



**SKILLS CANADA ALBERTA**

**2021-2022**

**PARTNERSHIP OPPORTUNITIES**



**SKILLSALBERTA.COM**

# INSPIRE. DEVELOP. ELEVATE

Skills Canada Alberta (SCA) is a leader in the development of innovative, hands-on learning experiences for youth in Alberta. We have helped thousands of students to explore the rewarding career paths that are waiting for them in the trade and technology sectors. **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 programs are exciting and dynamic, and foster creativity and curiosity. Students work with their hands, make real connections with potential employers, and think creatively about problems outside of the traditional classroom setting.

Skills Canada Alberta has proven its ability to pivot well during the pandemic by creating the first ever Skills Alberta Virtual Competition in May, 2020. Encouraged by the success of this event, all SCA programming for the 2020-2021 school year was converted to virtual or safe delivery, but maintained hands-on learning elements that are critical to leaving a lasting impression on students.

Moving forward in 2021-2022, we anticipate there still may be caution around field trip activities and social gatherings. We are addressing this by planning our programming to accommodate all forms of delivery: remote or hybrid if there are still restrictions in place, and in-person as restrictions ease. For all delivery models, we are confident we can make a lasting impact by ensuring a hands-on focus and using creative tools and content to engage youth in exciting ways.



**98%** of our **teachers believe** their **students are more aware of careers in the trades and technologies** after touring the PSCC

# 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
- + Brand visibility 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® 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 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 Provincial competition area
- + Provide students with the knowledge and encouragement that they need both pursue and complete secondary and post-secondary studies

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Change is a constant, and we all need to hone our adaptation skills. It's important to equip young people with the skills and experience that will see them better-positioned to manage their careers – while also providing employers with the passion and flexibility that youth can bring to a workplace. We hope to see more sectors and organizations working with Skills Canada Alberta to diversify and amplify the strengths we know are in this province.

– Kelli Stevens, Suncor Energy Foundation

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# EMPOWERING GEN Z

At Skills Canada Alberta, Audience is EVERYTHING!

We want to understand, to reach and to empower youth to make the most informed career decisions at a critical stage of their lives. As we work to connect young people to the world of skilled trades and technology careers, we also work with you to **connect your brand to the things that matter to GenZ.**

We create content that mirrors what Gen Z care about including:

**Mental Wellness**—we blend career exploration and personal well-being to help students make the connection between self-awareness and career fulfillment.

**Skill Development**—Gen Z like to do things, and we like giving them things to do through hands-on activities in every Skills Canada Alberta program.

**Influencers**—Gen Z admire hard-working attitudes and authentic personalities of social influencers. We tap into our Alumni and competitors to be role models and influencers of trade and technology careers.

## SOCIAL MEDIA

We work with you to create exclusive, meaningful engagement across our social media channels. This gives you the opportunity to promote your brand and message to Skills Canada Alberta's coveted audience through Live Take-Over, timeline posts, Insta story quizzes, polls or 'ask us anything' content.

### OUR COMMUNITY

**Facebook:** Skills Canada Alberta

**Instagram:** Skillsalberta

**Twitter:** SkillsCanadaAlberta

**YouTube:** Skills Alberta

**Snapchat:** Skills\_Alberta

**LinkedIn:** Skills Canada Alberta



Content is uniquely created to maximize engagement with each of the above platforms and their audiences. While creating content, we focus on the following human-centric interactions:

#### ***Edu-tainment (engaging & informative)***

Does the content capture the targeted viewers attention, and can they learn something?

#### ***Relatable Stories***

Does the content resonate with the targeted audience? Is it age appropriate?

#### ***Real Conversations***

Does the content feel like a casual conversation or more of a formal informative post?

# HELP LEAD THE SKILLS MOVEMENT

Skills Canada Alberta offers dynamic, hands-on programs targeted to 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

Inspired by our motto of Inspire, Develop, Elevate, we want to support students to 'be the best you' and cultivate a champion mindset in all aspects of their lives. Our goal is to help students ignite a spark and provide them with tools to help guide them through their future career exploration and thrive and succeed in whatever they choose to do.

Teachers can select any or all of the 3 presentation options (large scale, workshops and individual learning) to suit the needs and goals of their students. The program is held in a hybrid format of virtual or in person, led by our Educational Facilitator.

## 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.

**+ 2 days—virtually**

**+ 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, with career exploration and legacy tool kits provided. This allows even more students to access the program and explore opportunities in the trades and technologies.

**+ 1 day—virtual**

**+ Legacy toolkit and in-class teacher resource**

## TRY-A-TRADE® & 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. A popular staple of the PSCC, Try-A-Trades® provide supported hands-on activities that leave a lasting impression on students.

Try-A-Trade® Take-Out activities will be targeted to rural and indigenous youth, and provide all the tooling and material to complete projects in the classroom.

# 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.

## 2022 REGIONAL SKILLS CANADA COMPETITIONS

**February-April, 2022**

### 9 Regional Events:

- Wood Buffalo: Fort McMurray, AB
- Northwest: Fairview, AB
- Northeast: Lac LaBiche, AB
- Edmonton: Edmonton, AB
- Lakeland: Vermillion, AB
- Central: Red Deer, AB
- Calgary: Calgary, AB
- Southeast: Medicine Hat, AB
- Southwest: Lethbridge, AB

## 2022 PROVINCIAL SKILLS CANADA COMPETITION & SKILL CITY

**May 4 & 5, 2022**

**Edmonton Expo Centre**

700 Competitors

10,000 + visitors

46 Trade and Technology Areas

## 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 at the 46th WorldSkills International Competition.

**Skills Competences Canada National Competition: May 25-28, 2022; Vancouver, BC**

**WorldSkills International Competition: October 12-17, 2022; Shanghai, China**

# MAKE AN IMPACT

BECOME PART OF THE SKILLS MOVEMENT.

## SKILLS CANADA ALBERTA

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