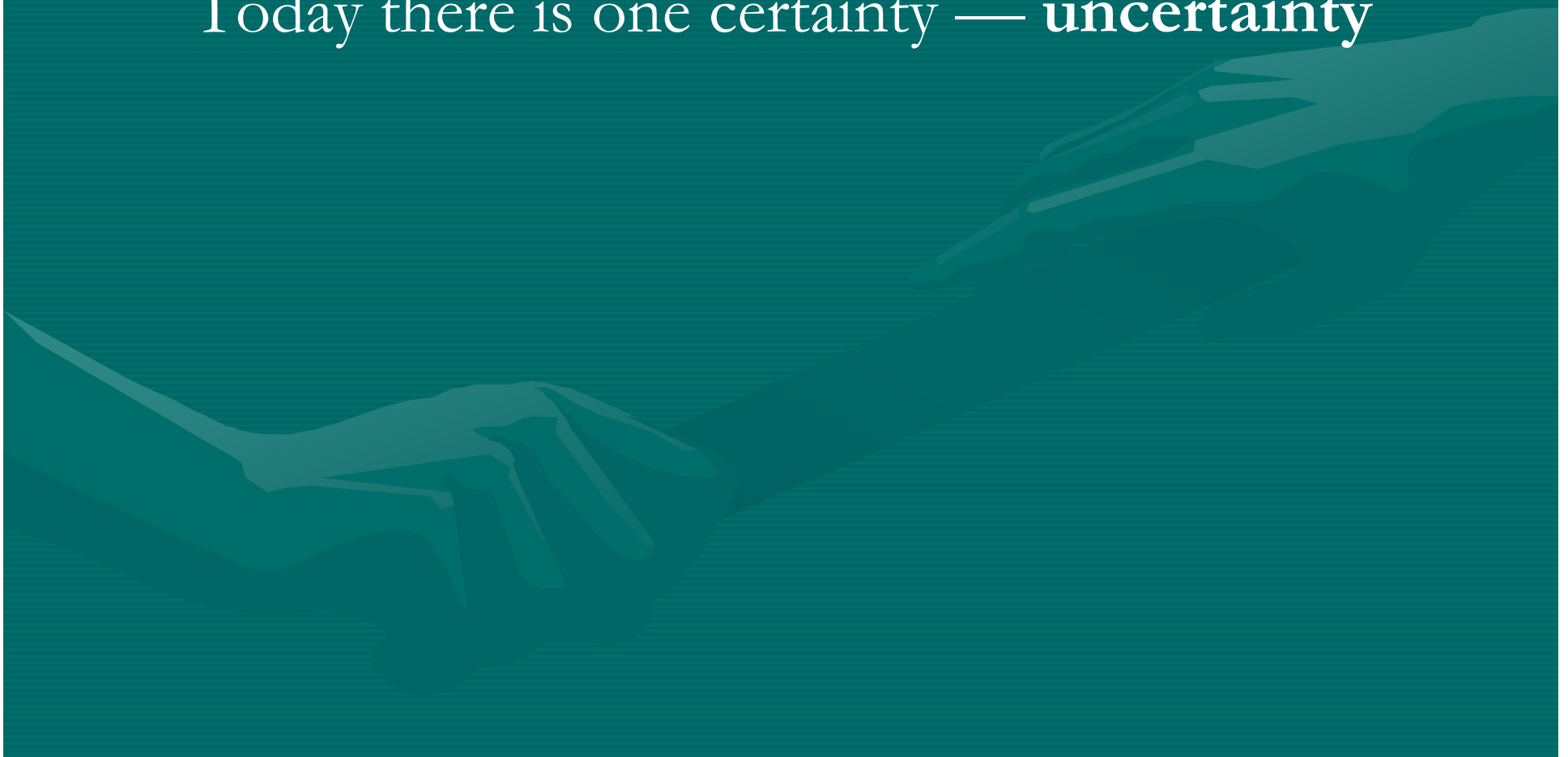


Let's Go To Work

“How learning about job prospects can lead you to the career & life you always wanted.”

Today there is one certainty — **uncertainty**



Four World of Work megatrends

- Talent Mismatch and Shifting Demographics
- Individual Choice
- The Rise of Customer Sophistication
- Technological Revolutions

..... are creating uncertainty and transforming the when, where and how work is done.

Our Canadian Youth

- 455 000 young Canadians
- Ages 19 to 24 years
- Hold a university degree
- Are unemployed

BUT YET....

Canada's labour shortage is becoming
“**desperate**” the Canadian Chamber of
Commerce says, and threatens the country's
global economic competitiveness.

Examples of the labour shortage that has become “desperate”:

- 250,000 in construction
- 130,000 in oil and gas
- 60,000 in nursing
- 10,000 in engineering
- 37,000 in trucking
- 22,000 in the hotel industry
- 10,000 in the steel trades

519 000 job openings in these seven sectors alone....yet 455 000 unemployed young graduates....

....there is an obvious informational disconnect...

So how can we help youth get to work & love it?

- Higher participation in career guidance programmes for secondary students
- Better career and labour market information for young job seekers (degrees in high demand)
- A more positive image for vocational education
- Investment in entrepreneurship education
- Organizations, businesses and education must work as a partners not as silos

To be happy, your work must fulfill three universal psychological needs:

- **autonomy**
(control over how you fill your time)
- **competence**
(perform on their own without constant supervision or managing)
- **relatedness**
(refers to the feeling of connection with others)

And young people need to know they must accumulate their own career capital by mastering a skill that's equally rare and valuable. When they do this they can achieve the three universal psychological need that we all desire in our careers to be successful.

Majors and their unemployment rate:

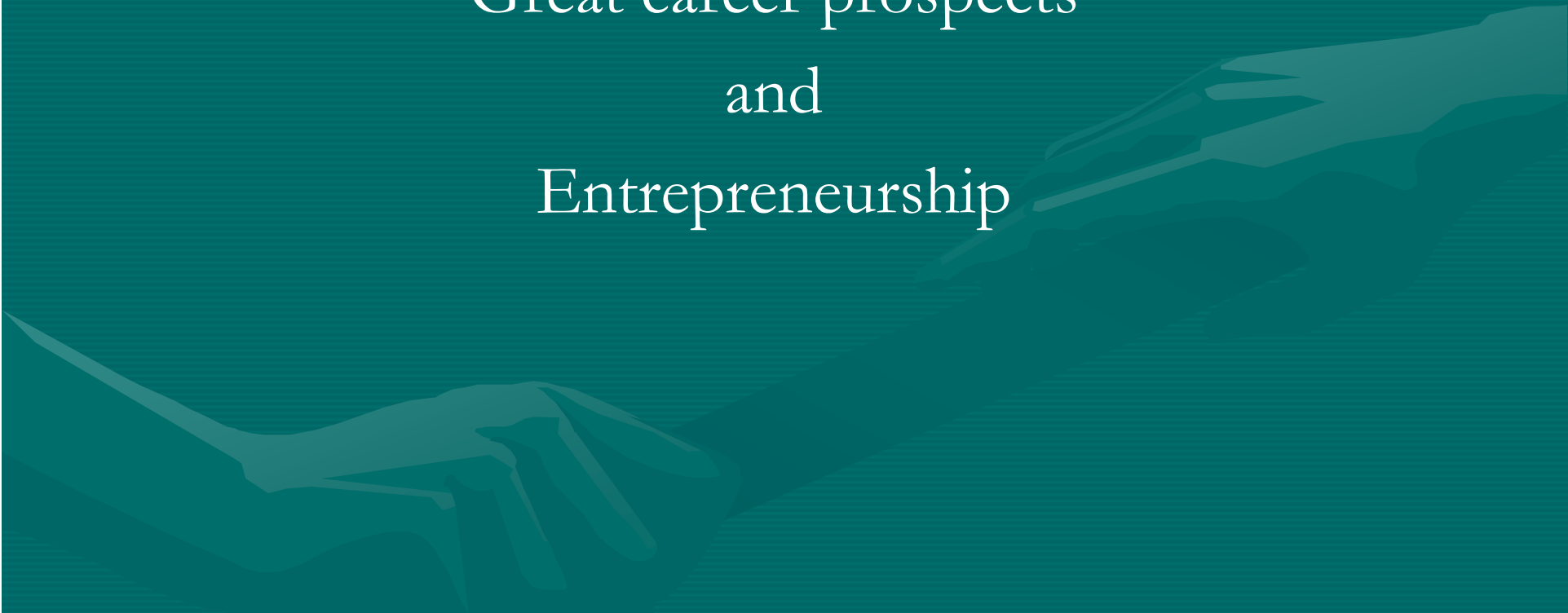
1. Actuarial Science—0 percent
2. Astronomy and Astrophysics—0 percent
3. Educational Administration and Supervision—0 percent
4. Geological and Geophysical Engineering—0 percent
5. Pharmacology—0 percent
6. School Student Counselling—0 percent
7. Agricultural Economics—1.3 percent
8. Medical Technologies Technicians—1.4 percent
9. Atmospheric Sciences and Meteorology—1.6 percent
10. Environmental Engineering, Nursing, and Nuclear Industrial Radiology and Biological Technologies—2.2 percent

Vocational Education

- Carpenter (General Contractor)
- Industrial Welder
- Electrician
- Heavy Duty Mechanics
- Plumber
- HVAC (heating, ventilation, air conditioning and refrigeration)

Benefits of Vocational Education

Great career prospects
and
Entrepreneurship



High School Apprenticeship Program (HSAP)

- For those students interested in exploring the trades as a career
- Student finds an employer to mentor him/her
- Becomes a paid apprentice
- For every hour s/he works, that hour is counted towards his/her first level
- Can work during school, summer, holidays etc.

HSAP benefits for both divisions

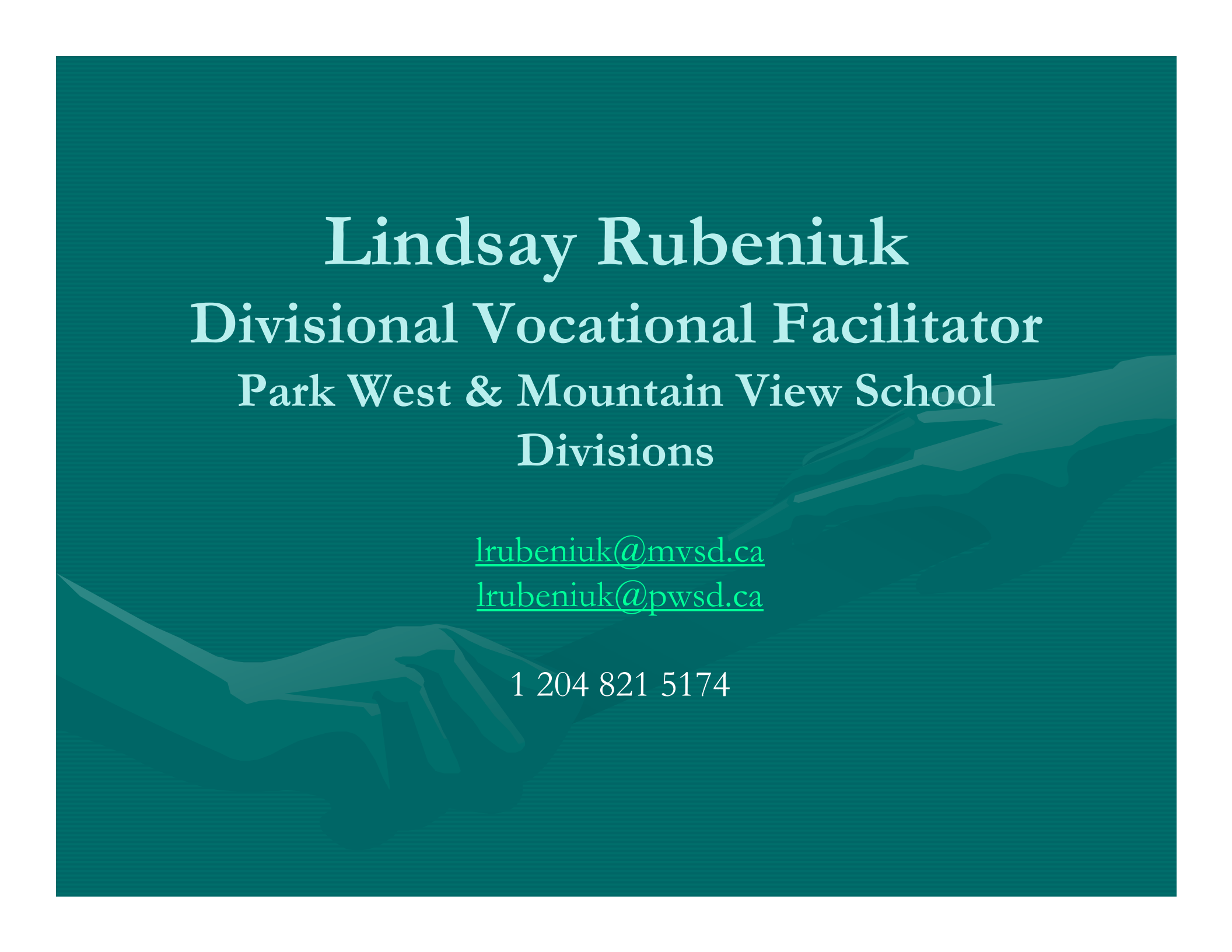
- Have had over 90 apprentices, combined, in the last two and have years go through HSAP
- About 75% remain with their employer or within the trades
- Over half of stated they are interested in owning and operating their own business when they are certified

Career & Technology Studies (CTS) Strategy

- To encourage growth of work/study learning.
- To formally integrate a student's academic studies with skill development for a particular job.
- To provide an opportunity for a student to experience a particular type of employment and make the necessary employment changes while these changes are still easy to make.
- To build a positive connection between school and community.
- To provide a structured pathway for the transition from school to the workplace.

Career & Technology Studies (CTS) Strategy

- Is available to students enrolled in Grade 11 & 12.
- Unpaid internship.
- Emphasis is on skill building in a particular job where those skills are currently in demand in the local job market.
- Students may apply up to 8 credits toward graduation.
- Students receive no pay for their time scheduled at the workplace. Students are covered by Workers Compensation insurance.
- Correlation between classroom activities and the workplace is maintained throughout the year



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