

Community Partnership #1

<p>Partnership Title: "Your Guide to the Skilled Trades in Durham Region, the Apprenticeship Process" Apprenticeship Guide for Individuals</p>	<p>Partnership Type: Apprenticeship</p>
<p>Description of Proposed Partnership: Develop a guide for individuals, youth, affected workers, educators and employers, in consultation with other stakeholders. The guide will identify the available opportunities in the skilled trades. The guide will provide basic information on the skilled trades, the four skilled trade sectors, financial incentives, local training available, regional OYAP training and career potential.</p> <p><i>Origin of Partnership: 2008 TOP Report – Trend: Skill and Workforce Shortages, Issue #1, p. 8-9. and Trend: Shift in Key Employment Sectors, Issue #1, p. 12.</i></p>	
<p>Role of Local Board:</p> <ul style="list-style-type: none"> • conduct primary research, consolidate findings. • draft guide. • ensure distribution of the guide throughout the region. • Fund and execute launch strategy for the revised guide. • develop media and communications strategy. • evaluate the effectiveness of the guide and communications strategy by tracking and reporting outcomes. 	
<p>Projected Outcomes:</p> <ul style="list-style-type: none"> • Guide issued by February, 2009. • 1,500 copies of apprenticeship guide produced and distributed. • evaluation mechanism in place. 	
<p>Key Partners: <i>Education:</i> Durham College, Durham District School Board, Durham Catholic School Board, Durham District Continuing Education. <i>Employment Agencies/Service Providers:</i> All. <i>Government:</i> Ministry of Training, Colleges and Universities – Apprenticeship</p>	
<p>Projected Participation: Key partners engaged in consultation for content revision and distribution</p>	
<p>Projected Timelines: February 2009</p> <p style="text-align: center; font-size: 2em; font-weight: bold; letter-spacing: 0.5em;">COMPLETED</p>	
<p>Products: Guide.</p>	
<p>Status:</p> <ul style="list-style-type: none"> • MTCU approved guide change to 'Skilled Trades Guide' launch in February • Launch venue – Durham College Skills Training Centre, Whitby Campus • launch posted to other medias used by specific target audiences, post to affected workers facebook groups (action centres, truck plant sites) • Newsletters for action centres, unions • Media relations activities beyond the media release and launch event – local television shows, Breakfast Television, CBC, colleges Ontario conference • Launch Date: Tuesday, February 24th 11:00 a.m. Durham College Skills Training Centre, Whitby Campus • 60 people attended launch • Media coverage in Oshawa, Whitby and Clarington this Week Newspapers, Rogers Cable and Durham College Chronicle 	