

Apprenticeship and Certification Board  
**Employer Engagement Action Plan**  
Multi-year  
Approved February 2012



# Apprenticeship and Certification Board - Employer Engagement Action Plan

The Apprenticeship and Certification Board's Strategic Plan for 2012-2013 commits to employer engagement and participation as one of its main priorities. Increased employer participation is the key to future success of the apprenticeship training and certification system in Manitoba. According to the Strategic Plan, the Board recognizes the importance of engaging employers that are not currently using the apprenticeship model to train employees in the trades. The Board is also committed to engaging employers who traditionally have not registered apprentices, including public entities, by effectively communicating the benefits of apprenticeship to industry.

## CURRENT STATE

The Community Liaison Committee (CLC) continues to engage employers through meetings and events with industry stakeholders. During 2011-2012 the CLC met with several stakeholders to discuss employer engagement, including employer groups, educators, labour unions, and Aboriginal groups.

The Province of Manitoba has developed the Apprenticeship Training and Development policy for publicly funded capital projects. Currently being phased-in, government will only employ bidding contractors and subcontractors that are actively involved in the apprenticeship system. By 2014 - 2015 the policy will be fully implemented. The province also provides a number of financial incentives for employers, including hiring incentives for the hiring of Early-Level Apprentices, Advanced-Level Apprentices; and Journeypersons.

## ACTION PLAN

The action plan is not tied to any specific timelines but rather is identified by stages.

### *Stage One*

Develop a recommendation for the Minister of Entrepreneurship, Training and Trade to be a champion for apprenticeship amongst colleagues in government and within Cabinet as well as while interacting with industries and employers.

Engage with the MB Employer Council; build relationships with counterparts to help those not familiar with apprenticeship. Promote the role of apprenticeship within the bigger picture of training.

Identify and prioritize public entities as well as individuals within those organizations to engage with. Create a tiered approach to contacting public entities and then begin meeting with each group with a series of questions and recommendations.

### *Stage Two*

Identify a specific industry, sector or organization to target. For example:

- o Target the transportation trades
- o Get familiar with their training needs and current state
- o Identify key stakeholders and employers such as Manitoba Heavy Construction Association
- o Begin deliberate conversations with industry, go on tours of facilities
- o Identify any additional needs that can be met by the apprenticeship model

Identifying the specific industry may only be needed after meeting with the MB Employer Council and understanding the needs that can be met by apprenticeship.

### *Repeat*

## *Stage Three*

Prioritize engagement with Crown Corporations. As of April 1, 2014, the policy regarding publicly tendered contracts will be fully implemented and it could be the opportunity to encourage crown corporations to adopt the policy as well.

Considerations for each stage

1. Identify key stakeholders (organizations and individuals)
2. Identify where the greatest shortfall in employer engagement is and decide how to categorize employer groups for engagement. Priorities can be categorized:
  - By trade
  - By technical training enrolment levels
  - By trades associations
  - Compared to other provinces
3. Create a 'toolbox'
  - Map out the desired process and clarify the methods of engagement
  - Methods can include:
    - o Face-to-face consultation between the CLC and targeted employer.
    - o Targeted mailings
    - o Website discussion guide
  - Create a list of questions to ask employers:
    - o What do we want to know?
    - o What are the issues?
    - o How can we address those issues?
    - o What role does each party have?