

The Trades

➤ Have
We Sold
Ourselves
Short?



➤ The Challenges

Employers say they don't have enough skilled tradespeople to fill vacant positions.

- Employers also say that the young people they want to hire into entry-level trade positions don't seem to have the right attitude, work ethic and teamwork skills. When you add this challenge to a shortage of skilled tradespeople, it's easy to see why some employers feel they are getting squeezed.

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- For the last 40 or 50 years, our society has placed a higher value on college and university training rather than on apprenticeship training. Yes, we need engineers, medical doctors, scientists and technologists. However, many of our young people are not really interested in these career choices. Often, they would rather pursue careers that would provide them with relevant work skills and the academic studies to support those skills. These are the teenagers who need to hear more about the rewarding careers that await them in the trades.
- Our society needs tradespeople, technicians, supervisors, and other highly skilled front-line workers. The world runs on their efforts. However, according to a survey of successful tradespeople, many of them did not realize this type of employment suited them until they were 27 years old! That's far too late and we are selling ourselves short! Imagine what we could accomplish if our youth, who have a real interest in the trades, were ready to enter the workforce at a much earlier age than they are now, say age 18.



➤ The Pay-off

Here's what you'll likely realize for your time and effort — at an age when these teenagers are the most eager to learn:

- The ability to grow your own employees from a much larger pool of talented young people. By doing so, you are helping to ensure that in the future you will have access to the tradespeople you need with the right mix of skills.
- The ability to hire the workers you need locally rather than having to import them from other places.
- The good chance that they will have a higher level of loyalty to you and your business.
- Stronger links and respect from your community because of your sense of corporate responsibility and citizenship.

➤ Need More Information



Call – Advanced Education and
Career Development
Career Information Hotline
1-800-661-3753.

In Edmonton call **422-4266.**

OR

Call – Careers: The Next Generation
(403) 426-3414 or 420-1031.



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ADVANCED EDUCATION AND
CAREER DEVELOPMENT

➤ You Can Start Now

Business and educators in a growing number of Alberta communities are beginning to take part in a number of school to work pilot programs. We invite you to join us as a partner! There are several ways to participate:

- Call your local high school principal. Explain your interest in attracting more young people into the trades. Request the principal's support in helping you identify those students. Then choose one of the following options.
- Become a partner in Alberta's **Registered Apprenticeship Program** (RAP). This program provides a way for high school students to become apprentices while they are still in high school. This is where you really get a chance to grow your own employees and provide an important opportunity for a young person. Since you are taking on additional part-time employees, the Alberta Apprenticeship and Industry Training Board has added more wage flexibility.
- Participate in a **Work Experience Program** with your local high school. This program provides a flexible way for a student to get a look at the trades before making a commitment to a specific trade. Wages for students

participating in this program are optional. The time they spend at the workplace is flexible and related to their curriculum.

- Call, **Careers . . . The Next Generation** sponsored by the Alberta Chamber of Resources and many others. This is an innovative community-driven program that makes the workplace an extension of the classroom. It is an enhanced co-operative education model that has special benefits for employers and student participants.
- Participate in the province's full **Apprenticeship Program**. Hire a young person as an apprentice when they either decide to leave or graduate from high school. Alberta Advanced Education and Career Development and its partners have consultants located at Career Development Centres throughout the province who are ready to assist you.



We invite you to
join us as a
partner!



➤ Help a Student Understand

At the present time, the average young person holds about seven jobs in the first ten years after high school.

- That's because they're not able to find challenging work or because employers simply don't believe young people are responsible enough to take on real work assignments. Employers often prefer to wait until these prospective employees are in their mid-to-late twenties before hiring them for the good jobs.

- However, there is a downside to this kind of logic. You hear it when people say that students lack employability skills which they describe as attitude, work ethic and the ability to keep their eyes and ears open. It appears a large part of the problem is that high school students don't understand the connections between knowledge, learning and work. Since they're studying at school every day, they come to understand the world of school. With involvement from business, they could learn to

understand the world of work. They just need your help to make the necessary connections!

- Our overseas competitors have been helping their teenagers make the transition to the world of work for many years. They know that when their students understand their connection to the economy they begin to study and to understand the value of mathematics, science and other important subjects. They also know that their young people are more skilled, more responsible and more stable than their peers in countries without effective school-to-work programs. They know that a student ready to enter the workforce at age 18, rather than age 27, provides them with a big advantage over their competitors.

You become a leader in expanding our society's skilled labour pool.



➤ Grow Your Own Tradespeople

Since business is the engine of our economy, our young people need to see it in action so they can understand their contribution to your success.

- Everyone benefits when you help them obtain this level of understanding.
 - You get the chance to show them what it means, how it feels and what it takes to succeed.
 - Students get to hear what you will expect of them as employees.
 - Students have the chance to see what it will take to get their career on a solid footing. They get the opportunity to look at other career options outside the professions that traditionally require a degree or a diploma.
 - Both you and the students have the chance to check each other out. The students get to explore their interests. You get the chance to evaluate their talent and the feelings they have toward your business.
 - You become a LEADER in expanding our society's skilled labour pool.
- When you consider the number of young people that are not really interested, at this particular time in their lives, in going to college, technical school or university, the potential you have to grow your own tradespeople is enormous.

