



SKILLS CANADA ALBERTA

2020-2021

PARTNERSHIP OPPORTUNITIES



SKILLSALBERTA.COM

INSPIRE. DEVELOP. ELEVATE

Join Skills Canada Alberta (SCA) in leading the Skills Movement in Canada. Together we will continue to establish employment in the skilled trades and technologies as preferred career pathways for Alberta's youth.

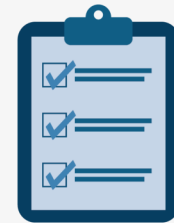
SKILLED WORKERS ARE ESSENTIAL

The Skills Movement continues to be an important focus of industry, government, labour and education. Our partnerships make an impact by inspiring youth to identify, explore and eventually select careers in the trades and technologies. The global pandemic has underscored how essential skilled trades and technologies play a critical role in generating economic activity, help us to meet our infrastructure and manufacturing needs, as well as ensure our food, health and safety systems continue to run during any kind of crisis. Continuing to promote skilled trades and technology to students today ensures a safer tomorrow. Our future will continue to be in good hands as we continue to promote excellence in trades and technologies to youth.

SKILLS CANADA ALBERTA PROGRAMS AND EVENTS

Skills Canada Alberta has proven its ability to pivot well during these past months by creating the first ever Skills Alberta Virtual Competition in May, 2020. Although we were unable to host our Provincials Skills Canada Competition, 300 high school students were still able to compete in 23 competitions in this virtual format created in a matter of weeks. Encouraged by the success of this event, Skills Canada Alberta has sharpened its pencil to address safe delivery, yet maintain hands-on learning that is critical to leaving a lasting impression on students returning to schools this Fall.

The Covid-19 pandemic has brought new challenges to schools and training, affecting how we approach our work in promoting skilled trades and technologies to Alberta youth. As we anticipate added restrictions on student learning such as field trip activities and mass gatherings, we have uniquely addressed how our core programming can still make a lasting impact by ensuring a hands-on focus and using creative tools and content to engage youth in exciting ways.



96% of teachers believe their students are better prepared for industry & post-secondary pursuits due to SCA programming.

PARTNER FOR EXCELLENCE

Skills Canada Alberta customizes all partnership opportunities to meet the business objectives of each partner. Every level of sponsorship is designed to help you reach your key audience. Engaging, dynamic and effective deliverables are tailored to your business through a sponsorship program that reflects SCA's culture of excellence.

Components of the sponsorship may include:

- + Unique corporate hosting opportunities
- + Interactive demonstrations
- + Branding and promotional opportunities
- + Access to SCA's logos (subject to approval)
- + Profile in print and promotional collateral throughout the school year
- + Advertising, media and social media exposure
- + Try-A-Trade® Take-Out activities that showcase skills from your industry

MAKE AN IMPACT

- + Your future workforce is here. Connect with the next generation of skilled workers by directly engaging with thousands of skilled inspired youth
- + Align with excellence by forging connections with 650+ student competitors
- + Build your brand and reach communities where you operate
- + Promote careers within your trade, organization, industry, community and province
- + Align with our programs to virtually network with leaders from government, industry, labour and education to enhance your competitive position and open doors for business relevant relationships in your community and industry
- + Be the voice of your industry's standards and play a key role in competitor training by involving your organization in the design, execution and judging of your trade's PSCC area
- + Provide students with the knowledge and encouragement that they need both pursue and complete secondary and post-secondary studies

Students are the skilled workers of tomorrow. There's going to be a major skill worker shortage in the future and we want youth to start to think about their careers. There are a number of things that are happening within the trades right now, such as climate change. They're ever evolving and we want to tap into that market and get students thinking at a very early age on a possible career in the trades.

Shawn Friedenberger, UA Local 488

HELP LEAD THE SKILLS MOVEMENT

Skills Canada Alberta offers a variety of programs targeted at junior high, high school and post-secondary students across Alberta. Whether it's through our year round education programming or our flagship event, the Provincial Skills Canada Competition, a partnership with SCA will help you to connect with your target audience.

SKILLS IN THE CLASSROOM

Motivate thousands of students to pursue a career in the trades and technologies, as they take a deep dive to develop their skills and mindset to ensure they are equipped for the future of work in the 4th Industrial Revolution. This program includes modules based on the 7 dimensions of well-being, providing students with the opportunity to explore the science and practice of optimal well-being and peak performance. Students will identify and develop their inherent skills, whilst exploring future career opportunities.

CARDBOARD CHARIOT RACES

Challenge junior and senior high school students to transform cardboard and duct tape into a chariot that not only rolls but carries passengers as well. Students will learn about drafting, research, presentation, principles of construction and design, teamwork and time management.

- + 3 days—virtually
- + 102 teams
- + 408 junior and senior high school participants

GIRLS EXPLORING TRADES AND TECHNOLOGIES

Inspire young women in Alberta to have the courage to discover and develop their interests and talents in areas they are passionate about. GETT highlights the various career opportunities available to young women in the trades and technologies and encourages girls to think outside the box and try new things.

SKILLS EXPLORATION DAYS

Influence students at a pivotal point in their education journey. Inspire youth to connect their inherent skills and interests to careers in the trades and technologies, with a program that promotes creativity, empathy, and exploration through experiential learning.

This year, SCA will host Skills Exploration Days virtually. Each school will receive a toolkit full of hands-on power tools and equipment, which will serve as a legacy gift to enhance their CTF programs.

- + 1000 students over 2 days
- + 50 legacy toolkits
- + In-class teacher resource



100% of partners were happy with the recognition they received for their sponsorship of SCA programs

TRY-A-TRADE® TAKE-OUT

Engage students by transporting them to your industry, through hands-on activities that are modelled on day-to-day jobs at your company. Due to the popularity of Try-A-Trades® at the PSCC, this year teachers can select from an online menu of industry supported hands-on activities that will be shipped to schools, to ensure students receive hands-on programming unique to SCA.

SKILLS COMPETITIONS

The Provincial Skills Canada Competition (PSCC) brings trade and technology careers to life by inviting high school and post-secondary students to discover, build, and refine their skills. The philosophy of the PSCC is to reward students for excellence, to directly involve industry in evaluating student performance, and to keep training relevant to employers' needs.

During the competition, students specialize in one of 46 different event areas to work on a project that has been designed by experts in each field. Gold medalists at the PSCC are further rewarded with a spot on Team Alberta and an opportunity to showcase their talents at the Skills Canada National Competition, with the opportunity to then advance to the WorldSkills International Competition.

2021 PROVINCIAL SKILLS CANADA COMPETITION

With restrictions placed on students to attend field trips this school year, and the need to continue social distancing due to Covid-19, the PSCC will not take place in the Edmonton Expo Centre, but will be hosted in a hybrid format spanning a 1 week time frame.

Secondary	Regional Skills Canada Competition	March 1-19, 2021	Virtual competition
	Provincial Skills Canada Competition	April 19-23, 2021	Virtual competition
Post-Secondary	Provincial Skills Canada Competition	March 22-26, 2021	Hosted in post-secondary institutes

SKILL CITY

To replace our Skill City for 2021, Skills Canada Alberta will develop a virtual trade show using top-of-the-line software to connect students to industry, education and government partners. Ultimately, students who will attend the PSCC trade show, will gain an increased appreciation for the diverse opportunities that are available to them when their interests are matched with the required post-secondary education, attitude, and professionalism. The Virtual Trade Show will take place on Wednesday, April 21st—Thursday, April 22nd.

SKILLS CANADA NATIONAL COMPETITION & WORLDSKILLS

Students who place first at the PSCC will move on to the Skills Canada National Competition, where they will compete on Team Alberta. These students strive for their personal best under strategically challenging conditions on the National stage. Their drive for excellence elevates both their own potential and the trade and technology area they represent. Each year at Skills Competences Canada National Competition, Alberta students have performed well, and many go on to compete internationally.

Skills Competences Canada National Competition: June 3-4, 2021; Quebec City, PQ

Worldskills International Competition: Sept 22-27, 2021; Shanghai, China

MAKE AN IMPACT

BECOME PART OF THE SKILLS MOVEMENT.

SKILLS CANADA ALBERTA

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