, school boards required a signed parent consent form for each student in order for them to participate in the 2009 Youth Decision Survey.

Although École NDA had been selected and had agreed to participate in the student survey, poor weather conditions in the Cheticamp area did not allow for the survey to be administered at this school. One other school, Cobequid Educational Centre, chose not to participate.

The results of the parent, teacher, and student surveys were compiled between February and June 2010. For some questions, student results were tallied together. For other questions, male and female survey results were separated. Some questions provided an opportunity for respondents to select their answer through a range of one to five with one being the lowest and five being the highest. Other questions required a yes/no answer or the opportunity to rank the options in order.

Copies of all three surveys are located in the Appendices.

Influence Regarding Career Choice and Educational Path

Studies show that influence plays a significant role in the decision-making process of youth. In the 2009 Youth Decision Survey, students were asked a series of questions that required a yes/no answer. The majority of student responses (64%) show that youth consider their parents and family members the primary influencers in their career choice and educational path. Fifty-five percent of students rely on teachers for advice, and thirty-eight percent rely on guidance counselors. Fifty-four percent of females and forty-five percent of males said they rely on their friends for advice on their education/career path. Interestingly, twenty-one percent of males said they expect to do the same kind of work as their friends after high school. However, only seven percent of females said they expected to do the same kind of work as their friends.

Parents were also asked who they rely on for advice on their child's education/career. Most parents said they rely on teachers as their number one choice. Guidance counselors were their second choice. Only twenty percent of parents said they rely on their friends for advice on their child's career/educational path.

Teachers and guidance counselors were asked similar questions. Almost all respondents felt that it was equally the teachers' and guidance counselors' responsibility to advise youth on education and career choices.

Sources of Information

During the 2009 Youth Decision Survey, students, parents, and teachers were asked what sources of information they find most useful in learning about career options that are available in Nova Scotia.

The options included:

- University/College Calendars
- TV Commercials
- Internet
- Career Fairs
- Brochures/Posters
- Local Employers
- School Presentations
- Magazines
- Radio Commercials

When students in Nova Scotia were asked in 2004 what sources of information and advice they find most useful when looking for information on careers, forty-one percent of male and female students listed the Internet as their number one choice. This has increased in 2009 by seventeen percent — the majority (58%) of male and female students listed the Internet as their number one choice. Students draw on a variety of sources for information; however, the surveys indicate that the Internet is gaining popularity as a primary destination. Also ranking high among male and female students in 2009 were career fairs and brochures/posters. Radio, television, and magazines as a source of information were listed as the least preferred among male and female students. These sources were also identified as the least preferred in the 2004 survey.

Parents and teachers were also asked what source of information and advice they find most useful in learning more about the career options that are available for their children and students. Interestingly, both parents and teachers selected career fairs as their most preferred source of information.

Parents, teachers, and guidance counselors also indicated career fairs in 2004. They all also listed the Internet and brochures/posters as one of their top three choices. Parents, teachers and both male and female students selected Radio, TV Commercials, and Magazines as their least preferred sources of information regarding career options.

	Students	Parent	Teacher
Most Preferred	Internet	Career Fairs	Career Fairs
Most Preferred	Career Fairs	Internet	Brochures/Posters
Most Preferred	Brochures/Posters	Brochures/Posters	Internet
Least Preferred	Radio	Radio	Magazines
Least Preferred	Magazines	TV Commercials	Radio
Least Preferred	TV Commercials	Magazines	TV Commercials

STUDENT RATINGS BREAKDOWN

Percentage of ratings for each information source:

	1 (Not at All Useful)	2	3 (Useful)	4	5 (Very Useful)	Rank*
Internet	5.1	9	27.5	25.6	32.8	1
Career Fairs	7.1	13	39.7	23.5	26.7	2
Brochures/Posters	8.8	17	32	23.6	18.6	3
School presentations	10.2	15	32.8	26.3	15.7	4
Local Employer	14.4	16.3	34.3	22	13.1	5
University/College Calendars	12	14.6	39	12.8	21.7	6
Magazines	23	28.1	29.4	12.9	6.6	7
TV/Commercials	21.5	28.8	30.5	12	7.3	8
Radio	29.3	28.3	25	12.5	4.9	9

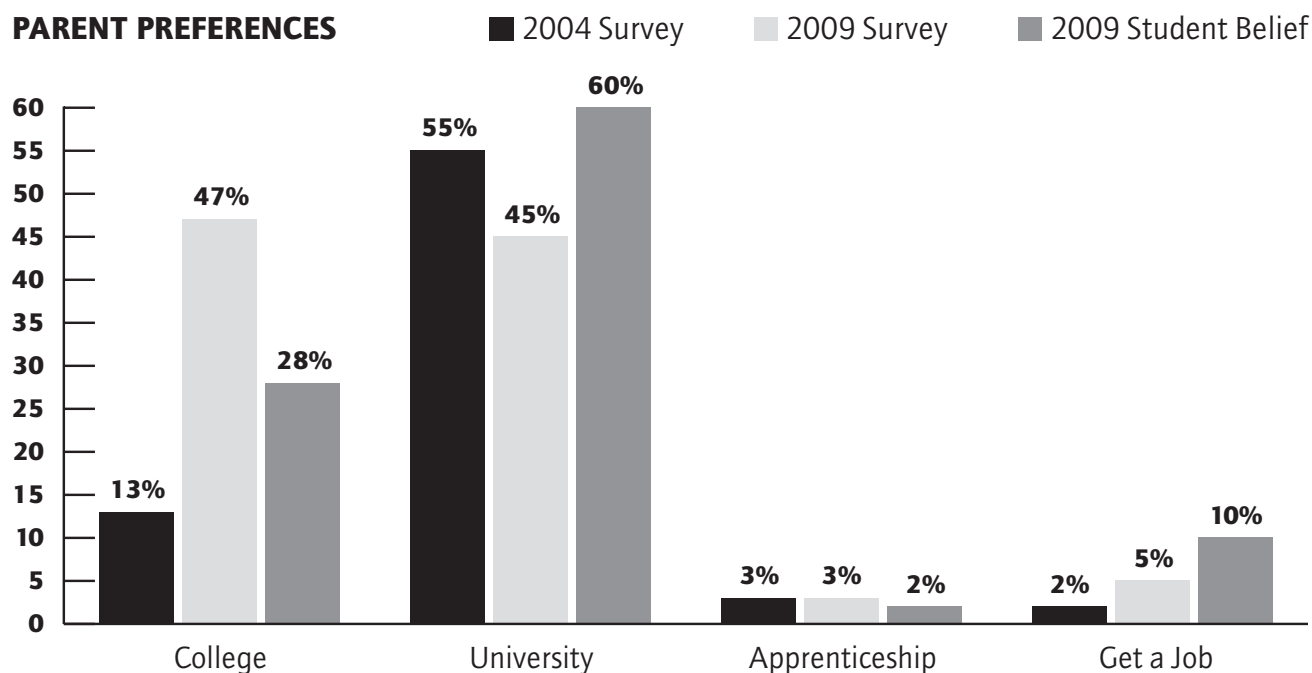
*Based on 4 & 5 combined.

Community College, Apprenticeship, and University

The Youth Decision Survey of 2004 showed that fifty-five percent of parents chose university as the most preferred option for their children after high school. Only thirteen percent selected community college as their number one option. Three percent selected apprenticeship as their first option and only two percent stated that they would prefer their children get a job after high school as their number one option. Twenty-seven percent selected “other” or “not sure.” ***However, the 2009 survey results show that parents’ perception — of college education especially — has changed significantly in just five years.*** The majority of parents (47%) selected community college as what they would most like to see their child do after he or she finishes high school. Forty-five percent selected university as the preferred option, five percent stated they would most like their child to get a job after high school, and only three percent selected apprenticeship training as their most preferred option for their child after high school.

Students were also asked what they thought their parents would most prefer them to do after high school. Sixty percent of students said they believe their parents would most prefer they go to university, a decrease of three percent from 2004. In 2004, thirteen percent indicated that their parents would prefer them to go to community college. Five years later, twenty-eight percent of students said they think their parents would most like them to go to community college, an increase of fifteen percent. Ten percent of students believe their parents would most like them to get a job immediately after high school, an increase of six percent from 2004. Interestingly, in 2009 only two percent said they thought their parents would like them to become an apprentice. This is virtually unchanged from the 2004 Survey (1.9%).

PARENT PREFERENCES



Academic Strengths

The 2009 Youth Decision Survey also included ten broad subject areas in which students, parents and teachers were asked to identify how academically strong they felt the students were. Most parents feel their students are strongest in 1) Communications, 2) English, and 3) Business-related subjects. Communications and English were also selected in 2004. Teachers felt they were strongest in 1) Communications, 2) English, and 3) Science. Again, this was echoed in 2004, but with one exception: teachers identified Social Science in 2004 and Science in 2009. Female students felt they were strongest in 1) English, 2) Communications, and 3) Art and Music. While male students felt they were strongest in 1) Technology, 2) Trade-related subjects, and 3) Communications. All participants surveyed ranked Communications as one of their strongest subjects.

The areas that parents identified as their students' weakest subjects were 1) Art and Music, 2) Computer Science, and 3) Social Science. It was also found in 2004 that Computer Science was an area of weakness. The majority of teachers felt they were least strong in 1) Trade-related subjects, 2) Computer Science, and 3) Art and Music. Female students felt they were least strong in 1) Trade-related Subjects, 2) Business, and 3) Math. Male students felt they were least strong in 1) Art and Music, 2) Business, and 3) Social Science.

Interestingly, male students feel they are strong in trade-related subjects and almost half, forty-seven percent, said they would consider a career in the skills trades. However, female students feel least strong in trade-related subjects, which may explain why only fifteen percent said it was likely they would consider a career in the skilled trades.

Knowledge of Career Options

In 2004 parents had identified a lack of knowledge about career opportunities in the field of trades and construction. However, 2009 findings indicate that there may be a turnaround in parents' awareness/knowledge of the trades as a career option. When asked how much they knew about careers in a variety of areas, parents had the most knowledge about 1) Health, 2) Retail Services, 3) Education, and 4) **Skilled Trades**. Teachers knew most about careers in 1) Education, 2) Health, and 3) Public/Community Services. Female students felt they knew most about careers in 1) Health, 2) Education, and 3) Entertainment. Male students felt they knew most about careers in 1) Entertainment, 2) Technology, and 3) **Skilled Trades**. Thus, the 2009 survey findings may also indicate that there may be an increased awareness of trades as a career option among students, specifically males, especially considering that five years previous more than fifty-five percent of students said they knew either very little or little about the trades as a career option.

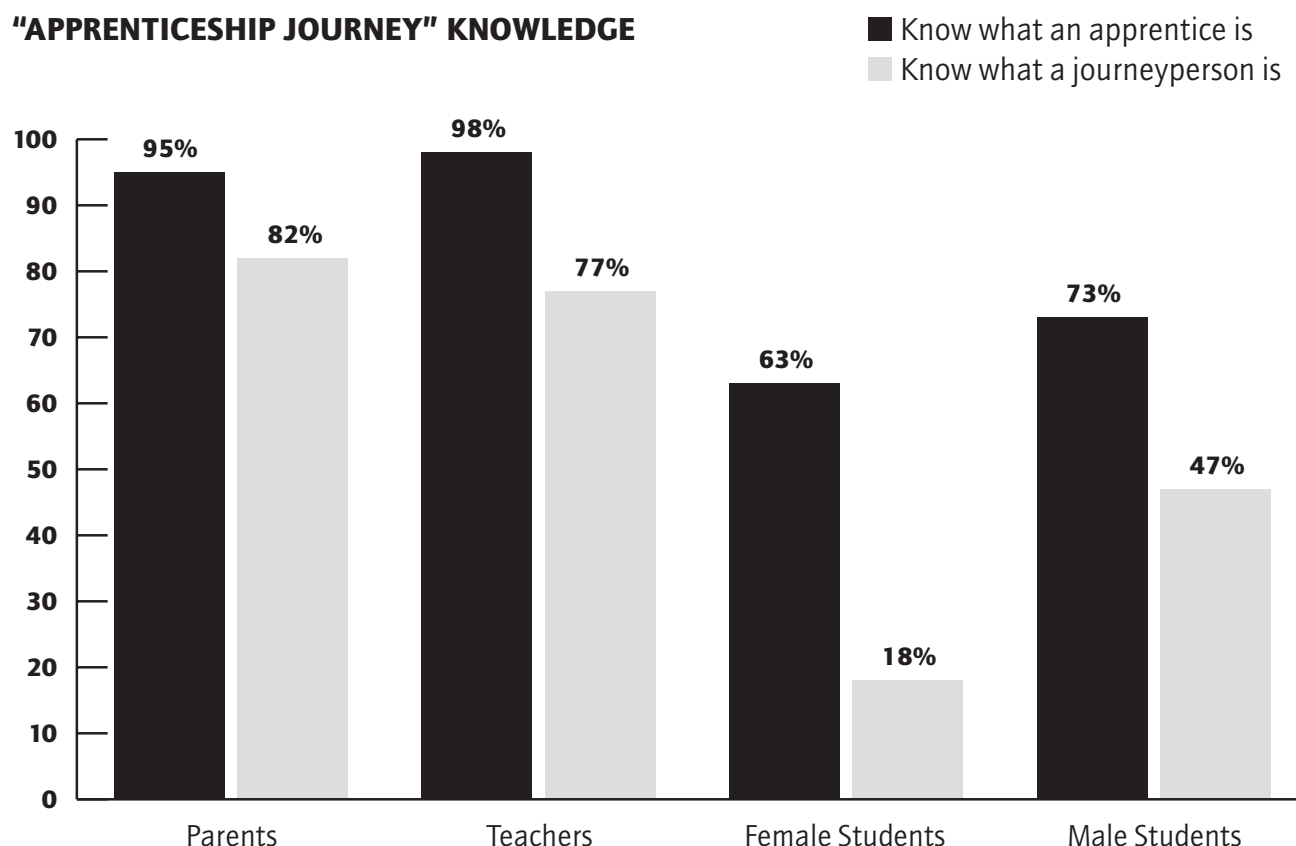
Parents knew least about careers in 1) Agriculture, 2) Fine Arts and Crafts, and 3) Forestry. Teachers knew least about careers in 1) Manufacturing and Processing, 2) Pharmaceuticals, and Telecommunications. Female students felt they knew least about careers in 1) Manufacturing and Processing, 2) Telecommunications, and 3) Forestry. Male students felt they knew least about careers in Pharmaceuticals, 2) Agriculture, and 3) Telecommunications.

Apprenticeship Training

Parents and teachers were asked a variety of questions related specifically to apprenticeship and the results show that ninety-five percent of parents knew what an apprentice is and eighty-two percent knew what a journeyperson is. Likewise, most teachers, ninety-eight percent knew what an apprentice is; however, only seventy-seven percent of teachers knew what a journeyperson is. Sixty-three percent of females and seventy-three percent of males knew what an apprentice is. However, only eighteen percent of females and forty-seven percent of males knew what a journeyperson is.

Based on the 2009 Youth Decision Survey, all three groups surveyed were not clear on the full “apprenticeship journey” and did not know that apprentices can eventually become journeypersons and mentor other apprentices. In addition, only thirty-four percent of parents and only thirty-eight percent of teachers identified that they knew what their child or student would have to do to become an apprentice.

“APPRENTICESHIP JOURNEY” KNOWLEDGE

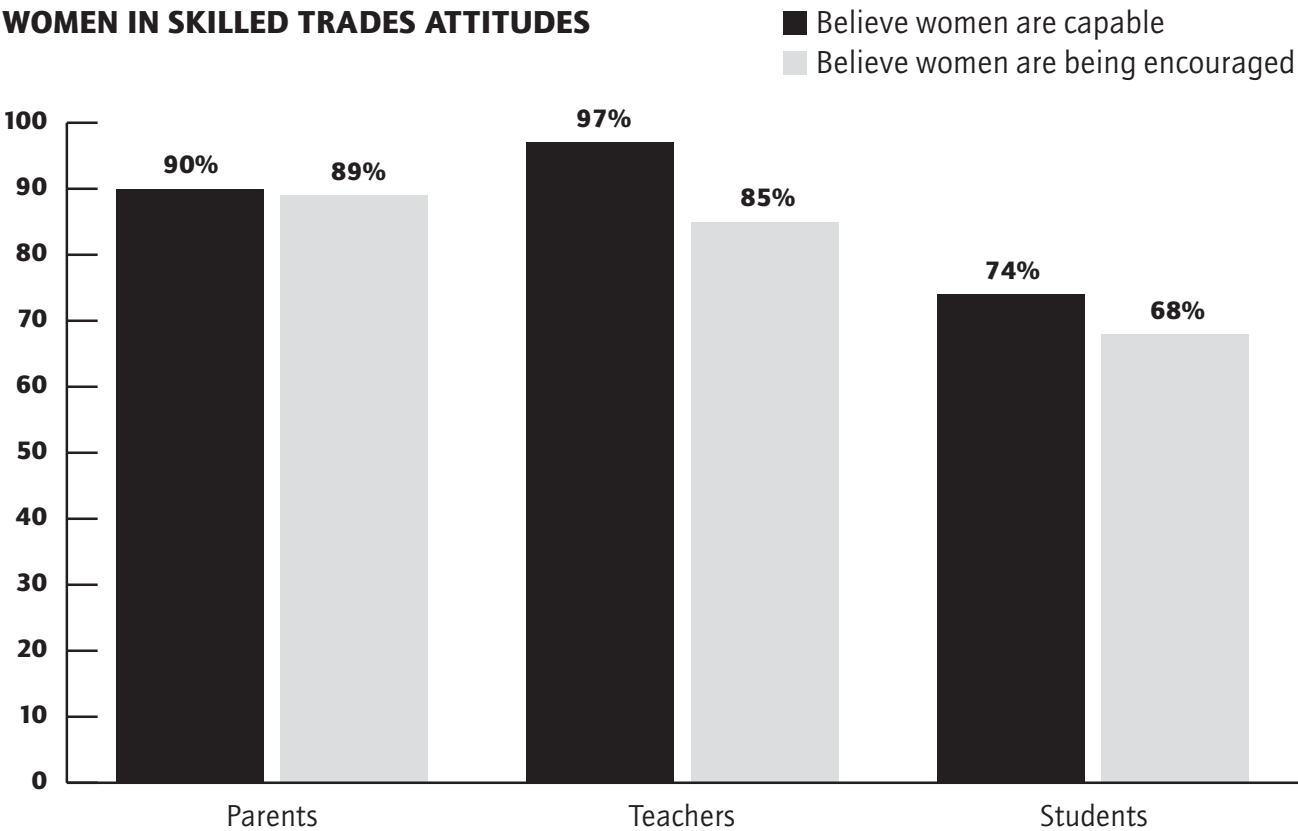


Ninety-seven percent of parents, ninety-nine percent of teachers, and eighty-three percent of students agreed that there are good job opportunities in the skilled trades. Almost all of the parents (91%) and teachers (96%) who responded agreed that people do not have to go to university to get a good job. However, only sixty-four percent of students agreed.

Sixty-nine percent of parents said they had seen information on skilled trades and apprenticeship at their child’s school and/or in the media. Ninety-five percent of teachers stated that there is information on skilled trades and apprenticeship at their schools.

Although eighty-nine percent of parents and eighty-five percent of teachers said they believe females are being encouraged to pursue careers in the skilled trades, only sixty-eight percent of students agreed. Interestingly, only four percent of registered apprentices in Nova Scotia between January 2005 and December 2009 were female. Almost all parents (90%), teachers (97%), and students (74%) agreed or strongly agreed that women are capable of working in the skilled trades.

WOMEN IN SKILLED TRADES ATTITUDES



Only twelve percent of parents either agreed or strongly agreed that people would think it unusual if their child were to become an apprentice, and seventy-eight percent of parents agreed there is a big demand for skilled tradespeople in Nova Scotia.

The Future

The demographics in the years ahead will have a significant impact on Nova Scotia's economy. The bottom line is that, left unchanged, the expected increase in labour demand, coupled with a shrinking labour supply over the next several years, will limit economic development and reduce the province's ability to form competitive advantages in areas involving skilled trades. Thus, it will be crucial to replace those who leave the labour force. The Nova Scotia Apprenticeship Board and the Department of Labour and Workforce Development are therefore working to build a highly skilled workforce to ensure that the skilled trades remain a vibrant area of the provincial economy and that there are enough skilled workers in Nova Scotia to develop our economy for years to come.

While various examples of policies and programs on how best to achieve the strategic goals of ***increasing the uptake of apprentices into the provincial system and promoting skilled trades as a first career choice option among young Canadians*** are found across different jurisdictions, Nova Scotians require a made-in-Nova-Scotia solution to effectively fit the social, economic, and political landscapes of the province. The Youth Apprenticeship Initiative in Nova Scotia appears to be having a very positive impact regarding the increased amount of knowledge and information that students, parents and teachers have about the skilled trades and apprenticeship training. There have been many presentations given to students and teachers regarding apprenticeship as a pathway to a good career in the trades, as well as projects and initiatives with industry stakeholders and the Department of Education. For the past five years, funding has been provided to the school boards to assist students to become aware of the trades and have experiences with those who work in the trades. As the province and region move forward into the future, these activities, and others like them, will be paramount in providing the necessary awareness and exploration opportunities for young Nova Scotians looking to get involved in the apprenticeship system in order to obtain a good career in the skilled trades.

In general, the 2009 Youth Decision Survey provides insightful information. However, before public policy can be designed around the results of the survey, additional information on motivational factors to enter apprenticeship would be necessary.

References

Thiessen, V. and E.D. Looker. 2004. "Aspirations of Canadian youth for higher education." *Learning Policy Directorate, Strategic Policy and Planning, SP-600-05-04E*. Ottawa, ON: Human Resources and Skills Development Canada.

APPENDIX A: YOUTH DECISION SURVEY 2009–2010



Grade: ☐ 10 ☐ Male O2 Student: ☐ Yes ☐ No
☐ 11 ☐ Female Co-op Student: ☐ Yes ☐ No
☐ 12 Age: _____ School: _____

Compared with others your age, how would you score yourself in the following areas:

	Not at All Strong		Average		Very Strong
Mathematics	1	2	3	4	5
Science	1	2	3	4	5
English	1	2	3	4	5
Communication	1	2	3	4	5
Technology	1	2	3	4	5
Business	1	2	3	4	5
Art & Music	1	2	3	4	5
Social Science	1	2	3	4	5
Computer Science	1	2	3	4	5
Trade-related Subjects	1	2	3	4	5

How much do you know about careers in each of the following areas:

	Nothing		A Little		A Lot
Agriculture	1	2	3	4	5
Business Services	1	2	3	4	5
Education	1	2	3	4	5
Energy	1	2	3	4	5
Entertainment	1	2	3	4	5
Environment	1	2	3	4	5
Fine Arts & Crafts	1	2	3	4	5
Forestry & Paper Products	1	2	3	4	5
Health	1	2	3	4	5
Logistics	1	2	3	4	5
Manufacturing & Processing	1	2	3	4	5
Personal Services	1	2	3	4	5
Pharmaceuticals	1	2	3	4	5
Public/Community Services	1	2	3	4	5
Retail Services	1	2	3	4	5
Skilled Trades	1	2	3	4	5

Technology	1	2	3	4	5
Telecommunications	1	2	3	4	5
Tourism	1	2	3	4	5
Transportation	1	2	3	4	5

Please select “yes” or “no” for each of the following:

Do you rely on family members for advice on your education/career?	Yes	No
Do you rely on teachers for advice on your education/career?	Yes	No
Do you rely on guidance counselors for advice on your education/career?	Yes	No
Do you rely on your friends for advice on your education/career?	Yes	No
Do you generally make your own decisions on your education/career?	Yes	No
Do you have a part-time job?	Yes	No
Have you ever had a summer job?	Yes	No
Do you know what kind of job you want when you leave school?	Yes	No
Do you expect to do the same kind of work as your friends?	Yes	No
Has one or both of your parents been to university?	Yes	No
Do you believe that you have to go to university to get a good job?	Yes	No
Do you have a close family member working in the skilled trades?	Yes	No
Do you know what an “apprentice” is?	Yes	No
Do you know anyone who is an apprentice?	Yes	No
Do you know what a “journeyperson” is?	Yes	No
Do you believe Grade 12 is required to become an apprentice?	Yes	No
Do you believe you have to attend college in order to work in a skilled trade?	Yes	No
Do you believe an apprenticeship is required to work in a skilled trade?	Yes	No
Do you believe you must be employed in a skilled trade to become an apprentice?	Yes	No
Do you feel that people who have jobs in the skilled trades are successful?	Yes	No
Do you believe there are good career opportunities in the skilled trades?	Yes	No
Do you believe that females are encouraged to pursue careers in skilled trades?	Yes	No
Have you seen information on skilled trades & apprenticeship at your school?	Yes	No

How much to you agree or disagree with each of the following statements:

	Disagree		Undecided		Agree
Apprentices are paid low wages.	1	2	3	4	5
An apprenticeship is too difficult for me.	1	2	3	4	5
Apprenticeship programs are too long.	1	2	3	4	5
Apprenticeship programs are too expensive.	1	2	3	4	5
I will probably choose a job in a skilled trade.	1	2	3	4	5
Skilled trade careers are well paid.	1	2	3	4	5
Skilled trade careers are dirty.	1	2	3	4	5
Skilled trade careers are interesting & challenging.	1	2	3	4	5
People would think it was unusual if I became an apprentice.	1	2	3	4	5

New technology makes skilled trades less important.	1	2	3	4	5
People employed in skilled trades are satisfied with their jobs.	1	2	3	4	5
Skilled tradespeople are often unemployed.	1	2	3	4	5
An office job is better than a skilled trade job.	1	2	3	4	5
Skilled tradespeople often start their own business.	1	2	3	4	5
Skilled trade jobs are important in industry.	1	2	3	4	5
Women are capable of working in the skilled trades.	1	2	3	4	5
I know what I need to study to become an apprentice.	1	2	3	4	5
There is a big demand for skilled tradespeople.	1	2	3	4	5
I have thought about becoming an apprentice.	1	2	3	4	5
Apprenticeship is not for me.	1	2	3	4	5
I know very little about apprenticeship programs.	1	2	3	4	5
People in skilled trade jobs rarely get promoted.	1	2	3	4	5
Apprenticeship is only for students who do poorly at school.	1	2	3	4	5
Skilled trades and apprenticeship information is available at my school.	1	2	3	4	5

Consider your own abilities and interests. How likely is it that you will consider working in each of the following areas when your education is complete?

	Not likely		Undecided		Likely
Agriculture	1	2	3	4	5
Business Services	1	2	3	4	5
Education	1	2	3	4	5
Energy	1	2	3	4	5
Entertainment	1	2	3	4	5
Environment	1	2	3	4	5
Fine Arts and Crafts	1	2	3	4	5
Forestry and Paper Products	1	2	3	4	5
Health	1	2	3	4	5
Manufacturing and Processing	1	2	3	4	5
Personal Services	1	2	3	4	5
Pharmaceuticals	1	2	3	4	5
Public/Community Services	1	2	3	4	5
Retail Services	1	2	3	4	5
Skilled Trades	1	2	3	4	5
Technology	1	2	3	4	5
Telecommunications	1	2	3	4	5
Tourism	1	2	3	4	5
Transportation	1	2	3	4	5

To help you decide what to do when you leave high school, what sources of information and advice do you find to be the most useful?

	Not at All Useful		Useful		Very Useful
University/College Calendars	1	2	3	4	5
Friends	1	2	3	4	5
TV / Commercials	1	2	3	4	5
Internet	1	2	3	4	5
Family Members	1	2	3	4	5
Teachers	1	2	3	4	5
Guidance Counselors	1	2	3	4	5
Career Fairs	1	2	3	4	5
Brochures/Posters	1	2	3	4	5
Employer	1	2	3	4	5
School presentations	1	2	3	4	5
Magazines	1	2	3	4	5
Radio	1	2	3	4	5
Other	1	2	3	4	5

When considering what you will do after leaving high school, how important is each of the following?

	Not Important		Important		Very Important
Starting salary	1	2	3	4	5
How much money you will make in the future	1	2	3	4	5
Location (Stay home vs. move away)	1	2	3	4	5
Decisions of Friends	1	2	3	4	5
Advice/Opinions of Friends	1	2	3	4	5
Advice/Opinions of Family	1	2	3	4	5
Teacher's Opinion	1	2	3	4	5
Guidance Counselor's Opinion	1	2	3	4	5
Skills and abilities	1	2	3	4	5
Job security	1	2	3	4	5
Challenging Work	1	2	3	4	5
Personal Likes and Interests	1	2	3	4	5

What do you think your parents would most like to see you do when you leave high school? Please rank them in order, with one (1) being their most preferred:

_____ Go to Community College

_____ Go to university

_____ Become an apprentice

_____ Get a job

_____ Other _____

Have you learned anything about apprenticeship through the following sources?

A Booth at Career Fairs	Yes	No
Program Calendar	Yes	No
Internet	Yes	No
Brochures/Posters	Yes	No
Newsletters	Yes	No
Class Presentations	Yes	No
Family	Yes	No
Friends	Yes	No
TV/Radio and Magazines	Yes	No
Employer	Yes	No
Other	Yes	No

Thank you for your participation in our survey. Please return your completed survey to the administrator.

APPENDIX B: PARENT DECISION SURVEY 2009–2010



Please list the school that your child attends: _____

Are you: ☐ Male ☐ Female

Age: ☐ 25 or younger

☐ 46–55

☐ 26–35

☐ 56–65

☐ 36–45

☐ 66+

How strong are you in each of the following areas:

	Not at All Strong		Average		Very Strong
Mathematics	1	2	3	4	5
Science	1	2	3	4	5
English	1	2	3	4	5
Communication	1	2	3	4	5
Technology	1	2	3	4	5
Business	1	2	3	4	5
Art & Music	1	2	3	4	5
Social Science	1	2	3	4	5
Computer Science	1	2	3	4	5
Trade-related Subjects	1	2	3	4	5

How much do you know about careers in each of the following areas:

	Nothing		A Little		A Lot
Agriculture	1	2	3	4	5
Business Services	1	2	3	4	5
Education	1	2	3	4	5
Energy	1	2	3	4	5
Entertainment	1	2	3	4	5
Environment	1	2	3	4	5
Fine Arts & Crafts	1	2	3	4	5
Forestry & Paper Products	1	2	3	4	5
Health	1	2	3	4	5
Logistics	1	2	3	4	5
Manufacturing & Processing	1	2	3	4	5
Personal Services	1	2	3	4	5
Pharmaceuticals	1	2	3	4	5
Public/Community Services	1	2	3	4	5
Retail Services	1	2	3	4	5
Skilled Trades	1	2	3	4	5
Technology	1	2	3	4	5
Telecommunications	1	2	3	4	5
Tourism	1	2	3	4	5
Transportation	1	2	3	4	5

Please select “yes” or “no” for each of the following:

I rely on family members for advice on my child's education/career.	Yes	No
I rely on teachers for advice on my child's education/career.	Yes	No
I rely on guidance counselors for advice on my child's education/ career.	Yes	No
I rely on my friends for advice on my child's education/career.	Yes	No
I generally encourage my child to make his/her own decisions regarding education/career.	Yes	No
Either I or my spouse has been to university.	Yes	No
Are any of your immediate family members employed in a skilled trade?	Yes	No
Do you know what an “apprentice” is?	Yes	No
Do you know what a “journeyperson” is?	Yes	No
I know people who are apprentices.	Yes	No
People who have jobs in the skilled trades are successful.	Yes	No
You have to go to university to get a good job.	Yes	No
Grade 12 is required to become an apprentice.	Yes	No
You must be employed in a skilled trade to become an apprentice.	Yes	No
An apprenticeship is required to work in a skilled trade.	Yes	No
Attending college is required to work in a skilled trade.	Yes	No
There are good job opportunities in the skilled trades.	Yes	No
I have seen information on skilled trades & apprenticeship at my child's school and/or in the media.	Yes	No
I believe females are being encouraged to pursue careers in skilled trades.	Yes	No

How much to you agree or disagree with each of the following statements:

	Disagree		Undecided		Agree
Apprentices are paid low wages.	1	2	3	4	5
An apprenticeship is too difficult for my child.	1	2	3	4	5
Apprenticeship programs are too long.	1	2	3	4	5
Apprenticeship programs are too expensive.	1	2	3	4	5
My child will probably choose a job in a skilled trade.	1	2	3	4	5
Skilled trade careers are well paid.	1	2	3	4	5
Skilled trade careers are dirty.	1	2	3	4	5
Skilled trade careers are interesting & challenging.	1	2	3	4	5
People would think it was unusual if my child were to become an apprentice.	1	2	3	4	5
New technology makes skilled trades less important.	1	2	3	4	5
People employed in skilled trades are generally satisfied with their jobs.	1	2	3	4	5
Skilled tradespeople are often unemployed.	1	2	3	4	5
An office job is better than a skilled trade job.	1	2	3	4	5
Skilled tradespeople often start their own business.	1	2	3	4	5
Skilled trades jobs are important to our economy.	1	2	3	4	5
Women are capable of working in the skilled trades.	1	2	3	4	5
I know what my child would need to do to become an apprentice.	1	2	3	4	5
There is a big demand for skilled tradespeople.	1	2	3	4	5
Enough information about the skilled trades and apprenticeship is available to my child at school.	1	2	3	4	5
Apprenticeship is not for my child.	1	2	3	4	5
I know very little about apprenticeship programs.	1	2	3	4	5
People in skilled trade jobs rarely get promoted.	1	2	3	4	5
I believe good students do not choose a skilled trade as a career.	1	2	3	4	5

Of the following mediums, how useful do you find each of the following in helping you to learn more about the career options that are out there for your child?

	Not at All Useful		Useful		Very Useful
University/College Calendars	1	2	3	4	5
Friends	1	2	3	4	5
TV / Commercials	1	2	3	4	5
Internet	1	2	3	4	5
Family Members	1	2	3	4	5
Teachers	1	2	3	4	5
Guidance Counselors	1	2	3	4	5

Career Fairs	1	2	3	4	5
Brochures/Posters	1	2	3	4	5
Local Employers	1	2	3	4	5
Presentations	1	2	3	4	5
Magazines	1	2	3	4	5
Radio	1	2	3	4	5
Other	1	2	3	4	5

What would you most like to see your child do when they leave high school? Please rank them in order with one (1) being your most preferred:

_____ Go to Community College

_____ Go to university

_____ Become an apprentice

_____ Get a job

_____ Other _____

APPENDIX C: TEACHER/GUIDANCE COUNSELOR DECISION SURVEY 2009–2010



School: _____

Please select one of the following:

Have you ever taught Co-op or O2?

Are you: ☐ Male ☐ Female

☐ Guidance Counselor

☐ Teacher

☐ Yes ☐ No

Age: ☐ 25 or younger

☐ 46–55

☐ 26–35

☐ 56–65

☐ 36–45

☐ 66+

How strong are you in each of the following areas:

	Not at All Strong		Average		Very Strong
Mathematics	1	2	3	4	5
Science	1	2	3	4	5
English	1	2	3	4	5
Communication	1	2	3	4	5
Technology	1	2	3	4	5
Business	1	2	3	4	5
Art & Music	1	2	3	4	5
Social Science	1	2	3	4	5
Computer Science	1	2	3	4	5
Trade-related Subjects	1	2	3	4	5

How much do you know about careers in each of the following areas:

	Nothing		A Little		A Lot
Agriculture	1	2	3	4	5
Business Services	1	2	3	4	5
Education	1	2	3	4	5
Energy	1	2	3	4	5
Entertainment	1	2	3	4	5
Environment	1	2	3	4	5
Fine Arts & Crafts	1	2	3	4	5
Forestry & Paper Products	1	2	3	4	5
Health	1	2	3	4	5
Logistics	1	2	3	4	5
Manufacturing & Processing	1	2	3	4	5
Personal Services	1	2	3	4	5
Pharmaceuticals	1	2	3	4	5
Public/Community Services	1	2	3	4	5
Retail Services	1	2	3	4	5
Skilled Trades	1	2	3	4	5
Technology	1	2	3	4	5
Telecommunications	1	2	3	4	5
Tourism	1	2	3	4	5
Transportation	1	2	3	4	5

Please select “yes” or “no” for each of the following:

It's a family member's role to advise youth on education/career choices.	Yes	No
It's a teacher's role to advise youth on education/career choices.	Yes	No
It's a Guidance Counselor's role to advise youth on education/career choices.	Yes	No
It's a friend's role to advise youth on education/career choices.	Yes	No
I generally encourage students to make their own decisions on education/career.	Yes	No
Do you know what an “apprentice” is?	Yes	No
Do you know people who are apprentices?	Yes	No
Do you know what a “journeyperson” is?	Yes	No
Do you have a close family member employed in a skilled trade?	Yes	No
People who have jobs in the skilled trades are successful.	Yes	No
I believe you have to go to university to get a good job.	Yes	No
Grade 12 is required to become an apprentice.	Yes	No
You must be employed in a skilled trade to become an apprentice.	Yes	No
An apprenticeship is required to work in a skilled trade.	Yes	No
Attending college is required to work in a skilled trade.	Yes	No
There are good job opportunities in the skilled trades.	Yes	No
There is information on skilled trades & apprenticeship available at school for students.	Yes	No
I believe females are being encouraged to pursue careers in skilled trades.	Yes	No

How much to you agree or disagree with each of the following statements:

	Disagree		Undecided		Agree
Apprentices are paid low wages.	1	2	3	4	5
An apprenticeship is only for students who can not succeed in school.	1	2	3	4	5
Apprenticeship programs are too long.	1	2	3	4	5
Apprenticeship programs are too expensive.	1	2	3	4	5
Skilled trade careers are well paid.	1	2	3	4	5
Skilled trade careers are dirty.	1	2	3	4	5
Skilled trade careers are interesting & challenging.	1	2	3	4	5
New technology makes skilled trades less important.	1	2	3	4	5
People employed in skilled trades are generally satisfied with their jobs.	1	2	3	4	5
Skilled tradespeople are often unemployed.	1	2	3	4	5
An office job is better than a skilled trade job.	1	2	3	4	5
Skilled tradespeople often start their own business.	1	2	3	4	5
Skilled trades jobs are important to our economy.	1	2	3	4	5
Women are capable of working in the skilled trades.	1	2	3	4	5
I know what a student would need to do to become an apprentice.	1	2	3	4	5
There is a big demand for skilled tradespeople.	1	2	3	4	5
I have thought about encouraging specific students to become apprentices because of their technical skills and abilities.	1	2	3	4	5
Apprenticeship is not a good option for my students.	1	2	3	4	5
I know very little about apprenticeship programs.	1	2	3	4	5
People in skilled trade jobs rarely get promoted.	1	2	3	4	5
I believe good students do not choose a skilled trade as a career.	1	2	3	4	5
There is enough information about skilled trades and apprenticeship available to students at my school.	1	2	3	4	5

Of the following mediums, how useful do you find each of the following in helping you to learn more about the career options that are out there for your students?

	Not at All Useful		Useful		Very Useful
University/College Calendars	1	2	3	4	5
Friends	1	2	3	4	5
TV / Commercials	1	2	3	4	5
Internet	1	2	3	4	5
Family Members	1	2	3	4	5
Teachers	1	2	3	4	5
Guidance Counselors	1	2	3	4	5
Career Fairs	1	2	3	4	5
Brochures/Posters	1	2	3	4	5
Employer	1	2	3	4	5
School presentations	1	2	3	4	5
Magazines	1	2	3	4	5
Radio	1	2	3	4	5
Other	1	2	3	4	5

What do you think the majority of your students will do when they leave high school? Please rank them in order with one (1) being their most preferred:

_____ Go to Community College

_____ Go to university

_____ Become an apprentice

_____ Get a job

_____ Other _____