

Northern Opportunities: the Power of Partnerships!

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Educators Workshop, Kamloops, BC
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Presentation Overview

- History and Challenges
- Resources and Strategies
- Benefits and Successes
- Northern Opportunities to Mining Opportunities



As stated in the introduction, in this presentation we will share a bit of the history of the development of Northern Opportunities.

We will focus on the ongoing partnerships that have made it possible to sustain this initiative over the past 8 years and keep it moving forward.

It is our goal to inspire educators and mining industry representatives alike to consider creating a similar model to promote mining as a career path by sharing our experiences particularly in the areas of

1. Generating student interest
2. Overcoming barriers to under represented sectors and
3. Building and sustaining relationships between industry and educators and among educators.

Northeast BC Community Learning Council

- A partnership between industry, educators and government in Northeast BC.
- First meeting initiated by Duke (Spectra) Energy in 2001



The Learning Council was formed in 2001 as a result of a meeting spearheaded by Duke (Spectra) Energy. Duke (Spectra) presented stats re: projected labour shortage at this meeting.

Partners

- **BCIT**
- **Canadian Natural Resources**
- **Canfor Corporation**
- **Encana Corporation**
- **North East Native Advancing Society (NENAS)**
- **Northern Development Initiative Trust**
- **Northern Lights College**
- **SD 59 (Peace River South)**
- **SD 60 (Peace River North)**
- **SD 81 (Fort Nelson)**
- **Spectra Energy**
- **T.R.A.D.E.S.**



These partners are currently represented on the Council.

Founding partners were:

NLC, SD 59, 60, 81, BCIT, Canfor, Spectra, Encana, CNR, NENAS, TRADES, Fort Nelson First Nation

Regional Challenges

- Economic
- Geographic
- Population
- Distance
- Industry Specific
- Recruitment and Retention



- Unique regional conditions
- Regional challenges to addressing labour shortage.
- Keeps the partnerships alive.
- Golden threads that tie us together.
- Shared misery, shared hopes.
- Population – approx. 70,000
- Size of region -1/3 province

Northern Opportunities

- An initiative of the Northeast BC *Community Learning Council* (CLC) created to address impending labour shortage in the energy sector.



NOPPs - Proactive approach to deal with impending labour shortage initiated in 2002.

The Vision

To develop strong, vibrant northeastern BC communities where young people have seamless pathways to career success.



To increase awareness of and participation in trades & technical training in the region

Collaborative effort; education and industry

Early economic and career success of students

Proactive industry in response to need for skilled trades

4 Pillars

- Community Mobilization and Partnerships
- Learner Services
- Educational Offerings
- Information and Marketing



3 of the 4 pillars fit within funding criteria for current funder NDIT.

Community Mobilization and Partnerships – Mobilize the community around the idea of enhancing student achievement and success in trades and technology, literacy and lifelong learning.

Learner Services – Identify and implement a variety of methods for supporting students including financial incentives, parental engagement, peer mentoring, counseling and other services designed in a manner that recognizes diversity of students and their needs.

Educational Offerings – Develop a number of educational offerings for the trades/technology pathway that are relevant and flexible. Student will be able to plan a program that includes:

- secondary education and graduation with a BC high school diploma;
- post-secondary training and diploma, with options for pursuit of further education; and
- work experience and related skills development.

Information and Marketing – develop a range of media and promotion techniques to build a positive image of trades and technology career choices for young people and their families.

Financial Resources

- Duke (Spectra) Energy
- Ministry of Energy Mines and Petroleum Resources
- Office of Learning Technologies
- Northern Development Initiative Trust Fund
- Industry and Education Partners



2002 - Duke (Spectra) Energy provided \$880,000 funding for a cluster of NOPPs projects based on the four pillars of the NOPPs initiative

Funding was provided for a project coordinator, development of trades training initiatives, trades pathways, project marketing and support services for learners

4.5 years ago Duke Energy established a \$1,000,000 endowment fund for scholarships and bursaries (learner services). To date \$260,00 has been distributed.

Ministry of Energy Mines and Petroleum Resources, Education and Training Initiatives - \$649,000 for various projects (educational offerings) Intro to Trades, safety courses etc.

Office of Learning Technologies - \$291,505 for website development and support (information and marketing)

Later Years:

2006 - 2009 Northern Development Initiative Trust Fund provided funding to ensure sustainability and growth of the NOPPs initiative - \$405,900

Current: 2010 – 2013 - \$542,024

Industry continues to contribute \$20,000+ in kind annually

Education partners combined contribute over \$1,000,000 annually in instructor costs, career coordinators, tuition etc.

Regional Benefits to:

- Individuals
- Communities
- Northeast BC economy

Building a strong and vibrant workforce for Northeast BC
“Trained in the North to stay in the North”



Individuals:

Students

- are linked to industry through training programs and local employment opportunities
- receive information on available training and employment opportunities
- a new and innovative model of “hands-on” learning

Parents

- cost-effective education model; schools pay tuition for post secondary training
- opportunity for their children to participate in non-traditional education options that meet provincial grad requirements

Communities: - aboriginal communities....

- local education and job opportunities for youth
- local talent to strengthen and diversify the economic social fabric
- highly qualified skill-force in trades, academics and vocations
- growth and strengthening in services, industries and revenue

generation

Northern Opportunities Successes

- Increased student and parent interest in career pathways.
- Increase in number and type of program offerings and participation rates.
- Participation and partnerships with non-traditional groups.



Effective marketing to community, parents and students has resulted in increased interest i.e.) parent info sessions attract 75 – 100 parents and students. This is significant in a community the size of DC.

NLC has adjusted calendar to SD semester.

Program offerings have grown from a few to 17+ (refer to dual credit booklet).

Mostly trades initially but now expanding to include vocational and academic.

Increased number of articulation agreements

Numbers of aboriginal students participating is consistent. Continuing efforts to engage these students i.e.) Aboriginal Career Fairs in all communities and other specific programs i.e.) Ch’Nook program

NOpps 2 MineOpps

- Generating student interest
- Identifying and overcoming challenges
- Building and Sustaining relationships



Generating Student Interest

- Effective marketing, awareness, strategies
 - ✓ website
 - ✓ presentations
 - ✓ posters
 - ✓ events
 - ✓ speakers
 - ✓ field trips
 - ✓ videos



Marketing

Website, videos, posters

School districts, post secondary partners and industry working together to promote career pathways

- Planning 10 presentations
- Trade shows
- Experience NLC
- ITA – ACE IT and YES 2 IT programs
- Parent information evenings

In-school Awareness

3 School Districts in synchrony

ITA Marketing of ACE-IT

NLC Marketing – Experience NLC, dual credit booklet

Industry partnerships:

- Work experience partners (practicums)
- Apprenticeship partners (SSA)
- Employer / Apprentice Recognition events

Industry Scholarships: Spectra Energy

Overcoming the Challenges

Challenges	Strategies
Engaging non-traditional groups	Special Events, small groups
Students not meeting pre-requisites	Assessments, Trades prep programs
Need for Safety courses	Safety courses included in programs / funded separately
Financial Barriers	Industry bursaries & scholarships
Apprenticeship Opportunities	SSA Coordinators, NLC Trades & Apprenticeship Coordinator

Engaging Non-traditional:

- One to one conversations/small group settings
- Role models presenting to target group
- Aboriginal Career Fairs
- Presentations to Aboriginal communities / advisory councils

Pres-reqs:

CAAT , Trades prep programs, BAA courses, early planning

Upgrading – NENAS, District BAA courses

Financial – travel, accommodation, materials, safety courses, first nations funding, ACE IT, YES 2 IT

Apprenticeship work opportunities are limited in small communities many businesses don't have certified trades persons. SSA Coordinators work with them to obtain equivalency status so they can sponsor apprentices.

Building and Sustaining Relationships

- Commitment to the vision, mission, goals...with accountability
- Information sharing
- Governance and partnership building



Meetings and conferences i.e.) CLC – meets quarterly, Working Group at least bi-monthly.

Marketing and promotions

Fact sheets

SSA Advisory committees

College industry advisory groups

Employer recognition events

CES / ITA SSA grants

Presentations to leaders on reserves

Partnering with Aboriginal groups

Thank You Contact Us

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