

Attracting and Training Future Employees

Over the next four to five years, the motive power repair and service industry will potentially have a supply of 94,000 new workers to fill an estimated 92,000 new vacancies, created mostly by retirement. This will leave the industry with little flexibility if the forecasted supply doesn't materialize, or if demand increases.

74% of the new workers will come to pre-apprenticeship and apprenticeship programs. This edition of CARS News takes a look at some of what is happening in the areas of apprenticeship training and secondary education to strengthen industry related skills, showcase job futures and to attract new employees.



Painting a Brighter Picture

And addressing the skills shortage

If students aren't coming to the industry, then the industry will go to the students. That is the underlying thought behind the **Canadian Collision Industry Forum's (CCIF)** approach to addressing the critical shortage of young people entering the collision repair industry. Spearheaded by Leanne Blackborow, the Director of the CCIF Skills Program, the CCIF is focusing efforts and resources to make students aware of the bright futures they could paint for themselves in the collision repair industry.

To that end, CCIF has formed a unique partnership with Skills/Compétences Canada, the non-profit organizer of annual skills competitions held at provincial/territorial, national and international levels, showcasing over 40 skilled trades. Although *Auto Body Repair* is represented annually in these competitions, there has been no representation in *Car Painting* at the national level since 2002. By joining forces to create the *CCIF Skills Program* in April 2008, CCIF and Skills/Compétences Canada, aimed to remedy this situation, by again giving students and influencers who attend these competitions exposure to the skills and technology used in *Car Painting*.

The common goals the partners are working towards are to:

- raise awareness among students, parents and other influencers, of collision repair as a career option.

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Building partnerships for student success and industry skills

"What should we be doing for the 50% of students who aren't going on to college or university? What advantage can we bring to them?" These simple questions by a **Toronto District School Board (TDSB)** superintendent prompted Vera Taylor, on the verge of retiring as Central Coordinating Principal of Instruction with the TDSB, to look for ways to bring a more engaging style of learning and opportunities for industry certification to the classroom. Over the last four years, members of the Toronto area automotive industry have become key partners in community based *Industry Partnership Networks*, working with schools for better student success, while laying the groundwork for a highly skilled future workforce.

Industry and education were brought together by the timely convergence of several factors. TDSB school enrollments were dropping, the educational system was open to exploring new learning and service models and looking to restructure secondary schools, at the same time as the Ontario economy was struggling. And, just as the TDSB looked outward for innovative educational strategies to help students shape their career paths, "We came across information on national sector councils and the role they play in labour market information, career promotion and skills development." says Taylor, now Consulting Manager of the Education Sector Council Partnership Project (ESCPP). "This seemed to be the very body of information we needed to pass on to our students and their parents."

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Painting a Brighter Picture



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- create interest, excitement and a memorable experience for students with “Try-A-Trade® and Technology” demonstrations at the Skills Competitions.
- develop pride among collision repair students and apprentices.
- rally and unite collision repairers across the country in a common cause.
- stimulate collision repairers to be proactive in promoting careers in their industry.

Leanne Blackborow speaks of the challenges that need to be met before *Car Painting* can be a regular feature at all levels of competitions in Canada. “Basically, we’re learning to walk before we run,” she says. “The first step was to see to it that *Car Painting* was included in the 2008 Canadian Skills Competition as a qualifying event for World Skills at SAIT Polytechnic, and then successfully represented at World Skills in September 2009 at Stampede Park in Calgary. The next challenge was to arrange for the use of a collision repair facility’s paint booth for the May 2009 Canadian Skills Competition in PEI, which had no suitable training facility. “

This May, for the Skills Canada/Compétences competitions in Waterloo, competitors will be using a collision repair facility 6 km from

the competition site for the *Car Painting* competition. Using the remote facility will ensure that the *Car Painting* competition can take place, but the ultimate goal of the CCIF Skills Program is to have a custom-made mobile booth onsite at the competitions, as well as virtual painting demonstrations.” Our goal for next year’s Canadian Skills Competition, “says Blackborow, “if we’ve done enough fundraising, is to have a custom-designed paint booth available for the competitions, as well as some virtual painting units.”

A lot of industry support will be required to make that vision of an attractive, interactive industry showcase a reality, by purchasing a custom paint booth valued at \$120,000 and a virtual painting unit at \$50,000 a pop. Blackborow believes this is entirely achievable because “wherever I go, I find people who are passionate about the industry. They’re willing not only to make donations of money and supplies, but they are willing to spend hours and hours to engage kids as well”. Since the CCIF Skills Program began, some 150 organizations have donated anywhere from \$50 to \$5,000 each. In time, Blackborow foresees the availability of long-lasting resources, a high tech trailer, equipped with the latest equipment and industry information, that can travel across the country, not only to be used and displayed at competitions, but also to serve as a training resource, rented out for weeks at a time, providing an opportunity for students to be trained in *Car Painting* in locations that were never able to offer it before.



To find out more
or to get involved contact:

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www.skillscanada.com

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CCIF Skills Program page



Building partnerships for student success and industry skills



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CARS was one of the first sector councils to explore with the TDSB what role industries could play in providing information on entry level jobs skills and labour market trends. From the outset, the goal of the TDSB industry education partnerships has been to develop more engaging programs, real work experiences, solid skills foundations and better futures for all students, regardless of their educational pathway - apprenticeship, college, university, or directly to the workplace.

Motivated by a need for more skilled workers in the workplace, local industry – Graf Auto Centre, OK Tire Etobicoke, and a Certigard facility – stepped up to participate in an innovative industry education partnership with Lakeshore Collegiate Institute, Centennial College, CARS, the Canadian Supply Chain Sector Council and employers from the supply chain industry.

Together, this particular industry-education team took an everyday reality – getting a set of tires put on a car- as a springboard for exploring skills and career opportunities in two major industries that most of the students, teacher and parents knew little about. Eye-opening tours of a logistics warehouse and a local OK Tire facility introduced the school community to the day-to-day skills and training required for various occupations at these locations.

“There’s a great deal of complexity in trying to bring together the two very different cultures of education and the world of work,” says Taylor, “The two are very different in their assumptions, their pace of working, the educator’s legislated mandate versus the financially driven industry mandate. Helping these two cultures fit together has been a fantastic challenge.”

TDSB superintendents are now considering how to implement and institutionalize the ESCPP approach system-wide, recognizing the importance and value of these partnerships that give student more opportunities and higher skill levels. Superintendent John Chasty is a vociferous champion for permanently embedding industry education partnerships in the Toronto board. As Chair of the Education Sector Council Partnerships Central Steering Committee, and Superintendent of Education for the NW3 Family of Schools, he says “Partnerships between Sector Councils and Toronto District School Board secondary schools are invaluable as they provide support for programs that benefit career pathways for students. This partnership enriches experiential opportunities for students in areas such as cooperative education, presents relevant and current career data, provides enrichment to the existing curriculum, supports teacher professional development, and efficiently provides an established network of industry contacts for the principal. For our students to be successful, we need to provide personalized pathways that lead to unlimited opportunities. The Sector Councils lead the way in creating these pathways for students.”



“There is such great potential in partnership work.” says Taylor, “There’s great energy and creativity here that we need to use to advantage kids.”

On May 13 and 14, a national symposium, entitled *Building Partnership: Sustaining Momentum*, will celebrate and share the early fruits of the evolving partnerships between the TDSB and industry. 320 invited guests from industry, education and government from across Canada will gather to mingle, connect, share experiences and lessons learned, as well as incubate ideas for new industry-education partnerships elsewhere in Canada.

CARS looks forward to helping similar *Industry Partnership Networks* get underway with more school boards.



Darryl Croft
Owner/Manager
OK Tire - Etobicoke

“I am excited about the future potential of this project for all parties involved. Our industry members must be able to attract and retain young people that express an interest in our business. Students must have a means of experiencing and learning about our industry in a consistent, supportive manner. Educators must support their students in properly evaluating their compatibility with a variety career options. This partnership addresses the needs of all groups in an efficient, effective manner. Only through this type of co-operation will all parties achieve success.”

Trans-Canada News

This section of CARS News highlights the activities of other champions of skills development and the motive power industry from across Canada. To have your success stories or events featured in the Trans-Canada News section, please submit your articles and photos to dagmar@carscouncil.ca



Canadian Apprenticeship Forum
Forum canadien sur l'apprentissage

The Canadian Apprenticeship Journal

The **Canadian Apprenticeship Forum (CAF)** has launched a new publication, designed to stimulate dialogue and discussion within the Canadian Apprenticeship community at a national level.

The *Canadian Apprenticeship Journal* is the first of its kind, providing a venue for presenting high-quality, relevant research and informative feature articles. CAF Executive Director Allison Rougeau sees the Journal as being of interest to diverse audiences, "...we truly hope it will encourage further dialogue. We also hope it will support an increased understanding of apprenticeship and certification by sharing various perspectives."

The CARS Council is a proud member of the CAF Board and encourages the repair and service industry to read this inaugural issue of the new Journal which is available on the CAF website at: <http://www.caj-jca.ca/index.php/caj-jca>



Automotive
Sector Council
of Nova Scotia

International Automotive Technicians

Between 2009 and 2014, 13% of the new workers in the motive power repair and service industry will have an international background. The **Automotive Human Resource Sector Council of Nova Scotia** is helping employers in the region take a very pro-active approach to hiring from this labour pool.

The Automotive Immigration Pathway is a 10-step process to help internationally trained automotive professionals to establish a career in the service and repair industry.

After an initial meeting with the Automotive Human Resource Sector Council to find out where opportunities are, new Canadian residents are guided through a process of accessing resources available to immigrants, assessing their industry job fit, getting *Workplace Hazardous Materials Information Systems (WHMIS)* certification, assessing the need for skills and language training, as well as linking to potential employers and authorities delivering certification and work permits.



Canadian Collision Industry Forum

May 14-15, 2010
Renaissance Vancouver Hotel Harbourside
Vancouver, BC

CCIF extends an invitation to collision repairers, insurers, suppliers and service providers to attend CCIF Vancouver.

Listen to presentations and express your views in Open Forum. Mix and mingle during the breaks with industry leaders, people who are ready to share ideas and talk with you about ways to grow and improve business.

Register now on line at www.ccif.net

ESSENTIAL SKILLS INVESTIGATION

Contact-Pathways Saskatchewan's 6th Annual Career Development Conference

On April 28th, CARS Project Manager, Ed Nasello invited career practitioners, educators, school counselors, employers and HR professionals to participate in an **Essential Skills Investigation**, using a spoof crime drama as a tool to reveal the essential skills that provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change.

CARS has developed a series of tools and resources to help trainers and educators identify and strengthen Essential Skills among students, and to help employees and employers in their ongoing professional development. These resources can be found in the Essential Skills section of the CARS Youth website at www.carsyouth.ca. For more information on the soon to be released CARS Essential Skills self-assessment tool, contact Ed Nasello at ednasello@cars-council.ca.