



## 2003 Business and Education Ideabook



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**EDUCATION AND LEARNING**



A Conference Board  
of Canada publication  
from the National Business  
and Education Centre

**Please Note**

The descriptions are  
provided in the language in  
which they were submitted.

The sponsors believe that the organizations honoured through these Awards for business–education partnerships and workplace education exemplify the corporate investments necessary to create a well-educated, skilled workforce that will ensure a strong Canadian economy and competitive position in the global marketplace.

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The trophy is the product of a partnership between the School of Industrial Design of Carleton University and the National Research Council. Joanna Boothman, an industrial design student at Carleton, proposed the underlying concept for the award and the Advanced Manufacturing Technology Program completed the design and produced the trophy from Canadian aluminum.

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**NRC-CMRC**

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# Introduction/ Judges

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# Introduction

Congratulations to the outstanding business and education award winners for 2003!

The Conference Board and sponsors of these awards are proud to honour employers, educators and a wide range of organizations that make a difference in their communities.

Knowledge is the currency of our economy and learning is a key to maintaining productivity, competitiveness and prosperity. By stimulating innovation in public education and learning systems, Canadians will become more highly skilled, creative and adaptable—qualities leading to an innovative society and a better workforce.

Thirteen years ago, the Awards program focused on business and education partnerships, emphasizing proactive approaches to improving education and building skills through business–education partnerships in schools.

Today, we honour business–education partnerships which include stakeholders from elementary and secondary schools, post-secondary education, community stakeholders—and more recently, innovative thinkers who see the important role of information and communications technology as an important means for improving learning.

Considering the demands of an innovative and changing society, we recognize the urgency to go beyond school and community partnerships to the upgrading of skills in the workplace—from basic literacy skills to digital literacy through e-learning and learning technologies, as well as more traditional means.

The Conference Board thanks and applauds all leaders and practitioners for their commitment to the value of investing in a learning society and lifelong learners.

Michael R. Bloom  
Director  
Education and Learning  
The Conference Board of Canada

To access our research publications and brochures, such as the Employability Skills 2000+, please visit our Web site at [www.conferenceboard.ca/education](http://www.conferenceboard.ca/education)

# Introduction

Félicitations aux lauréats des Prix d'excellence affaires-enseignement de 2003!

Le Conference Board et les commanditaires de ces prix sont fiers de rendre hommage aux employeurs, aux enseignants et à la vaste gamme d'organisations qui jouent un rôle important dans leurs communautés.

Le savoir est la pierre angulaire de notre économie et l'éducation est la clé de la productivité, de la compétitivité et de la prospérité. En favorisant l'innovation dans les systèmes publics d'apprentissage et d'éducation, nous encourageons les Canadiens et les Canadiennes à développer leurs compétences, leur créativité et leur adaptabilité — des qualités produisant une société innovatrice et une meilleure main-d'oeuvre.

Treize années plus tôt, le programme des Prix d'excellence était axé sur les partenariats affaires-enseignement, mettant l'accent sur des approches proactives pour améliorer l'éducation et développer des compétences au moyen de partenariats affaires-enseignement dans les écoles.

Aujourd'hui, nous honorons les partenariats affaires-enseignement inspirés par les intervenants avant-gardistes des écoles primaires et secondaires, des partenariats d'enseignement postsecondaire, et des programmes communautaires — et plus récemment ceux qui perçoivent la technologie de l'information et des communications comme un outil important pour favoriser l'acquisition du savoir.

Compte tenu des demandes imposées par une société novatrice en pleine transformation, nous reconnaissons l'urgence de repousser les limites des partenariats scolaires et communautaires, pour nous orienter vers le perfectionnement des compétences dans le milieu du travail — évoluant à partir des capacités de lecture et d'écriture élémentaires vers la culture informatique, par le biais de l'apprentissage électronique et des technologies d'acquisition du savoir, de même que les méthodes plus traditionnelles.

Le Conference Board remercie et applaudit tous les dirigeants et les praticiens qui ont su reconnaître la valeur d'investir dans une société d'apprentissage et d'éducation permanente.

Michael R. Bloom  
Directeur  
Éducation et apprentissage permanent  
Le Conference Board du Canada

Pour consulter nos brochures et nos publications de recherche, telles que Compétences relatives à l'employabilité 2000+, veuillez visiter notre site Web à l'adresse suivante :  
[www.conferenceboard.ca/education](http://www.conferenceboard.ca/education)

# Judges

The Conference Board and sponsors acknowledge with gratitude the contribution of the people who gave their time and talent to serve as judges.

Le Conference Board et les parrains du concours désirent exprimer leur reconnaissance aux personnes qui ont généreusement consacré leur temps et leur talent, et agi à titre de juges.

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# RBC Royal Bank Partners in Education Awards

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Elementary and Secondary  
School Partnerships

Supported by:



**RBC**  
**Royal Bank**

## Elementary- Secondary

**NEW BRUNSWICK  
WINNER**



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### LOCATION

Sackville, New Brunswick

### ESTABLISHED

1997

### NUMBER OF PARTNERS

15

## Overview

In 1997, Tantramar Regional High School joined forces with its partners to establish a wetlands education centre dedicated to improving training and employment opportunities for students within the Sackville community and to providing innovative wetlands education programs for visitors from throughout Atlantic Canada. A critical first step was the construction of a 15 hectare fresh water wetland designed to function as a “living laboratory.”

## Objectives

- provide enhanced training and research experiences for teachers and students in the areas of science and technology
- motivate students by exposing them to exciting career opportunities in environmental science
- promote wetland conservation

## Program Activities

- students and teachers carry out field activities required in the management of over 40 acres of wildlife habitat
- students teach others about the importance of wetlands

## Achievements

- 3,200 students took part in 2002
- in 2002, over half of the school’s population involved in operation of the Centre
- students being sought by employers of environmental science and eco-tourism

## Innovations

- students take control of their learning through involvement in the program
- students gain experience through real work environment
- students learn the importance and value of nature by teaching others

## Benefits

### Education

- at-risk students are motivated to stay in school
- students acquire specific skills and experiences that prepare them for careers in science and technology

### Business

- excellent opportunity for recruitment and training of future employees
- opportunity for business to be involved in school and community

## Primaire et Secondaire

QUÉBEC  
LAURÉAT



### PERSONNES-RESSOURCES

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### ENDROIT

Province de Québec

### ÉTABLI

1997

### NOMBRES DE PARTENAIRES

9

## Sommaire

Le Centre de formation en entreprise et récupération (CFER) de Bellechasse est une école entreprise qui accueille les jeunes, âgés entre 16 et 18 ans, présentant un retard dans leur cheminement pédagogique suffisamment important pour ne pas pouvoir s'intégrer à des classes régulières. L'école favorise le développement de ses élèves par un curriculum tout à fait particulier qui permet aux étudiants de partager leur temps entre la classe et l'entreprise.

## Objectifs

- encourager les jeunes à la persévérance scolaire
- préparation des jeunes à la formation générale, à l'emploi et à l'introduction au marché du travail
- opportunité de travail et d'apprentissage dans une entreprise réelle

## Activités du programme

- les habiletés de base essentielles à une utilisation pratique de la langue maternelle et des mathématiques
- les connaissances, les habiletés et les attitudes nécessaires à l'épanouissement personnel ainsi qu'à l'intégration harmonieuse à la collectivité

## Réalisations

- les jeunes ont une meilleure connaissance de leurs difficultés visant une meilleure estime de soi et le développement des valeurs interpersonnelles
- cette collaboration contribue au perfectionnement et à l'amélioration des compétences des enseignants

## Caractère innovateur

- amélioration du processus opérationnel en fonction des besoins de l'industrie et des capacités de travail des élèves
- CFER est à la fois une école et une entreprise qui vise la formation des jeunes en difficulté d'intégration

## Avantages du partenariat

Milieu de l'éducation

- les étudiants deviennent des travailleurs compétents
- les étudiants deviennent des citoyens productifs et actifs dans le domaine de la protection de l'environnement

Milieu des affaires

- les données recueillies permettent de supporter les travaux effectués par les partenaires
- permet d'ouvrir de nouveaux horizons pour le partenariat

## Elementary- Secondary

**ONTARIO  
WINNER**



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### LOCATION

Pembroke, Ontario

### ESTABLISHED

1994

### NUMBER OF PARTNERS

2

## Overview

The two partners originally entered the partnership as a pilot project to address the needs of students ages 15–16 who were not attending secondary school or were identified to be at risk of dropping out. KI Pembroke agreed to provide space required for students to work towards their diploma, improve their social and life skills and gain valuable work experience in a business setting. Since then the partnership has grown to also include “back-to-school” programs for KI employees.

## Objectives

- encourage students to stay in school and to integrate in-class and workplace experience
- foster the development of social and employability skills
- enhance the opportunities for employees in a self-directed workplace

## Program Activities

- in-class instruction provided for half of the school day for students working on individualized curriculum
- co-op placement and training for students for half of the school day
- program teacher assists KI employees with school work

## Achievements

- partnership has successfully provided a viable educational alternative for “at-risk” students
- by June 2002—39 high school students had graduated; 25 were employed; 14 had gone on to higher education; 13 KI employees and three spouses earned secondary diplomas

## Innovations

- non-traditional learning setting successfully integrates in-class and on-the-job work experience
- individually addresses the academic, social and employability learning requirements of students

## Benefits

### Education

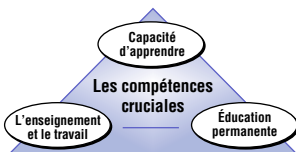
- relevant educational alternative for “at-risk” students
- opportunity to continue education

### Business

- opportunity to live up to its mission, vision and values
- employees become more efficient, multi-skilled and self-confident

## Primaire et Secondaire

**ONTARIO  
LAURÉAT**



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### ENDROIT

Casselman, Ontario

### ÉTABLI

1993

### NOMBRES DE PARTENAIRES

500+

## Sommaire

Le projet de l'École secondaire de Casselman a toujours été une façon d'offrir une expérience réelle de travail aux élèves et de mieux les orienter face à leur choix de carrière. Le tout a débuté avec une seule compagnie et ils comptent maintenant plus de 500 employeurs qui accueillent annuellement les élèves dans leurs entreprises. Les partenariats qui existent permettent aux élèves de dépasser les murs de l'école dans leur apprentissage et aux entreprises de grandir grâce à leur apport communautaire.

## Objectifs

- offrir une expérience de travail réelle et actuelle
- augmenter le nombre de francophones occupant des postes dans les domaines reliés aux technologies de pointe
- confirmer les liens qui existent entre l'apprentissage en salle de classe et la réalité du marché du travail

## Activités du programme

- intérêt pour les domaines reliés aux arts, aux technologies des communications, aux sciences et à la mécanique
- plus de 400 employeurs ont accueilli les élèves dans d'autres domaines

## Réalisations

- nombreux sites Web pour la communauté créé par les élèves
- vernissages en compagnie d'employeurs et d'artistes; gala de la Chambre de commerce de Casselman

## Caractère innovateur

- titre d'école innovatrice du Réseau scolaire canadien depuis 1999
- l'école s'est donné comme mandat de fournir la meilleure formation possible dans le cadre de ses cours

## Avantages du partenariat

Milieu de l'éducation

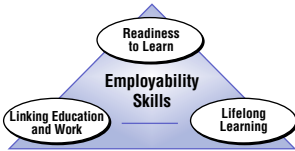
- des francophones d'une région éloignée sont exposés à des domaines de haute pointe
- donne la chance à l'élève de confirmer son choix d'études postsecondaires ou d'emploi

Milieu des affaires

- contribuent à augmenter le nombre de francophone dans les domaines de pointe
- donne la chance à l'employeur de faire "une différence" en orientant l'élève dans son cheminement de carrière

# Elementary- Secondary

**ALBERTA  
WINNER**



## CONTACT

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## LOCATION

Calgary, Alberta

## ESTABLISHED

1998

## NUMBER OF PARTNERS

2

## Overview

The Building Tomorrow's Future Together Partnership was created to provide students with an overview of the residential construction industry and give them some direct experience on actual construction sites. The partnership was a response to the construction industry's concerns regarding the shortage of trained workers in all of the construction-related trades.

## Objectives

- build a house on the school campus
- educate students about the construction industry and provide hands-on experience in home-building
- provide a pathway from high school into a career in construction

## Program Activities

- students build a house on campus
- work experience placements for students throughout the city
- guest speakers from construction industry
- provide teacher professional development

## Achievements

- increased student interest and involvement in the construction industry
- increased student interest in the trades as a career option
- three houses completed to date

## Innovations

- development of a career pathway for students from high school into trade schools and/or employment in construction
- shop teacher receives training on safety and current building techniques

## Benefits

### Education

- students learn about the knowledge, skills and attitudes required in the workplace
- students develop a sense of pride in their school and accomplishments

### Business

- develop a workforce with the appropriate skills and attitudes
- positive image in the community

## Elementary- Secondary

**BRITISH COLUMBIA  
WINNER**



### CONTACT

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### LOCATION

Comox Valley, British Columbia

### ESTABLISHED

1998

### NUMBER OF PARTNERS

150+

## Overview

Located in a small community, students at Highland Secondary School lack opportunities for multicultural and intercultural exposure, typically available in larger cities. To compensate for this, the school created a Career Program based on the philosophy of "Achievers International" which provides students with worldwide practical experience in international business. The guiding principle of Highland's Achievers Club is "think globally, but act locally."

## Objectives

- provide Grade 11 and 12 students with genuine experience of a business environment
- provide students with the opportunity to make their own decisions in a real-time, real "consequence" business setting
- provide students with access to the local community, and in so doing, provide the community with direct input into the education of the students

## Program Activities

- students work with community mentor to create and administer a for-profit "micro" business
- students establish links with their peers overseas
- students exchange products calculating currency exchange; shipping; Customs and Excise; etc.

## Achievements

- exposure of more than 60 students to the world of international business
- high percentage of the students have gone on to study business, four of which now own their own businesses
- partnerships established with five schools in the United Kingdom

## Innovations

- students totally responsible for all aspects of the business
- students learn by direct experience with real world

## Benefits

### Education

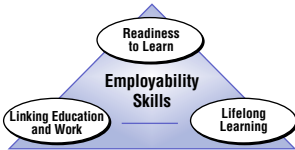
- students learn the principles of banking and business management
- learn employability skills valued by employers

### Business

- industry assists in preparing young people for the future
- opportunity for employers to mentor youth in their community

## Elementary- Secondary

**NEWFOUNDLAND  
HONOURABLE MENTION**



### CONTACT

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### LOCATION

St. John's, Newfoundland  
and Labrador

### ESTABLISHED

2000

### NUMBER OF PARTNERS

120+

## Overview

The Community Career Centre is a collaborative effort by various community stakeholders to support the career development needs of youth, as well as older adults living in the Northeast Avalon Region of Newfoundland. Community partners work together to maximize the community's resources in helping people make effective career decisions and successful transitions to educational and employment opportunities.

## Objectives

- support participants, both in and out of school, develop skills needed to repeatedly make good career decisions
- increase awareness of employability skills
- support teachers and community-based career practitioners

## Program Activities

- Career Development Network—addresses the needs of effective career development
- Community Career Centre Web provides career planning information and resources on-line ([www.communitycc.ca](http://www.communitycc.ca))

## Achievements

- creation of a network of community partners committed to working together to address a variety of career development needs
- increased understanding regarding the process of career development

## Innovations

- many programs are electronically linked through the National Occupational Classification System
- participants in the job-shadowing program share their experiences via the Internet
- links province's network of school districts, regional economic development boards and strategic social plan regions

## Benefits

### Education

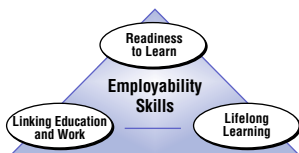
- enhances educational resources by maximizing community expertise
- provides enriched learning and personal growth opportunities for participants

### Business

- able to keep participants updated on skills required of present and future employees
- more visibility and input within the educational community

## Elementary- Secondary

**QUEBEC**  
**HONOURABLE MENTION**



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### LOCATION

Montreal, Quebec

### ESTABLISHED

2000

### NUMBER OF PARTNERS

100+

## Overview

The Light a Dream project began as an extension of a cooperative education program for intellectually delayed young adults between the ages of 18 and 21. The program is aimed at enabling the young adults to obtain appropriate career training and vocational opportunities through a candle making workshop and storefront business. Students are involved in all aspects of maintaining a business.

## Objectives

- prepare students to succeed in a business environment through the acquisition of employability skills
- build self-confidence and self-esteem
- enhance emotional, social, interpersonal, decision-making and leadership skills within the community

## Program Activities

- students involved in all aspects of the business (i.e., production, administration, finances, marketing, presentations, sales, etc.)
- expansion of leadership skills through workshops for elementary schools and community organizations

## Achievements

- program recognized as an award winner for entrepreneurship (first prize)
- many students have ultimately found full-time employment in the community
- students who remain partially involved become mentors for other young adults

## Innovations

- unique business–education partnership model
- project improves the entrepreneurial and employability skills of a group with special needs

## Benefits

### Education

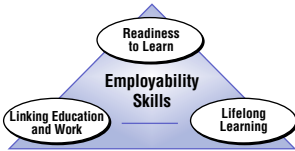
- opportunity to develop skills necessary to become a productive part of the community
- students have enhanced opportunities for learning

### Business

- opportunity to give back to the community
- find employees with well-developed employability skills

## Elementary- Secondary

**ONTARIO  
HONOURABLE MENTION**



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### LOCATION

Toronto, Ontario

### ESTABLISHED

1994

### NUMBER OF PARTNERS

12

## Overview

The partnership was formed to meet the long-term needs of the partners. It provides students with authentic technological activities to broaden their experiences and expand their post-secondary opportunities and, subsequently, increase the availability of qualified technology professionals in the community. The initial four-year Cyberscience Program, providing enriched education in science and technology, has grown to include a Technology Showcase and a four-month Mentoring Program for senior students.

## Objectives

- foster science, literacy, numeracy and employability skills
- enhance the quality of learning
- increase awareness of advances in technology and use of leading-edge technological equipment
- provide opportunities for co-operative action projects

## Program Activities

- development of Cyberscience lab focused on building literacy in science and technology
- technology showcase exposes students to current uses of technology in the pharmaceutical industry
- mentorship program establishes one-on-one relationships

## Achievements

- exemplary model of curriculum-based community partnership
- exponential growth of involvement with other community organizations
- Learning Partnership Award, Learning Consortium Award and various news stories on technology

## Innovations

- state-of-the-art facility
- active school-wide involvement
- expanding community interactions

## Benefits

### Education

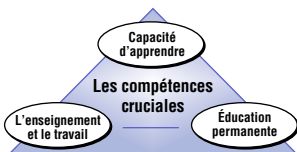
- provides opportunities beyond the classroom otherwise not available to inner-city schools
- encourages students to pursue post-secondary education in science and technology

### Business

- corporate citizenship
- development of technologically skilled potential employees

## Primaire et Secondaire

**ONTARIO**  
**MENTION HONORABLE**



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## Sommaire

Grâce à cette initiative, l'élève quitte l'école secondaire avec son diplôme d'études secondaires, des heures pratiques et une partie théorique reconnue par le Ministère de la formation professionnelle, une solide expérience de travail, un emploi rémunéré. Ce programme individualisé de formation professionnelle et technique est offert à partir d'une école secondaire construite sur le campus d'un collège communautaire.

## Objectifs

- contrer la pénurie d'employés dans le domaine de l'apprentissage
- faciliter la transition de l'école au marché du travail
- développer les compétences d'employabilité chez les élèves

## Activités du programme

- alterner entre un trimestre à l'école et le suivant au travail à plein temps
- enregistrés comme apprentis dès le secondaire
- s'inscrivent au cours collégial pendant le secondaire

## Réalisations

- construction d'une école secondaire financée en partie par le conseil scolaire et l'entreprise privée
- augmentation du nombre d'élèves au secondaire qui choisissent les métiers comme domaine d'avenir

## Caractère innovateur

- école secondaire construite sur le campus d'un collège communautaire
- implication financière de l'entreprise privée
- formation sur mesure des élèves du secondaire qui se dirigent dans un domaine de métier

## Avantages du partenariat

Milieu de l'éducation

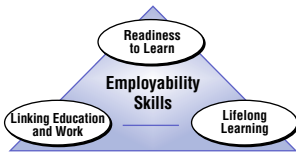
- les étudiants on un emploi à la fin de leurs études secondaires
- permet aux élèves de recevoir une formation plus rapide dans les domaines des métiers

Milieu des affaires

- formation sur mesure pour leurs futurs employés
- banque d'employés potentiels

## Elementary- Secondary

**MANITOBA  
HONOURABLE MENTION**



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### LOCATION

Winnipeg, Manitoba

### ESTABLISHED

1996

### NUMBER OF PARTNERS

200+

## Overview

Partnerships with BRIDGE begin in the classroom with a teaching component that includes soft skills training for the students. Once completed, the students are then placed with one of the business partners for up to 10 weeks with a specific goal of training outcomes and employability skills enhancements.

## Objectives

- provide an opportunity for students to transition from school to work or higher education, with confidence
- address the problem of youth under/unemployment by providing meaningful, on-the-job training
- build strong working partnerships between education and business communities

## Program Activities

- BRIDGE is a full-time transition program for 17–21 year olds
- students participate in the program to obtain four senior year credits, explore career(s) and/or secure employment
- program offers five weeks of soft “skills training”; 10 weeks of intensive on-the-job training; two-week job find workshop

## Achievements

- 300 students have graduated from the BRIDGE program
- 85 per cent of graduates have acquired employment
- establishment of an Employability Skills Certificate program

## Innovations

- “student driven” program therefore meets their needs
- outcome-based training ensures the acquisition of relevant and practical skills
- program offers under/unemployment youth to continue learning in a practical and safe environment

## Benefits

### Education

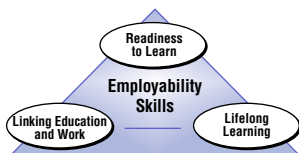
- establish relevance of school and work
- flexible, individualized program opportunities

### Business

- opportunity to develop and screen skilled workers
- community input into curriculum development

## Elementary- Secondary

**BRITISH COLUMBIA  
HONOURABLE MENTION**



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### LOCATION

Parksville, British Columbia

### ESTABLISHED

1999

### NUMBER OF PARTNERS

33

## Overview

In 1999, a group of concerned individuals and agency representatives came together to address the issue of family literacy in the community, eventually adopting the name of Building Learning Together (BLT). Since then, many literacy initiatives have been undertaken.

## Objectives

- enhance children's development
- invest in early learning for lifelong success of individual
- provide early literacy intervention opportunities for families of school district

## Program Activities

- outreach program for families includes a travelling lending library of 180 backpacks containing language-enriched educational books and toys
- annual conference where parents and educators work together to explore opportunities for stimulating child development
- dramatic theme boxes for children struggling with language and reading

## Achievements

- province-wide recognition within a short period of time
- over 600 elementary school children have participated in the Top Cop Reading program
- since October 2002, the Words on Wheels Bus has serviced 2,500 individuals

## Innovations

- School District created a new liaison position to work with community partners
- proactive support for parents who are recognized as the primary educators of their children

## Benefits

### Education

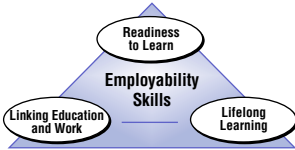
- early childhood programs promote healthy development and school readiness
- innovative thinking enriches children and families

### Business

- improved community relations
- fulfillment of social responsibilities and encouragement of positive growth in the next generation's workforce

# Elementary- Secondary

## NEWFOUNDLAND



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### LOCATION

St. John's, Newfoundland  
and Labrador

### ESTABLISHED

1997

### NUMBER OF PARTNERS

12

## Overview

Having a professional sports team and an educational institution as key players in a partnership is a rarity. As the number one team in the AHL for Community Initiatives, members of the St. John's Maple Leafs hockey team are committed to motivating kids at school assemblies every month. Repeat visits to the school by the players provides a strong message to the students about the dedication and strong support of the program.

## Objectives

- motivate students for self-improvement (e.g., attendance, grades, behaviour)
- encourage students to make a commitment and stick to it
- recognize and reward students for their commitment

## Program Activities

- members of the hockey team visit schools, speaking to and motivating students
- players along with teachers encourage students to stay with their goals
- successful students are recognized at the school assembly and receive an award

## Achievements

- marked improvement over past five years of "GoIn' for Goals" program
- increased number of students receiving Certificates of Achievement
- expansion of program to other schools means players can reach a greater number of students

## Innovations

- once schools can continue goal-setting programs on their own, they are weaned to make room for new programs
- the Foundation encourages schools to set goals for themselves and to branch out into the community

## Benefits

### Education

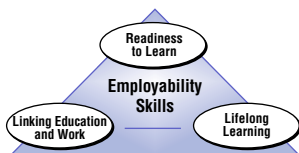
- students encouraged and motivated to achieve their very best
- students improve leadership skills through positive role-modelling

### Business

- improved public image through a positive community presence
- better understanding of the education system and its ongoing issues

## Elementary- Secondary

### NEWFOUNDLAND



### CONTACT

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### LOCATION

St. John's, Newfoundland

### ESTABLISHED

1996

### NUMBER OF PARTNERS

28

## Overview

The Robotics Partnership Program encourages high school students to choose careers in applied science and technology. It has introduced the technical field of robotics through new curriculum and co-curricular projects, as well as multi-faceted technology competitions. The program has grown from a single school to provincial participation.

## Objectives

- make high school academic programs in science and technology more relevant and meaningful to students
- expose students to the excitement of innovation and development of technical products
- provide students a rationale and motivation for entering into post-secondary education

## Program Activities

- teams from Atlantic Canada participate in technology competitions ranging from robotics to computer animation
- development of curriculum and internships to prepare students for a seamless transition into post-secondary education or technology-based careers

## Achievements

- since 1996, the number of Robotics Teams participating has grown from 12 to 160 with nine high schools involved
- partnership has grown to now include a separate competition for Junior High School students
- since 1998, fourteen top medal standings at national and international robotics tournaments

## Innovations

- province-wide systematic change toward the advancement of technological and entrepreneurial skills in secondary schools
- as a result of the competitive robotics program, new curriculum now being taught in high schools provincially

## Benefits

### Education

- students receive in-depth introduction to the applied science and engineering fields
- students have enhanced opportunities for learning resulting in confidence in their own abilities

### Business

- opportunity to play a role in the development and growth of the workforce
- positive corporate returns on investment in education

## Elementary- Secondary

### NEWFOUNDLAND



### CONTACT

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### LOCATION

St. John's, Newfoundland

### ESTABLISHED

1999

### NUMBER OF PARTNERS

10

## Overview

Regional Economic Development and Schools (REDAS) has a better understanding of the entrepreneurial and work-related opportunities that exist in the local regions. To create sustainable and economically viable communities, REDAS connects schools to community and teachers to economic developers or business.

## Objectives

- teacher interns and cooperating secondary teachers develop knowledge and skills that allow them to connect their teachable area to the local economy
- teachers develop learning resources that support their curriculum
- students develop skills related to entrepreneurial opportunities that exist in their region

## Program Activities

- partnering with business and economic developers to better understand the future economy
- developing resources that connect the local economy to the prescribed curriculum

## Achievements

- 200 teachers and 30 teacher interns received professional development training
- development of 70 local learning resources focusing on future economy
- recognized as a possible model for use in rural schools

## Innovations

- teachers and interns work closely with economic developers to make connections between curriculum outcomes and future economic possibilities for their region
- teachers and interns develop relevant resources with the support of local business and economic developers

## Benefits

### Education

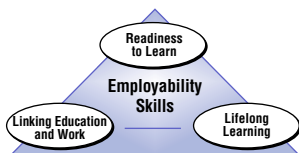
- enhanced understanding of the economy for the teachers and interns involved
- students benefit from teacher's knowledge

### Business

- opportunity for economic developers and local business to have input into local learning resources
- local youth informed about work/entrepreneurial opportunities within their community

## Elementary- Secondary

### NEWFOUNDLAND



### CONTACT

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gloriaslade@na-refining.nf.ca

### LOCATION

Little Heart's Ease, Newfoundland

### ESTABLISHED

2000

### NUMBER OF PARTNERS

4

## Overview

Southwest Arm Academy students are placed in the real work setting with North Atlantic Refining. Through this experience students are able to create and produce a multimedia resource resulting in a greater understanding of the history of gas and oil in Newfoundland. With a greater focus and a better understanding of chemistry, and by implementing this module into the school curriculum, students will have an understanding of how academics relates to the "real work world."

## Objectives

- enhance ICT skills through the creation and maintenance of a multimedia resource
- educate students of the available career choices
- enhance the employability skills of the students through on-the-job training

## Program Activities

- students complete job shadowing on-site, as well as safety and fire prevention courses to prepare them for the field
- development of course material to provide a better understanding of the working world
- focus on designing and maintaining an interactive multimedia resource

## Achievements

- substantial growth since basic computer curriculum implemented
- growth in job experience, especially in science and ICT training
- students produced an outstanding multimedia resource that can be used by any student in the province

## Innovations

- ongoing student interest in ICT skills
- program continues to grow and adapt to current technical needs

## Benefits

### Education

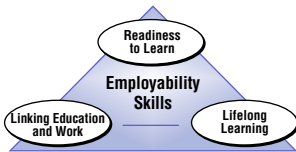
- students can relate educational curriculum to the workforce
- students are introduced to Information Technology and Production

### Business

- relating important skills and an understanding of the industry to potential employees
- enhanced business profile in education and the community

# Elementary- Secondary

## NEW BRUNSWICK



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### LOCATION

Across New Brunswick

### ESTABLISHED

2000

### NUMBER OF PARTNERS

135+

## Overview

The Trades/Technology Career Awareness Partnership addresses the need for a highly skilled workforce required to sustain economic development. Students are provided with information to make informed decisions, develop employability skills and set applicable education paths through a series of career expos and professional development workshops established across the province.

## Objectives

- prepare high school students to make informed career decisions
- provide awareness about trade/technology career opportunities and hands-on learning
- promote an understanding of education paths available

## Program Activities

- Trades/Technology Awareness expos across the province provide opportunity for students to talk directly with trades people
- integration of learning activities and resources for Francophone and Anglophone teachers, across a variety of subjects
- teacher development through informative workshops

## Achievements

- over 10,000 students have attended the Awareness expos
- 4,921 students have participated in the research component
- more positive attitudes about careers in trades/technology

## Innovations

- educators, business, industry and other stakeholders partner to address a national concern regarding skills shortage in the trades

## Benefits

### Education

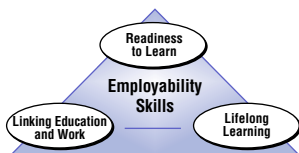
- teachers provided with strategies for integrating technology in the curriculum
- enhancing employability skills promotes confident and skilled individuals

### Business

- direct involvement in the education of the future workforce
- supports business and other community partners in the development of human resources

## Elementary- Secondary

### PRINCE EDWARD ISLAND



### CONTACT

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### LOCATION

Morell, Prince Edward Island

### ESTABLISHED

1996

### NUMBER OF PARTNERS

18

## Overview

An ongoing partnership since 1996, the Morell Region Community Learning Centre and the Morell Regional High School share resources, exchange services and partner in activities to promote the value of lifelong learning.

## Objectives

- provide means for learners to increase their academic and computer literacy levels through the development and delivery of programs
- promote the education of youth and adults as a necessary component in overall community economic development
- promote the use of community and provincial resources as a necessary component of economic development

## Program Activities

- Adult Education program; After School Programs; Seniors Net; Story Sacks
- variety of computer and desktop publishing courses
- Employment Resource program provides career planning advice to youth and community members

## Achievements

- partnership program provides skills development and training for future workforce
- meaningful work experiences for students
- increased technical skill levels and knowledge for all age groups

## Innovations

- lifelong learning for all
- strong link between information technology, literacy, independence and employment opportunities

## Benefits

### Education

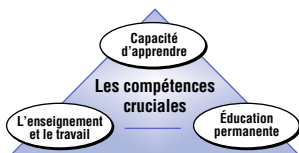
- opportunities for meaningful job experiences for students in a convenient location
- teachers incorporate business programs into school curricula

### Business

- opportunity to enhance the learning experience of students
- ability to provide a sense of community within the school system

## Primaire et Secondaire

QUÉBEC



### PERSONNES-RESSOURCES

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### ENDROIT

Bellefeuille, Québec

### ÉTABLI

1991

### NOMBRES DE PARTENAIRES

40+

## Sommaire

Le personnel de l'École de la Source et les enfants travaillent avec de nombreux partenaires dont Cité Ouverte Laurentides. Ils échangent leurs ressources et expertise pour le bien des citoyens, des institutions et de la communauté. Ce partenariat procure des occasions de leadership, d'initiatives entrepreneuriales, de qualité de vie, à l'école et dans le quartier.

## Objectifs

- comprendre et apprécier les valeurs liées aux partenariats multiples
- favoriser la bonne entente et le leadership envers la collectivité et aider chaque jeune
- créer un environnement d'expériences authentiques et développer des compétences professionnelles et techniques dans des dossiers communautaires et culturels dont ceux de la technologie de l'information et des communications

## Activités du programme

- divers projets communautaires, culturels, environnementaux, activités physiques, technologiques, etc.
- l'école est recherchée pour la qualité de vie qui y règne et ses services

## Réalisations

- intégration d'artistes en classe pour intégrer les arts de la scène et les arts visuels aux productions écrites
- confection de livres par les enfants, reliures d'arts, artiste professionnel et production de CD-ROM

## Caractère innovateur

- création d'un environnement communautaire unique à la fois créatif et stimulant
- collaboration inter-génération, échanges interculturels

## Avantages du partenariat

Milieu de l'éducation

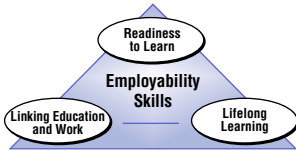
- offre un moyen puissant et intéressant d'acquérir de précieuses compétences personnelles, offre de l'employabilité pour des partenaires
- développe l'entrepreneuriat des enfants

Milieu des affaires

- permet d'ouvrir de nouveaux horizons avec l'aide des partenaires
- la participation aux projets aide les partenaires du milieu des affaires à promouvoir la valeur du travail

# Elementary- Secondary

**QUEBEC**



## CONTACT

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## LOCATION

Montreal, Quebec

## ESTABLISHED

1993

## NUMBER OF PARTNERS

50+

## Overview

Since 1993, Rosemount Technology Centre has joined forces with its business partners in collaborative surroundings nourishing excellence in skills competencies through student cooperative programs and teacher practicums.

## Objectives

- provide students with a multitude of job opportunities
- furnish business partners with the best qualified workers
- creation of a third-generation robot to be used as a teaching tool

## Program Activities

- peer tutorials
- supplemental courses in mathematics and language
- educational visits by elementary and high school students
- teacher upgrading

## Achievements

- enrollment reaching 900 students annually
- average job placement rate of 85 per cent
- various awards since 1997

## Innovations

- a direct liaison between business and educators through the Business Advisory Committee
- enormous strides established in the development of student work study programs and teacher upgrades

## Benefits

### Education

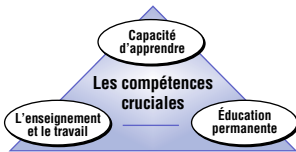
- developing employability skills in leading-edge technology
- students and teachers have access to a large bank of industrial resources

### Business

- opportunity to play a role in the development and growth of a highly skilled workforce
- potential to mold potential future employees with direct involvement in the education system at a local level

## Primaire et Secondaire

QUÉBEC



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### ENDROIT

Diverses régions du Québec

### ÉTABLI

1996

### NOMBRES DE PARTENAIRES

5

## Sommaire

Quelques activités du partenariat consistent à assurer l'acquisition de connaissances et la formation des jeunes à l'analyse d'un écosystème aquatique selon des paramètres précis et la formation d'enseignants et d'élèves à l'analyse d'un cours d'eau dans diverses régions du Québec.

## Objectifs

- engagement dans la protection des écosystèmes aquatiques de la rivière du Nord
- développement d'un sens d'appartenance au projet chez le jeune
- échange de connaissances pratiques entre les jeunes

## Activités du programme

- cueillette de données chimiques et biologiques ainsi que la rédaction d'un rapport
- diffusion des données; séminaires et entrevues; stages

## Réalisations

- mise en place du Projet Récifs
- installation d'un panneau sur la rivière du Nord qui présente l'étude de la rivière du Nord
- recensement des poisons de la rivière du Nord pour le service d'aménagement de la faune du Québec

## Caractère innovateur

- développement et évaluation d'une trousse d'étude
- développement d'un réseau qui met en contact des organismes aux niveaux, local, régional et international

## Avantages du partenariat

Milieu de l'éducation

- le programme rejoint plusieurs matières
- les étudiants participent à un projet unique en son genre

Milieu des affaires

- le projet apporte un support de données
- l'innovation et la création dans les démarches entreprises

## Elementary- Secondary

**QUEBEC**



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### LOCATION

Montreal, Quebec

### ESTABLISHED

2000

### NUMBER OF PARTNERS

5

## Overview

Cooperative education offers students practical experiences in the workplace. A three-way partnership, MacDonald High School's co-op program successfully involves students studying at all levels, enriches a keen interest and motivates at-risk students.

## Objectives

- increase student motivation and develop positive self-image
- allow students the opportunity to develop real-world work habits
- help students develop marketable employability skills

## Achievements

- suitable work placements match the interest of special needs students
- Anglophone students successfully work in a bilingual or French environment

## Innovations

- partnership has developed an entrepreneurial spirit within the school
- students in co-op program become mentors for others

## Benefits

### Education

- students learn about the skills and attitudes required in the workplace
- experience develops self confidence and eases transition from school to work

### Business

- opportunity to play a role in the development and growth of potential employees
- more visibility in the educational community

# Elementary- Secondary

## ONTARIO



### CONTACT

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### LOCATION

Guelph, Ontario

### ESTABLISHED

1998

### NUMBER OF PARTNERS

3

## Overview

This three-way partnership fosters communication of common values, participation in and support for shared events. The relationship allows an interaction of students and staff to focus on social responsibility within their community. The program connects the community—education, business, and mental healthcare.

## Objectives

- enhance educational opportunities for students and professional development for staff
- enhance the public profile of the partners with respect to community volunteerism
- encourage social responsibility on the part of students and staff

## Program Activities

- Co-operative Education programs
- forest restoration
- special events

## Achievements

- promotion of social responsibility and volunteerism
- increased awareness of stakeholders' environment
- financial support from business partners has improved school facilities

## Innovations

- program connects all community stakeholders
- shared resources and talents fosters social responsibility

## Benefits

### Education

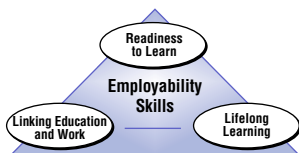
- enhanced learning opportunities for students beyond school
- professional development for teachers

### Business

- positive public profile within the community
- chance to gain a competitive advantage as internships provide students with a seamless transition from school to work

## Elementary- Secondary

### ONTARIO



### CONTACT

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### LOCATION

Wallaceburg, Ontario

### ESTABLISHED

1974

### NUMBER OF PARTNERS

20

## Overview

Since 1974, this partnership has provided opportunities for all members of the Wallaceburg community to receive first-rate training that addresses the demand for skilled workers in the precision metals cutting trade.

## Objectives

- retain students by offering viable skill training programs at a post-secondary institution
- produce a qualified pool of apprenticeship trainees
- reduce costs by sharing resources between both schools

## Program Activities

- activity-based instruction for students using equipment which is up to local industry standards
- sharing of maintenance and equipment
- presence of college at high school's career and technical fairs

## Achievements

- partnership has been used as a model for community industrial training committees
- over 950 trade apprentices placed in local community
- received Yves Landry Award recognizing outstanding achievement in industry-education partnership

## Innovations

- advanced placement for St. Clair College metal trade cutting programs for select WDSS graduates
- Continuing Education (night school) for locals; daytime programs for senior citizens

## Benefits

### Education

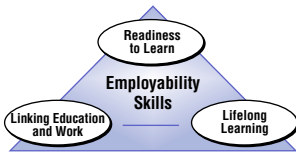
- provides incentive to remain in school
- WDSS teaching staff permitted to use state-of-the-art equipment

### Business

- economic spin-off from having a post-secondary institution in community
- hardware and equipment purchased from local suppliers

# Elementary- Secondary

ONTARIO



## CONTACT

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## LOCATION

Toronto, Ontario

## ESTABLISHED

1997

## NUMBER OF PARTNERS

50+

## Overview

The mission of kids.now is to provide pre-teens, ages 11 to 13, with tools for success by developing their leadership skills. A small mentor/pupil ratio facilitates great attention toward each child's specific needs. The program teaches the youth practical skills to help them harness the potential to make better choices.

## Objectives

- opportunity for students to develop confidence and reach potential
- learning practical skills empowers students to lead a productive life

## Program Activities

- development of leadership skills
- 1.5 hours of coaching weekly for 12 weeks
- coaches receive nine hours of training

## Achievements

- 95 per cent of graduates have improved goal-setting skills
- 88 per cent of student graduates feel they have a better understanding about handling conflicts
- Executive Director, and Founder, nominated for various Awards

## Innovations

- positive proactive energy to build better communities
- kids empowered to make their own decision to attend the program

## Benefits

### Education

- students gain practical skills which gives them the advantage with decision making
- on-site, after-school program provides positive environment for youth development

### Business

- participation in the development of future employees
- increased employee morale as a result of volunteering

## Elementary- Secondary

ONTARIO



### CONTACT

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### LOCATION

Toronto

### ESTABLISHED

2000

### NUMBER OF PARTNERS

19+

## Overview

The partnership created a schoolyard/park that is unique in its kind in that it provides a learning ground for a population of children with multiple disabilities and wheelchair-bound individuals.

## Objectives

- offer teachers and students opportunities to engage in curriculum goals unique to the school
- develop opportunities to strengthen gross motor skills for all students and to stimulate curiosity and imagination

## Program Activities

- children's observations and experiences in the playground will be used to create a new curriculum
- due to the severity of intellectual handicap of students, science programs are hands-on, sensory and experiential in nature
- green schoolyard provides teachers and students with opportunities to engage in curriculum goals unique to the school

## Achievements

- design of playground included environmental issues (bring wildlife to city by planting native species)
- address saving resources and energy (placement of trees in relation to the building)
- create a safe and esthetically pleasing environment for the local community

## Innovations

- partners and stakeholders participate in the well-being and development of the students
- schoolyard/park meets the needs of a unique school population

## Benefits

### Education

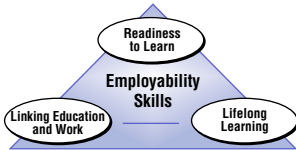
- students have meaningful learning experiences
- students and teachers engage in activities used for program development

### Business

- involvement results in mutual learning and appreciation
- better understanding of the needs of the disabled

# Elementary- Secondary

ONTARIO



## CONTACT

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## LOCATION

Throughout Canada

## ESTABLISHED

1999

## NUMBER OF PARTNERS

280+

## Overview

The Cisco Networking Academy program provides Canadians with essential Internet and ICT technology skills, and actively prepares students for the demands and opportunities of a global economy. The program offers students a chance to gain knowledge on how to design and build computer networks.

## Objectives

- increase student awareness of the rapid changes in technology
- provide early exposure for students to gain hands-on experience
- opportunity to learn transferable skills

## Program Activities

- students taught theory of network design and implementation
- hands-on lab experiences
- coop placements for students
- teacher training

## Achievements

- over 600 students have taken program at WA Porter, alone
- over 60 teachers trained and teaching program within the Toronto District School Board
- students acquire transferable skills; graduates are technologically literate and very employable

## Innovations

- state-of-the-art assessment and e-learning program
- practical hands-on experience using real life equipment
- largest ICT training program of its kind

## Benefits

### Education

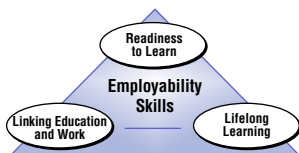
- students empowered by providing them with the necessary skills to function in the workplace
- students exposed to new and exciting careers in Information Technology

### Business

- opportunity to contribute to community economic growth, development and sustainability
- commitment to continued development of ICT curricula

## Elementary- Secondary

### MANITOBA



### CONTACT

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### LOCATION

Winnipeg, Manitoba

### ESTABLISHED

1999

### NUMBER OF PARTNERS

8

## Overview

Manitoba's Department of Education, Training and Youth has approved Canada's first High School Commercial Pilot Aviation Ground School. Five of eight high school credits are based on Transport Canada's curriculum and will exceed the ground school requirements for commercial pilot training.

## Objectives

- introduction to a variety of potential careers in aviation
- participate in job training experiences
- gain high school credits while taking flying lessons

## Program Activities

- ground school training meets Transport Canada's requirements
- access to on-line learning experiences
- participatory training with local air carriers

## Achievements

- student acceptance of Ground School course
- endorsement of the program by the Manitoba Aviation Council and the Manitoba Human Resource Coordinating Committee

## Innovations

- Canada's first High School Commercial Pilot Aviation Ground School
- eight-credit high school program open to any Manitoba resident 21 years of age or below
- free tuition

## Benefits

### Education

- opportunity to create a tuition-based ground school course
- students get a head start on aviation training and experience

### Business

- visible role in the educational system
- direct link to potential future employees

## Elementary- Secondary

### MANITOBA



### CONTACT

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### LOCATION

National

### ESTABLISHED

2000

### NUMBER OF PARTNERS

100+

## Overview

The E-Spirit National Aboriginal Youth Business Plan Competition offers Aboriginal youth an opportunity to work together in developing an idea into an actual business plan through the use of the best available resources on-line. The E-Spirit Web site ([www.espirit.bdc.ca](http://www.espirit.bdc.ca)) features interactive business planning modules with examples, mentors and role models and key links to useful sites.

## Objectives

- increase awareness of entrepreneurial/business opportunities
- develop management and business skills
- encourage interaction among Aboriginal nations

## Program Activities

- 16-week Business Plan Development course
- student-lead presentations promote confidence and public speaking abilities
- trade show, awards celebrations

## Achievements

- E-Spirit has inspired confidence in Aboriginal youth
- encouraged Aboriginal youth to make positive choices
- program has linked Aboriginal youth from all regions of Canada

## Innovations

- enhanced technological capacities
- e-commerce model of delivering management information
- constant updating of best practices and lessons learned

## Benefits

### Education

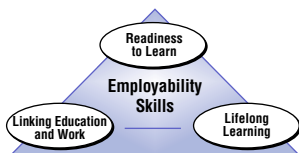
- exposure to an awareness of self-employment opportunities and entrepreneurship
- increased business and management capacities and employability skills

### Business

- increased opportunity for meaningful employment
- opportunity to actively contribute to improve opportunities for Aboriginal business nationally

## Elementary- Secondary

### MANITOBA



### CONTACT

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### LOCATION

Winnipeg, Manitoba

### ESTABLISHED

1997

### NUMBER OF PARTNERS

200+

## Overview

The Rotary Career Symposium is a career and education information symposium targeted at students from Grade 7 to Senior 4, as well as post-secondary students and adults looking for a career change. Established in 1980, and supervised by a Board of Directors, this group believes that employability skills are nurtured and developed at home, at school, at work and in the community.

## Objectives

- encourage lifelong learning
- cultivate the acquisition of employability skills
- promote skilled work through vocational, technical and apprenticeship training

## Program Activities

- Exhibitor Showcase—over 100,000 square feet for leading industries, governments, new technologies, post-secondary institutions and trade associations for interactive displays and showcases
- over 150 speaker sessions during the Symposium
- awards presented to exhibitors with the most interactive and informative booth

## Achievements

- 16,000 attendees at 2002 Symposium
- creation of an Aboriginal Committee to work more closely with the Aboriginal Community
- new Web site launched in 2001: [www.career-symposium.org](http://www.career-symposium.org)

## Innovations

- largest comprehensive career symposium in Canada
- opportunity for parents to learn with their child in an interactive environment
- powerful example of community involvement

## Benefits

### Education

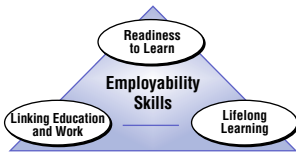
- students are more informed about career options
- encourages lifelong learning and a greater optimism about their futures

### Business

- demonstrates community involvement
- opportunity to showcase education, trades and skilled work

## Elementary- Secondary

### SASKATCHEWAN



### CONTACT

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### LOCATION

Regina, Saskatchewan

### ESTABLISHED

1991

### NUMBER OF PARTNERS

2

## Overview

Scott Collegiate is a Grade 9 to 12 high school with predominantly Aboriginal (92 per cent) students. The Scott Partnership committee assists in managing, coordinating and administering the program. The committee recently expanded to include two students to provide a student's perspective.

## Objectives

- bridge the gap of understanding between education and business
- provide students with experience in the work environment and to motivate them to pursue higher education
- provide students with opportunities for skill development, better knowledge of career options, and opportunities to associate with an adult role model

## Program Activities

- opportunity for skills development through mentoring and job shadowing
- various sponsorship and awards encourage students to stay in school and to improve behaviour
- work placements

## Achievements

- recognition of student improvements in effort, behaviour and attendance
- increased cultural awareness and understanding
- mentoring programs have created a positive change by increasing students' confidence and self-esteem

## Innovations

- committee monitors partnership to ensure goals and objectives are being met
- SaskTel encourages employees to become involved with the mentorship program

## Benefits

### Education

- increased self-esteem and skills development for students
- reinforced link between academic pursuits and the working world

### Business

- opportunity for business partner to become involved with Aboriginal youth and the Aboriginal Community
- positions company as an employer of choice in a shrinking labour pool

## Elementary- Secondary

### ALBERTA



### CONTACT

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### LOCATION

Calgary, Alberta

### ESTABLISHED

2000

### NUMBER OF PARTNERS

3

## Overview

Fuel for Schools is a breakfast program designed to provide hungry Calgary Board of Education (CBE) elementary students with a nutritious breakfast prior to starting their studies each day. The primary aim of the program is to reduce the emotional stress, health risks and negative academic effects of hunger and poor nutrition for elementary-aged students.

## Objectives

- promote the health and well-being of participating children
- offer nutrition with education and provide a positive social experience
- raise the awareness of various stakeholders with regard to the issue of child hunger

## Program Activities

- a nutritious breakfast for hungry students on a daily basis
- community effort ensures program is delivered daily

## Achievements

- program awarded Mayor's Partnership Excellence Award for Broad Community Collaboration in 2002
- continual expansion to meet the needs of an ever-growing number of children requiring assistance

## Innovations

- various community stakeholders work collectively and collaboratively to address the issue of child hunger
- proactive program leading to better adjustment for youngsters in their teenage years

## Benefits

### Education

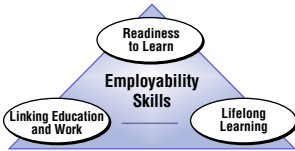
- improved attendance and increased class participation
- streamlined efforts by community and educational institutions

### Business

- enhanced corporate image resulting in a more positive profile in the community
- better understanding of the challenges facing public education

# Elementary- Secondary

## ALBERTA



## CONTACT

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## LOCATION

Calgary, Alberta

## ESTABLISHED

1991

## NUMBER OF PARTNERS

5

## Overview

The Stay in School Ski Day is based on needs identified by schools, builds on the strength of the community and focuses on encouraging at risk youth to pursue the positive goal of completing school. During the ski day, students are teamed up with mentors from the business community. Established in 2000, the Don Eby Memorial Award reaches beyond the goals of the ski day by providing an e-mentoring program over a three-month period.

## Objectives

- help students develop and maintain positive attitudes towards school
- help students gain insights into the world of work and possible career paths
- develop ongoing relationships between students and mentors

## Program Activities

- ski day participation
- three-month mentoring program
- field trip offers opportunity for students to job shadow their mentors

## Achievements

- 20 mentors and 20 students successfully participate annually
- measurably encouraged students to stay in school
- students and business mentor work jointly on school-based curriculum

## Innovations

- unique approach to encourage at-risk students to stay in school
- business mentors work with students on school-based curriculum

## Benefits

### Education

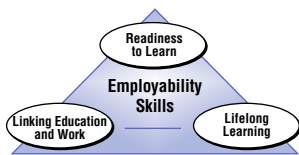
- encourages students to stay in school
- fosters employability skills, as well as promoting literacy in technology

### Business

- opportunity to take an active role in public education
- successfully brings business and education closer by providing students with real-world experiences

## Elementary- Secondary

### ALBERTA



### CONTACT

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### LOCATION

Throughout Alberta

### ESTABLISHED

1991

### NUMBER OF PARTNERS

100+

## Overview

The Job Safety Skills Society developed the JobSafe program through a partnership with educators, business, government and the community. It is an extensive school-based workplace safety education program divided into three parts, each requiring 25 hours of instruction. JobSafe provides students with a solid foundation in workplace safety before they enter the workforce.

## Objectives

- address the unacceptable number of workplace injuries and fatalities to Alberta's youth
- introduce youth to essential health and safety concepts

## Program Activities

- Instructor Resource Manuals for all three JobSafe courses available for teachers and students
- Educator Resource Manuals and Teacher In-services enhances teachers' knowledge, understanding and delivery of program material

## Achievements

- school participation and partnerships increased from 159 (1997) to 551 (2002)
- student JobSafe certifications increased from 620 (1997) to 9,800 (2002)
- program being adopted by other organizations and is being piloted in other provinces

## Innovations

- workplace safety education through JobSafe program
- expansion of program through e-learning opportunities and Web-based delivery

## Benefits

### Education

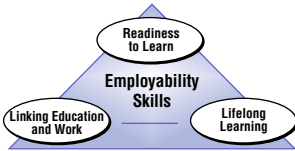
- provides an extension and enhancement to vocational curriculum and apprenticeship training
- provides comprehensive understanding of workplace safety

### Business

- local industry partnering with schools is good community relations
- young workers can be hired with increased knowledge and acceptance of workplace safety

# Elementary- Secondary

## ALBERTA



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### LOCATION

Millarville, Alberta

### ESTABLISHED

1991

### NUMBER OF PARTNERS

2

## Overview

The partnership between Imperial Oil and Millarville Community School provides opportunities for the students to be informed about, and actively involved in, a corporate environment—specifically, an industry involving the production and processing of natural gas.

## Objectives

- opportunity for students to become more environmentally aware
- learn more about corporate and personal responsibility and work ethic
- activities focus on school-to-work transition

## Program Activities

- School-wide Science Fair
- Junior Achievement and Science and Health programs for Grade 6
- Enterprise and Innovation programs for Grades 7 and 8

## Achievements

- majority of the 25 employees take an active role in the school's learning experiences
- recognized by the Calgary Educational Partnership Foundation—2001 Honourable Mention
- 1996 Calgary Mayor's Excellence Award

## Innovations

- partnership programs integrate with school curriculum
- longevity of partnership proves its success

## Benefits

### Education

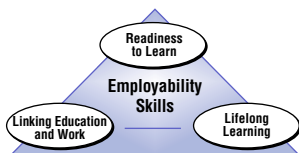
- students acquire skills and knowledge that will serve them well in future endeavors
- valuable skills learned provide growth for students

### Business

- employees have developed a respect and appreciation for the skills and abilities of the students while serving in mentorship role

## Elementary- Secondary

### ALBERTA



### CONTACT

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### LOCATION

Calgary, Alberta

### ESTABLISHED

1992

### NUMBER OF PARTNERS

2

## Overview

Established in 1992, the partnership is an integral part of the school and its culture. Over the years, it has affected all aspects of the school—promoting technology, improving employability skills, extracurricular enrichment and encouraging students to stay in school. The program is constantly changing to meet the needs of the students.

## Objectives

- enhance learning opportunities for students
- help students make more educated career choices

## Program Activities

- enhanced technology programs available to students
- support of extracurricular events in the school
- staging of “Celebrate Western” gala event that highlights the Fine Arts

## Achievements

- a thriving, decade-long partnership of enhancing educational opportunities for youth
- open communication and strong commitment to the success of the partnership
- brings current professionals up to date with today’s youth

## Innovations

- partners work jointly to enhance and change curriculum when required
- students involved in work experience program often benefit from summer employment at Husky

## Benefits

### Education

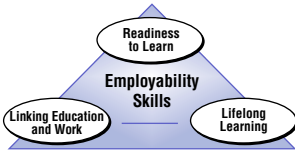
- school and business partner develop a common understanding of each other’s role in education
- increased resources for the school

### Business

- partnership reinforces company’s fundamental belief of giving to the community
- employees energized through their contact with young individuals

# Elementary- Secondary

## ALBERTA



## CONTACT

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## LOCATION

Calgary, Alberta

## ESTABLISHED

1998

## NUMBER OF PARTNERS

9

## Overview

Through various opportunities created by First Calgary Savings and Lord Beaverbrook High School, students have been able to showcase their talents and build their professional portfolios. Life skills in the area of money management have been cultivated, computer skills have increased and a general understanding of reality-based decision making has been demonstrated.

## Objectives

- practice interpersonal skills outside of their peer group
- gain knowledge outside of academia
- mentor with professionals and acquire insight into different professions

## Program Activities

- activities empower students to consider educational goals and career paths
- portfolio building for students in a variety of venues

## Achievements

- production of the 2003 Corporate Calendar
- significant increase in student interest in the corporate world
- students benefit from “real-life” examples and instruction on general banking and money-management issues

## Innovations

- students given venue to showcase their talents and build their professional portfolio
- direct school-to-real-life opportunities through general banking activities

## Benefits

### Education

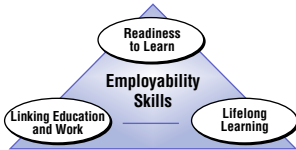
- opportunity for students to showcase talents and build professional portfolio
- expansion of career choices and options for students

### Business

- involvement provides opportunity for employees to stretch their professional skills and challenge their personal perspectives

# Elementary- Secondary

## ALBERTA



## CONTACT

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## LOCATION

Calgary, Alberta

## ESTABLISHED

1996

## NUMBER OF PARTNERS

6

## Overview

Since 1996, The Cross Conservation Area and Chevron Canada Resources have collaborated on two unique programs that offer elementary and junior high school students hands-on environmental education.

## Objectives

- immerse Grades K–9 students in environmental stewardship within a 4,800-acre natural conversation area
- enhance professional development of teachers
- supplement existing school curricula

## Program Activities

- one-day extended curriculum-based school program
- one-week Open Minds program

## Achievements

- provided environmental education programs to more than 30,000 youth to date
- encouraged high level of volunteer participation
- won 2002 educational award from The Alberta Emerald Foundation for Environmental Excellence

## Innovations

- reaches well beyond the traditional classroom setting
- involves the entire regional community in education
- serves as a national example of the relationship between environmental education and responsible corporate community investment

## Benefits

### Education

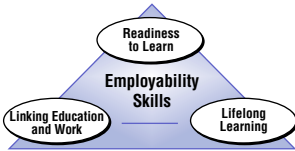
- enhances professional development of teachers
- complements theoretical knowledge with experiential learning outside the classroom

### Business

- raises employee awareness of the positive effects of strategic community investment initiatives and environmental stewardship
- fosters employee pride in their company's role in the community

# Elementary- Secondary

## ALBERTA



### CONTACT

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### LOCATION

Calgary, Alberta

### ESTABLISHED

2000

### NUMBER OF PARTNERS

12

## Overview

Galileo Educational Network Association focuses on the fundamental changes to teaching, learning and staff development through the implementation of digital technology. Intelligence Online (IO) is an on-line mentored professional development environment that engages and enables teachers to design, create, assess and manage inquiry-based learning experiences for students.

## Objectives

- improve student performance and quality of learning experiences through more responsive, inquiry-based pedagogy
- create a professional development environment that leads to changes in teachers' thinking and practices
- create professional learning communities across time and distance

## Program Activities

- develop a Web-based teacher professional development environment—Intelligence Online (IO)
- IO provides high-quality professional development to teachers both on-line and on-site

## Achievements

- growing support network for innovation of inquiry-based teaching, learning and technology
- capacity building of Alberta's educators at pre-service, in-service and graduate levels
- improved ability for teachers and students to think critically and creatively in a technology-infused environment

## Innovations

- mentored professional on-line learning environment
- new model of mutually beneficial partnership

## Benefits

### Education

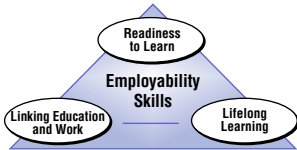
- development of teacher and student technology proficiencies required for future employment
- teachers and students effectively using the digital technologies of their time

### Business

- new models of sustained professional development and mentoring
- opportunity to work at the leading edge of their industry

# Elementary- Secondary

**ALBERTA**



## CONTACT

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## LOCATION

Calgary, Alberta

## ESTABLISHED

1999

## NUMBER OF PARTNERS

3

## Overview

Started in 1999, the Creating Opportunities and Opening Doors partnership gives students a head start in the working world through experience with a leading continuing care organization.

## Objectives

- awareness of continuing care as a career pathway for students
- work experience for Jack James students
- brings generations together to share experiences and have a better understanding of each other

## Program Activities

- students complete work experience in Carewest centres
- students develop employability skills through mentoring and work placements
- Carewest residents visit school and share experiences

## Achievements

- successful work experience placements
- strong mentor relationship between staff and students
- residents take a keen interest in what is happening in the school

## Innovations

- creation of Job Preparation course for high school students
- partnership offers a specific career pathway (high school to college to employment)

## Benefits

### Education

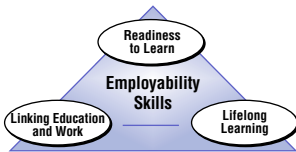
- teachers gain an insight into the continuing care industry
- students learn about the working world and the skills necessary to acquire and keep employment

### Business

- building a skilled workforce for the future
- enhanced positive attitudes of staff and residents

# Elementary- Secondary

ALBERTA



## CONTACT

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## LOCATION

Exshaw, Alberta

## ESTABLISHED

1994

## NUMBER OF PARTNERS

2

## Overview

Exshaw School has an enrolment of 232 of which 87 per cent are First Nation students. From the Morely Reserve, the Stoney Nation students bring a culture with a unique set of social, emotional and educational needs that are supported by the initiative with Lafarge. The main objective of this long-lasting partnership is to enhance the educational experience for all children and to provide a positive learning environment.

## Objectives

- enhance the communities of the school and the Morley Reserve through the education of their children
- promote literacy in science, technology and/or math, as well as information and technology skills
- promote teacher well-being

## Program Activities

- early literacy program named "Dare to Read"
- plant and site tours to support social and science units
- mentorship programs

## Achievements

- Healthy Start Breakfast Program established in 2001
- ongoing development of environmental programs since 1996
- Drug and Alcohol Resistance Education program since 1994

## Innovations

- proven success through length and duration of the partnership
- shared objectives and decision making

## Benefits

### Education

- school is able to offer programs that would otherwise not be accessible
- unique learning opportunity for educational community

### Business

- opportunity to meet its stated commitment to the community
- opportunity to interact with and understand concerns of key stakeholders

## Elementary- Secondary

### ALBERTA



### CONTACT

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### LOCATION

Sunchild First Nation, Alberta

### ESTABLISHED

1999

### NUMBER OF PARTNERS

16

## Overview

The Sunchild First Nation E-Learning Community is unique in that it is specifically designed to meet the needs of Grades 9 to 12 Aboriginal students in remote and rural communities. Technology brings the student and teacher into the cyber classroom. The high-quality instruction offered ensures that Aboriginal students are well prepared to succeed in post-secondary studies and labour market opportunities.

## Objectives

- enhance quality learning at an overall reduced cost to school operators
- improve course completion and graduation rates
- develop partnerships that support excellence in academic achievement

## Program Activities

- delivery of education programs that include basic adult upgrading, high school courses, pre-apprenticeship readiness and access to post-secondary courses
- in-house academic services such as training for key Aboriginal personnel to support in-class students
- development and expansion of successful partnerships

## Achievements

- 80 per cent course completion by students
- students empowered to develop educational goals and career paths
- fostered partnerships with communities, corporation and post-secondary institutions

## Innovations

- students and teachers benefit from technology-based learning
- utilization of compressed software enables education to take place without the need for high bandwidth

## Benefits

### Education

- development of stronger foundation skills for students
- addresses student and teacher retention on reserve

### Business

- relationship building with Aboriginal Community
- creates a pool of talented employees

## Elementary- Secondary

### BRITISH COLUMBIA



### CONTACT

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### LOCATION

Vancouver, British Columbia

### ESTABLISHED

2000

### NUMBER OF PARTNERS

7

## Overview

Completed in October 2000, the BC Hydro Stream Project was initiated in 1998 when a group of children from an inner school released 10,000 salmon at the Aquarium's Salmon Hatchery. The project boasts a unique man-made stream that offers students the opportunity to learn first-hand about the importance of conserving salmon habitat, while providing a safe home stream for salmon of the North Pacific Coast.

## Objectives

- promote aquatic science literacy
- promote teacher development and enhancement
- integrate in-class and on-the-job work experience

## Program Activities

- secondary school students work with Aquarium staff to deliver programs
- 100 hours of work experience
- various programs geared to Grade 4 to 7 students
- community programs such as: Family Aquatic Bug Hunts; Discovery Carts; Salmon Fest

## Achievements

- over 11,000 individuals participate annually
- Education & Aquarium Experience department consists of professional staff, as well as 500 youth and adult volunteers
- aquatic programs now reach into two provinces

## Innovations

- unique man-made stream placed where one did not exist before
- program is a living example of what a salmon stream should be

## Benefits

### Education

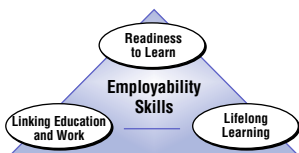
- school children participate in all events tied to the program
- schools reached on-site and through distance learning

### Business

- enhanced community image
- involvement reinforces lifelong learning

## Elementary- Secondary

### BRITISH COLUMBIA



#### CONTACT

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#### LOCATION

West Vancouver, British Columbia

#### ESTABLISHED

2000

#### NUMBER OF PARTNERS

3

## Overview

The partnership involves the mentoring of young business entrepreneurs through practical experience in developing a small business. Students work with mentors to develop their business idea into an actual business and run it for a three-month period.

## Objectives

- introduce students to business management and elements of running a small business
- expose students to the business community and to the concept of networking

## Program Activities

- hands-on practical experience
- mentors provide students with guidance and advice
- tri-mentoring program incorporates university/college students, high school students and business partners

## Achievements

- students able to run and form their own business from start to finish
- students gain first-hand knowledge of risks involved in running a business

## Innovations

- new approach to ongoing problem within the Career Program
- relevant work experience for students

## Benefits

### Education

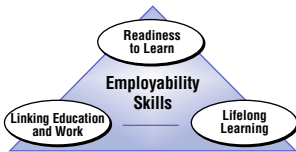
- opportunity to liaise with business leaders
- reinforces link between academic pursuits and the working world

### Business

- opportunity to give back to the community
- lifelong relationships formed between participants

# Elementary- Secondary

## NORTHWEST TERRITORIES



### CONTACT

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### LOCATION

Yellowknife, Northwest Territories

### ESTABLISHED

1997

### NUMBER OF PARTNERS

9

## Overview

The Wildlife and Leadership Program for Grades 10–12 students teaches both theory and practical outdoor living knowledge, skills and values as well as an understanding of the social, cultural, economic and environmental significance of wildlife. It fosters leadership skills and provides an opportunity, especially for the Aboriginal students, to assume prominent roles in presenting and supporting the Wildlife component of the program.

## Objectives

- encourage at-risk students to stay in school
- expand vocational and technical training
- integrate in-class and on-the-land work experiences

## Program Activities

- two three-day field trips where students learn outdoor living skills and traditional Aboriginal activities
- class work where students learn theory via videos, guest speakers and short field trips
- opportunity for students to earn certification in firearm safety and trapper training

## Achievements

- since 1997, 200 students have participated in program with a 75 per cent completion rate
- successful students earn two recognized certificates
- program encourages at-risk students to complete education and brings meaning to traditional ways of life

## Innovations

- only program of its kind in Northwest Territories
- demonstrates success when key stakeholders work together

## Benefits

### Education

- students stay in school
- students gain employability skills

### Business

- trained potential employees
- insight into local school system



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# Awards for Excellence in Workplace Literacy

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Raising awareness of  
the value of workplace  
literacy to business,  
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l'alphabétisation

## Small Business Literacy Initiatives

**WINNER**



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## La Ronge Motor Hotel

### Overview

La Ronge Motor Hotel is a 45-room, 65-employee full-service hotel located in a small northern Saskatchewan town, on land owned by the Lac La Ronge Indian Band.

In an effort to bring the level of customer service up to industry standards, La Ronge Motor Hotel faced a number of challenges. Members of the largely Native workforce often participate in their traditional way of life (including hunting and fishing), which sometimes requires a leave from work. The hotel also tends to welcome Aboriginal workers who have relatively low skill levels and train them. In order to deal with these issues, the hotel designed and implemented a "Training Puzzle." The Training Puzzle model means going to each employee and answering each piece of the puzzle for that person and making the training fit for them.

As a result, La Ronge Motor Hotel designed and produced a training video in First Nations languages and English, established an on-site learning resource room for basic skills training and hired a First Nations literacy tutor.

### Objectives

- better equip employees to do their job
- enhance workplace performance

### Innovation

- building on success and leveraging the results of one project to set the stage for achieving impact in the next phase
- converting the reality of operating in a small, northern community into opportunities to enhance business and develop employees' skills

### Benefits

- employee loyalty has increased
- employees have become more professional and independent
- hotel has retained its Canada Select rating

## Initiatives d'alphabétisation au sein d'une petite entreprise



### PERSONNE-RESSOURCE

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## RégeNord Ltée

### Sommaire

Le Groupe RégeNord est une compagnie privée qui œuvre dans l'intégration pratique des nouvelles technologies dans les domaines de la formation, l'informatique, le réseautage et la foresterie.

Leur philosophie étant basée sur l'innovation, il est naturel que les employés désirent innover et tenter de nouvelles expériences. RégeNord se caractérise par son équipe dynamique. L'équipe cadre se compose d'employés de différents pays et de différentes disciplines, ce qui leur permet de diversifier leurs services au maximum. La compagnie fut ainsi amenée à fonder sa propre école, L'École de Formation du Restigouche (E.F.R.).

Suite aux résultats positifs, RégeNord démarra son Centre d'Apprentissage Professionnel en Technologie (C.A.P.T.).

Ensuite, le Programme Appartenance au Groupe RégeNord (A.G.R.) donne un sens d'appartenance. Ce programme implique tous les employés et vise à augmenter la communication entre les différents secteurs de travail.

Le programme Apprentissage Professionnel et Technologie (A.P.T.) est un système de formation complet : le contenu est sous forme modulaire et favorise l'intégration de l'apprenant sur le marché du travail.

### Objectifs

- développer les connaissances éducatives des employé(e)s
- améliorer l'estime de soi et le sens du leadership

### Caractère innovateur

- travail d'équipe multidisciplinaire, synergie entre tous les secteurs de la compagnie
- encourager les employé(e)s à poursuivre leur éducation continue et à s'impliquer dans le développement de la compagnie et de leur personnalité

### Avantages

- la direction est plus à l'écoute et sait reconnaître les besoins des employé(e)s
- les employé(e)s sont très motivé(e)s et possèdent de nouvelles connaissances technologiques qu'ils partagent avec les autres travailleurs(euses)

## Medium Business Literacy Initiatives

**WINNER**



### CONTACT

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## J.D. Irving, Limited

### Overview

J.D. Irving, Limited is a private, family-owned forest products company involved in various business endeavours—forestry, wholesale, retail, manufacturing and transportation. In the fall of 1999, Administrative assistants at Head Office recognized that traditional secretarial skills did not match the information technology (IT) literacy requirements of contemporary business practices. To this end, these employees designed a series of programs that would provide continuous in-house training and accreditation in current IT and e-business skills. Training programs consist of the Irving Administrative Professionals Accreditation (IAP-A) and the Irving Microsoft® Office Certification (IMOC).

### Objectives

- develop and implement a training and development program tailored for the evolving role of the Administrative Professional
- promote contemporary business, leadership and technology literacy

### Innovation

- employees researched, designed and organized a customized program of information technology literacy training
- in-house training offered on company time
- partnered with local college to supply coaching on adult education principles

### Benefits

- greater job satisfaction and increased contribution by empowered employees
- trained "Power Users" help co-workers with problems once directed to IT centre
- dramatic cost saving for the business

## Medium Business Literacy Initiatives



### CONTACT

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## Minas Basin Pulp & Power Company Limited

### Overview

Minas Basin Pulp & Power Company Limited produces linerboard and coreboard from 100% recycled paperboard products using the latest in computer technology. The company is ISO 9002 1994 certified and was the first mill in Nova Scotia, and one of the first in Canada, to be in total compliance with all Federal Pulp and Paper Effluent Regulations.

Minas Basin recognized that in order to evolve and compete in the global market, it needed to raise the standard education level and improve basic literacy and work skills. In response to this need, the first GED/Upgrading program was started in October 1999 with 10 participants. To date, over a quarter of the 177 employees have participated in workplace education programs.

Also, in May 2002, the company officially opened its Development Centre—a training centre made available to Minas Basin employees interested in computer training. A future goal is to make this training available to spouses of employees, sister companies, as well as the community.

### Objectives

- develop effective workplace education programs towards GED/Upgrading
- enhance computer literacy
- improve employability skills

### Innovation

- overcome obstacles such as scheduling issues for shift workers
- cooperative approach of peer mentoring and peer tutoring
- support of lifelong learning for employees and the community

### Benefits

- increased confidence and self-esteem for employees
- strengthened trust between employee and employer
- company helps to foster a community of learners

## Medium Business Literacy Initiatives



### CONTACT

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## Teleflex (Canada) Ltd.

### Overview

Teleflex (Canada) Ltd. is a Richmond, British Columbia-based company that has earned a reputation as a world leader in the design and manufacture of hydraulic and thermal technology products for its target markets. The company's success is based on many factors but its major strength is the talent and dedication of its staff. In July 1991, Teleflex (Canada) Ltd. was the first BC manufacturer to achieve the prestigious Ford Q-1 quality designation and has since become ISO 9001 registered, and was also a founding member of the Consortium for Manufacturing Excellence.

In April 2001, Teleflex Canada began a partnership with Canadian Manufacturers & Exporters BC division (CMEBC) to continue developing Lean Manufacturing training through Team Time. A collaborative training method, higher participation and experiential learning has resulted in more effective communication and training tools for shop floor workers. Managers, engineers and production leaders have expanded their understanding of learning and have adapted their production to meet the corporate changes.

### Objectives

- develop and share a model of inclusive workplace training
- foster improved skills in problem solving, communications and team building
- disseminate learning materials and find ways for continuous improvement

### Innovation

- overcome obstacles of a constantly changing work environment
- collaborative approach to researching and developing training
- developed workplace training that supports all employees

### Benefits

- employees have a greater understanding and retention of key concepts
- greater capacity for teamwork and enhanced employability skills
- operational improvements realized in a changing business environment

## Large Business Literacy Initiatives

**WINNER**



### CONTACT

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## *BHP Billiton Diamonds Inc.*

### Overview

BHP Billiton Diamonds Inc. operated Canada's first diamond mine—the Ekati Diamond Mine™ located in the Northwest Territories, 320 km northeast of Yellowknife. BHP Billiton is committed to building a sustainable Aboriginal and Northern workforce and chooses not to screen for education for its entry-level positions. As a result, low literacy is prevalent amongst its workforce.

The research phase began in 1999, with investigation and learning about implementing a workplace literacy program. Early work included Essential Skills Profiles for entry-level positions and the development of TOWES (Test of Workplace Essential Skills) and Pre-Assessment TOWES. A formal Essential Skills Needs Assessment helped identify potential program components. The program has been in great demand and proved so successful that a pre-trades adult educator was hired in November 2002 to add a necessary component to the Workplace Learning Program.

### Objectives

- provide the literacy skills necessary to ensure a safe workplace
- committed to building a sustainable Aboriginal and Northern workforce
- ensure program accommodates shift work

### Innovation

- Ekati first mine in the Northwest Territories to commit to Aboriginal and Northern hiring preferences
- customized program content for individual learner
- full-time resident adult educators to offer programming

### Benefits

- increased employability skills and increased self-esteem
- safer work environment and improved worker productivity

## Large Business Literacy Initiatives



### CONTACT

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## Syncrude Canada Ltd.

### Overview

Based in Fort McMurray, Alberta, Syncrude mines the world's largest oilsands deposits and is the world's largest producer of crude oil from oilsands. Syncrude employs state-of-the-art technology in its operations and consequently requires a highly skilled workforce.

In 1988, in partnership with Keyano College, Syncrude developed Canada's first workplace literacy program. Effective Reading in Context (ERIC) is a classroom-based program that offers strategies to increase comprehension, recall, retention and reading speed. Participation in the program is completely voluntary, confidential and of no cost to employees. In 1997, Syncrude began offering its employees Working In Numeracy (WIN). WIN is focussed on developing basic workplace math skills. To date, more than 1,500 employees have participated in ERIC and WIN.

### Objectives

- provide the essential skills required to manage a highly technical work environment
- embody lifelong learning as the right and responsibility of all employees

### Innovation

- ERIC's participatory approach to development and instruction
- ERIC and WIN were designed to be entirely replicable models for other organizations
- Syncrude provides release time to all participating employees and covers all costs associated with delivery

### Benefits

- employees' skills are highly transferable, resulting in a more efficient, adaptable workforce
- enhanced employee confidence and self-esteem
- a safer workplace

## Large Business Literacy Initiatives



### CONTACT

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## City of Moncton

### Overview

In 1998, in response to a challenge issued to all Canadian municipalities to become involved in workplace education as a means to reinvest in municipal workforces, the City of Moncton initiated a workplace literacy program. The City is one of the largest employers in the Moncton area, and at the time, many of its employees did not meet the minimum computer literacy and high school graduate requirements for their jobs.

The City began offering many classes to upgrade basic educational skills, including Basic Math, Reading and Writing, as well as Introductory Windows and Personal Income Tax Preparation. Courses are either small classes or one-on-one tutoring sessions and are offered on-site at several times throughout the day to accommodate shift workers.

### Objectives

- improve workplace literacy
- meet and prepare for the ongoing challenges of the rapidly expanding technological environment
- encourage employees, with their new-found skills, to become actively involved in their community

### Innovation

- program is available to adult members of employees' families
- employees take courses on their own time
- unions are actively involved

### Benefits

- employees have improved self-esteem and are more confident in applying for new positions
- employees have acquired the necessary computer skills demanded in today's workplace
- seven employees have earned their Grade 12 equivalency through the GED program

## Large Business Literacy Initiatives



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## SaskTel

### Overview

SaskTel employs over 4,000 employees who work in over 50 communities throughout the province. The rapidly changing environment of the telecommunications industry and the transition to becoming an e-business company continues to pressure SaskTel employees to develop their skills. The company believes in lifelong learning and continuous improvement by embracing learning opportunities through on-the-job training, e-learning, Web conferencing, classroom training, lunch'n'learns, competency evaluations, and after-hours education.

SaskTel's educational facility, the Employee Development Centre, is a first-class facility that encourages innovation and learning. The Centre manages the development and delivery of the on-line and classroom curriculum, and provides alternative learning options. To address the wide variety of essential workplace skills required, SaskTel offers approximately 1,000 courses in seven curriculum areas.

### Objectives

- enhance learning and create more learning opportunities regardless of location
- foster an enthusiastic e-culture
- accommodate the changing working and living patterns

### Innovation

- virtual classroom/meeting room with Web conferencing technology
- on-line discussion forum available to all employees, as well as on-line catalogue of learning resources linked to each of the individual competencies

### Benefits

- employees not tied to a classroom schedule
- employees empowered to take ownership of their skill development needs
- increased intellectual capacity of the organization

## Large Business Literacy Initiatives



### CONTACT

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## Teck Cominco Metals Ltd., Trail Operations

### Overview

Teck Cominco Metals Ltd., Trail Operations is a metallurgical complex situated on the banks of the Columbia River in Trail, British Columbia. Its primary products are zinc and lead with a number of associated co-products. The Trail Operations' 485-acre facility is the site of 20 operating plants which run continuously.

In the mid-1990s, Trail Operations downsized by 750 employees and refocused its business agenda. It determined that it needed its remaining 1,800 employees, with an average age of 48, to be fully engaged if success was to be achieved. If employees were literate and learning, they were engaged and more able to work within change. Trail Operations operationalized this vision by investing resources into an expanded definition of workplace education.

### Objectives

- access to Relevant Learning: learners suggest the courses at the Centre
- access to a Positive and Private Learning Environment: learners must be employees of Trail Operations
- access Period: courses are scheduled around barriers of shift work

### Innovation

- organization's commitment to building a learning culture is immeasurable
- management and union have agreed that The Learning Centre remains a neutral site
- The Refresh Education and Learning Committee (REAL), an apolitical team, stands behind every course offered and documents the skills each course teaches

### Benefits

- a learning-active engaged workforce benefits employer
- employees experience personal achievement and growth
- company has a demonstrated commitment to its employees

## Large Business Literacy Initiatives



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## Dofasco Inc.

### Overview

Dofasco Inc. is one of Canada's largest steel producers serving customers throughout North America with high-quality flat rolled and tubular steel from operations in Canada, the United States and Mexico. The company's Hamilton operations employ approximately 7,500 permanent employees.

Dofasco Inc. recognizes the workplace of today and tomorrow must protect and further the quality of life of its employees while remaining productive, proficient and profitable. The company believes in and operates from its slogan: "Our Product is Steel, Our Strength is People."

Recognizing that some employees required an opportunity to increase their basic skills, Dofasco launched the Essential Skills Program in 1997. It also recognized the need to ensure and maintain core competencies if the company was to maintain a globally competitive industry.

### Objectives

- develop a flexible, well-trained workforce
- support and be accessible to any employee seeking assistance in upgrading of basic skills
- empower employees with the possession of marketable skills

### Innovation

- partnered with local literacy agency to provide a Peer Tutoring Training Program
- Advisory Committee monitors and keeps the program within the framework of the corporate process
- courses tailored to student needs and literacy levels

### Benefits

- employees gain self-confidence and feel more empowered
- promotion of lifelong learning at home and at work

## Large Business Literacy Initiatives



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## Cotton Ginny Limited

### Overview

Cotton Ginny Limited is a Canadian-based, Ladies Retail chain that employs 2,500 field employees at 300 stores across Canada in two divisions (Cotton Ginny and Tabi International).

Cotton Ginny was founded in 1979 and opened its first location. At that time, cotton specialty stores did not exist and active wear was just becoming a factor in the fashion industry. Cotton Ginny started as the first retailer to identify and service this natural fabric, active-wear niche.

With such a great number of employees in so many locations, maintaining new hire orientation standards was a challenge. Realizing the need to address this policy, in 2001, the company decided to partner with a training company to create the right orientation process. The "You Fit" orientation booklet was subsequently developed.

### Objectives

- ensure new hires feel part of the team
- ensure company standards are incorporated into training material
- corporate culture, mission and values to be clearly articulated in training material

### Innovation

- key adult learning principles were used in the development of the guidelines
- key information prefaced with rationale for inclusion and relevance to training and orientation
- Leader's Guide orientation guidelines and Hiring Manager's Companion Guide available for training sessions
- orientation process integrated into company standards

### Benefits

- increased ability of employees to deal with daily challenges
- more knowledgeable workforce is better able to adapt to change
- employees have an increased confidence in their abilities

## Large Business Literacy Initiatives



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## Envision Financial

### Overview

Envision Financial is a new company created through a merger just two years ago. In January 2001, Delta Credit Union and FIRST Heritage Savings Credit Union combined forces to create a stronger financial institution that could serve British Columbia's communities with greater effectiveness. With more than 700 employees, Envision Financial recognizes the importance of workplace literacy and has implemented a unique program to enhance the literacy levels of all employees.

Literacy is a corporate priority. To that end, the strategic plan for the organization until 2006, identifies "Leadership and Learning" as one of five critical success factors. Envision U assists employees to achieve success by allowing them to receive up to two years of academic university-level credit for the majority of internal courses offered. Training is delivered in a blend of on-the-job, classroom and e-learning in over 130 courses.

### Objectives

- support continuous learning through employee knowledge and skills development
- develop and implement a comprehensive performance management system
- implement a comprehensive employee selection and retention strategy
- develop opportunities and programs to assist with career advancement

### Innovation

- first fully articulated corporate university in Canada in both credit union industry and all other industry sectors
- over 7,000 credit union employees across British Columbia could receive transfer credits
- employees can apply credits toward earning bachelor or associate degree

### Benefits

- demonstrated learning organization and ongoing development of its people
- technology positively impacts on bottom line



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