Reaching Culturally Diverse and Underserved Populations

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Cultural Diversity

Culture Diversity vs. Global Monoculture

Results in cultural decay and under serviced populations
Underserved Population . . .

. . . Diverse culture receives inadequate services or facilities or both.

. . . Voices and needs are often unintentionally overlooked but intentionally propagated.

. . . Is not only based upon inherent attributes but ALSO upon circumstances which have caused the population to be “underserved”.

. . . In some cases, circumstances rooted in ignorance, arrogance, atrocities, deceit and greed.
Leads to systemic problems related to

Cultural Vulnerability
Making of A Business Case

Traditionally a Business Case is used to:

“solve a problem”
Making of A Business Case

PROJECT:
Building an inclusive apprenticeship program

- Preparing for Business CHANGE
  – Your vision for the future
Making of A Business Case

PROJECT:

Building an inclusive apprenticeship program

• Preparing your program for change.
• “Your vision for the future”.
• Determine the benefits of the change.
• Determine how to connect and communicate the change.
Making of A Business Case

**PROJECT:**
Building an inclusive apprenticeship program

- Assessment of the risks, benefits, costs, timescale, operational impact.
- Reality check on the capabilities of your organization to deliver the desired outcomes.

“Understanding is the Beginning of Approving”
Making of A Business Case

Top 3 Reasons Projects Fail?

1. Poor Project Planning
   – Scope of project mis-managed

2. Weak Business Case
   – Lose sight of the goal

3. Management’s Ineffective Involvement and Support
   – Little engagement from stakeholders
Innovative Approaches

Connecting non traditional candidates to your apprenticeship program demands non traditional thinking, rationale and actions.

Step outside of your organization’s COMFORT ZONE.

“Get out of your own head”
Innovative Approaches

What’s outside the COMFORT ZONE?

Personal

Emotional

Spiritual

Some cultures require this as the first step towards connecting, trusting and promoting ANY relationship promoting inclusiveness.
Innovative Approaches

Take actions to demonstrate your apprenticeship program is something your organization wants their people to be a part of, instead of apart from.

Understand, accept, acknowledge, apologize and advocate against the circumstances that lead to the under servicing of their people and communities.

“Become a partner in hope.”
Practical Solutions
Aboriginal Peoples
• AMPLIFY LiUNA’s current CCL and PIPELINE training activities taking place across Canada.

• DEMONSTRATE LEADERSHIP. Share testimonial success stories of individuals who have joined the LiUNA family.
Practical Solutions
Aboriginal Peoples

• DEMONSTRATE INCLUSIVENESS

Promote training opportunities for aboriginal peoples and communities across Canada.
**PROJECT:**
Build a National Aboriginal Affairs Department for LiUNA.

1. CREATE an identifiable brand mark for LiUNA that demonstrates “inclusion and equality” with the First Nations, Metis and Inuit Peoples of Canada.
2. PROMOTE and ATTRACT Aboriginal trainees and members throughout all LiUNA locals.
3. PROVIDE a centralized national program to guide and execute aboriginal advancement initiatives.
4. AMPLIFY the aboriginal “voice of hope”.
5. PROVIDE a DIGITAL platform for amplifying social advocacy for aboriginal community reconciliation and LiUNA’s training and advancement activities.
6. CREATE, capture and amplify branded aboriginal specific content through paid media, community sponsorships and events.

The timing to advance aboriginal training and recruitment is now.
Practical Solutions
Aboriginal Peoples

Union BY Choice
TRAINING STRATEGY

1. Showcase LiUNA skills training curriculum as the passageway to greater job opportunities inside and outside aboriginal communities.

2. Utilize LiUNA Canada’s Training Centre network and curriculum as the passageway to recruit, train and promote the advancement and growth of aboriginal membership.

3. Effect aboriginal advancement training and jobs initiatives exclusively through the communications of content (white-paper, training videos, info-graphics, articles, media influencers and aboriginal community outreach).

4. Leverage and utilize LiUNA national aboriginal branding.

5. Take training to the communities where they live.

6. Facilitate their “storytelling” around their “success”.
On the job site, boardroom and union hall:
1. Lack of sensitivity and understanding.
2. Blatant discrimination.
3. Old behaviour, stereotyping, animosity.
4. Lack of union “brotherly” acceptance.
5. Making decisions about them, without them.
Practical Solutions
Aboriginal Peoples

The Face of HOPE
NEW Program Overview

Training

NEW enrolls 400 women in core training each year

- Job Readiness
- Hands-on shop classes in carpentry, electrical work, and painting
- Trades Math
- OSHA 10
- Lifting and Carrying
- Training Center Tours
NEW Program Highlights

Placement

NEW has placed over 1,400 graduates in construction apprenticeships in the last 10 years.

And NEW has placed over 1,000 graduates in energy, transportation, and facilities maintenance industries.

NEW graduates are placed in jobs with wages averaging over $17 per hour.

Advanced Training

NEW enrolls 100 graduates in specialized training each year:

• Trades Workshops
• Apprenticeship Entrance Exam Prep
NEW Recruitment Partners

NEW partners with Community-Based Organizations (CBOs)

• Referrals
• Social Services
NEW helps women achieve economic independence and a secure future.

Women Served
- Over 80% of NEW’s clients identify as minority
- Over 80% are low-income
NEW Employer Partners

- Carpenters NYC District Council
- Carpenters Dock Builders Local 1556
- Carpenters Floor Coverers Local 2287
- Carpenters Millwrights Local 740
- Cement and Concrete Workers District Council
- Electricians IBEW Local 3
- Heat and Frost Insulators, Local 12
- Ironworkers Local 40 & 361, Structural Ironworkers
- Ironworkers Local 46, Metallic Lathers and Reinforcing Ironworkers
- Ornamental Ironworkers Local 580
- Laborers Local No. 78 Hazardous Materials
- Laborers Local No. 79 Construction and General Building
- Operating Engineers, Local 15
- Painters and Allied Trades DC9-Painters
- Painters and Allied Trades DC9-Bridge Painters Local 806
- Painters and Allied Trades DC9-Drywall Tapers Local 1974
- Plasterers, Local 262
- Plumbers Local Union No. 1
- Sheet Metal Workers Local 28
- Steamfitters Local 638
- Tile, Marble and Terrazzo Local 7
Building the Future

NEW Signature Projects Program
- World Trade Center Towers
- Barclays Center
- New NY Bridge

44 NEW Signature Projects Citywide
Social Media and Resources

Social Media Presence

Facebook—2,411 likes
- Each post viewed by 1,086 users (on average)
- Highest reach for one post is 1,700

Twitter—905 followers
- Reach over 3.2K Twitter users (on average) each month

Instagram—(128 followers)

LinkedIn—(222 followers)

YouTube—(8,695+ views)

NEW’s Website www.new-nyc.org
Key Takeaways

Key Partnerships in Reaching and Serving Culturally Diverse and Underserved Populations

• Community-Based Organizations (CBOs)
  – Referrals and Social Services

• Building and Construction Trades Council of Greater New York
  – Registered Apprenticeship Programs

• Owners, Developers, and Contractors
  – NEW Signature Projects Program

• Government and Foundation Support
Lead and coordinate BC’s skilled trades system.

- Govern and manage the province’s *industry trades training and certification system* on behalf of the BC government.
- Work with employers, employees, industry, labour, training providers and government to:
  - Issue credentials
  - Manage apprenticeships
  - Set program standards
  - Provide funding for apprenticeship and pre-apprenticeship programs

**Increase opportunities in the trades**

- Help meet the demands of the labour market.
- Play a key role in implementing *B.C.’s Skills for Jobs Blueprint*. 

What is the Industry Training Authority (ITA)?
BC’s Trades Landscapes
A Business Case
British Columbia is on the cusp of a development boom. Demand for trades workers is expected to grow more than supply.

Projected growth key sectors:
- Tourism
- Hydro
- LNG potential
- Shipbuilding
- Technology
- Oil and Gas
- Mining
- Agrifoods

Currently, 364 major capital projects worth $80 billion are under construction in the province of BC.
The Need for Skilled Workers

Ensuring there are the right number of workers, with the right skills, in the right place, at the right time

- Expecting almost **one million job openings** in B.C. by 2025
  - 69% of job openings will be due to **retirements**
  - 31% of job openings will be due to **economic growth**
  - Approx. 42% of forecasted job openings will require a **college education or apprenticeship training**
  - Approx. **123,000 job openings** are expected for trade occupations in BC through 2025 - about 13% of the total projected job openings
  - A majority of the trade occupations will require apprenticeship training
Apprentices in BC

- More than 37,000 registered apprentices in the training system.
- Over 10,000 employers sponsor/hire apprentices in BC.

ITA has issued over 73,000 Certificates of Qualifications since 2004.
Under-Represented Population in the Apprenticeship System
Current Active Apprentices in BC over 37,000

- 3,900 Female Apprentices = 10.3% across all trades
  Numbers are up 2.3% since 2008
  1,778 (45%) are construction electricians, carpenters, plumbers and welders
  = to 4% of the Apprentices in the Construction sector being female

- 2,055 Aboriginal Apprentices = 5% across all trades
  Reflective of the Aboriginal population in BC
  More than a 4% increase since 2010—1% in 2010
  10% of Apprenticeship Students in BC are Aboriginal

- Visible minorities make up 5-7% of apprentices
  3-5% are immigrants (self-identify as immigrants)
Innovation and What’s Working
Funded Women, Aboriginal, Immigrant Programs and Regions

- Demographic specific programs AITT and WITT
- General programs serve all groups
- General programs can have demographic specific cohorts

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Innovation within Program Models

• **Trades Exploration/ Sampler programs**—5 trades 14 weeks
  – Sampler programs can **ladder** into Foundation technical training for in-demand trades in community or region

• **Introduction to Construction Trades**—Sampler type program

• **Entry level jobs** like Construction Labour/Helper

• **Job Placement**—Employer/Student liaison

• **Wrap Around Program Models:**
  – Assess for readiness
  – Trades Essential Skills
  – Soft Skills and Life Skills
  – Employer Engagement
  – Practicums
  – Job Search Skills
  – Short Term Certificates
  – Post Employment Follow up
Enhancements to Programs

- Mentoring—Casual connections for support
- Flexible and individualized support
- Program content to prepare workers for skills required by industry, including soft skills and conflict resolution
- Helping participants set individualized and realistic goals
- Training Delivery Goes to Rural Communities
  - Mobile Training Trailers, Community Engagement, Community Champions, Link to local employment opportunities
Aboriginal Peoples—Community Delivery

• Delivery in community using mobile training or relocating training

• Community Champions

• Community creating employment and/or partnerships with employers
Broader Initiatives

- **Building Relationships with Aboriginal Communities**
  - Director of Aboriginal Initiatives

- **Raising awareness through Media**
  - Targeted Media campaigns by Government
  - Women in Trades Facebook page has over 9,000 likes
  - Twitter used at events and in media campaigns

- **Trades Exploration offered in schools**

- **Engaging Aboriginal Schools in Youth Trades Programs**
Ongoing Issues
Women are 50% More Likely to Deregister Than Men

In trades where women participation is higher, women are more likely to complete their apprenticeship

- Demographics in our Women in Trades (WITT) programs
  - 26% Aboriginal people
  - 10% Immigrants
  - 6% With a disability

- 18% of apprentices under 19 are female
- 54% have graduated high school—34% have some Post Sec.
- Average age of women Apprentices = 27.5 years old
Access to Training

• Challenge to fill cohorts in rural communities for women, Aboriginal, immigrant only programs
  • 440 Women in ITA Programs but only 260 in WITT
• Aboriginal Community delivery
  • Level 1 training can be offered but ongoing training (levels 2-4) may need them to relocate to urban center
• Immigrant training needs to include language and upgrading of Canada/ BC specific knowledge/ skills (ex: Building Codes)
Employer/ Industry Factors

Training matches the economic and labour market reality

- If there are not sponsors available for grads—How do they do an apprenticeship?

**Employer Engagement—Apprentice Sponsorship**

- Smaller businesses—Lack of motivation to take on responsibility, time, expense, management of changeover
- Jobs without Journey level status
  - Working where Journey level ticket isn’t required
Solutions and Examples of Success
Recruiting/ Retention

- **Female and Aboriginal Champions**
  - Women and Aboriginals need to see themselves in the trades

- **Inspirational, authentic stories and images—Real and relatable stories**
  - Ex: Youth in trades speaking to youth

- **Messages about what the job offers:**
  - The amount of money to be made, like hourly wages and wage parity
    - Ex: 98.9% Wage Equity in Trades for Women
  - Number of jobs in specific trades
  - National and International Travel with Trade Recognition

*Trades are a place you use your Head, Hands and Heart—It’s not just “manual labour”*
Multi Stakeholder Involvement

• Industry/employers, training providers, local government and Aboriginal communities need to be involved
• Generally there needs to be a champion in AITT
• Experience working around marginalized populations
Women in Trades
Reaches The Tipping Point

Fifteen per cent is the tipping point for real change!

When 15 per cent of a workforce is women, that’s when things start to change.

Workplaces become more accommodating and welcoming, and then momentum starts to build!
Offer Demographic Specific Programs
Colton lived off the reserve because of economic reasons and for school. He lived in Victoria and moved back to Bella Coola and his community to take the class.

Colton, said: “The carpentry apprentice program gave me the opportunity to re-connect with my family and ancestral heritage. The class as group bridged new relationships and new friends, the group formed study class and we fueled off the strengths of each other.” This lead to success.

Completion of first year program opened many doors for me . . . I see this as opportunity to have a good career.
I am so thankful to live in a time where women have an opportunity to learn and create a successful career in the trades.

“I heard about WITT from my mother. She heard about it on TV or the radio. I was having a tough time making ends meet at my retail work and she knew I needed a change, physically and mentally…went to one information session, completed an assessment, and started a couple weeks later!

I wanted a challenge and the Intro to Trades gave me choices and I got to see a number of trades, try them out and see what I like. The first day I tried welding I fell in love with it.

I got into the Welding class and boy am I ever thankful. I was able to go at my own pace and I finished a 28 week course in 16 weeks. I can’t wait for what’s next!
Resources

**www.itabc.ca**
- Leveling the Field: Best Practices Guide to Employing Women in the Trades
- Doing it Right—A Best Practices Guide to Employing, Training and Retaining Aboriginal People in the Trades
- Labour Market Agreement (WITT/AITT/ITT) 5 Year Summary Report

**www.caf-fac.org**
- Canadian Apprenticeship Forum / Forum canadien sur l’apprentissage
  - Hiring and Training Women in the Skilled Trades (The Business Case for Employers)
  - Apprenticeship Analysis—Women and Apprenticeship in Canada
  - Hiring and Training Aboriginal Apprentices—An Action Plan for Employers
Key Takeaways

• Diversification isn’t an option if we want to meet the skilled labour shortage.

• Training and Employment Programs work best when:
  – They are innovative and meet the needs of the individuals.
  – Successful models include wrap around supports.
  – They offer multi-level training in Aboriginal communities.

• Identify champions and include employers and other key stakeholders.

• Raise awareness—Start younger and use relatable and authentic role models.

• 15%—That’s when things start to change.

• Celebrate your successes!
Click here to evaluate this session.

Thank you!

We appreciate your feedback.