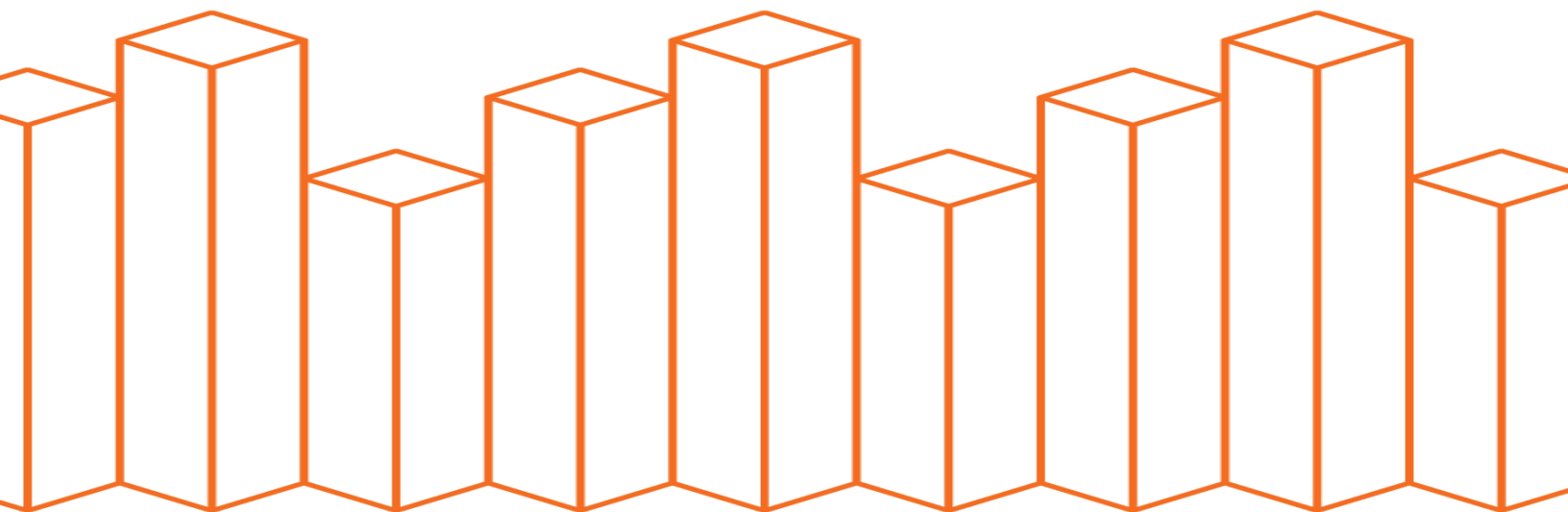




SKILLS CANADA ALBERTA 2024-2025 PARTNERSHIP PACKAGE





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, we aspire to reposition skilled work as a preferred career pathway for Alberta's youth. SCA offers programming that is designed to inspire, develop and elevate youth in trade and technology careers. **We have helped thousands of students to explore the rewarding career paths that are waiting for them in the trade and technology sectors.**

Our 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.**

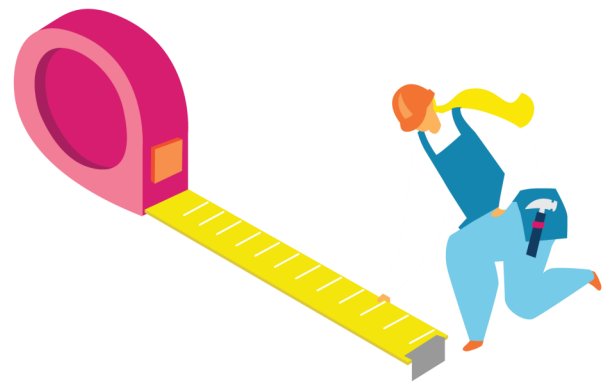
YOUR FUTURE WORKFORCE IS HERE!

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.

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.

Through strong partnerships with industry, government, post-secondary institutes, and alumni, SCA is the hub for students to explore future careers in skilled trades and technologies, with a focus on experiential learning and connection to our network of industry professionals and alumni.

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.



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 Gen Z.**

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

LinkedIn: Skills Canada Alberta

Tik Tok: @skillscanadaab

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?



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

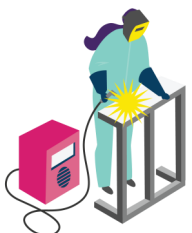
Centered around Skills Canada Alberta's three pillars, "Inspire. Develop. Elevate.," we want to support students to be their most authentic selves and cultivate self-confidence in all aspects of their lives. Our intent behind the Skills in the Classroom presentation is to guide students in identifying and honoring their core values, reflecting on personal skillsets and passions, and crafting a roadmap for their futures. Led by the Education Facilitator, students are provided with tools, resources, and strategies to navigate their career readiness.

The Education Facilitator presents to secondary (junior high and high school) and post-secondary students in varying presentation sizes, from whole school to individual classes. Teachers select the type of presentation they require to suit the needs of their students.

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 live-streamed in the classroom, 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.



- *Learn-A-Skill—video instruction, toolkit
- *1 day—Live Streamed in classroom
- *Legacy toolkit—valued at \$4500

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
- GETT Gathering

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 45 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.

2025 REGIONAL SKILLS CANADA COMPETITIONS

March-April, 2025

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

2025 PROVINCIAL SKILLS CANADA COMPETITION & SKILL CITY

May 7 & 8, 2025

Edmonton Expo Centre

700 Competitors

10,000+ student spectators

45 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 29th & 30th; Regina, SK
(qualifying year for WorldSkills Shanghai 2026)**

WorldSkills International Competition: September 10-15, 2024 Lyon, France



MAKE AN IMPACT

BECOME PART OF THE SKILLS MOVEMENT

SKILLS CANADA ALBERTA

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