

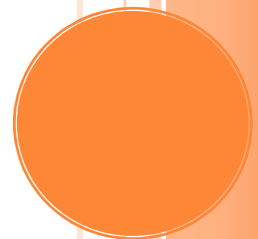
# PASSPORT TO PROSPERITY

## *Good Practices Manual*

*Submitted and Prepared by the Provincial Passport to Prosperity  
Coordinators*

9/12/2008

[www.obep.on.ca](http://www.obep.on.ca)



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## **Introduction**

*Passport to Prosperity* is a province-wide campaign to increase employer awareness of and participation in school-work programs. The campaign is an employer-led recruitment effort to provide opportunities for students to explore career options and develop workplace skills and experience.

The Provincial Partnership Council (PPC) leads this effort and is comprised of key leaders from private, public and voluntary sectors. The PPC works closely with the Ontario Ministry of Education; the Ontario Ministry of Training, Colleges and Universities; and the Ontario Business Education Partnership representing business-education councils and local training boards.

Passport to Prosperity is delivered in local communities by Passport Delivery Partner Agencies. Provincially, the program is coordinated by the Ontario Business Education Partnership (OBEP). OBEP is a partnership of not for profit organizations across Ontario committed to advancing business – education co-operation in support of workforce and economic development. Each member organization is community-based and works with local stakeholders to address local opportunities and challenges, such as helping students and youth make the transition from school to employment, enhancing broad community career education programs and linking employment to labour market needs for all.

This catalogue is a compilation of good practices from the Passport to Prosperity Delivery Partner Agencies. One of the strengths of Passport program has been the ability of local coordinators to deliver the program to meet individual community needs. This catalogue also demonstrates the sharing and networking amongst the Delivery Partner Agencies that allows coordinators to learn from each other and share expertise.

We would like to acknowledge and thank the Ontario Ministry of Education for their support of this program.

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## **Bruce-Grey-Huron-Perth-Georgian Triangle Training Board** ***(Bruce, Grey and Northwest Simcoe Counties.)***

Passport to Prosperity in Bruce, Grey, and West Simcoe has been a campaign with focus on having employers, schools, and other stakeholders assume responsibility for their future. A “program” of events, partnerships, and strategies has been used throughout the nine phases to develop sustainability for the employer-student relationship. For us, the name of this program might best be “sustainability”, and the many specific events serve that end. We have been involved with many major events. However, what keeps us most on track and active is the purpose for which PtoP is involved.

Each year, the PtoP Campaign has worked on a theme reflecting steps toward sustainability. We envision this to continue into the future. We wish to ensure that our region continues with the PtoP mandated initiatives. The nine phases were entitled:

**Phase I-** “A Research, Assessment, and Implementation to enhance the transition from school to work in Bruce and Grey Counties”.

**Phase II-** “Recognizing that the Schools are the Most Important Underpinning to a Community’s Social and Economic Well-being”.

**Phase III-** “Working with the Community to Build Meaningful Partnerships Between Employers and Students”.

**Phase IV-** From Awareness to Action Through Sustainability: A Community Partnership”.

**Phase V-** “Community Partnerships in Support of: Students, Employers, Regional Retention and Expansion”.

**Phase VI-** “Toward Sustainable Solutions: Partnering, Stepping Out of the Box, Community Social and Economic Retention and Expansion”.

**Phase VII-** “Combining the Forces: Through Partnerships in Action”.

**Phase VIII-** “Collaboration Now: Headed for Consolidation”.

**Phase IX-** “Consolidation: Solidifying for Sustainability”.

The goals, objectives, and strategies are inherent in the above titles for each phase. Key partners are School Boards and staff at all levels, municipal governments, employers, Chambers of Commerce, MTCU, OMAFRA, Service Canada, Georgian College, Labour Councils, Business Development Corporations, and the BGHPGT Training Board. Committees involving a host of Community Agencies serving the combined needs of employers, education/training institutions, and students were the resources for many actions undertaken.

This program has been on-going throughout the past nine years of the Campaign. Many major events include- Career Symposia, Student Conferences, innovative apprenticeship projects with the college and MTCU, articulation arrangements for students moving into university and/or college, etc.

There were no direct start-up costs to this “program”... the cost sharing for events and activities were the usual PtoP expenditures. Ongoing costs will not be an issue so long as PtoP continues to partner on sustained activities and events. Partner contributions continue to grow each year, relieving PtoP of the original expectation to fund events alone and with small budgets. Evaluation is a measure of how well the partners continue to come together each year. We experience more involvement from employers, schools, and community agencies each year with a spike of interest these past two years.

Our advice regarding going forward involves the need to keep an eye on global market trends. We find this to be the source of our labour market concerns. Off-shore competition is changing the way that the Western Hemisphere, North America, Canada, and Ontario is affected respecting the skills needed and opportunities for our workforce (especially students and youth). For sparsely populated areas, a united front through partnerships having an appreciation for what constitutes community potential is key to rural community development. We are committed to keeping an eye on the way by which global issues affect our local concerns, and ultimately how Passport to Prosperity plays an important role in helping to assist community retention and expansion through students’ experiential learning at business enterprises.

We are finding that despite general secondary school enrollment decline, more students are participating in experiential learning of all kinds. Enrollments in Co-op as related to SHSMs, more co-op accepted for OSSD, Learning to 18 initiatives, and higher apprenticeship numbers, indicates how the social and economic milieu has been well served by PtoP and its partners. Grade 12 enrollments are consistently higher than those of grade 11. Employers, students, parents, and school systems are recognizing that “schools are the most important underpinning to a community’s social and economic well-being”.



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## **Business Education Council of Niagara**

### ***(District/Area Served – Niagara Region)***

1. Name of Program/Event- Speaker Spot
2. Description of program/event
  - a. Goals – To provide a one-stop location for educators to connect with speakers throughout the Niagara Region – volunteers include speakers from local business, community organizations and agencies, government and a vast array of career and workplace related topics.
  - b. Objectives – Speaker Spot is a speaker’s service extended to the elementary and secondary schools in Niagara. It provides a first-hand opportunity for young people to learn about career experiences and expertise from people within their own community. These volunteers are a wonderful addition to the classroom and greatly enrich the educational experience of our students.
  - c. Strategy/Action - Coordinated locally by the Business Education Council and funded in partnership with District School Board of Niagara and Niagara Catholic District School Board, educators can browse a listing of topics in an online database. Educators then contact the BEC with their requests and we do the legwork to connect them with a volunteer from the Niagara employer community. By acting as a single point of contact with the school system, we reduce and eliminate many of the telephone calls that volunteer speakers otherwise might receive.
  - d. Key Partners – school boards, local business and community agencies
  - e. Target Audience - secondary and elementary schools in the Niagara Region.
3. Number of years the program/event has been offered- 10 years (since 1997)
4. Current program status- Recently underwent new website development to improve ease of use for educators and volunteers. Site requires continuous updating and maintenance of speaker database.

#### *2007-2008 Program Status*

- 565 Total presentations
- 352 Total Active Speakers
- 15 New Speakers
- 69 Total Schools Involved
- 77 Total Speakers Involved

PARTICIPATION TOTALS - Over 15, 000 presentations were made to secondary and elementary students in the Niagara Region including participations at career fairs throughout the community.

5. Why do you consider this program/event a good practice?  
Speaker Spot is an excellent short term experiential learning opportunity that appeals to employers/business members who want to be involved but who don't have a lot of time. Often employers/business will volunteer with Speaker Spot initially and then become involved in other school-work programs. Involvement in this program often spins off into participation in career fairs throughout the school year as well. Potential spin off for the students is mentoring through return trips to the classroom by speakers. Speaker Spot is a concrete program that is easily marketed to potential new employers through employer events such as Chamber of Commerce functions.  
In addition, Speaker Spot directly supports curriculum and can be used as a tool for any career exploration and brings the community to the classroom.
6. Budget Overview – Speaker Spot requires the constant support of a coordinator to continually maintain and update the speaker database, ongoing recruitment and marketing as well as connecting and evaluating speaker sessions. This involves a staff person working on the program for 2 ½ days per week.
7. How has this program/event been evaluated?  
Continuous evaluation occurs through speaker and educator feedback regarding the service. Speaker Spot is also regularly evaluated through internal ISO audits to ensure quality service and also to ensure procedures are up-to-date and managing effectively.
8. Has the program adapted or changed since inception?  
Initially, target audience was secondary schools; however, we have seen an increase in demand from elementary school requests. The website has also been redesigned to make it more user-friendly for both speakers/employers and educators as well as to reduce the amount of paper waste being generated. For example, online forms were created to reduce the need for sending in speaker profiles or teacher requests by fax or e-mail.
9. What is your advice for others going forward?  
To develop a local speaker's bureau the first essential step is to determine the need with business and school boards. Need to build support and then create, based on these partnerships and relationships.
10. Resources available: Check out the website: <http://speakers.becon.org>  
Contact Pauline Carroll, Coordinator, School-to-Work Programs [pcarroll@becon.org](mailto:pcarroll@becon.org)



### **Contact**

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## **Business & Education Partnership of Waterloo Region (Waterloo Region)**

1. Name of Program/Event- Science Superheroes
2. Description of program/event –  
**Science Superheroes** responds to Ontario’s need to encourage greater participation in Science, Technology, Engineering and Mathematics (STEM) and celebrates entrepreneurship among students in Grades 7 through 12.
  - Declining enrolments in STEM - without a steady stream of new high school graduates heading for careers in STEM disciplines, the technology industry and all sectors of the economy will suffer
  - Part of the problem is cultural - parents and teachers are increasingly encouraging students to pursue career paths that take STEM and entrepreneurship out of their consideration set
  - The program is designed to help instill the excitement of discovery and invention in today’s youth and to increase enrolments in STEM, by sharing the real-life stories of our own “science superheroes”

**Science Superheroes** will:

- Recruit more STEM-related volunteers into the Speakers Bureau
- Add STEM-related tours to the Business Visitation Program
- Organize student tours of local STEM hot spots like Perimeter Institute for Theoretical Physics
- Hold a high-school student conference as part of Entrepreneur Week celebrations to promote STEM and entrepreneurship career opportunities (Leading Edge Youth Entrepreneurship Conference)
- Develop Lecture Series - *Helping Educators Bring Curriculum to Life* - A series aimed at the STEM teachers/educators where local technology leaders share their insights into where technology is heading, how to excite students about STEM career opportunities and how to tie curriculum to skills required in STEM

Key Partners- *Sponsors*: Communitech, FJ Stork Holdings, Institute for Quantum Computing, Kitchener Waterloo Community Foundation, Ministry of Research & Innovation, Ontario Centres of Excellence, Perimeter Institute for Theoretical Physics, Research In Motion, Waterloo Catholic District School Board, Waterloo Region District School Board  
*Conference Supporters* – JA of Waterloo Region, Waterloo Region Small Business Centre, Shad Valley, Impact, WCDSB, WRDSB (planning committee, workshop presenters, etc)  
*Lecture Series Supporters* – Christie Digital Systems, COM DEV, DALSA, Perimeter Institute, RIM, University of Waterloo (plus WCDSB, WRDSB)

Target Audience- Students (grades 7 – 12), STEM Educators (Science, Technology, Mathematics and Business Entrepreneurship) and STEM Businesses and professionals (as well as institutions)

3. Number of years the program/event has been offered-  
Tiered approach –
  - 2006 - Leading Edge conference (annual) added
  - 2007 - focus on adding STEM volunteers/businesses to Speakers Bureau/Business Visitation programs
  - 2008 - Lecture Series launched

4. Current program status- all elements ongoing
5. Why do you consider this program/event a good practice?
  - Addresses specific need of region and provides career information/experiential learning opportunities in response to that need
  - Concept could be replicated in other communities – develop a ‘Superheroes’ program based on relevant industry for local area (i.e. forestry, manufacturing, agriculture, etc.)
  - Program includes bolstering existing programs (in our case the Speakers Bureau and Business Visitation) as well as adding new program elements (conference and lecture series)

6. Budget Overview- Event Costs

Conference – target 200 students -

- |                                  |  |
|----------------------------------|--|
| • Venue (including AV equipment) | \$2,500  |
| • Food (lunch included)          | \$2,500  |
| • Promotion/Advertising          | \$5,000 (good idea to confirm a media sponsor) |
| • Speakers                       | \$1,000  |
| • Workshops (misc. materials)    | \$500  |
| • Giveaways (SWAG)               | In-kind from partners                          |
| • Prize                          | \$500  |

Total = \$12,000, but usually confirm significant portion from in-kind sponsorships

Lecture Series – 4-part series in 2008 (50 – 75 teachers per lecture) –

- |                               |         |
|-------------------------------|---------|
| • Venue                       | \$1,000 |
| • AV Equipment                | \$500   |
| • Refreshments                | \$500   |
| • Promotion                   | \$1,000 |
| • Speaker                     | \$1,000 |
| • Filming (web link &/or DVD) | \$1,500 |

Total per lecture = \$5,500, again looking for in-kind sponsorships from speakers, etc.

Ongoing project management costs

<b>Lecture Series</b> – time investment estimates		<b>Conference</b> – time investment estimates	
Executive Director	50 hrs	Executive Director	25 hrs
Program Manager	150 hrs	Program Manager	200 hrs
Admin Support	40 hrs	Admin Support	25 hrs
Marketing Support	20 hrs	Marketing Support	20 hrs
Government Advocacy	40 hrs		

7. How has this program/event been evaluated?
  - Conference – Student/Teacher Feedback, also informal feedback from conference partner agencies (JA, Small Business Centre, Shad Valley, Impact)
  - Lecture Series – Educator Feedback – tried hardcopy and online (hardcopy was more successful)
8. Has the program adapted or changed since inception? With the Conference, feedback from first year clearly indicated that students wanted to hear from young, local

entrepreneurs. We have endeavored to provide in following years. For the Lecture Series, feedback has been all over the map regarding number of sessions per semester and time of day – still working to find best fit

9. What is your advice for others going forward?
  - Develop good relationships with individuals/businesses in target industry for program – will need to look to them for sponsorship, volunteers, speakers, etc.
  - Develop good relationships with local school boards – their support and promotion is invaluable!
  - Know your audience! – see comments in #8 re: Lecture Series...
10. Resources available- Copies of the following are available:
  - Conference –budget, promo/registration email (or pdf), sponsorship request email, sponsorship signage, webpage, name tag template, volunteer/speaker handbook, student kit details, etc.
  - Lecture Series –budget, invitation email (or pdf), sponsorship request email, sponsorship signage, news release, webpage, promo ppt, intro/wrap-up ppt, etc.



## **Contact**

### **Business & Education Partnership of Waterloo Region**

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## **Career Education Council**

***(Guelph Wellington Dufferin)***

1. Name of Program/Event- Your Future...Your Choice  
A one stop career, learning and community resource fair for both parents and students served by the Upper Grand District School Board (UGDSB) and the Wellington Catholic District School Board (WCDSB)
2. Description of program/event  
Goals - To assist youth and their parents to make better informed decisions as they plan for the future by:
  - Showcasing local and area businesses and career opportunities
  - Promoting post-secondary options
  - Offering parent learning workshops
  - Presenting a highly qualified keynote speaker to inspire all attendees
  - Providing information about community support services
  - Stimulating dialogue between students and parents about future employment

Your Future...Your Choice is an early evening event – 3 hours long. The first two hours from 6:00 – 8:00 is a learning and resource fair. The last hour 8:00 to 9:00 is the keynote speaker. There is an exhibition area for businesses, post-secondary institutions and community organizations. Workshop sessions concurrent with learning fair. Breakout rooms for workshop sessions run from 7:00 – 8:00.

Objectives- To provide current, up-to-date information about business, sectors, careers, post secondary options, youth -oriented community services and to present topics relevant to understanding and guiding today's youth as they plan for the future.

Strategy/Action- Provide an event where students and parents can learn about career options, programs, resources, post secondary programs and community resources. Invite local and area businesses, post secondary education and community resources organizations to share career information with students, parents, teachers and the broader community.

History- The Upper Grand DSB's Parent Learning Fair was facing declining attendance. The Career Education Council (CEC) approached the UGDSB and suggested working with the WCDSB to host a combined Parent Learning and Community Career Fair for all students and parents. After some discussions about goals, location and times, a team of 3 vice principals, 2 teachers and 2 CEC was formed to organize the event. The CEC took the lead and found over 100 exhibitors. The event was held at John F. Ross CVI, the largest school in Guelph from 6-9 pm November 28, 2007. Two large gyms, hallways, the Auditorium and the cafeteria were used. Modeled on the Halton Industry Education Council's (HIEC) Careers Unlimited, the first event was well received and the second one is booked for Nov. 26, 2008.

Key Partners- Upper Grand District School Board, Wellington Catholic District School Board and the CEC

Target Audience- Students from grades 7-12, parents, families, educators, business, community members.

3. Number of years the program/event has been offered- one
4. Current program status- Booked for November 26, 2008 from 6-9 pm at John F. Ross CVI in Guelph
5. Why do you consider this program/event a good practice? This one-stop event helps students and parents gain information about local businesses, career opportunities, post secondary programs and community support resources that can help them make better informed education and career decisions. Businesses find that the 3 hour time a good investment. They can promote their business and employment opportunities to a large number of people. Post secondary education institutions such as universities, colleges and training programs representatives, meet face to face with possible clients. The parent learning workshops provide valuable information. Community resource organizations are able to promote their services for youth. Two school boards share expenses and attract more participation (to avoid duplication).
6. Budget Overview  
Start up costs

Personnel	\$5,000
Posters/signage/printing	\$800
Light Lunch / Water	\$750
Keynote Speaker	0 - \$5,000

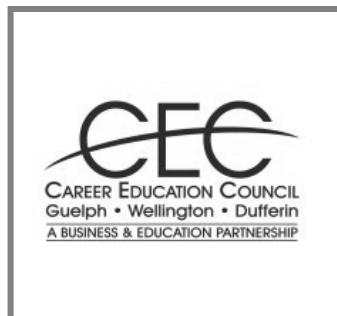
In-kind contributions

Educator time	\$2,000
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Ongoing project management costs  
Partner Contributions
7. How has this event been evaluated? All attendees and exhibitors were asked to complete an evaluation.
8. Has the program adapted or changed since inception? The name is changing from T2=Today and Tomorrow to Your Future Your Choice.
9. What is your advice for others going forward
  - Promote, promote, promote - include
  - School newsletters, word of mouth, letters in report cards and emails
  - Signage outside the school and lots of parking
  - Student helpers at the event helped set-up, greet, gave directions, take down – were awesome
  - Maps of venue layout for attendees

### Contact

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Career Education Council  
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## **East Central Ontario Training Board**

***(Counties of Hastings, Prince Edward and Lennox & Addington)***

1. Name of Program/Event- Careers in Health
  
2. Description of program/event
  - a. Goals- Careers in Health is a collaborative effort to assist local high school students explore the various careers in the Healthcare sector. The overall aim is to provide specific and comprehensive career information that will not only inform and encourage local youth to pursue these careers, but also to remain within the region upon completion of their studies.
  - b. Objectives- The initiative provides information on a diverse range of careers from Nursing to Pharmacy, Nuclear Medicine to the Rehabilitation Therapies. Professionals provide insight into the day-to-day realities of the job, educational requirements, wage levels, employment opportunities and career paths. This provides youth with critical information necessary to make well-informed career and educational decisions, at the same time providing a connection to local employers.
  - c. Strategy/Action- As part of an inclusive approach, *Careers in Health* includes:
    - A one day Career Fair that includes presentations, display booths, mock trauma scenarios and handouts. This event is live broadcast to students at three other hospitals in the region. The satellite linkup allows them to ask questions and participate in the activities.
    - A unique Co-op program has been developed that provides work experience within the hospital setting on a two week rotation through the various departments, including the ER, X-Ray and even the OR. Students are rigorously screened and interviewed for these coveted placements. Only mature students in their 2<sup>nd</sup> year of Gr. 12 are allowed to apply. These placements equal and in some instances surpass the work exposure of 2<sup>nd</sup> and 3<sup>rd</sup> year university co-op students.
    - Handbook & CD-ROM – Guide to Careers in Health provides detailed information regarding a vast array of careers in the sector, including wage ranges, educational requirements and profiles of local professionals. Handbook is currently being updated.
    - Website – under redevelopment
  - d. Key Partners- East Central Ontario Training Board, Passport to Prosperity, Quinte Healthcare Corporation, Hastings & Prince Edward District School Board, Algonquin Lakeshore Catholic District School Board, Albert College, Quinte Christian School, Loyalist College, Trenval, City of Belleville, Hastings Prince Edward Victoria Order of Nurses, ParaMed, Community Care Access Centre (Hastings Prince Edward), Westgate Lodge, AllCare Health, and Hastings Prince Edward Health Unit.

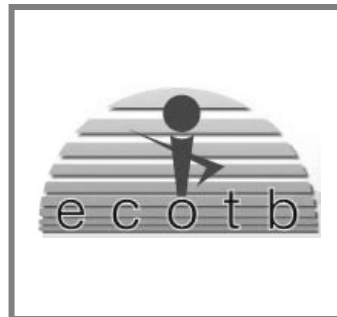
- e. Target Audience- The program targets students that have an interest in the sciences and health care. Students from all of the local high schools register to participate in the Career day. Class sets of the Career Handbook have been distributed to the Career Studies program; in addition extra copies are available at the Guidance Offices and libraries in each of the region's secondary schools.
3. Number of years the program/event has been offered- Five Years
4. Current program status- Ongoing with community funding and support: Annual Careers in Health Day, co-op placements, revised/updated Careers in Health Guide
5. Why do you consider this program/event a good practice? Programs that provide an integrated approach have proven to be the most effective in assisting youth with their career exploration. The critical elements involve access to:
  - Career information - Resources such as the Handbook and Website
  - Direct contact with professional working in the field – Career Fair
  - Real work experience - Rotational Co-opYoung people who have the advantage of these three elements are well on their way to making informed educational and career decisions, in addition to making the necessary connections with potential employers.
6. Budget Overview
  - a. Start up costs- The original funding for the Career Fair, Handbook, website and CD-ROM came from broader project funding of \$25,000 plus \$30,000 (in-kind) from the following partners: ECOTB, Service Canada, local health agencies, Schools Boards, local employment services, local economic development bodies in 2003-04
  - b. Ongoing project management costs- The program continues with an annual budget of \$10-\$15,000 to cover the actual costs for the career day, guides, facilities, transportation and equipment.
  - c. Partner Contributions- Estimated partner contributions are between \$25-\$30,000 for health professionals' time and costs, medical equipment for hands-on displays and videography.
7. How has this program/event been evaluated? The program is evaluated on an ongoing basis. Participants complete a brief evaluation survey at the end of each Career Day. The Advisory Committee meets on a regular basis, and debriefs with the presenters shortly after the event to analyze the effectiveness and content.
8. Has the program adapted or changed since inception? Each year sees significant changes and developments.

In 2007 we added the Tele-Conferencing format for a satellite hook up to our remote location schools in Bancroft, and Picton. This allowed their participation since the travel time prohibits them from attending the event.

In 2008 we added the 3 trauma scenarios to highlight the interaction between the various disciplines as well as adding some excitement and urgency to the day. These trauma scenarios were performed by an ER doctor and nurse team with the Co-op students acting as patients. The scenarios were:

- Trauma One – M.V.A. without seat belt – alcohol involved
  - Trauma Two – M.V.A. with seat belt
  - Trauma Three – Cardiac Arrest
9. What is your advice for others going forward? You must find a real champion within the sector. This person should be one of the frontline workers, and someone who is committed to young people, education and ongoing training. This person will be the one to rally the other disciplines and ensure their participation. The event takes countless volunteer hours on the part of these professionals; therefore a committee of committed individuals is critical.

Resources available:  
Careers in Health Handbook  
Website (in development)



## **Contact**

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1-800-231-9005 or [ecotb@focusontraining.com](mailto:ecotb@focusontraining.com)

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## **Elgin Middlesex Oxford Local Training Board**

***(Elgin, Middlesex, Oxford Counties & the City of London)***

1. Name of Program/Event: Project Hi-Tech
2. Description of program/event - A community based partnership which hosts the Oxford Invitational Youth Robotic Expo  
Goals- To give youth hands-on experience in design, construction and team problem solving by building a robot and to expose youth to innovative technology and to test their interests & abilities  
Objectives- To involve and educate the community about the importance of technology to the area's economy and develop our youth's interest in industry skills  
Strategy/Action- Project Hi-Tech is a group of local agencies and businesses who developed a solution that helped raise awareness among high school aged youth about the job opportunities when considering careers in engineering, technology or the skilled trades.

The Oxford Invitational Robotic Expo Judging criteria:

*Robot design and written report (Expo value: 25 points)*

Points will be awarded for design drawings & sketches. The written report must explain the various operations and design challenges. Safety considerations must be documented referencing the specific hazards and locations.

*Fabrication Review (Expo value: 25 points)*

The team must use only the LEGO parts provided, substitutions are not allowed. The robot must be designed such that the team can fully expose all mechanisms for inspection by the judges. Points will be awarded for demonstrated mechanical properties such as structural integrity and efficiency of design.

*Performance Demonstration (Expo value: 25 points)*

The robot must perform the task (described in the written report) for a minimum of ten (10) cycles or repetitions. Points will be awarded for smoothness of the robots movements and coordination between various elements of the operation.

*Oral Presentation to Judges (Expo value: 25 points)*

The team must explain the robot and its operations to the judges. The oral report shall include the names of the team members and their role on the team as well as the name of the sponsoring company and the actual process modeled by the robot.

Target Audience

- High school aged youth
- Manufacturing Companies
- Community

3. Number of years the program/event has been offered- Project Hi-Tech will be hosting the 3<sup>rd</sup> Oxford Invitational Robotic Expo in the fall of 2008. The Expo has been running since 2006.

4. Current program status- Each year the participation and interest grows. This year one school is considering entering 2 teams. Project Hi-Tech Steering Committee meetings are ongoing. The next event date is Tuesday, November 25, 2008
5. Why do you consider this program/event a good practice? Project Hi-Tech has brought the community together, economic development, government, business and manufacturing. Workforce development issues are addressed. This project involves a couple of Ontario Ministries: Education and MTCU as well as several levels of government: County, City, Township and Ontario. The Warden of Oxford County is the spokesperson for Project Hi-Tech and at the 2<sup>nd</sup> Robotic Expo the Area Manager for the Apprenticeship Office was a judge. Each team sponsor provides a mentor to work with the team. The teams are getting first hand expertise from industry. The team can also request plant tours to see how robotics works within that industry.
6. Budget Overview  
Start up costs- \$12,000.00  
Ongoing project management costs- \$11,000.00  
Partner Contributions- Event Sponsor - \$5,000.00. Team Sponsors- \$6.750.00
7. How has this program/event been evaluated? Input is encouraged and received from the teams, the mentors, judges and the steering committee. The coordinator compiles this input and presents it to the steering committee where it is reviewed.
8. Has the program adapted or changed since inception? The first year the Oxford Robotic Expo was only open to youth in Oxford County. The second year it became the Oxford Invitational Robotic Expo and was offered to all youth in the Thames Valley Region: Elgin, Middlesex and Oxford Counties. The guidelines, rules and regulations have been changed according to input from the judges, the teams, the mentors and the steering committee.
9. What is your advice for others going forward?
  - Have your lead sponsor in place before moving forward.
  - When seeking out team sponsorship ask the teams and steering committee members to assist in recruitment.
  - Engage the community as much as possible.
10. Resources available:  

[www.projecthitech.ca](http://www.projecthitech.ca)



## **Contact**

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## **Enterprise Centre Sault Ste. Marie**

### ***Algoma District***

1. Name of Program/Event- Career Day / Job Expo
2. Description of program/event - The Expo is a large scale one day job exposition to benefit employers and the general public that is held in Sault Ste. Marie's largest sports and entertainment facility. Enterprise Centre Sault Ste. Marie (ECSSM) partners with event organizers, employers and school boards to provide an experiential learning opportunity that will be of value to students when choosing a future career. In 2008, the event attracted over 80 companies. One hundred and twenty eight high school students from two school boards attended the event.
  - a. Goals – To assist in filling the labour needs of community employers and to assist in fulfilling future employment needs of today's student
  - b. Objectives – To educate and inspire approximately 130 Grade 11 and 12 students to a number of high demand career options. To approach potential employers regarding registration of their business on The Passport to Prosperity Employer Database
  - c. Strategy/Action – The strategy to educate and inspire students regarding career options is achieved in a number of ways- Employers will present high demand occupations by delivering dynamic 20 minute seminars tailored to students area of study. The students will be allowed to explore the career fair and speak with employers of their choice to gather information. Employers, employment organizations and Student Success Leaders from 2 school boards were approached approximately 2 months before the event to explain the opportunity. The Passport coordinator encouraged the Student Success Leaders to first approach Specialist High Skills Major teachers regarding the opportunity.

On the morning of the event 30 students from St. Mary's Specialist High Skills Major (SHSM) in construction received a seminar from The Ontario General Contractors regarding careers in the construction industry. At the same time, in another room, a class of approximately 34 students from a program with a careers focus received a seminar from Algoma Steel. The talk focused on a wide variety of jobs and the education needed to require them.

After the 20 minute seminars, both classes took a 5 minute break and then joined in a larger meeting room for a 20 minute seminar on health and safety from The United Steelworkers.

The final experiential learning opportunity for the morning session students was to visit the show floor, speak with employers, and gather information regarding careers. The students returned to school by bus for their lunch hour.

The afternoon session started at 1:10pm with a careers class of 34 students attending a presentation by The Sault Ste. Marie Innovation Centre entitled High Tech Careers. At the same time, in a separate meeting room, 30 students from a SHSM program in Hospitality and Tourism received a presentation from Sault College on the restaurant industry and the college's post secondary programs to compliment the industry.

Following the 20 minute seminars, both classes met in a larger meeting room for a seminar by Enterprise Centre Sault Ste. Marie on entrepreneurship opportunities both as career options and as potential ways to earn extra money as a student.

The students then visited the show floor, spoke with employers and gathered information regarding careers. The students returned to school by bus at 2:30pm.

After the students were gone, The Passport to Prosperity Coordinator was able to visit employer booths at the job fair, explain the benefits of joining The Employer Registry, and ask if they would be interested in posting experiential learning opportunities. A number of employers expressed interest in posting opportunities on the new database and will be followed up on when it is implemented.

d. Key Partners:

- Career Day/ Job Expo organizers
- Sports and Entertainment Facility staff
- Student Success Leaders and Co-op staff from two school boards
- Teachers
- Presenters

e. Target Audience –Grade 11 and 12 Specialist High Skills Major students and classes with a careers focus

3. Number of years the program/event has been offered- 2

4. Current program status- ongoing

5. Why do you consider this program/event a good practice?

- Positive experiential learning opportunity
- Allows students to identify future career paths
- Opportunity for employers to connect with future work force
- Opportunity for post secondary institutions to promote programs tailored to SHSM students
- Opportunity for ECSSM to promote entrepreneurship and experiential learning opportunities such as Summer Company and the High School Business Plan Competition
- Prime opportunity for ECSSM and P2P Co-coordinator to recruit potential employers for the Passport to Prosperity Employer Registry

6. Budget Overview

a. Start up costs

- Sponsorship of event and booth – \$2,000.00
- Rental of presentation equipment - \$60.00
- Photo copies \$ 6.00
- Total: \$2066.00**

b. Ongoing project management costs - \$0

c. Partner Contributions: Presenters book time to do presentations. The organizers set up meetings regarding the site and presentation requirements. Student Success Leaders passed information out to teachers. Teachers booked the buses, got permission from parents and monitored the students at the event.

7. How has this program/event been evaluated? The event has been evaluated from feedback from teachers, presenters and Job Expo organizers. After doing the event the first year, presenters and organizers felt that the students were too young (grade 8 students) and were not engaged in the presentations - the teachers seemed to feel that the event was a great experience for the students. The rooms that the presentations were in had a high level of ambient noise that detracted from the presentations. No formal evaluation process has taken place but a survey or questionnaire will go out to teachers in the future to receive more feedback
8. Has the program adapted or changed since inception? At the request of the presenters, older students were recruited (grades 11&12). SHSM classes were encouraged to attend in the second year and presenters were picked that would appeal to the distinct areas of study. A quieter meeting room was used for the small group presentations in the second year. The air handling system was turned off in the large room for the second year to reduce ambient noise
9. What is your advice for others going forward? Be flexible and have a plan “b”.
10. Resources available: See below for any partner inquiries.



**Contact**

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## Foundation For Education Perth Huron (Huron and Perth Counties)

1. Name of Program/Event- Girl Power Success
2. Description of program/event  
Goals: broaden grade 9 girls' perspectives on career choices, self-esteem and relationship development. The theme this year is Dream Big....Think Community....Act Globally.  
Objectives: bring together community women mentors and presenters to share their stories with the girls in a structured day of interaction.  
Strategy/Action: community mentors sit with groups of girls throughout the day as a keynote speaker and various presenters from many careers offer their stories.  
Presenters also include young women in their late teens who share powerful stories of their commitment to a cause or issue or personal achievement with the underlying message "you can do it too". The women mentors at each table are available to talk about their respective careers (often several!) and the decisions that brought them to where they are.  
Dr Karyn Gordon will be our keynote speaker at GPS this October. A very powerful speaker, she will address many of the esteem and relationship issues facing our young women today.  
Key Partners: numerous corporate sponsors and individuals; City of Stratford; Perth Community Futures Corp; OYAP for Avon Maitland DSB  
Target Audience: grade 9 girls
3. Number of years the program/event has been offered- the 2008 event in October will be the 4<sup>th</sup> GPS
4. Current program status- we are in the midst of organizing this year's event
5. Why do you consider this program/event a good practice? It is a very effective way to reach a large number of female students in an open, positive environment. It is an efficient vehicle through which young women can experience contact with successful women mentors whose careers and life stories may open students to many as-yet unconsidered possibilities.
6. Budget Overview
  - a. Start up costs: 18,000 covers all direct project costs
  - b. Ongoing project management costs: \$9500 as well as in-kind contributions from the Foundation
  - c. Partner Contributions: sponsorships and donations and partner organizations traditionally contribute approximately \$17,000
7. How has this program/event been evaluated? Each year a questionnaire is completed by the young women participants and the 80+ women mentors
8. Has the program adapted or changed since inception? Yes, there is a concerted effort to bring mentors from a broader spectrum of careers. Also, the first two GPS events were driven by a volunteer committee in partnership with the Foundation as the critical link to the schools. The volume of tasks associated with such a large undertaking proved overwhelming for the volunteers and now portions of the project are subcontracted

while the Committee continues to oversee the whole event, arrange the mentors and volunteers, and work closely with the Foundation which is the lead 'driver'. The Committee has taken a strong stand to convey the message that personal esteem and achievement is very powerful when part of service to others ("act globally"). This year's event will feature short 5-minute video clips of local women's success stories in addition to those of the women mentors in attendance, thanks to new format ideas we took away from the HIAC event in Burlington last November. The girls will experience doing a vision board this year. By taking them out of an 'audience' format and putting them at tables with their mentors, new exercises are possible, thus giving more texture to the day and eliminating potential 'chatter' issues faced in previous years. In the first two years the event was totally free for the girls. We now ask them to bring a toonie and last year those funds all went to send Aqua Boxes and Bed Kits for projects in Africa. Empower yourself through sharing with others.

After the first year we felt there needed to be a Bursary Fund and Dream Fund attached to the event. Donations are solicited directly for these funds which are featured and described on the GPS web site (see link from the Foundation's web site). The Bursary Fund will accept applications to it in the 09-10 school year when the first GPS grads are eligible to apply. The Dream Fund is now accepting applications from GPS grads who wish to investigate particular careers or need equipment assistance with an apprenticeship position. A library of books has been donated to each participating GPS school.

Follow-up is done in all the GPS schools four months after the event to track the effect and influence of the event on the participants. All food served at the GPS events is very wholesome – the girls build their own Kaisers from a variety of fillings, apples are available throughout the day etc. Empowerment through healthy food choices is another message we are trying to convey and the 9/10 scores for the lunch on the responses are satisfying!!

While we are still giving out journals and pens to all participants this year (sponsored by an environmental company and thus recycled paper etc), there is no longer the plethora of freebies that filled the GPS knapsacks the first two years. Environmental and global responsibility is a message we are trying to convey. As part of that, careers in 'green' companies are being highlighted more extensively this year i.e. Stratford has several Green Bike companies.

9. What is your advice for others going forward?

It is very clear from the students' responses that the day has a big impact for them. It may seem trite to read many references to "I learned that I CAN dream big" on their responses but we truly believe that the day opens them to a world of possibilities that may not have existed for them before. Understanding that they CAN make choices around relationships and life career choices is a powerful message. Therefore, don't underestimate the effect of an event like GPS.

It is very clear that GPS is highly regarded in the Perth County communities and this is reflected in the media coverage and in the ongoing responses from donors and mentors. Other organizations considering such an event will find similar support.

The Foundation runs a counterpart to GPS called Girls Unlimited in the Huron County side of the two school boards and it is met with equal success. Mentors are very happy to share their stories with youth and welcome a chance to hopefully inspire them.

While we promote and support all the other kinds of experiential school-work programs and events to connect mentors with students, we believe that GPS is one of the more effective mechanisms to bridge students to the world beyond school in an inviting, interesting environment.

We have not yet found a way to run a similar event to GPS and Girls Unlimited for Grade 9 boys, despite efforts to explore this possibility and despite requests from both the wider community and the school board to consider it. The key to all these events is the pool of volunteers who share the passion for the outcomes of the event and are willing to commit the time required to accomplish them.

We are firm believers that events like GPS are best accomplished by involving not only community donors but also community agencies and like organizations who can bring some funding dollars and their network of contacts and resources to the project.

Resources available: [www.foundationforeducation.on.ca](http://www.foundationforeducation.on.ca) We have GPS Committee members and Foundation staff who are willing to visit other PtoP jurisdictions. We are very willing to forward samples of all our materials for fund raising, school registrations, evaluations etc. The GPS web site is a very comprehensive resource itself. Please get in touch with us!



#### Contact

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## **Grand Erie Training & Adjustment Board**

***(Brantford-Brant, Haldimand County, Norfolk County)***

1. Name of Event: Yes You Can – Women in Trades and Technology
2. Description of Event:
  - a. Goal: To introduce and attract female secondary school students in to the skilled trades and technology fields, while enhancing and encouraging studies in the field of science, math, and technology.
  - b. Objective: Increase the number of female students participating in OYAP and non-traditional curriculum by connecting the link from education to the local world of work.
  - c. Strategy/Action: 8-10 girls are selected from each secondary school within the region to participate in a one-day mentoring session with female trades and technology personnel, living or working within the region. Throughout the day, students have an opportunity to learn from 3-4 mentors, information about their career paths, backgrounds, education and professional development. The event is kicked off by a motivational keynote speaker, and followed by spotlight speakers who can inspire the girls to reach for their dreams. Hands on activities include a fast-paced “boat building” challenge that incorporates skill, knowledge, and teamwork.
  - d. Key Partners: The School College Work Initiative – Grand Erie (Grand Erie District School Board, Brant Haldimand Norfolk Catholic District School Board, Mohawk College, Fanshawe College, Nipissing University, St. Leonard’s Community Services; local industry; apprenticesearch.com; TCU Apprenticeship.
  - e. Target Audience: 120-130 female secondary students; 25-30 mentors from local industry/business; 15-20 educators
3. Number of years the program/event has been offered: The skilled trades and technology events have been running for 8 years. The introduction of special days for female and male students was implemented in 2006.
4. Current Program Status: Scheduled for December 2008 (date N/A)
5. Why this event is a good practice: This event provides students with a safe, non-threatening environment to explore skilled trades and technology. The more intimate nature of the event (roundtable discussions) enables more detailed discussions etc. Mentors are trained prior to the event to trigger discussion by introducing information about their personal career paths. For students who are quiet, shy this opens the door to greater understanding. The fast-paced, supervised discussions also eliminate student rowdiness etc.
6. Budget Overview: Total Costs: Approximately \$15,000.00. Passport to Prosperity provides approximately \$2,000.00 in start-up funds. Partner contributions (financial and in-kind) cover the balance. The key partner, SCWI, matched by funds from GETAB, GEDSB, and BHNCDSB, provides \$7500.00. Significant in-kind contributions are provided through the college (Mohawk) who provide their facility and volunteers.
7. Evaluation: Each participant group receives an evaluation form specific to the outcomes desired for their group e.g. mentors, students, teachers, volunteers. The evaluations are outcome/performance based and focus on the learning objectives for the day. We do not focus on the facility, food etc. to any great extent. These evaluations are compared annually to ensure continued performance growth.

8. Program Changes: As mentioned, the event now alternates between female and male secondary students. Originally, the girl's mentoring day was to provide a unique look at women in the trades, but the outcomes were so significant, the school boards requested we accommodate both genders with a day of their own. We do ensure female mentors and messaging throughout the male program as our intent is not to diminish the need for women in the trades. Instead, we take the opportunity to talk about today's workplace and the need for respect within it.

9. Advice: Engage your school boards, colleges, and local industries early in the planning. Make sure you incorporate a high-level, motivational keynote who has a message important for students and adults alike. Most importantly, make sure the students are well prepared with information about apprenticeship, OYAP, and the careers available prior to the event so that they can ask informed questions. A "question prep" sheet distributed before and again at the event is a good way to get the kids thinking, and to help the mentors focus the discussion on the necessary areas of information. Most importantly, pick a challenge or event that offers fun and encourages competition. Keeping everyone engaged is essential.

10. Resources Available: We have logos for both *Yes You Can – Women in Technology and Trades*, and *Men@Work* that we are happy to share. We also have employer packages, mentor packages, conference guides etc. that can be used as a model.



### **Contact**

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## **Halton Industry Education Council (HIEC)** **Halton Region (Burlington, Oakville, Milton and Halton Hills)**

### **Women as Career Coaches (WACC)**

#### *Goals*

- Provide young women with access to adult role models who are willing to share their career pathways and encourage the goals and dreams of youth.
- Involve a variety of women from different occupational pathways to encourage and help young women become better informed about the variety of options available to them in the world of work.
- Promote all pathways as equal and unique to an individual's interests, skills and values.
- Have a lasting effect in the community by fostering a culture of mentorship.

#### *Objectives*

- Bring together female mentors from the community representing all career sectors to act as career coaches to empower young women to take control of their futures and become better informed about their career options.
- Bring together young women from the Halton Catholic District School Board and Halton District School Board to interact with adult women who have experienced a variety of exciting and interesting careers.
- Empower young women to learn about the numerous career pathways available to them and take control of their futures.
- Provide the career coaches with an opportunity to reach out to youth in our community while being presented with a dynamic networking opportunity.
- Build on HIEC's vision of "Inspiring Informed Career Decision Making"

#### *Strategy/Action*

To help define the Women as Career Coaches (WACC) program, HIEC hosted a number of focus groups across the Halton Region to determine key concepts that young women would like to hear more about. The young women who participated were quite clear on their expectations; the most predominant theme heard was their desire to access to adult role models. Based on focus group feedback, HIEC created a program that would meet these needs and have a lasting impact.

To prepare the adult women for the role of 'Career Coach', HIEC offered a 'Career Coach Orientation Session' to provide an overview of the evening's format and an opportunity to discuss the role of a career coach. It is important to ensure that the career coaches are comfortable with the expectations of the student audience, clear about their role(s) and have an opportunity to ask any questions they may have.

The program model for WACC is extremely intricate and is designed to speak to all attendees. WACC integrates stories, pathways and concepts that are aligned with what the student focus groups asked for.

HIEC uses the theme of "Just Because You Wander Doesn't Mean You're Lost" as the umbrella of the event.

The '5 Engage Principles of Career Development' frame the event, used as guiding messages for the participants.

1. Focus on the Journey
2. Follow Your Heart
3. Access Your Allies
4. Change is Constant
5. Learning is On-going

To help visualize the Engage Principles, two video elements that include classic journey movies and a media montage are used to parallel the guiding messages and reinforce the need to follow your dreams.

*Key components of the WACC program include:*

- Interactive Art Display – involving student attendees and a local artist.
- Icebreaker Activity – building a link between the youth and the career coaches.
- Spotlight speakers – women sharing their personal journeys.
- Table Talk – facilitated dialogue between the youth and the career coaches.
- Table Rotations – rotating the youth to hear from another group of career coaches.
- Keynote Speaker – an individual to motivate, inspire and encourage all participants.

*Key Partners-* Passport to Prosperity, Company of Women (A local women’s networking group), HBI College, Hamilton Spectator, Halton District School Board (HDSB), Halton Catholic School Board (HCDSB) and numerous local partners who sponsor and support the WACC Program

*Target Audience-* Student participants range from Grades 9 - 12, and will be pursuing a variety of post-secondary pathways (apprenticeship, college, university and work). Some of the students in attendance are aware of the occupational direction they intend to follow, while others are still exploring their options. Adult women from a variety of occupational pathways and sectors participate as Career Coaches.

*Number of years the program has been offered-* The Women as Career Coaches program began in 2005 and has since been offered on an annual basis.

*Current program status-* Since its inception in 2005, the attendance at WACC has increased over 45%. The demand is high from young women and their parents/ guardians who hope to participate. Feedback from students following the event indicates that former student attendees plan on returning as career coaches, noting that WACC was a fundamental source of inspiration for their next steps in career planning.

*Why do you consider this program/event a good practice?* HIEC continues to receive feedback about how WACC has had a significant impact with both students and career coaches. Parents, students, teachers and industry members continue to comment on how empowering the evening is and how it should continue to be an annual event. This intergenerational event is a good practice since it demonstrates how all post-secondary pathways can be successful and unique to an individual’s goals and interests. Each year the WACC program encourages community stakeholders to come together to inspire youth to make informed career decisions. The WACC program is one that could easily be replicated in other communities. HIEC is happy to share the program material and templates for WACC.

#### *Budget Overview*

Start up costs – \$20,000.00

Ongoing project management costs – \$ 33,000.00 (dependant on attendance growth)

Partner Contributions - Each year there are numerous community partners that support WACC. Sponsorship includes both corporate and personal donations and continues to grow each year. The following are the sponsorship categories for WACC:

Gold Sponsor - \$7,500

Keynote Sponsor - \$5,000

Silver Sponsor - \$2,500

Spirit Stone Sponsor - \$2,000

Gift Bag Sponsor - \$1,500

Table Sponsor - \$500

Event Supporter - \$250

Student/Coach Dinner Sponsor - \$100

Friend of Women As Career Coaches - \$50



*How has this program/event been evaluated?* Each year, formal evaluation forms are completed by both the youth and career coaches. HIEC collects and reviews all of the feedback as this process is invaluable to the success of this event. The evaluation feedback is compiled and put into a report, which in turn, provides feedback to project partners. Informal evaluation takes place following the event through testimonials, letters of thanks and anecdotes from the community. To date, the eagerness of the youth and career coaches to participate, along with the formal evaluations, have indicated an exceptionally high level of satisfaction with the quality and format of the program.

*Has the program adapted or changed since inception?*

- Since its inception in 2005 WACC attendance has grown by 45%.
- In 2008, HIEC recruited Pooja Handa of Global Television (now City TV) to act as emcee for the WACC program. Pooja will continue her role of emcee at future WACC programs.
- WACC 2008 saw an increasing amount of women attend the Career Coach Orientation Session with over 100 in attendance.
- The agenda for the 2008 program incorporated a 'reverse mentoring' component where the young women discussed their thoughts on occupations and post-secondary destinations. The reverse mentoring was integrated after prior program evaluations indicated that the career coaches felt equally inspired by the young women and that the mentorship was mutually beneficial.
- HIEC has incorporated two new video elements that include classic journey movies and a media montage to parallel the Engage Principles.

*What is your advice for others going forward?* Recruit a WACC contact in each school to help in the marketing of the program and recruitment of students. Encourage the contacts to recruit a variety of students that range in ages and post-secondary destinations. Start marketing the program well in advance as one of the main ways this event becomes popular is through word of mouth. Access your allies to build partnerships. This program is mutually beneficial and leaves a lasting impact in the community. Networking and word of mouth has grown this program and provided support and sustainability.

Resources available: HIEC is happy to share the Women as Career Coaches program material and templates.

## **Contact**

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## Industry-Education Council of Hamilton (Hamilton-Wentworth)

### Name of Program/Event

*Careerapalooza* (a series of career discovery events designed to expose youth to self-assessment, career management, and community entrepreneurs, and organizations.)

### Description of program/event

#### Goals

- To modernize the career development continuum.
- To educate youth on the benefits of diversifying their skills and learning to compete in a changing local marketplace and global classroom.
- To engage the community (employers) more in the learning & development of youth.

#### Objectives

- To further harmonize the career-development curriculum at both Hamilton school boards.
- To narrow the multitude of career choices facing youth through effective self-assessment.
- To accredit the community/employer with more influence on career development in school.

Strategy/Action- *Careerapalooza* is designed around a practical Career Management Model informed by career specialists at McMaster University, the University of Waterloo, Mohawk College of Applied Arts and Technology, and both local district school boards. The purpose of the model is to help youth better navigate the complexities of life-work planning and features four stages organized into a repeatable cycle: *Assess Yourself, Gather Resources, Choose Options* and *Activate Plans*. The previous two *Careerapalooza* events combined for the following totals:

Attendance by more **3,600** students (grades 7-8 & 9-12) from **46** Hamilton-area schools and more than **148** volunteer presenters representing **13** career communities from science and engineering, to law and government, to the skilled trades, among others.

#### Key Partners

- Hamilton-Wentworth Catholic District School Board
- Hamilton-Wentworth District School Board
- Hamilton Training Advisory Board
- Mohawk College of Applied Arts and Technology
- Elementary Teachers' Federation of Ontario
- Mohawk College — Job Connect
- Arcelor Mittal Dofasco
- Hamilton Public Library — Job Discovery Centres
- Amity Goodwill
- Government of Canada
- City of Hamilton
- RBC Royal Bank
- YMCA of Hamilton/Burlington

#### Target Audience

- In-school youth, grades 7-8 and 9-12
- Out-of-School youth without OSSD
- Teaching Community

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### Number of years the program/event has been offered

- Since 2003
- 6<sup>th</sup> Annual *Careerapalooza* expected fall 2008

### Current program status

- Development stage, with logistics 90% confirmed and content 50% booked.
- New developments will include an employer workshop, of which will act as a forum to promote the P2P initiative, recruit employers and build lasting relationships. Planned as a morning breakfast session, highlights are to include the presentation of P2P successes, a demonstration of employerregister.ca, the sharing of success stories from both employers and participants, and a final Q&A session. Employers will also be approached to talk about their specific industry to students at the conference.
- *Careerapalooza* Planning Committee and the P2P Coordinator are meeting regularly.
- Event date: November 28<sup>th</sup> & 29<sup>th</sup>.

### Why do you consider this program/event a good practice?

- *Careerapalooza* has successfully received multi-year funding, from Service Canada, and ongoing support of many of the initial community members involved in the first event 5 years ago. Historically focused on student engagement and career talks by industry leaders, we are now primed to further involve employers in the career development of youth through the P2P initiative. This practice of bringing industry and education together is of great interest to both students and employers moving forward.
- *Careerapalooza* was designed to be flexible in its delivery and creative in its identity. By including employers in the new model, one should expect an increase in awareness, recruitment, participation, and referrals, for the P2P initiative.

### Budget Overview

- Start up costs
  - \$19,661
- Ongoing project management costs
  - \$29,834
- Partner Contributions
  - \$68,000

### How has this program/event been evaluated?

- On a basis of continuous improvement. Through a myriad of feedback forms and questionnaires, both pre- and post-event, attendees, teachers, speakers, guests, and volunteers, have all been approached for their feedback and comments. The findings become the starting point for the planning committee the following year.

### Has the program adapted or changed since inception?

Since its inception, *Careerapalooza* has provided a forum for discussion and interactive activities for young people interested in exploring a full-range of career sectors and industries. Both the Hamilton-Wentworth and Hamilton-Catholic District School Boards have increased their level of involvement each year in support of this event.

The IEC is planning to enhance *Careerapalooza* by showcasing the P2P initiative, by way of multimedia presentations and demonstrations of employerregistry.ca, in an attempt to recruit, inform and build relationships with local businesses. Utilizing this conference as a forum to the P2P initiative will enable us to better promote opportunity to youth in grades 7 to 12, while synergizing both initiatives in the minds of the community.

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**What is your advice for others going forward?**

- P2P deliverers should try to customize their event to reflect their organization's own vision for youth and career development.
- Consider utilizing already established conferences, forums and discussions, in the promotion and marketing of the event in order to keep development costs low.

**Resources available:**

- [www.iechamilton.ca/careerapalooza.php](http://www.iechamilton.ca/careerapalooza.php)



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## **KEYS – Employment Expertise (Kingston)**

- 1) Name of Program/Event – Grade 10 **Work Experience Program**
- 2) Description of program/event:  
Goals: Provide experiential learning through a 3 day work placement for grade 10 students.  
Objective: To introduce grade 10 students to a real world work experience to assist them in finding career direction and focus.  
Strategy/Action: Interest testing/Job Search Workshop/3 day work placement  
Key Partners: Job Connect, 70 local employers, Queen Elizabeth Collegiate Vocational Institute.  
Target Audience: Grade 10 students at a local High School . Eighty students participated this year with 63 successfully completed their placements.
- 3) Number of years the program/event has been offered: 5 years
- 4) Current Program Status: WEP is on the agenda again for the 2008/09 year.
- 5) Why do you consider this program/event a good practice?  
This three day work experience is an excellent way to assist young people with making career decisions and gaining valuable insights into the work world. Students are given an interest test by the P to P Coordinator with an attempt to match interests with job placement. The students also are given several workshops on how to make a good impression and good work practices prior to their placement. Most of these young people have not had a job before and this is the first opportunity for them to gain work experience and to have direct contact with an employer. This also provides a concrete opportunity for employers to get involved in supporting the school to work initiative. The students have found this experience to be valuable in helping them determine career paths, and selecting subjects to support their career goals.
- 6) Budget Overview – The Grade 10 Work Experience Program required the ongoing involvement of the P to P Coordinator in making employer contact through-out the school year. As well as approximately 3 days a week during the month that the placements occur.
- 7) How has this program/event been evaluated?  
This program has been continuously evaluated over the past five years. Students receive a certificate of completion during a lunch graduation ceremony where parents are also invited to attend. Employers are given a follow-up to get their feedback on how the placement went. All parties involved: students, school staff, P to P coordinator and employers feel that the program continues to have very positive experience for youth in assisting them in making career/educational choices.
- 8) Has the program adapted or changed since inception?  
This year the program included providing each student with interest testing to assist them in exploring their personal interests and relating that to career goals. Attempts were made to match students with their career of interest in order that they could get some hands on experience.

- 9) What is your advice for others going forward?  
The success of this project relies on the support of the student advisors in the school(s) and local employers. Relationship building is crucial in making this program a success. Teachers need to be willing to support the students in attending workshops and placements. The student success facilitators in the school(s) are critical in assisting in the organization of the 70+ students for workshops and placement activities. A positive relationship with local employers who are willing to donate their time and resources to support the youth in their community is also a key element.
- 10) Resources Available: Interest Tests, workshop materials, release forms, letters to employers etc.



## **Contact**

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School to Work Initiatives  
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## **North Superior Training Board**

### ***(Thunder Bay District)***

1. Name of Program/Event: Regional Career and Job Fair 2008.
2. Description of program/event  
Goals:
  - Participants will be more equipped to make the right choices for their education and training and will more readily appreciate the relationship between education and careers
  - Students will be encouraged to begin the process of planning their future early
  - Youth and youth facing barriers to employment will become more aware of labour market trends, career options, resources and employment and training services available in the region
  - Exhibitors and employers will have increased awareness and possible connections to youth that are interested in entering the labour market
  - Displaced workers will find employment or make contacts that will lead to training or employment opportunities
  - Over the longer term, there will be reduced youth out migration
  - More regional and First Nations youth will begin to train for skilled trades and health sector careers
  - There will be increased employment of all youth including youth at risk and Aboriginal youth

Objectives:

- Ensure that 4000 youth are more aware of training, education and career opportunities throughout the region and more equipped to plan their career path
- Ensure that there are at least 140 interactive exhibits and activities to provide a high degree of participant engagement

Strategy/Action:

Stage a two-day career and job fair annually targeted to youth (including youth at risk), unemployed and underemployed adults and general public. Utilizing the results of stakeholder surveys, incorporate enhancements each year to ensure a high-quality visitor experience.

Key Partners:

North Superior Training Board, Passport to Prosperity, Employment Ontario, Chronicle Journal, Dougall Media, all Local and Regional School Boards.

Target Audience:

Employers, youth, students, unemployed workers

3. Number of years the program/event has been offered: Six (6)
4. Current program status: Annual
5. Why do you consider this program/event a good practice? The Fair has become the region's premier career planning event in just a few years. As such, it has attracted students from as far away as Landsdowne House, Red Lake and Wawa.

6. Budget Overview

Start up costs: 2008 (operating budget)

Ongoing project management costs- \$5000

Partner Contributions- \$26,000 (plus \$48,000 in kind media)

7. How has this program/event been evaluated?

- Exhibitor surveys
- Teacher/youth surveys
- Steering committee surveys
- Final Report
- Number of participants
- Number of apprenticeships

Has the program adapted or changed since inception?

The Fair adds new features annually. From about 80 exhibits and activities in its first year, the Fair now offers a total of 157 exhibits and activities including the following:

- 105 indoor booths
- 10 Hands On Zone activities
- 6 interactive outdoor exhibits
- 26 Job Fair participants

A major emphasis is placed on helping exhibitors to understand how to be interactive and, thus, more engaging for the youth.

Last year, the Fair added a “Hands On Zone” for youth as well as a Job Fair for unemployed adults. Both these activities have been extremely popular and will continue to be offered and expanded.

What is your advice for others going forward?

- The more interactive a display is, the more it will appeal to youth
- Networking/word of mouth is most effective in attracting unemployed workers to the event. Using the resources of the local and regional Community Adjustment Centres to “get the message out” resulted in a very high turnout
- Target a wide range of employers from a variety of sectors, including the fastest growing sectors

Resources available:

Regional Career and Job Fair Final Reports

**Contact**

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## **Northwest Training & Adjustment Board** **(Kenora-Rainy River District)**

*Name of Product-* Employer Resource Manual

*Description:* A full resource manual that is given to new employers when they register for a co-op student. This manual is designed to introduce new employers to the various school-work initiatives operated in the Kenora-Rainy River district. This manual covered P2P deliverables and program priorities. (SHSM program and Employer Registry info to be added to the 2008-09 edition) With the following headings and sub-headings, below is an overview of the manual's content:

### *EMPLOYERS WANTED – SHARE YOUR EXPERIENCE*

- What is Passport to Prosperity (PtoP)?
- Helping students benefits employers
- Opportunities for employers – short, medium & long-term
- Getting started - PtoP registration form
- Employer Registry- what is it and how can I get involved?

### *EMPLOYER INCENTIVES*

- Employer signing bonus
- Apprenticeship training tax credit

### *CO-OPERATIVE EDUCATION PROGRAM*

- What is Co-op?
- What about insurance?
- Tips for a successful Co-op placement
- Roles and responsibilities

### *ONTARIO YOUTH APPRENTICESHIP PROGRAM (OYAP)*

- What is apprenticeship?
- What is OYAP?
- Benefits of OYAP
- Getting started – How to initiate an employer/student match
- Roles and responsibilities
- Frequently Asked Questions

### *APPRENTICESHIP*

- Why apprenticeship makes good business sense
- Benefits of training apprentices
- Tips to a successful apprenticeship
- Effective mentors/coaches give your workplace a training advantage
- Quick tips for workplace mentors/coaches
- Getting started - How to implement an apprenticeship program
- Roles and responsibilities

### *CONTACTS FOR EMPLOYERS*

- Passport to Prosperity Program Coordinator Contact Info
- Co-operative Education Program Contacts
- Ontario Youth Apprenticeship Program Contacts
- Ministry of Training, Colleges and Universities
- (Regional) Job Connect Offices



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*Key Partners* are (were) Crescive Corporation, the regional school boards, OYAP Coordinators, SHSM Coordinators, OYAP committees and P2P committees.

*Target Audience*- Employers that are new to offering students school to work opportunities. Employers currently involved but unaware of other initiatives and/or employer incentives. Although this doesn't replace employer-educator relations, it gives the employer reference material.

*Number of years the product has been offered*- 3

*Current status*- New prints are scheduled for late August 2008 and will be distributed at the beginning of the next semester, in partnership with the school board.

*Why do you consider this program/event a good practice?* This is an excellent way to educate employers on all experiential learning opportunities. Employers use this manual as a reference if they are inexperienced with co-op or OYAP. It also encourages employers to be involved in a variety of activities.

#### *Budget Overview*

*Ongoing project management costs*- Cost of printing 10 manuals per school, each semester (costs usually vary). The Manual is 28 pages, printed in full-colour and glossy. Employers sometimes request a pdf version.

*Partner Contributions*- P2P covers the printing cost and the co-op teacher distributes the manual. Educators also alert us on a continuous basis on any changes to be made in program curriculum, standards and/or contact info for the next edition.

*How has this program/event been evaluated?* Feedback has mainly been gathered through the co-op educators. They will let us know the reactions and comments from the employers who receive the manuals. Feedback has been extremely positive.

*Has the product adapted or changed since inception?* There are a few changes are made each year to content (new programs, changes in regulations, etc) but the overall layout and format has remained the same. The branding has also changed due to the changes with the Tools [th]at Work campaign.

*What is your advice for others going forward?* Share your drafts with employers, educators and peers prior to the first print. They are most up-to-date with standards and regulations and are able to provide insight into how well the manual flows and what changes could be made to streamline.

Resources available: Employer Resource Manual available upon request.



**Contact**

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## Ontario Centre for Research and Innovation

### (Ottawa)

1. Name of Program/Event- **Journey Out Beyond School**
2. Description of program/event  
Goals- to assist Graduates, whose destination, upon graduation is the Workplace.  
Objectives- bring graduates and employers face-to-face  
Strategy/Action- a ½ day event. 2 motivational speakers, 2 hours of face-to face with employers wanting to hire high school graduates. Also info kiosks on Continuing Ed. from Community Colleges  
Key Partners; Job Connect, 20 Employers, School Boards, Community Colleges  
Target Audience- High School students graduating in June 2008, whose destination is the workforce. This year there were 150 students in attendance.
3. Number of years the program/event has been offered- 1
4. Current program status- JOB is in planning stages for next year.
5. Why do you consider this program/event a good practice? Much support is provided to high school graduates, whose destination is post-secondary education. Typically graduates, with a destination in the workforce, are left to their own resources.
6. Budget Overview  
*Start up costs-* refreshments and lunches  
*Ongoing project management costs-* \$0  
*Partner Contributions-* The School Board covers the cost of teachers accompanying students as well as busing costs. Location is a “teacher Center” (former large school) available at no cost. Employers in-kind service (actually very appreciative of the opportunity to access high school grads). Job Connect and Passport to Prosperity, hours of employer contacts Colleges, in-kind facilitation, delighted w. promotion op.
7. How has this program/event been evaluated? Evaluation forms for students, employers and partners.
8. Has the program adapted or changed since inception? Plan to grow for 2009
9. What is your advice for others going forward? The feedback was phenomenal, at least forty percent (those who responded, not an accurate count) of graduates got jobs.

Resources available: promotional flyers, invitational letters to employers, special request forms, sample excel registration sheet.

Name of Program/Event- **Tech Center of Excellence**

Description of program/event

Goals : to increase enrollment in technology courses

Objectives: to address the shortage of local talent entering the high tech sector

Key Partners; Ottawa Catholic School Bd. Ottawa Carleton-District School Bd. Global Marketing Dept. of OCRI, Ont. Center of Excellence, IBM, NORTEL, RIM, CISCO, SHAD Valley students, Algonquin College, U of Ottawa, Carleton University

Target Audience; grades 10-11 High School students

Number of years the program/event has been offered- Pilot year 08-09.

Current program status- launch scheduled for Sept. 2008

Why do you consider this program/event a good practice? There is a critical shortage of local talent for the myriad of high tech jobs in the Ottawa area. There are currently 82,000 high tech jobs thriving in Ottawa. Enrollment has decreased dramatically in Computer Science and Computer Engineering as well as many Computer technician and technology post-secondary programs. Local Industry is seeking support to encourage students to pursue careers in this area.

Budget Overview

Start up costs; tremendous sponsorship is required. Proposals have been written and accepted by PASS, (a regional school-to-College –to–work group), OCE. Incredible in-kind contributions by all Industry partners.

Ongoing project management costs; TBD

Partner Contributions; details available upon request N/A - This is a pilot year.

What is your advice for others going forward? Select and industry in need, assess sponsorship opportunities before approaching School Boards.

Resources available: Center overview, week by week plan

1. Name of Program/Event- **Wrk 4 U2**

2. Description of program/event

Goals: to heighten awareness of secondary programs and the career and co-op opportunities associated with them to grade 8 students about to make secondary course selections

Objectives: to provide grade 8 students the opportunity to participate in an inter-active event that brings them face-to-face with secondary students, teachers and employers relevant to the programs they are seeing.

Key Partners; P to P , Ottawa Catholic School Bd., Ottawa Carleton-District School Bd. Algonquin College, U of O, Carleton Univ., various Training institutes and a myriad of industry and business representative

Target Audience; 8,000 grades 8 students

3. Number of years the program/event has been offered- 4 yrs.

4. Current program status- scheduled for Oct28th and 29,2008

5. Why do you consider this program/event a good practice? It allows grade 8 students to experience rather than simply read about optional secondary school selections. They have an opportunity to speak to secondary student (peers) about these course content. It motivates the students because it exposes them to the continuum of school-to- work. It is reality check of what are the educational requirements of various careers and what is the reality of these workplaces from current employees' viewpoint. The teachers who accompany the students learn a great deal as well and subsequently are better prepared to assist the grade 8s and their parents with secondary course selection and long range planning.

6. Budget Overview

Start up costs; planning mtg. Costs, facility rental, booth requirements tables, electrical provisions for equipment etc., refreshments for employers and secondary students.

Typical conference planning costs including transportation for students.

Ongoing project management costs; Costs are absorbed by participating

School Boards, typically through their Student Success budgets

Partner Contributions; Participation in planning, operating an interactive

Booth, recruiting new community participants. Employers provide tours 1-1/2 hours of their time

7. How has this program/event been evaluated? Evaluation forms from students teachers and employers and community partners. De-briefing meetings of planning committee

8. Has the program adapted or changed since inception? Grown in number of employer and community participants. As new and innovative programs appear in secondary schools, such SHSM, these are added to the exposition.

9. What is your advice for others going forward? This is a very worthwhile initiative. Provides for an explicit interaction for P to P with schools, employers and community partners. Ensure school boards have an interest as well as a budget. Ensure the size of the event is in keeping with the capacity of the venue. Ensure the venue is easily accessible. Travel time is a consideration as school buses are used. Access available resources such as High school Peer helper or ambassador groups as greeters and guides as buses arrive. Pls. contact me for further info. An article, about the event, was published in Ont. Prospects last spring

Resources available: promotional flyers, invitational letters to employers and educators special request forms, pictures etc.



**Contact**

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Manager Passport to Prosperity  
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## **Sarnia Lambton Workforce Development Board** **(Lambton Kent)**

1. Name of the program - The 'Way to Work'
2. The 'Way to Work' is a one day FREE workshop for graduating workforce bound grade 12 students.

### *Goals*

- Graduating workforce bound grade 12 students connect with organizations in their community who provide employment counseling and job search assistance.
- Students attending the conference connect with local employer's currently hiring high school graduates. Employers represented at the event are given the opportunity to discuss their hiring practices and expectations.
- Advice on budgeting/finance strategies is provided.
- Information is provided on Entrepreneurship and Apprenticeship as career options.

*Objectives-* The main objective of the 'Way to Work' conference is to assist graduating grade 12 students in making a successful transition from school to work.

*Strategy/Action-* Each year a young dynamic speaker welcomes the students and opens the event with a positive, honest portrayal of their personal path from high school to successful employment. The students then rotate through a series of four workshops:

- Start Small, Dream BIG - This workshop explores the idea of business ownership and personality traits of successful business owners. Presented by the Business Development Corporation special guests include young successful entrepreneurs.
- \$ Invest in Yourself - This workshop, presented by TD Canada Trust, provides advice on budgeting/finance strategies.
- Learn while you EARN - This workshop, presented by Job Connect shares information on the different types of apprenticeships, and how to get started.
- Resource Tour – The students are taken on a guided tour of Bayside Centre employment support agencies.

To conclude the event, employers, sitting on a speaker's panel, discuss their hiring practices and offer advice to students on successful ways to gain and retain employment.

*Key Partners-* The Sarnia Lambton Workforce Development Board, (Passport to Prosperity) partners with local school boards, organizations and businesses to host the annual event. Partnerships include: Sarnia Lambton Business Development Corporation, Lambton College Job Connect, TD Canada Trust, Lambton County Human Resource Administrative Services Inc., St. Clair Catholic District School Board, Lambton Kent District School Board, Conseil scolaire de district des écoles catholiques du Sud-Ouest,

Conseil scolaire de district du Centre-Sud-Ouest, Employment Action Centre, Community Living Sarnia Lambton, The Workplace, Sarnia Lambton Credit Counselling Centre, Bayside Centre.

*Target Audience-* Partnering school boards internally promote the event to graduating students they feel would benefit from attending.

3. The 'Way to Work' conference has been offered 3 years consecutively in Sarnia Lambton and for 2 years in Chatham Kent.
4. It's expected the Sarnia Lambton Way to Work conference will once again be held at the Bayside Mall in Sarnia sometime during the 2009 May 'Education Week'. It has not yet been decided if a Way to Work conference will be held in Chatham Kent.
5. The Sarnia Lambton Workforce Development Board (Passport to Prosperity) sits on the Lambton Youth Employment Committee (LYEC), which consists of 25 members representing local school boards and employment support agencies/organizations. Annually this committee reviews local youth employment projects/initiatives and as a group brainstorms on programs to assist youth in gaining/retaining employment. For the past several years this committee has identified the 'Way to Work' conference as a valuable program. According to the 2006 Stats Canada data – 38.4% of Lambton county youth do not go on to attend College/University, the 'Way to Work' conference assists them in their transition to the world of work.

6. Budget Overview for 2008 Sarnia Lambton Way to Work conference:

Keynote Speakers fee	\$ 603.10
<i>(includes travel costs and overnight accommodation)</i>	
Catering – for 100 people	\$1,414.94
<i>(includes continental breakfast, morning refreshments, lunch and rental chair costs)</i>	
Promotional Material – for 100 people	\$ 450.00
<i>(includes silicone bracelets used to identify groups and 'Way to Work' lanyards)</i>	
Office Expenses	\$ 636.31
<i>(includes name tags, printing expenses, speakers gifts and 100 Skilled Trades handbooks)</i>	
<b>Total "Actual" Expenses</b>	<b>\$3,104.35</b>

In-kind contributions from partnering organizations:

Workshop prize (briefcase), 100 carry bags and pens, 100 mini-flashlights

Room rental fees – value \$ 550.00.

7. At the conclusion of the conference, event partners, teachers and participants are asked to complete evaluation forms, feedback from the forms is included in a final report which is used as a planning tool for future events. Example of feedback:  
*"You did a great job planning a day that was relevant and useful for my students, they particularly appreciated the presentation from Job Connect regarding apprenticeships and also enjoyed touring the various agencies at the Bayside Centre. The students enjoyed the day and felt it was informative and important."* ...Monica Martin/Student Success Teacher É.S. Franco-Jeunesse

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*'Great conference, I loved the tour and was surprised at the facilities to help our students when they finish school. I feel we have a strong connection with our Employment Centre here, I hope we can work together even more.'*... Jo-anne Gillis/Co-op teacher, Alexander MacKenzie S.S. (LKDSB)

In addition - 98% of students attending the conference said that they would recommend the event to their friends.

8. The first year the Sarnia Lambton Workforce Development Board (Passport to Prosperity) ran the event in partnership with the St. Clair Catholic District School Board and local employment agencies/businesses. Over the years the partnership has grown to include all four local school boards, numerous employment agencies and an expanding list of local employers.
9. Events such as this are being run all over Ontario in partnership with Passport to Prosperity, Local Training Boards and IEC's. In some areas the event is referred to as 'Cashing In' and in other areas as 'Way to Work'. If you wish to run an event such as this in your community take advantage of templates from other communities, perhaps attend an event in your neighboring community.
10. The Sarnia Lambton Workforce Development Board creates a summary report for all major programs/events. The 'Way to Work' report contains an overview on the event, planning time line, marking material used and contact information for guest speakers etc. Call Kris Davis if you would like a copy.



## **Contact**

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## **Simcoe County Training Board**

***(Barrie, Midland, Orillia, New Tecumseth, South Simcoe)***

1. Name of Program/Event – Explore Careers in Tourism ~ An Adventure Day for Teachers
2. Description of program/event

A day at Horseshoe Resort for guidance counselors and co-op teachers with presentations by industry experts followed by hands-on and experience workshops.

  - a. Goals – To make teachers more aware of the many career opportunities in the Tourism industry for young people.
  - b. Objectives – To provide teachers with more knowledge of all facets of the Tourism industry and to provide an opportunity for industry leaders and educators to network and develop a closer working relationship.
  - c. Strategy/Action – More than 100 guidance counselors, co-op teachers and teachers from all the communities of Simcoe County will attend an action packed day at Horseshoe Resort. In the morning a panel of Tourism industry experts will describe how they became involved in their career, the education needed for that field, salary range, chance for advancement and why a young person should consider such a career. Teachers will then have the opportunity to visit the “Market Place” and talk individually with industry reps and learn more about the many and varied opportunities in the industry.

After a “grown in Ontario” lunch, with industry reps at each table, the teachers will attend one of 11 hands-on workshops. Spa and Salon Careers will show aesthetics, massage therapy, cosmetology, polarity therapy, etc. and those attending will have the opportunity to experience a massage or facial. Tree Top Trekking will demonstrate climbing techniques, rock, mountain and ice formations and participants will have the opportunity to zip through the trees. Other workshops will be Event Planning, Restaurant Management, In the Kitchen, ATV, Building Maintenance, Lift Operations, Hotel Management, Golf Management and Ski and Snowboarding. Each workshop will have a hands-on/experience component.

The day will conclude with our Tourism industry ‘hosts’ providing some interesting prizes, all with a tourism flavor.
  - d. Key Partners – Simcoe County District School Board, Simcoe Muskoka Catholic District School Board, Nouvelle Alliance, Georgian College, Tourism Barrie, Horseshoe Resort, Ministry of Tourism, Travelodge Barrie (Hart Drive), and more than 20 industry partners.
  - e. Target Audience – Guidance counselors, co-op teachers and Specialist High Skills Major teachers, with the ultimate benefactors being the secondary students of Simcoe County.
3. Number of years the program/event has been offered – this is the first year we have specifically targeted teachers with a focus on one particular industry. We have conducted a multitude of events with students and teacher involvement, and events focused on employers. This event has the enthusiastic support of Tourism industry people throughout Simcoe County and our school boards.

4. Current program status – All of the partners are working on various tasks and the preliminary work was done in the last year to make teachers aware of the event, with flyers and application forms set to go on school board bulletin systems at the beginning of the school year. Invitations have been sent to all local federal and provincial politicians.
5. Why do you consider this program/event a good practice?  
This event has the enthusiastic support of the school boards, the college and, most importantly the Tourism industry. It is unique and fun. It will translate into careers for students and a workforce desperately needed by the Tourism Industry. It can also become a template to design similar events in other sectors such as manufacturing, construction, healthcare, etc.
6. Budget Overview – School boards will absorb the cost of teacher time. Horseshoe Resort is providing all facilities at no charge. Passport to Prosperity funding will cover the cost of lunch, printing and publicity, with staff of the Simcoe County Training Board providing all administrative time coordination. Industry partners will provide their time for presentations, workshops, materials and prizes.
7. How will this program/event be evaluated?  
A feedback form will be provided to teacher participants and another will be given to industry hosts regarding the value of the event. Further meetings with school board representatives and industry partners later in the school year will take place to evaluate the benefits of the event.
8. Has the program been adapted or changed since inception?  
This is a first such event with the design and input being so great from industry. It is felt that this industry involvement will be the catalyst to move such events forward in our community.
9. What is your advice for others going forward?  
Whichever industry is involved needs to lead this process and believe it is to their benefit (ie. Getting more good employees) to put their efforts into such an event. It needs to be dynamic, hands-on and fun.
10. Resources available: Check out Horseshoe Resort at <http://www.horseshoeresort.com>  
*We should all be so lucky to have such a day!*

## **Contact**

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## **South Western Ontario Industry Education Council**

***(Windsor & Essex County)***

1. Name of Program/Event-  
“Ca\$hing In – Unlocking Your Potential” Based upon the “Way to Work” event established by the CEC in Guelph
  
2. Description of program/event
  - a) *Goals*  
To offer job-ready participants a four-hour employer-led workshop offering first hand information and practice in the process of securing and retaining employment.
  - b) *Objectives*  
The objective of the event is to provide the job-ready participants with the opportunity to speak directly to employers in a one-on-one or small group setting about:
    - Opportunities within their field of interest;
    - What they as employers look for within a cover letter and resume that would entice them to call the candidate in for an interview;
    - Interview responses that lead to an employment offer;
    - Performance and attitude required to retain employment.
    - To provide participants with verbal and written feedback and supplementary resource material that they can take away to assist to provide ongoing job search assistance.
  - c) *Strategy/Action*  
In order to achieve these objectives, during the delivery of the workshop:
    - i) Participants speak directly with employers about job opportunities within their area of interest.
    - ii) Within a small group setting, employers assist job-ready participants to create their own introductory statement or “elevator speech” showcase their unique strengths or contributions they can make to a workplace.
    - iii) During a working break, participants network directly with employers where they have a specific interest putting their newly-created elevator speech into action
    - iv) Employers critique the candidates’ cover letters and resumes
    - v) Employers conduct mock interviews allowing participants the opportunity to gain practice with behavior-based interview techniques.
    - vi) Employers speak about what they look for in a new employee and what is required to keep a job within their work environment.
    - vii) A supplementary workbook based on employer feedback and leading edge job search practices has been developed and is now distributed at all “Ca\$hing In – Unlocking Your Potential” events.

From an operational view, Passport 2 Prosperity organizers:

- Secure venue, create marketing materials, evaluation tools, etc.
- Work with local school boards and/or service providers to identify the target audience and event format.
- Secure employers from diverse occupational sectors willing to volunteer 4 hours of their time to work the event.
- Identify employers willing to provide short introductory remarks on topics like what they look for in a resume, interview practices, employment retention, etc.

d) *Key Partners*

Partners vary depending on the target audience, but include three local school boards, service providers, members of the South Western Ontario Industry Education Council and employers from sectors including manufacturing, retail, construction, information technology, agriculture, hospitality, broadcasting and finance.

e) *Target Audience*

Workshops conducted for 500+:

- Graduating secondary students from urban schools identified by their teachers and guidance counselors as proceeding directly from school to the workforce
- Graduating secondary students from rural schools identified by their teachers and guidance counselors as proceeding directly from school to the workforce.
- Immigrants with English as a Second Language (ESL) at Level 5 or higher wishing to be integrated into the local workforce.

3. Number of years the program/event has been offered-

We delivered this program the last 5 years in various formats at a number of city and county venues and encompassed students from most local high schools.

4. Current program status-

The success of past workshops leads us to repeat three “Ca\$hing In – Unlocking Your Potential” workshops in 2008 and 2009 directed at urban and rural youth as well as immigrants to the Windsor area. We are currently investigating the feasibility of conducting a similar session for individuals displaced due to the downsizing in the manufacturing sector in conjunction with Labor Adjustment Committees locally.

5. Why do you consider this program/event a good practice?

We consider the event a good practice based on evaluative feedback from workshop attendees, participating employers and educator/service provider organizers (See Item 7). The “Ca\$hing In – Unlocking Your Potential” workshop is replicated in a number of communities including Sarnia, Chatham-Kent and Guelph. The job search manual based on the content delivered at the workshop and now used as a supplement to the workshop has been distributed provincially earning accolades cross-province.

6. Budget Overview

Start up costs- Costs are minimal and involve venues costs, refreshments for the event and any print materials.

7. How has this program/event been evaluated?

- *Participants* at each event complete written evaluations. The feedback focuses on the value of the direct employer contact, differentiating this workshop from other job search workshops.
- *Employer mentors* complete an evaluation form. Informal focus groups with employers after the event gain more feedback. One of our most meaningful means of evaluation are the numbers of employers who repeatedly take time from their busy work schedules to participate in the workshop. We often hear from the employers that they feel they get as much from the workshop as do those who are participating.
- *Service providers and educators* also attest to how meaningful the event is highlighting employer involvement as the one item that differentiates this initiative from all others.

8. Has the program adapted or changed since inception?

The program has expanded from one event in the first year to 3 per year. Our materials progressed from binders to a formal printed manual. The one constant is the enthusiasm of involved employers and attendees. This year we are looking at more mini-sessions as opposed to three major events. Attendance at events will not be restricted to school to work participants but will be inclusive of all students who will find the job coaching workshop of benefit for SHSM or post-secondary education.

9. What is your advice for others going forward?

With the Employer Registry project underway, there is no better way to involve employers in a meaningful and rewarding experience.

10. Resources available:

The Job Search Manual is available for download and may be found at the link below.

<http://www.swoiec.com/downloads/manual.pdf>



## **Contact**

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## **The Learning Partnership (Toronto)**

*Name of Event:* **THIS ONE'S FOR YOU!** For Educators who provide experiential learning opportunities for students with developmental disabilities, multiple exceptionalities and mild intellectual disabilities.

*Description of Event:* Passport to Prosperity partnered with Toronto District School Board on a spring event for teachers. Over 110 teachers from Toronto District School Board who work with students with mild intellectual disabilities, multiple exceptionalities and developmental delay (DD) gathered at the Crowne Plaza Hotel in Toronto for an evening of professional development and shared resources on April 16.

Students are exploring the world of work through experiential learning and their teachers are facilitating the process for them. The teachers heard presentations from the Ontario Disability Support Program on “Supporting Effective Routes to Employment” and from Community Living Toronto on “Person Directed Planning.” In addition, the Ministry of Labour presented information on young worker safety in the workplace. Attendees also heard from teachers running successful work experience programs at Birchmount Park Collegiate and Don Mills Collegiate as well as from York Region District School Board’s Work Experience Coordinator outlining their “15 Ways to Step Back” program.

Participants leave with an Employer Leaflet specially developed by TDSB and Passport to Prosperity to assist employers in welcoming a student with special needs into the workplace, which outlines some of the tasks that students with special needs can carry out in the workplace, as well as many resources from a variety of supportive organizations and shared resources from the participants themselves.

*Number of years the program has been offered:* This was the first event of its kind in our area. The event was extremely successful and there are plans to build on this program next year by including employers who support these students presently as well as new employers who are interested in offering work experiences to students with disabilities.

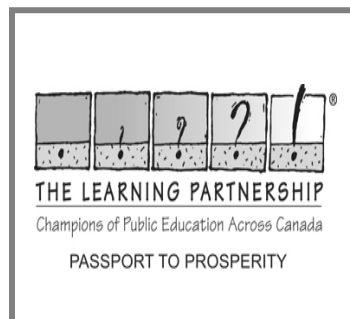
*Why this event is a good practice:* The overwhelming response to the invitation and large attendance at the event indicated the need and great interest among teachers of DD students for up-to-date information about resources and programs available to support students. It provided a venue for teachers to share information and learn about new resources.

*Budget Overview:* Passport to Prosperity covered all expenses which included the Hotel venue, refreshments, dinner, equipment rental and parking. The total cost was \$6,700. Toronto District School Board provided in-kind support in the form of staff time and commitment.

*Evaluation:* Teachers attending the event were asked to fill out an evaluation form. They were asked four questions: (1) What they liked best; (2) What could be improved; (3) What they'd learned; (4) What they'd like to more about.

28 completed surveys were received and the feedback was overwhelmingly positive. In terms of what could be improved, teachers wanted more time for interaction, discussion and questions. Answers to question 4 (What they'd like to know more about) will guide the planning for this year's event.

*Resources available:* Employer leaflet entitled: "Employers: We Need You – "How-to" Guide for welcoming a student with special needs to your workplace." Birchmount Park Collegiate's description of their work placement program for students with special needs. We also have information packages that can be used as a model.



### **Contact:**

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Shelagh Taber Walsh, Program Manager, The Learning Partnership, 416-440-5113

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## **Bios**

### ***Bruce-Grey-Huron-Perth-Georgian Triangle Training Board***

Marshall Draper has worked with First Nations communities, managed stores for a national retailer, taught high school, worked in middle management for the province of Manitoba, served as the Superintendent/Director for a rural school division, and established a successful consulting service. Marshall is certified by the Province of Ontario to provide community development services (Business Retention and Expansion International). He has served as Board President and Chair to the Community Mental Health Clinic, served on the Manitoba Apprenticeship and Trades Qualification Board, the first inaugural Board of Directors for Red River Community College, the Public Schools Finance Board, Director for Waterloo Wellington Training and Adjustment Board and many other Task Forces/Boards. Marshall is currently Board Vice-Chair, and Chair of the Governance Committee for the Waterloo Wellington Community Care Access Centre.

**Marshall Services** contracts to provide research, strategic planning, public forums, special projects, facilitation, and recommendations to business, labour, municipalities, educators, school boards, and community agencies.

### ***Business Education Council of Niagara***

Recently returned from maternity leave, Marisa Brown-Benson has been with the BEC since October 2007. Along with the Passport-to-Prosperity portfolio, Marisa's role includes program planning for school-work initiatives along with a dedicated staff team. Her background includes past employment within the college setting in employment services as well as working with community agencies and government, all of which provide a solid base for working in school-work initiatives and P-to-P. Passions include helping students gain work experience and real knowledge about employment opportunities and encouraging youth to stay and work in Niagara. Environmental issues, education and travel are important values. Outdoor activities, including camping, biking, walking, volleyball and canoeing are favourites as well as cooking and trying new menus. Best of all is hanging out with one-year old Russell and husband Curt.

### ***Business & Education Partnership of Waterloo Region***

**Julie** brings 25 years experience in facilitating children's education to the Business and Education Partnership. Her last endeavour entailed coordinating science programs for children throughout the elementary schools, planning children's birthday parties and corporate events. Prior to that, she spent many years as an Early Childhood Educator, supervising and teaching at several daycares and preschools. She thrives on seeing the success of an organized event that she has coordinated, from beginning to end. She is a very organized individual, who has a strong passion to help provide children with every opportunity to grow into dynamic and successful adults. She hopes her past and future experience in educating will make a difference in the students of our future.

**Alayne** brings over 17 years experience in coordination and program management to the Business & Education Partnership. Most recently, Alayne worked at Deloitte effectively delivering programs such as The Directors' Series throughout the Southwestern Ontario region. In her current role as Program Manager, Alayne brings an enthusiasm for creating a structured environment to connect industry and education, so that students can explore their career options. A huge proponent of experiential learning, Alayne earned a B.A.Sc. in Chemical Engineering through the University of Waterloo's co-operative education program.



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### **Elgin, Middlesex, Oxford Local Training Board**

**Martin Withenshaw** owned and operated a very successful food shop, restaurant, cheese counter and catering business called Withenshaw's. In 2002 Martin sold his businesses and retired from the food service industry after 35 years of serving delectable delights to Southwestern Ontario.

Martin has his Certification of Qualification for Cook II, Certificate of Apprenticeship for Special Event Coordinator and has been through the Self-Employment Program at the London Small Business Centre. Martin believes in lifelong learning. He has successfully completed his Inventory Control Certificate, Corporate Communications Certificate and Public Relations Certificate and teaches courses for the Food Service Worker Certificate Program and the Workshop *Party and Event Planning* at Fanshawe College. He has made regular appearances on local talk show programs and is very involved with his community through volunteering with organizations such as London Chamber of Commerce, Fanshawe Pioneer Village, Wortley Village Business Association, Aids Committee of London, John Gordon Home (London Regional AIDS Hospice), London Small Business Centre, Canadian Youth Business Foundation and the London West Federal Liberal Association.

**Kathryn Tull** coordinated and managed successful events including the (London) Lifestyle Home Show; a consumer show featuring products and services and is the main fundraiser for the London Home Builders' Association. Over seven years Kathryn increased revenue by 50% by developing a loyal client base of over 250 exhibitors, sourcing new exhibitors and sponsorship and keeping up to date with the new upcoming trends in the market. Kathryn developed communications to exhibitors, floor plans, marketing materials, contracts, booked entertainers, organized special contests, designed billboard promotions, media promotions, posters and tickets.

Kathryn worked in television advertising where she surpassed sales budgets, increased client base, created proposals and ad campaigns.

Kathryn continued her education taking such courses as Effective Business Writing, Marketing Research Methods, Principles of Marketing, and Grant Writing.

Kathryn is very active in her community. She volunteers weekly at SARI Therapeutic Riding working with children with special needs. Kathryn creates and donates a chair for the Chair Affair a fundraiser for Community Living London and supports the arts by volunteering at the Fringe Festival.

### **Enterprise Centre Sault Ste. Marie**

John Moore- "I am currently the Small Business Advisor and Passport to Prosperity Coordinator for The Sault Ste. Marie Enterprise Centre (ECSSM). ECSSM is the small business division of The Sault Ste. Marie Economic Development Corporation. We are one of about 58 Enterprise Centres in Ontario which are partially funded by the Ministry of Small Business and Consumer Services. We deliver a number of youth programs and are well connected to the local school boards/business community and are well suited to deliver the Passport to Prosperity program in our region.

In my past life (for about 18 years), my brother and I owned and operated a 3<sup>rd</sup> generation retail electronics store that had been in operation since 1909. It was a unanimous family decision to close the business down under our own terms in 2004.

Interesting tidbit - In 1991 I fell 4 stories onto a cement floor and broke my neck, both legs and my elbow. I currently enjoy downhill skiing, playing hockey and riding a dirt bike – so no..... I haven't learned my lesson!"

### **Foundation for Education Perth Huron**

Lynda McGregor- “I have been the Executive Director of the Foundation for Education since late 1999 and have served on the board of the Ontario Business Education Partnership since then. I came to the Foundation from the proverbial ‘crooked career path’ having been a secondary school teacher, stay-at-home mum, adult education instructor, professional fund raiser and fund raising consultant prior to accepting the position with the Foundation.

Lynda is a firm believer in the value of public education and the importance of involving the community in that process. The successful, extensive events and projects with which the Foundation supports our schools and knits students and educators and the community together is intensely satisfying to me and well regarded by the Foundation Board of Directors and school board trustees.”

### **Grand Erie Training & Adjustment Board**

The Grand Erie Training and Adjustment Board is one of twenty-one local boards in Ontario who facilitate local labour market planning and solution-focused workforce development strategies. Under the leadership and facilitation of GETAB through the Passport to Prosperity program, these skilled trades mentoring events address the need for skilled trade workers within the region. These events bring local industry and future workers together, ensuring a trained and qualified workforce.

### **Halton Industry Education Council**

Michelle Murray has been with the Halton Industry Education Council in the role of Passport to Prosperity Coordinator since 2003. She has a degree in Sociology and Post Graduate Diploma in Human Services Administration.

During her time with HIEC, Michelle’s responsibilities have expanded to include key roles in a number of other programs at HIEC, in addition to her role with the Passport to Prosperity program. The experience, education and passion which Michelle brings to the programs she is involved in, and to the HIEC team, combines to ensure the continued success of these initiatives.

### **Northwest Training & Adjustment Board**

Devon joined Northwest Training & Adjustment Board as P2P Coordinator with a previous involvement with the program. Devon was employed with Crescive Corporation as Event Planner for almost 2 years before the company’s dissolution. Devon planned the 2007 Skills & Trades Expo- a three day exhibition hosted in Dryden, Kenora and Fort Frances featuring hands-on exhibits promoting careers in the skilled trades..

Devon is an active community member and has been involved with 2 school councils, the women’s business network, Toastmasters, Leadership Dryden and the Dryden Ambassador program. She is a Dryden Skills Centre board member, Moosefest Director and Workforce Development committee member. Devon is currently launching a local ‘Parents without Partners’ chapter.

### **Ottawa Centre for Research and Innovation**

Helena Daly

Manager for Passport to Prosperity @ OCRI, Ottawa part time contract  
Retired as Coordinator of Secondary Programs, Ottawa Catholic Schools.

### ***Sarnia Lambton Workforce Development Board***

Kris Davis has been employed at the Sarnia Lambton Workforce Development Board (SLWDB) since January 2004. In addition to coordinating the delivery of the Passport to Prosperity program on a local level, Ms. Davis assists the SLWDB in its delivery of a wide variety of events and programs geared to developing and supporting Lambton Kent's workforce. Most recently, Ms. Davis was responsible for the research and development of 'The Good Business Sense' and 'Global Talent' publications which are used by organizations/agencies in Lambton County to promote diverse workplaces and employment opportunities for newcomers.

### ***South-Western Ontario Industry Education Council***

Roni Riberdy is a retired teacher and has been with Passport to Prosperity for 10 years. Roni enjoys traveling and timeshares.

### ***The Learning Partnership***

The Learning Partnership is a not-for-profit organization dedicated to bringing together business, education, government, labour, policy makers and the community to develop partnerships that strengthen public education.

Visit us at [www.thelearningpartnership.ca](http://www.thelearningpartnership.ca)

### ***Simcoe County Training Board***

Judy Noel has been the Executive Director of the Simcoe County Training Board since 1996. She has been the lead on the Passport to Prosperity Campaign since its beginning, with the assistance of various part-time coordinators and project leaders. The Passport to Prosperity campaign in Simcoe County has always been collaborative, with many partners that have been dedicated to providing employment and training opportunities for youth.

The Simcoe County Training Board takes the lead in Barrie with Manufacturing Week, Industry tours, co-op employer appreciation breakfasts and other activities. We also coordinate county-wide events such as the Tourism event outlined.

The collaborative approach in Simcoe County has been a very positive one that has provided us with many partners and dynamic ideas and has enabled us to recognize local needs and expectations. The Directors of the Simcoe County Training Board welcome the additional responsibilities of Passport to Prosperity. We not only address the employment and training needs of adults, but under the auspices of Passport to Prosperity, we can build relationships with the education community and industry.

