



**SKILLS CANADA ALBERTA**

**2022-2023**

**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.** By creating the conditions for young people to succeed in the trades and technologies, Skills Canada Alberta aspires to reposition skilled work as a preferred career pathway for Alberta's youth. Skills Canada Alberta offers programming to junior high schools, high schools, and post-secondary institutions that is designed to inspire, develop and elevate youth in trade and technology careers. **We have helped thousands of students explore the rewarding career paths that are waiting for them in the trade and technology sectors.**

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. **SCA is proud to support the future workforce as they discover the skills that will help them to succeed – both in their careers and in the rest of their lives.**

## YOUR FUTURE WORKFORCE IS HERE!

It's no secret there is a forecasted shortage of skilled trades workers and technologists to fill vacancies created by expected retirements and strong economic growth in the province of Alberta. According to the Alberta government, the post pandemic economic rebound in 2021 and 2022, fueled by a strong energy sector and an anticipated decline in job seekers, are the major drivers behind this trend.

**Skills Canada Alberta is addressing this skills shortage** by engaging with thousands of youth to showcase careers in skilled trades and technologies through creative, hands-on programming and events. Our strong partnerships with industry, government, post-secondary institutes, and alumni make SCA the hub for junior and senior high school students to explore future careers in skilled trades and technologies.

An integral component of SCA's mandate is to anticipate future labour shortages by encouraging students to begin developing their skills and thinking about their careers early.

SCA works to ensure that industries related to trades and technologies, which are crucial to Alberta's continued development and economic success, will be well-equipped with a highly trained and motivated workforce. By first reaching out to students when they are in junior high, and by offering them exciting programming through high school and beyond, SCA is leading the way when it comes to changing public perception of the trades and technologies.



**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 sponsorship opportunities to meet the needs of each partner. Engaging, dynamic and effective deliverables are tailored to your business through a sponsorship program that reflects SCA's culture of excellence and designed to help you reach your key audience

## 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 your future workforce by directly engaging with thousands of Skills-inspired youth
- + Align with excellence by forging connections with 700 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

# EMPOWERING GEN Z

At Skills Canada Alberta, our Gen Z 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-Overs, 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 humancentric 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?

SCA has a combined  
reach of 44,000  
followers!

# 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 to 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.

## 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

## 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.

- + Try-A-Trade® Take-Out GETT Edition
- + Skills in the Classroom GETT Edition
- + GETT Conference
- + GETT Padlet

## 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 are 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.

## 2023 REGIONAL SKILLS CANADA COMPETITIONS

**March-April, 2023**

### 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

## 2023 PROVINCIAL SKILLS CANADA COMPETITION & SKILL CITY

**May 3 & 4, 2023**

**Edmonton Expo Centre**

700 Competitors

10,000+ student spectators

46 Trade and Technology Competition areas

50+ Try-A-Trades

## 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 WorldSkills International Competition.

**Skills Competences Canada National Competition: May 24-27; Winnipeg, MB**

**WorldSkills International Competition: September 10-15 Lyon, France**

# MAKE AN IMPACT

BECOME PART OF THE SKILLS MOVEMENT.

## SKILLS CANADA ALBERTA

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