



The Conference Board of Canada
Insights You Can Count On

2000–2001
**Business and
Education
Ideabook**

Sponsored by



ROYAL BANK
FINANCIAL GROUP
FOUNDATION

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GROUPE FINANCIER
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Canada**

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Members of
The National Business and
Education Centre





The Conference Board of Canada
Insights You Can Count On

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

Please Note

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



The french version of the
Ideabook is translated
courtesy of Royal Bank

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of Canada***

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

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



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Introduction/ Judges

.....

Introduction

Congratulations to 40 outstanding business and education award winners for 2001!

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

- Partnerships with elementary and secondary schools;
- Partnerships with post-secondary institutions;
- Broad community collaboration partnerships with multiple stakeholders;
- Fostering connectedness and ICT skills in Canadian youth and their communities;
- Employing youth and providing them with training and career opportunities;
- Workplace literacy;
- Learning technologies for employees in the workplace;
- Corporate leadership through employee and community investment that addresses the needs of children, supports employees as parents and fosters readiness to learn; and
- Fostering Aboriginal learning, helping Aboriginal youth achieve their potential.

The initiatives profiled in this IdeaBook include the 40 Award winners for 2000–2001 (identified by the trophy in the background), and a selection of initiatives chosen to illustrate the diversity of activities among the 16,000 participating organizations. In selecting winners, most judges looked for sustainability—initiatives with a proven track record over a substantial period of time—and for clear evidence of systemic impact.

The Conference Board thanks and applauds the sponsors, the applicants and participating organizations, the judges and the members of the National Business and Education Centre for their commitment, leadership and investment in learning in Canada and globally.

MaryAnn McLaughlin
Director
Education and Lifelong Learning
The Conference Board of Canada

To access our research publications and brochures, such as the Employability Skills 2000+, please visit our website at www.conferenceboard.ca/nbec/pubs.htm

Please note, the descriptions are provided in the language in which they were submitted.

Introduction

Félicitations aux 40 lauréats des prix d'excellence entreprise-enseignement pour l'année 2001!

Le Conference Board et les commanditaires de ces prix sont fiers de rendre hommage aux employeurs, aux enseignants et à la vaste gamme d'organisations qui améliorent le sort de leur communauté grâce aux méthodes suivantes :

- Partenariats avec les écoles primaires et secondaires;
- Partenariats avec les institutions postsecondaires;
- Partenariats de collaboration communautaire avec plusieurs intervenants;
- Favorise la création de liens et le développement des aptitudes pour les TIC chez les jeunes Canadiennes et Canadiens, de même que dans leur communauté;
- Embauche des jeunes et leur offre des possibilités de formation et de carrière;
- Alphabétisation en milieu de travail;
- Technologies d'apprentissage pour les employé(e)s en milieu de travail;
- Leadership des entreprises grâce à des investissements ciblant les employé(e)s et la communauté, lesquels répondent aux besoins des enfants, appuient le rôle parental des employé(e)s et favorisent la capacité d'apprentissage; et
- Encourage l'apprentissage chez les autochtones, en aidant les jeunes autochtones à s'épanouir.

Les initiatives exposées dans ce Cahier d'idées mettent en vedette les 40 lauréats de l'exercice 2000–2001 (identifiés par le trophée en arrière-plan), ainsi qu'une série d'initiatives choisies pour illustrer la diversité des activités parmi les 16 000 organisations participantes. Dans leur choix des lauréats, la plupart des juges ont recherché la viabilité — des initiatives affichant une bonne performance antérieure sur une période de temps appréciable — ainsi que la manifestation d'un impact systémique.

Le Conference Board remercie et applaudit les commanditaires, les candidats et les organisations participantes, les juges et les membres du Centre national sur les affaires et l'enseignement, pour leur engagement, pour leur leadership et pour les efforts qu'ils investissent dans l'apprentissage au Canada et dans le monde entier.

MaryAnn McLaughlin
Directrice
Éducation et apprentissage permanent
Le Conference Board du Canada

Pour consulter nos brochures et nos publications de recherche, telles que *Compétences relatives à l'employabilité 2000+*, veuillez visiter notre site Web à l'adresse suivante :
www.conferenceboard.ca/nbec/pubs.htm

Veuillez noter que les descriptions suivantes sont présentées dans la langue dans laquelle elles ont été soumises à l'origine.

Judges

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

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Adjointe à la concertation
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Employment Development Association
(KEREDA)

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TransAlta Corporation



Royal Bank Partners in Education Awards

Elementary and
Secondary School
Partnerships

Sponsored by

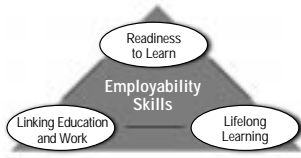


ROYAL BANK
FINANCIAL GROUP
FOUNDATION

FONDATION DU
GROUPE FINANCIER
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Elementary- Secondary

**NEWFOUNDLAND
WINNER**



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LOCATION

St. John's, Newfoundland

ESTABLISHED

1996

NUMBER OF PARTNERS

186+

Overview

The Career Pathways Program is a collaborative effort of students, teachers, parents and a variety of community partners who focus on helping students formulate their career aspirations at each grade level throughout their high school education. Students, through a combination of occupational related academic courses, career development activities, the infusion of career development concepts across the curriculum, and the completion of a co-operative program, are able to develop realistic career plans.

Objectives

- involve students in a continuum of career development experiences
- facilitate a career development focus across the curriculum and in-course selection
- involve students in on-the-job learning related to their personal interests

Program Activities

- CPP Web Site (www.gonzaga.k12.nf.ca/pathways)
- mandatory career education course and employability skills portfolio
- Education and Career Planner linked to the National Occupation Classification System

Achievements

- creation of a collaborative synergy in the area of career development
- increased student understanding and participation in the career planning process
- development of enhanced curriculum units infusing career development concepts

Innovations

- comprehensive career development collaboration between school and community partners

Benefits

Education

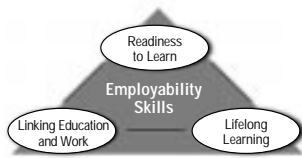
- supports students in addressing their career development needs with an increased focus on lifelong learning
- develops work ethics based on personal experience

Business

- supports business and other community partners in the development of human resources

Elementary-Secondary

NEWFOUNDLAND



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LOCATION

St. John's, Newfoundland

ESTABLISHED

1994

NUMBER OF PARTNERS

10

Overview

The Gonzaga Media Internship Program offers selected Grades 11 and 12 students the opportunity to develop the knowledgeable skills and attitudes needed in today's global society. Students earn 5 high school credits while interning at a variety of media establishments. The program has had an emphasis on television production, but has expanded into a myriad of media outlets.

Objectives

- provide a structured pathway for students from the school system into the world of work
- assist students in their understanding of the media and its interrelationships with society
- provide opportunities to develop technical and creative skills in a growth industry in Canada

Program Activities

- students complete a prerequisite media literacy course, written and developed at Gonzaga
- advisory board of industry professionals provide overall program direction
- expansion of program within first year

Achievements

- production of public service announcements; production of provincially-aired documentary; a variety of television programs
- placed in Skills Canada and National Robotics Competitions
- partnered with National Film Board and the 11th Annual St. John's International Women's Film & Video Festival

Innovations

- hands-on experience in television and other media outlets
- exposes students to technology-based learning
- successfully infuses the creative work of the interns into other academic subjects

Benefits

Education

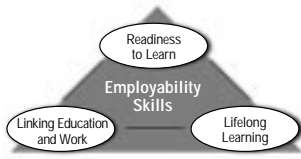
- students develop and enhance employability skills and increase self-confidence
- exposes students to opportunities not available within the present curriculum

Business

- enhances community-based learning
- creates a pool of talented employees and volunteers
- supports a wide range of community initiatives

Elementary-Secondary

NEWFOUNDLAND



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LOCATION

Corner Brook, Newfoundland

ESTABLISHED

1993

NUMBER OF PARTNERS

49

Overview

The Regina Cooperative Education Program (RCEP) developed this partnership to nourish the relationship between in-class learning and on-the-job experience while developing a sense of entrepreneurship.

Objectives

- develop cognitive awareness in students of the skills required to work successfully with professionals
- students work and learn within an entrepreneurial environment
- enable students to make informed career decisions

Program Activities

- completion of one credit in-class course before entering the work placement
- completion of a personal development and work environment course during the work term placement
- field trips and guest lecturers to supplement the course content

Achievements

- over 120 students have successfully completed the RCEP
- employers/supervisors are now seeking potential students for future work terms
- students have been hired by their work term partnership, receive honoraria or offers of future employment

Innovations

- a shift from scientific/technical partnerships to business-oriented work terms
- all students are given the opportunity to complete a standard first aid course
- option packages of 1 to 3 possible work placements are available

Benefits

Education

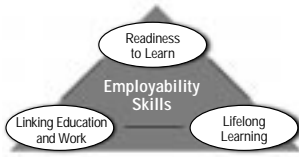
- students receive learning that cannot be attained in a school environment
- teachers consider altering their instructional modalities to be consistent with changes occurring in the business community

Business

- opportunity to develop a closer link to the school community
- opportunity to assess the abilities of future employees
- opportunity for in-house personnel to gain supervisory experience

Elementary- Secondary

NEWFOUNDLAND



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LOCATION

Mount Pearl, Newfoundland

ESTABLISHED

1990

NUMBER OF PARTNERS

100+

Overview

The Mount Pearl Senior High career Exploratory Co-op Program provides students with opportunities to experience the realities of the world of work and to integrate this practical experience with academic study.

Objectives

- involve students in career-exploration exercises to ensure an effective transition from high school to the world of work or post-secondary education
- enhance the employability skills of students
- promote closer associations between students and experienced working adults

Program Activities

- class career exploration activities for students are combined with job placements in the modern workplace
- work coaches from business and industry teach students job skills in a work environment

Achievements

- after 10 years, 300+ students have successfully completed the program
- the school has developed over 100 school-business working relationships
- has provided an opportunity for the business community to influence education

Innovations

- provision of a unique learning environment
- students have the opportunity to explore the world of work in merging growth sectors
- all stakeholders demonstrate shared responsibility for education by providing the foundation skills for students to become lifelong learners

Benefits

Education

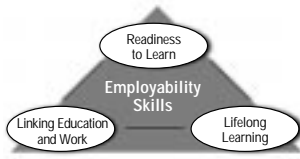
- students explore potential career options and develop employability and technology skills in an authentic setting
- dialogue with business concerning employability skills in the modern workplace

Business

- enhances business profile in the community
- improved employee morale
- direct involvement in the education of the future workforce

Elementary-Secondary

NEWFOUNDLAND



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LOCATION

New World Island,
Newfoundland

ESTABLISHED

1993

NUMBER OF PARTNERS

18

Overview

This partnership places Grade 12 students in a real work setting during their senior year. For the past number of years, enrichment modules have been introduced. The more recent additions have promoted skills development in the IT and CT sectors. Students have created their own web site (www.coaker.k12.nf.ca/cace) profiling their respective co-op placements. New this year, is an e-commerce component marketing products ranging from sea kayaks to local wines.

Objectives

- enhance employability skills of students by engaging them in on-the-job experiences
- enhance ICT skills through creation and maintenance of web sites

Program Activities

- co-op placements throughout the school year (one every seven days)
- much of the focus is on designing and maintaining web pages

Achievements

- substantial growth in program since basic co-op program initiated in 1993
- growth in on-the-job training which now includes "e-mall" site

Innovations

- students exposed to cutting edge activities
- since its inception, the partnership has continued to grow: entrepreneurial skills module; web-page design and related IT training; e-commerce component

Benefits

Education

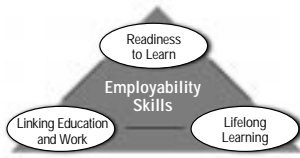
- Students acquire marketable skills in Information Technology and e-commerce
- students enhance their own employability skills, resulting in better employment opportunities

Business

- obtain skilled workforce
- join world of e-commerce, providing on-line shopping

Elementary- Secondary

NEWFOUNDLAND



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LOCATION

Bay Roberts, Newfoundland

ESTABLISHED

1995

NUMBER OF PARTNERS

2

Overview

The school embarked on a program of school improvement through teamwork—both within the school and within the community—with a commitment to excellence and a commitment to preparing students for a technologically advanced society. The introduction of an Internet “on-ramp” to the school laid the foundation for a growth of a variety of web based programs.

Objectives

- transform school library into a school and community information centre (i.e. “on-ramp” to the Information Superhighway)

Program Activities

- training students, teachers and community on the use of the Internet
- connect classrooms to the service
- encourage teachers to use the Internet in all aspects of their teaching
- have students and businesses work together to develop homepages

Achievements

- image of the school has been transformed into global learning/community centre
- can now offer resources to the public

Innovations

- business partner mentored teachers in software applications
- equally beneficial to all stakeholders

Benefits

Education

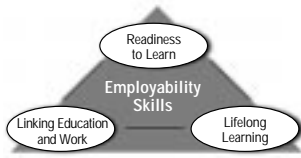
- enhanced learning environment for students
- set stage for more student-run programs, mentoring programs, student leadership programs
- greater link with school and community

Business

- enhanced image in the community
- opportunity to tap into future employees

Elementary- Secondary

**NEW BRUNSWICK
WINNER**



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LOCATION

New Brunswick

ESTABLISHED

1994

NUMBER OF PARTNERS

20

Overview

The Irving Forest Discovery Network (www.ifdn.com), a partnership development initiative directed at students in Grades 5 to 8, delivers information as supplementary materials for the regular school curricula in forestry and the environment.

Begun in 1997, the site, in both English and French, now has some 1400 pages and averages over 7,000 sessions per month.

Objectives

- provide current information on Maritime Canadian forestry/environment
- encourage students to consider forestry-related careers
- encourage dialogue between schools and the forest industry

Program Activities

- provide information on sustainable forestry practices and environments for interactive, fun learning
- virtual tours of a paper mill, a sawmill and school year projects
- profile careers in forest products' industries and forestry
- provide teacher materials, lesson plans, hands-on projects

Achievements

- regional resource materials for Grades 5 to 8 online
- interactive feature presentations involve students in web technology
- celebrates the accomplishments of specific schools and their teachers
- educators share teaching ideas and hands on activities for students
- careers in forestry/forest products industry profiled online

Innovations

- regional content delivered online by an industry with and for educators and students

Benefits

Education

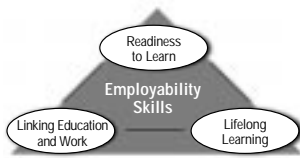
- new information resources delivered in a fun, interactive way
- celebration/recognition of specific school projects
- continuation of a partnership dialogue with industry

Business

- understanding of Maritime forestry and forest industries increased
- encourages potential future pool of employees
- dialogue maintained with youth and their educators

Elementary- Secondary

NEW BRUNSWICK



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LOCATION

Saint John, New Brunswick

ESTABLISHED

1997

NUMBER OF PARTNERS

4

Overview

The Construction Trades Awareness Program combines theory and practical experience within a school setting and/or the workplace giving students the opportunity to explore and develop their skills within the construction trades.

Objectives

- improve technical employability skills of youth for the construction industry
- meet the human resource needs of the construction trades industry for entry level employees
- provide a bridge between the secondary education system and the apprenticeship system

Program Activities

- school-to-work experiences help students determine their aptitude in the construction trade
- receive generic trades training such as safety, tools, jobs, protocol, building code, etc.
- on-the-job training, classroom review and testing of program material

Achievements

- work experience in both union and non-union environments
- students graduate with high school diploma, in addition to gained skills and training

Innovations

- in-school courses being credited toward pre-apprenticeship hours
- additional support courses to help bridge employability skills

Benefits

Education

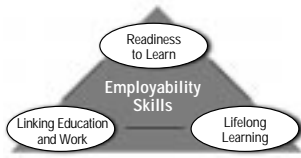
- enhanced curriculum relevancy
- direct school-to-work opportunities in the trades
- opportunities to improve technical employability skills related to construction
- knowledge of the impact of technology on construction trades

Business

- assist in creating better prepared workers
- reinforce commitment to workers and families by helping youth in local community

Elementary- Secondary

**NOVA SCOTIA
WINNER**



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royalbank.com

LOCATION

Nova Scotia

ESTABLISHED

1991

NUMBER OF PARTNERS

14

Overview

The Community Learning Centres are for unemployed adults to have a second chance at achieving a Grade 12 equivalence and to learn ways to resolve personal issues that stand in the way of procuring work and living a fulfilling life. The Centres foster non-threatening learning environments that allow students to learn at their own pace using self-directed educational software and explore future career choices.

Objectives

- address low levels of adult literacy
- enhance employment opportunities
- provide a setting to deal with personal problems and provide the community with evening access to computers and Internet

Program Activities

- academic upgrading, life skills and job readiness training
- career exploration and supervised computer lab for evening use

Achievements

- over 90% completion rate
- at any give time, 70%+ of graduates are working or in vocational/post-secondary programs

Innovations

- creates a positive learning environment for those who have been marginalized because of their lack of education and/or problematic past
- brings federal, provincial, local and private partnership and funding into adult education

Benefits

Education

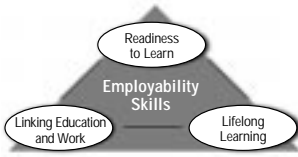
- adult learners gain knowledge and self-confidence
- increased skills prepare them for the world of technology
- children will be more apt to stay in school due to their parent(s) improved education and self-esteem

Business

- employers have better educated and well rounded employees
- business involved in the adult education process

Elementary- Secondary

**PRINCE EDWARD ISLAND
WINNER**



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LOCATION

Prince Edward Island

ESTABLISHED

1998

NUMBER OF PARTNERS

15+

Overview

Under the auspices of The Education Foundation, this partnership was formed to coordinate activities among its business, educational and government partners to promote quality education in the Eastern School District.

Objectives

- committed to excellence in public education in partnership with the community
- foster and support innovative, high quality programs which will benefit the children

Program Activities

- Anti-Bullying Program implemented in 18 elementary schools
- professional development workshops for teachers/principals
- needs assessment to focus on bullying education and modification to existing program
- "Born to Read" literacy project introduced to promote literacy

Achievements

- programs continue to be successful
- stakeholders now play a more active role in ensuring educational projects continue to be beneficial to all partners

Innovations

- successful pre-school literacy initiative provides a head start for entry into the school system
- positive results generated from awareness building initiatives

Benefits

Education

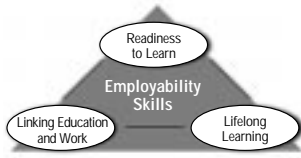
- safer school environment for students
- enhanced reading skills from involvement in literacy project
- successful modeling of behaviour and attitudes for students

Business

- opportunity to play a role in the development and growth of students
- opportunity to develop a closer link to the school and community

Elementary- Secondary

PRINCE EDWARD ISLAND



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LOCATION

Montague,
Prince Edward Island

ESTABLISHED

1998

NUMBER OF PARTNERS

9

Overview

This partnership provides local business and the wider community with access to computer resources and training. In exchange for providing these services, the school receives contributions from business partners and is able to take full advantage of project-funded resources during the school day, including computers, printers, scanners and digital cameras.

Objectives

- provide equitable access to information and communication technology resources
- promote lifelong learning within the community
- provide computer training for both adults and students

Program Activities

- individualized and group training, summer computer camps and provide employment opportunities
- various training programs provided to community throughout the year
- summer computer camps

Achievements

- provide regular access and training for adult learners
- provide students with access beyond regular school hours by creating short term employment opportunities

Innovations

- provides community with an opportunity to develop employability skills
- business partners have donated equipment and expertise
- school provides access to ICT resources during and outside school hours

Benefits

Education

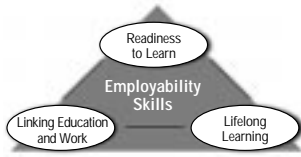
- greater access to ICT resources
- students and teachers develop employability skills

Business

- contribute to ensuring a literate workforce
- a sense of giving back to the community

Elementary- Secondary

**QUEBEC
WINNER**



CONTACT

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LOCATION

Montréal, Québec

ESTABLISHED

1980's

NUMBER OF PARTNERS

30+

Overview

The programme is designed to allow students in Secondary 4 and 5 the opportunity to be exposed to a work or community service environment for the school year—either one full day or two full days per week.

Objectives

- geared to students who may not be on a path for further study after secondary school
- exposure to a variety of work experiences in a semi-skilled environment
- provide an opportunity to students to formulate a career plan into the workplace or technical vocational training

Program Activities

- preparation for placement with a Work-Study Animator
- enhance student's skill interviewing; resumé writing; training for a potential job

Achievements

- students have obtained part-time or full-time paid jobs
- business partner has expanded role in programme including donation of furniture and hosted receptions

Innovations

- prepares students within a variety of pathways to complete their secondary education
- students better prepared for the world of work

Benefits

Education

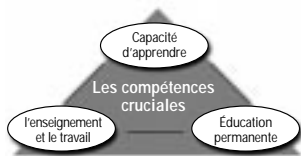
- students explore career possibilities
- students learn about the realities of the workplace
- students clarify long term career goals

Business

- employees mentor youth in their community
- invest time in future employees

Primaire et Secondaire

QUÉBEC



PERSONNES-RESSOURCES

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ENDROIT

Montréal, Québec

ÉTABLI

1998

NOMBRE DE PARTENAIREs

9

Sommaire

Le projet « Transit 2000 » est déterminé à agir dès l'école primaire afin d'accompagner et de soutenir des enfants issus d'un milieu défavorisé, dans leur cheminement scolaire.

Objectifs

- accompagner 50 jeunes par année de deux écoles primaires qui sont susceptibles d'abandonner l'école
- favoriser une transition harmonieuse de ces jeunes vers l'école secondaire de leur quartier
- offrir différents services permettant de réduire les obstacles à la réussite scolaire et de développer des compétences personnelles et sociales

Activités du programme

- service d'études et de travaux scolaires
- programmation d'activités socio-éducatives et de projets innovateurs
- activités de promotion de l'école secondaire du quartier
- programme de jumelage jeunes — jeunes et adultes — jeunes
- projets d'interventions auprès des parents des jeunes

Réalisations

- mise sur pied d'un « club transit 2000 » — 62 jeunes membres
- mise sur pied de six groupes d'aide aux travaux scolaires

Caractère innovateur

- leadership issu de l'organisation communautaire
- liens écoles primaires sur la problématique de l'abandon scolaire dès le primaire
- implication des entreprises de la communauté dans le soutien financier du projet

Avantages du partenariat

Milieu de l'éducation

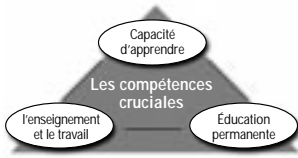
- importance des ressources disponibles aux jeunes en difficulté
- implication des parents dans le cheminement scolaire des enfants

Milieu des affaires

- occasion pour les entreprises de contrer le phénomène du « décrochage » scolaire
- occasion d'agir sur l'environnement socio-économique de leur communauté
- occasion d'actualiser leurs responsabilités sociales auprès des milieux défavorisés

Primaire et Secondaire

QUÉBEC



PERSONNES-RESSOURCES

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ENDROIT
Bellefeuille, Québec

ÉTABLI
1997

**NOMBRE DE
PARTENAIRES**
60

Sommaire

Les élèves et le personnel travaillent, avec nombreux partenaires, à la construction et à la gestion du site de l'école et en font un laboratoire d'apprentissage. Ce partenariat procure des occasions de leadership, d'initiatives entrepreneuriales, de qualité de vie à l'école et dans le quartier.

Objectifs

- permettre aux enseignants et aux élèves de comprendre et d'apprécier les valeurs liées aux partenariats multiples
- offrir des possibilités accrues de formation et de leadership
- environnement d'apprentissage pour développer des compétences professionnelles et des techniques de recherche

Activités du programme

- les élèves contribuent à la restauration et à la gestion du site sur la propriété de l'école
- les élèves et le personnel utilisent l'habitat pour fournir un apprentissage et un enseignement en sciences
- contribuent à la recherche environnementale

Réalisations

- les efforts de restauration de l'habitat ont porté fruit et la cour de l'école prend vie
- depuis 1997, plus de 700 élèves et enseignants avec divers partenariats ont restauré la vie tout autour de l'école
- tous les élèves ont donné du temps dans le cadre de divers projets environnementaux inclus dans les matières scolaires

Caractère innovateur

- création d'un environnement d'apprentissage unique à la fois créatif et stimulant
- ce sont 24 élèves en troubles du comportement qui parrainent le projet

Avantages du partenariat

Milieu de l'éducation

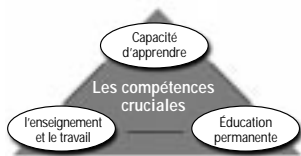
- offre un moyen puissant et intéressant d'acquérir de précieuses compétences personnelles et relatives à la formation de base en horticulture
- offre de l'employabilité pour des partenaires et développe l'entrepreneuriat aux étudiants

Milieu des affaires

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

Primaire et Secondaire

QUÉBEC



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ENDROIT

Province de Québec

ÉTABLI

1996

NOMBRE DE PARTENAIRES

7

Sommaire

Acquisition de connaissances et formation des jeunes à l'analyse d'un écosystème aquatique selon des paramètres précis. Réalisation d'études sur la qualité de l'eau de la rivière du Nord à Saint-Jérôme et d'un étang d'un parc provincial

Objectifs

- engagement dans la protection des écosystèmes aquatiques de la rivière du Nord
- développement d'appartenance chez le jeune au projet
- échange de connaissances pratiques entre les jeunes de l'école et les membres du partenariat

Activités du programme

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

Réalisations

- installation d'un panneau sur la rivière du Nord qui présente l'étude de la rivière à la population de Saint-Jérôme
- réalisation en cours d'un dossier pour le ministère des Transports sur l'impact des abrasifs dans un écosystème aquatique du parc régional de la rivière du Nord
- recensement des poissons de la rivière pour le service d'aménagement de la faune du Québec

Caractère innovateur

- développement et évaluation d'une trousse d'étude
- développement d'un réseau qui met en contact des organismes aux niveaux local, régional et international
- le projet sera étendu à d'autres écoles de la Province

Avantages du partenariat

Milieu de l'éducation

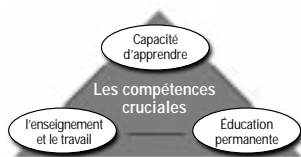
- la diversité des partenaires favorise l'innovation et la création dans les démarches entreprises
- le projet donne une alternative intéressante dans l'enseignement des sciences

Milieu des affaires

- les données recueillies permettent de supporter les travaux effectués par les partenaires
- le projet sert de modèle dans l'élaboration d'une trousse qui sera remise aux écoles désirant effectuer un travail d'étude sur un cours d'eau

Primaire et Secondaire

QUÉBEC



PERSONNES-RESSOURCES

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ENDROIT

Région de Montréal (Québec)

ÉTABLI

1997

NOMBRE DE PARTENAIREs

70+

Sommaire

L'opération « Retour à l'école » de la Chambre de Commerce, c'est 500+ femmes et hommes d'affaires qui « retournent à l'école » partager avec les jeunes du secondaire leur expérience et leur passion, afin de les encourager à la persévérance scolaire.

Objectifs

- encourager les jeunes à la persévérance scolaire et à la diplomation
- établir des liens entre les écoles et les entreprises
- informer les jeunes et leurs enseignants sur le marché du travail et les compétences-clés à développer
- informer et encourager les jeunes à des carrières en sciences par des conférenciers ayant des profils scientifiques

Activités du programme

- la principale activité du programme est l'organisation de plus de 450 conférences — témoignages dans plus de 70 écoles de la région de Montréal
- la Chambre a commencé lors de l'édition 2000 à solliciter ses conférenciers à recevoir des jeunes en mini-stages

Réalisations

- les élèves sont plus motivés à compléter leurs études
- les enseignants sont « appuyés » dans leur enseignement par ces conférenciers qui viennent du milieu du travail

Caractère innovateur

- la prise en charge du partenariat par le milieu des affaires lui-même
- la Chambre sollicite ses membres et organise le partenariat avec les écoles participantes
- l'extrême souplesse de l'organisation, du contenu, du format des rencontres ainsi que le temps de « bénévolat » requis

Avantages du partenariat

Milieu de l'éducation

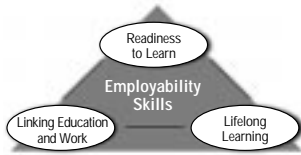
- les élèves sont plus motivés, mieux informés
- les enseignants établissent des contacts avec des milieux, des secteurs, des emplois de travail qui leur sont souvent étrangers

Milieu des affaires

- les gens d'affaires s'impliquent malgré des horaires extrêmement chargés

Elementary- Secondary

**ONTARIO
WINNER**



CONTACT

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LOCATION

Windsor, Ontario

ESTABLISHED

1989

NUMBER OF PARTNERS

85+

Overview

This partnership provides theory training for the Ontario Youth Apprenticeship Program (OYAP) in the Precision Metal Trades and Industry in the classroom and certification of apprenticeship training in the workplace.

Objectives

- provide students with an education they can use immediately
- provide employers with above entry workers
- provide community with an alternative to high unemployed youth

Program Activities

- after being in school for one semester, students are placed in industry and earn wages
- students earn credits toward Grade 12 diploma
- accumulate hours toward apprenticeship

Achievements

- over 80% success rate
- apprentices have won in Ontario Skills and Skills Canada competitions
- successful students serve as role models within the community

Innovations

- program created in response to a local shortage of skilled trades people
- longevity of program illustrates its success
- successful students are hired and remain in the community

Benefits

Education

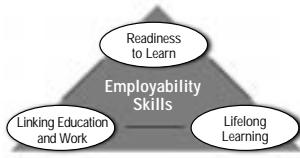
- students earn an education that guarantees employment
- students earn credits toward a Grade 12 diploma

Business

- no cost pre-employment training program
- opportunity to help update curriculum

Elementary- Secondary

ONTARIO HONOURABLE MENTION



CONTACT

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ontariopowergeneration.com

LOCATION

Courtice, Ontario

ESTABLISHED

1993

NUMBER OF PARTNERS

2

Overview

For the past seven years, Ontario Power Generation (O.P.G.) and Courtice Secondary School have teamed together to construct and complete robots and electric cars to compete nationally. They have worked in partnership in a variety of ways to focus on the environment.

Objectives

- enhancement of natural environment of surrounding O.P.G.
- promotion of Science and Technology in areas of energy conservation and robotics
- expanded outdoor educational experiences for students and community through partnership with business

Program Activities

- Construction Technology-students construct and maintain equipment throughout the Waterfront Trail
- Environmental Science classes-students with O.P.G. mentors monitor local environmental needs
- Involvement in "Canada First" Robotic Projects-over a three year period have utilized the sharing of the sewage treatment facility
- Construction of an Electric Car-partnership from 1998-2000

Achievements

- recognition of O.P.G. as an international leader in environmental issues
- recognition for the development and maintenance of the Waterfront Trail and surrounding area
- work-related and mentor relationships for students with O.P.G.

Innovations

- sustained commitment over a seven year period through the creation of renewable projects
- annual student scholarship award recognizing school-business partnership

Benefits

Education

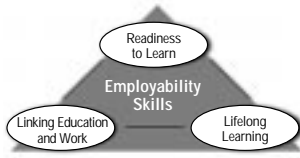
- students gain a sense of self worth and demonstrate leadership skills
- teachers have been able to enrich their programs

Business

- opportunity to play a role in the development and growth of student body
- positive presence in the community

Elementary- Secondary

ONTARIO



CONTACT

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LOCATION

Thunder Bay, Ontario

ESTABLISHED

1998

NUMBER OF PARTNERS

50+

Overview

Through the production of a professional, industry-standard newspaper, students experience the many facets of the newspaper publishing field, learning and acquiring valuable skills in the process. The Printing Press course combines the skills of design technology, communication, business, manufacturing and marketing, giving students the opportunity to develop and use their creative, entrepreneurial, and problem-solving abilities in a unique and expressive way.

Objectives

- bring real-world skills and expectations into the classroom
- increase awareness and knowledge of the publishing and newsprint manufacturing industries
- meld the hard skills of technology, English language, manufacturing and business with the soft skills of communication, teamwork, and collaborative problem-solving

Program Activities

- writing, marketing, designing, communicating and problem-solving
- technical production of the newsprint and printing process is learned
- use of current technologies and software applications

Achievements

- nine awards for excellence
- Prime Minister's Award for Teaching Excellence
- newspaper continues to grow in size, scope and circulation

Innovations

- newspaper provides a voice for the students
- students gain technical expertise in newsprint manufacturing, a key business in the community, through guest speakers and tours

Benefits

Education

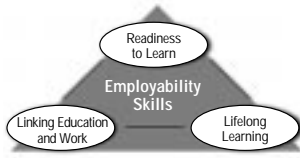
- improved writing and communication skills while building self-confidence
- provides students with meaningful and authentic learning experience

Business

- good corporate citizenship through community involvement
- catalyst in linking the activities of students with their families, the community and local industry

Elementary- Secondary

ONTARIO



CONTACT

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LOCATION

Toronto, Ontario

ESTABLISHED

1994

NUMBER OF PARTNERS

2

Overview

The partnership was formed to meet the long-term needs of the two partners which were seen to be interwoven: students needed access to information about technology and its role in their post-secondary futures; Apotex sought to create a pool of technologically aware potential employees for themselves and other Canadian high-tech companies.

Objectives

- provide students with an opportunity to acquire upgradeable transferable skills
- prepare students for post-secondary education or the workplace
- provide an opportunity for students to see themselves in fields of science and technology

Program Activities

- Centre for CyberScience focus on building science literacy, numeracy and communications skills
- Technology Showcase-carousel of hands-on workshops presented by Apotex to expose students to current uses of technology in the pharmaceutical industry
- Innovators' Fair-forum to encourage students to identify and solve problems in their environment
- International Co-op-business partner sponsors students enabling them to work with overseas employers

Achievements

- 1999 Learning Partnership Award; 1999 Learning Consortium Award—"Making a Difference for Students"
- success of program has attracted students from outside catchment area

Innovations

- unique educational and experiential opportunities for students due to strong commitment at senior levels of partnership

Benefits

Education

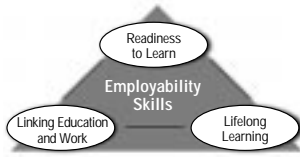
- demonstrated effectiveness of project-driven team
- students learn first hand valuable communication, organization, analytical and computer skills

Business

- produces technologically skilled potential employees
- plays an important role in the development of science and technology skills

Elementary-Secondary

ONTARIO



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LOCATION

Ottawa, Ontario

ESTABLISHED

1996

NUMBER OF PARTNERS

2

Overview

Established in 1996, the partnership provides a variety of mutually beneficial activities that foster a dynamic learning and teaching environment. This symbiotic relationship provides Garneau students with unique and exceptional learning opportunities while weaving strong ties with the business world.

Objectives

- provide opportunities for students to develop employability skills needed to be successful in the information economy
- foster information and communication technology skills in the student and teacher community

Program Activities

- students learn in state-of-the-art computer lab and classroom environment
- students are well prepared for co-op placements
- both students and Corel employees provide technical support, knowledge and expertise within school and the community

Achievements

- all students and teachers benefit from learning to use the latest version of the world's most powerful software tools
- business partner involved in consultation process for developing objectives for the program
- The Garneau User Group has won international recognition and several awards

Innovations

- grassroots initiative epitomizing the need for a strong collaborative relationship between business and education
- provides a challenging learning environment that encourages the integration of technologies and strengthens education opportunities
- first francophone high school in Canada to partner with Corel Corporation both as an academic institution and as a user group

Benefits

Education

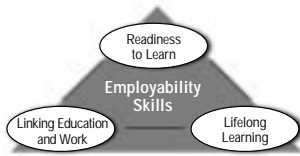
- increased interaction, learning and training between students and teachers
- new generation of highly skilled and marketable students

Business

- access to pool of skilled and motivated students and teachers
- employees develop a sense of pride and a sense of community through their involvement

Elementary- Secondary

ONTARIO



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LOCATION

Fort Erie, Ontario

ESTABLISHED

1998

NUMBER OF PARTNERS

2

Overview

This is a senior manufacturing technology program that is enriched by having an industry based classroom twice a week. Students have the opportunity to job shadow, job twin, perform actual production tasks, and work on practical skills of their curriculum.

Objectives

- provide an on-site classroom at a precision manufacturers location (aerospace, defense and satellite industry)
- increase student interest in the area of precision manufacturing
- provide a link between school and the workplace

Program Activities

- senior curriculum delivered in a production setting
- job shadowing and job twinning with skilled tradesmen
- exposure and training on state of the art equipment

Achievements

- increased number of students taking manufacturing technology courses
- increased number of students taking co-operative education in manufacturing
- increased interest in technology as a career path

Innovations

- senior class linked to an industry which becomes an actual classroom
- improved performance in skills, attitude and attendance of students

Benefits

Education

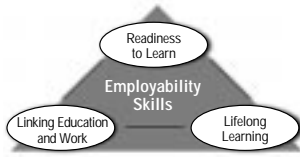
- students exposed to exciting career opportunities
- increased interest in school curriculum relevant to workplace realities

Business

- exposure to larger pool of potential employees
- more production ready co-op students
- opportunity to encourage and inform young people about potential careers in an expanding technological area

Elementary- Secondary

ONTARIO



CONTACT

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LOCATION

Ontario

ESTABLISHED

1996

NUMBER OF PARTNERS

10

Overview

The partnership has resulted in the development and implementation of the only Flexography program of its kind in a secondary school in Canada. Cyrovac Sealed Air Corporation approached the F.F.T.A. to help establish the program, which is fully supported by the Canadian Flexography industry.

Objectives

- help young people develop the academic and employability skills required to be successful
- create a state of the art Flexographic facility that enhances student and educator training
- meet the need for trained individuals within the Canadian Flexography industry

Program Activities

- students operate press for single or multi-coloured process or line work
- students design and create logos and labels using a variety of multimedia software packages
- develop portfolio for future career choices

Achievements

- 1st place in North American Flexo in High School Competition
- Peel Partnership Celebration participation
- created labels for partners; students placed at summer jobs and full time employment

Innovations

- Flexography Advisory Committee (8 industry reps and 2 educators)
- F.F.T.A. supplies financial and technical support to Gordon Graydon
- industry paid to have teacher trained in the United States

Benefits

Education

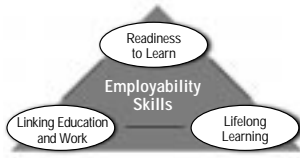
- students see first hand the connection between education and work
- students increase their career options and employability

Business

- improved skill level of potential workers
- support of program provides positive exposure within the community

Elementary- Secondary

ONTARIO



CONTACT

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dofasco.ca

LOCATION

Hamilton, Ontario

ESTABLISHED

1998

NUMBER OF PARTNERS

2

Overview

As an inner-city school with a student population of 1725, the students are academically challenged, athletically talented and well disciplined. As a high school, it is imperative that the students be provided with an opportunity to experience the world of work. The partnership allows the students to make informed career choices in an increasingly complex world.

Objectives

- expose students to corporate role models/mentors who will enforce the value of education
- students gain first hand experience in identifying skills associated with career choices

Program Activities

- students spend from one day to one week on assignments at Dofasco
- students gain experience in various disciplines

Achievements

- partners have successfully fostered an important link between student, school and community
- students gain first hand experience and are in a better position to make good career choices
- students are more aware of the expectations required in terms of education and work ethic

Innovations

- commitment of both partners is instrumental to the success of the programme
- teachers provide support and guidance to ensure students do not fall behind in their studies
- employees maintain close communication with school and act as mentors and advisors to students

Benefits

Education

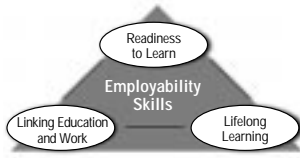
- work experience fosters career development needs, self-confidence and employability skills
- students learn to transfer knowledge and skills from classroom environment to business setting

Business

- opportunity to play a role in the development and growth of a potential workforce
- opportunity to inform students of the job potentials, readiness skills and health and safety procedures

Elementary-Secondary

ONTARIO



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LOCATION

National

ESTABLISHED

1998

NUMBER OF PARTNERS

9

Overview

Developed in 1998, the "Gift of Life" program was designed to promote awareness of organ and tissue donation and the technology of transplantation. The program assists teachers in implementing the expectations of the Life Sciences Strand in the Grades 5 to 8 Science and Technology Curriculum.

Objectives

- provide current, engaging and easy-to-use teaching materials to assist teachers in the delivery of the science curriculum
- prepare youth for the future by encouraging and generating interest in the field of Science and Technology
- promote understanding and conversation around organ and tissue donation and the technology of transplantation

Program Activities

- resource book containing classroom ready teaching materials
- story booklet and video introducing students to organ and tissue donation and transplantation
- on-line activities for students

Achievements

- successfully piloted program in four York Region Schools
- program has been distributed free to 7,500 English and French elementary schools across Canada

Innovations

- first program of its kind Canada at the elementary level
- web-site component provides public link to access program around the world
- book cover contest run for students to select book cover

Benefits

Education

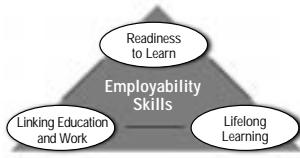
- provides programming that builds interest in science and technology
- promotes understanding and conversation around the topic of organ donation and transplantation

Business

- fulfillment of social responsibilities
- recognition for contribution through promotions, increasing public profile

Elementary- Secondary

ONTARIO



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LOCATION

Chesley, Ontario

ESTABLISHED

1997

NUMBER OF PARTNERS

8

Overview

"Marketing Consultants" is the result of a Grade 11 Marketing course and a Grade 12 Entrepreneurship course in need of a more realistic business-oriented learning environment. Moving from learning in the classroom to providing a service to the local businesses was the answer. In order to present themselves professionally, students were involved in all aspects of creating a new business and marketing their business to the public.

Objectives

- develop and sustain a reciprocal relationship with educators and business people
- create business-like circumstances in which students follow through with a real business venture
- apply theoretical concepts

Program Activities

- assigned groups working as "Marketing Consultants"
- out-of-school solicitation of business partners
- students develop contract details with partners

Achievements

- increase in number of students going to business college
- fostered a solid relationship with local business people
- recognition in the community of the value of business-education partnerships

Innovations

- empty store front windows came to life changing downtown image
- program became annual business venture for each marketing class
- other school groups "hire" the marketing class

Benefits

Education

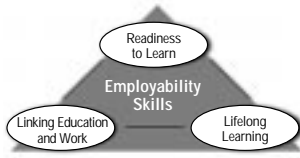
- business concepts can be applied in practical terms, enhancing employability skills
- educators and students see the significance of partnering with business

Business

- see results of working in conjunction with young people in the community
- realize a service with real results at little or no cost

Elementary-Secondary

ONTARIO



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LOCATION

Ottawa, Ontario

ESTABLISHED

1991

NUMBER OF PARTNERS

2

Overview

Partnership gives students with developmental disabilities the opportunity to provide community service while learning valuable work skills and experience.

Objectives

- introduce students to work placement
- provide students with employability skills
- give students opportunity to be involved in community service and volunteer experience

Program Activities

- students enrolled in Education for Community Living Program, students volunteer 1-2 times per week for half days in chronic care hospital
- volunteer experience closely tied to school program
- students participate in modified high school courses for half days

Achievements

- students proceed to co-op work placements while in school
- graduates have full and part-time paying positions in community
- student's contribution is recognized and valued in the community

Innovations

- developmentally disabled persons experience the satisfaction of being contributors rather than recipients
- patients in chronic care facility experience the satisfaction of being able to assist the developmentally disabled student
- student's first work experience takes place in an understanding and compassionate setting

Benefits

Education

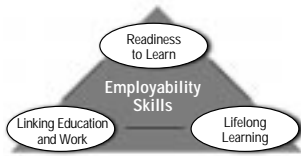
- improved self-esteem and confidence
- students learn attitudes and skills necessary for employment
- learn the value of community service

Business

- hospital benefits from exuberance of young volunteers
- potential hires with the right experience

Elementary-Secondary

**MANITOBA
WINNER**



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LOCATION

Winnipeg, Manitoba

ESTABLISHED

1996

NUMBER OF PARTNERS

258+

Overview

The Gateway Group is a unique school-based, industry driven partnership focusing on career preparation and job placements. This program prepares and places young adults (aged 17-30), the majority who are at risk youth, into full time employment.

Objectives

- impart employability skills to young adults to make a smooth transition from school to work and/or from unemployment to improved job opportunities
- find sustainable jobs for at least 200 young adults annually
- become industry's supplier of choice for their entry level staffing needs

Program Activities

- up to 3 high school credits can be earned for 6 week program of cooperative learning activities
- up to 6 weeks of paid or unpaid on-the-job training focusing on the development of hard skills required by industry

Achievements

- from 1996 to 2000, 710 participants placed in entry level employment
- 95% success rate in placing young adults into entry-level jobs
- substantial percentage of at risk youth benefit from program

Innovations

- candidates are recruited and interviewed before being admitted into the program
- program focuses on process of instruction and placing successful participants into entry level employment
- effectively connects institutions with business and government to achieve common goal

Benefits

Education

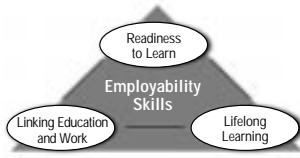
- schools have a direct link to job opportunities
- pre-employment preparation essential to attain ultimate employment goals

Business

- tap into pool of pre-screened individuals who are prepared for work
- one stop shopping for employers

Elementary- Secondary

MANITOBA



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LOCATION

Winnipeg, Manitoba

ESTABLISHED

1998

NUMBER OF PARTNERS

5

Overview

The major goal of the Small Business Entrepreneurial Program is to provide students from the inner city with the missing link to bridge the large gap between school and the work force. Participation in the program helps them find a new path and helps make a successful transition from school into the real world.

Objectives

- to provide a unique, innovative training opportunity for youth who wish to pursue self-employment through entrepreneurship
- to market and showcase the artistic talents of Fine Arts and Vocational students throughout the Winnipeg School Division No. 1
- anticipate that the “hands-on” live business environment will develop self-esteem and personal skills

Program Activities

- program operates in a downtown storefront location and functions as an actual “live” small business retail operation (Artwurx)
- students market and sell own products, as well as those made by other students throughout the school division
- storefront location acts as classroom and business venture, synthesizing the theories and practices

Achievements

- Artwurx has been nominated for an Innovation in Education Award
- success of program has changed public disillusioned view of youth

Innovations

- unique linkage of business and education
- new and exciting method for learning and gaining practical skills and experience

Benefits

Education

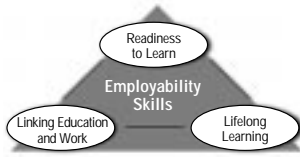
- students receive increased profile and positive attention
- students gain practical real-life exposure
- unique method for teachers to link theory with direct, practical and on-the-job application

Business

- additional exposure with increase of store traffic
- positive community involvement

Elementary- Secondary

MANITOBA



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LOCATION

Winnipeg, Manitoba

ESTABLISHED

1998

NUMBER OF PARTNERS

145+

Overview

The Career Internship Program (CIP) and its partners have created www.careerintern.ca, a web site designed to help high school students and emerging professionals empower themselves to take responsibility for their career and employability skills training. The site also provides detailed information for educators about the successful CIP business/education partnership formula that has achieved national and international recognition since 1995.

Objectives

- provide a comprehensive web site that educates and trains students in career exploration and self-marketing skills
- train students to take responsibility for their own career education
- recognize that the internet is a relevant and essential tool for the development of employability and life skills

Program Activities

- on-line interactive employability/entrepreneurial training
- information to emulate the CIP school-to-work formula
- internships, workshops and volunteer experiences to support on-line education and training

Achievements

- re-launch of web site in September 2000
- Winnipeg Chamber of Commerce Innovation and Technology Award
- 70,000 hits between September 1, 2000 and November 31, 2000

Innovations

- web site designed by all stakeholders
- on-line career planning adopted by all school departments
- internet resource designed to train high school students and young professionals

Benefits

Education

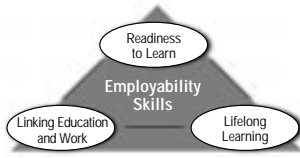
- increased skills focus for students
- relevant on-line curriculum design and facilitation

Business

- a voice in education as it contributes to curriculum design and implementation
- creation of a career tool for use in both education and business

Elementary-Secondary

MANITOBA



CONTACT

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LOCATION

Winnipeg, Manitoba

ESTABLISHED

1997

NUMBER OF PARTNERS

5

Overview

Using a team approach, a plan was designed to integrate technology into the math and science curriculum and eventually extend it to all areas. A state of the art computer lab was set up so that students could enhance their learning through the use of technology in their curriculum.

Objectives

- develop competence and expertise using technology in the areas of math and science
- greater focus on female students
- anticipate that from this experience, students will be better prepared for the world of work

Program Activities

- older students mentor younger ones
- students are developing digital portfolios
- one hour per cycle of math and science using technology

Achievements

- Science Teacher received Prime Minister's Award for Excellence in Teaching
- school received SchoolNet award for using ICT in the curriculum; as well as a Nortel Award for innovations and technology

Innovations

- both elementary and junior high levels involved in program
- have been able to leave the textbooks behind and learn from hands-on experiments using technology

Benefits

Education

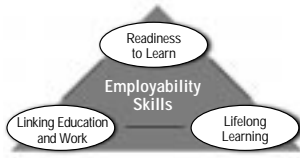
- implementing technology offers a wider range of knowledge than textbooks
- video conferencing
- students gain additional skills through role of leader and mentor

Business

- strong desire to help children of tomorrow to help build a better society
- viewed as good corporate citizen

Elementary- Secondary

MANITOBA



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LOCATION

Selkirk, Manitoba

ESTABLISHED

1997

NUMBER OF PARTNERS

3

Overview

Established in 1997, the partnership enables Grade 4 elementary school students to visit and conduct hands on activities at Oak Hammock Marsh Interpretive Centre. The Adopt-A-Class program incorporates four learning modules with a strong science component.

Objectives

- promote awareness and knowledge of wetland ecosystems
- opportunity for teachers to address themes in science technology and sustainable development
- promote the use of a community resource to enhance education

Program Activities

- school activities held at the Oak Hammock March Centre
- development of wetland study from "A Teachers Guide to Wetlands"
- "Saturday in May" celebration of year's accomplishments

Achievements

- 1,400 students have taken part
- program continued into fourth year
- \$35,000 scholarship program to promote lifelong learning

Innovations

- effective use of community resource to accomplish the objectives in a Grade 4 science cluster
- business partners have expanded partnership to include community

Benefits

Education

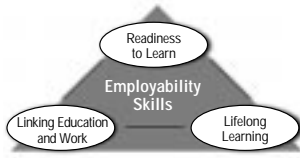
- brings relevance and enrichment to education
- provides students with a sense of community

Business

- beneficial insights into school practice through shared roles and responsibilities
- fulfills their role as responsible corporate citizens

Elementary- Secondary

MANITOBA



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LOCATION

Gimli, Manitoba

ESTABLISHED

1997

NUMBER OF PARTNERS

3

Overview

Gimli High School has formed an innovative venture as a School–Community–Business Partnership with Interlake Communications Co-op Ltd.—the local cable company and Manitoba School Improvement Program Inc. The project is called Channel 14 and is entirely run and managed by students at the high school.

Objectives

- accommodate individual needs and maximize students' potential as successful, self-directed, independent problem solvers
- provide students and staff with opportunities to keep pace with developing technology
- develop students that have the knowledge and skills to make informed personal, academic and career choices

Program Activities

- Software learning—students gain valuable experience
- Hardware Learning—students learn to use modern computer technology
- students gain valuable experience in a commercial environment

Achievements

- provides summer employment for students
- in 3 years, \$33,000 generated for school technology
- fosters entrepreneurship skills for students

Innovations

- student ownership and self-direction of program
- program fills a community void

Benefits

Education

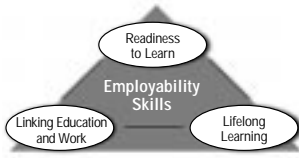
- students experience connection between education and future career options
- increases networking opportunities within the community

Business

- increased exposure for businesses to their target market
- insight into school curriculum

Elementary- Secondary

MANITOBA



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LOCATION

Winnipeg, Manitoba

ESTABLISHED

1988

NUMBER OF PARTNERS

100+

Overview

By expanding partnerships beyond industry and education, a growth has occurred in apprenticeship training, national training standards and post-secondary education. Communication with various partners for the student's ultimate gain has allowed the program to forge unique articulation plans, encouraging the inter-relation of difference levels of education and training.

Objectives

- provide students with the opportunity to develop knowledge and skills to ease the transition from school to work
- promote a broader exposure to careers in trades and technology
- offer programs that are linked to a post-secondary institution through certification or apprenticeship

Program Activities

- specific trades training through co-operative vocational education model
- up to 900 on-the-job training hours in addition to 300 trade specific classroom hours
- students can earn up to 10 high school credits towards graduation

Achievements

- only Transport Canada approved high school aviation-training program in Canada
- since 1988, continually maintained 85% success rate in full time employment
- 1994 National Award winner for Excellence in Business-Education Partnerships

Innovations

- all programs connected to provincial apprenticeship or post-secondary level certification
- work experience and classroom theory hours may be credited to apprenticeship program

Benefits

Education

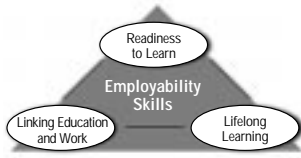
- cost effective means to access the resources of industry
- improved employability skills and sound career decisions

Business

- ability to demonstrate good corporate citizenship
- allows for input in training of future employees

Elementary- Secondary

**SASKATCHEWAN
WINNER**



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LOCATION

Moose Jaw, Saskatchewan

ESTABLISHED

1996

NUMBER OF PARTNERS

3

Overview

This partnership promotes the education of students in science, trades and technology, employability skills, and community involvement. The focus is to encourage students to pursue technological and trade career areas and to become involved in community activities.

Objectives

- enhance the quality of education by providing human and material resources
- provide opportunities for students to explore occupations in science, technology and skilled trades
- promote benefits of community involvement among all stakeholders

Program Activities

- work experience classes; job shadowing; community based activities; Summer Student Program
- industry-based presentations by business partner focusing on traditional and non-traditional career paths
- web page development on partnership as part of curriculum

Achievements

- students introduced to a multitude of careers in the trades industry
- promotion of employability skills through real-life experiences
- raise awareness regarding benefits of community involvement

Innovations

- marketable skills developed through community-based activities
- students become aware of the importance of being good corporate citizens

Benefits

Education

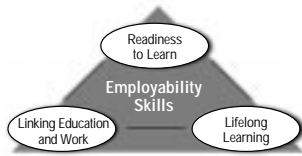
- enhanced employability skills through hands-on experiences
- increased knowledge of non-traditional career choices

Business

- cross training of staff
- development of skilled labour pool
- enhanced profile in the community

Elementary- Secondary

SASKATCHEWAN



CONTACT

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LOCATION

Saskatoon, Saskatchewan

ESTABLISHED

1997

NUMBER OF PARTNERS

2

Overview

St. Goretti, a dual stream K-8 Ukrainian bilingual school is partnered with St. Joseph's Home, a seniors' residence owned and operated by the Ukrainian Sisters of St. Joseph. Through meaningful and practical activities, students are developing and practicing the Christian values of servanthood, sincere friendship and commitment. In the process they are learning about caring for the elderly, career options and a real life application of classroom curricula.

Objectives

- promote mutually beneficial interactions between students, residents and staff
- career mentoring opportunities for students

Program Activities

- classroom visits to Home on a rotational basis
- mentoring for Grade 7 and 8 students to experience career options with 5 different areas of the facility

Achievements

- student development of transferable employability skills
- students gain a sense of accomplishment

Innovations

- all students and school staff involved (460 students/ 30 staff); as well as 60 staff members of residence
- students interact with Level 4 Care residents
- bridging of age gap
- offers students opportunity to use their second language skills

Benefits

Education

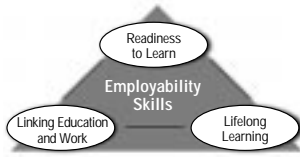
- application of classroom theory provides real life learning experiences
- introduction and participation into career awareness and career development

Business

- positive presence in the community
- contribute to the education and development of the future workforce

Elementary- Secondary

SASKATCHEWAN



CONTACT

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LOCATION

Regina, Saskatchewan

ESTABLISHED

1992

NUMBER OF PARTNERS

2

Overview

Albert Community School is a K-8 school located in the core of Regina with the majority of the 290 students representing the First Nations. Recognizing the day-to-day struggles of the children, the partnership strives to instill the values of "I Belong; I want to Know; I am Responsible; and I Respect".

Objectives

- provide a positive model for children and community members
- provide opportunities to learn outside the traditional classroom
- build student self-esteem, self confidence, self respect and respect for others

Program Activities

- field studies focusing on integrating curriculum and practical experiences
- career orientation/job shadowing and guest readers program
- celebration of cultural experiences; environmental and community education

Achievements

- attendance has improved with over 1/3 of students qualifying for "Perfect Attenders" celebrations
- increased parent involvement in the Adult Education Program
- Guest Reader Program supported by business partners and its employees

Innovations

- business provides computers to assist students and adult learners
- program designed to encourage and recognize the importance of the neighbourhood
- employees support partnership by volunteering personal time at non-work related functions

Benefits

Education

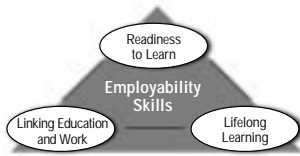
- increased importance of education
- growth of educational and cultural activities benefits everyone

Business

- sense of satisfaction from assisting less privileged children
- opportunity to contribute to the community

Elementary- Secondary

**ALBERTA
WINNER**



CONTACT

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LOCATION

Cold Lake, Alberta

ESTABLISHED

1996

NUMBER OF PARTNERS

2

Overview

This partnership focuses on enhancing the relevance of education and preparing students for the future. Through its many programs, the partnership creates meaningful learning opportunities that develop employability skills, broaden exposure to careers, and develop a link between school and work.

Objectives

- provide applied academic connections
- enhance employability skills and science literacy skills
- provide a broader exposure to careers in professions, trades and technologies

Program Activities

- capability development through museum project, Skills Canada competitions, applied academic links and leadership training
- in-class Economics of Staying in School and Employability Skills programs
- Job shadowing and student work placements

Achievements

- grand opening of Oil and Gas Interpretive Centre
- over 300 students benefit annually
- winner of 1998 Alberta School Board's Association Friends of Education Award

Innovations

- development of Oil and Gas Interpretive Centre as part of the Cold Lake Museum
- development of a course—"The Engineering and Geology of Oil Sands"
- real world projects to develop workplace skills

Benefits

Education

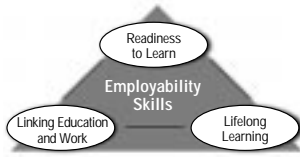
- access to resources, technology and the business world
- students gain skills necessary for the workplace

Business

- opportunity for direct impact in youth
- opportunity to share knowledge and enhance curriculum

Elementary- Secondary

ALBERTA



CONTACT

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LOCATION

Calgary, Alberta

ESTABLISHED

1994

NUMBER OF PARTNERS

26

Overview

First established in 1994, this partnership is characterized by a commitment to enriching the learning experiences for students through creative and innovative uses of technology. The current development is the CLC 7 Print Centre which integrates technology into the Career and Technologies Studies curricula at the high school level.

Objectives

- bring innovative industry technology into the classroom
- create new opportunities for students to acquire industry standard skills and knowledge
- bring new processes to teachers and other schools

Program Activities

- High Technology Symposium to inform students about post-secondary technology based studies and careers
- student initiated speaker series
- CLC 7 Print Centre Project helps connect program studies and integrates curriculum materials and resources

Achievements

- development of the Centre helped teachers increase skills and knowledge of technological applications
- nominated for 1998 PanCanadian "Learning Award"
- received 1998 Mayor's Excellence for Technology-Based Programs Award

Innovations

- strong desire to bring technology based ideas to educational practice
- created and connected digital print curriculum into on-line learning initiatives

Benefits

Education

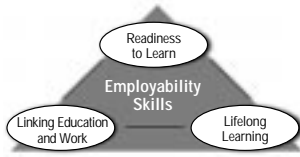
- authentic learning situation for students
- educators increase technology skills resulting in higher quality teaching

Business

- provides innovative ways to achieve educational outcomes
- opportunity to reach out into the community

Elementary- Secondary

ALBERTA



CONTACT

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LOCATION

Edmonton, Alberta

ESTABLISHED

1997

NUMBER OF PARTNERS

2

Overview

The Bonnie Doon Mall Outreach Program is an education alternative designed to keep "at risk" students connected to school. To that end, the school is located outside the physical bounds of a traditional school setting (i.e. shopping centre).

Objectives

- keep "at risk" students connected to school
- non-threatening, success oriented learning environment
- renewed student confidence and self-esteem

Program Activities

- all core curriculum offered in a "low key" environment
- alternative teaching strategies/styles
- instructional material paced to account for individual differences, as well as in pro-social and life skills

Achievements

- renewed confidence and self-esteem
- some students achieved more than one grade level
- attendance averages over 90%

Innovations

- provision of "no cost leasing" in a market community
- unique and positive learning environment

Benefits

Education

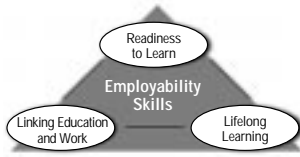
- safe environment for "at risk" students to realize success
- students re-connect to education

Business

- positive corporate image in the community
- support of alternative program

Elementary-Secondary

ALBERTA



CONTACT

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LOCATION

Calgary, Alberta

ESTABLISHED

1992

NUMBER OF PARTNERS

2

Overview

The "Vision" of the Partnership has been to promote excellence in education by enhancing the quality of the educational process and include activities that go beyond the traditional classroom.

Objectives

- Enriching Academic Curriculum in Math, Science, Humanities & Arts, Teacher Development
- Enhancing Employability Skills through Career Pathways and Leadership Programs
- Fostering Social Responsibility through Community Outreach

Program Activities

- Many activities such as The Oil Game, Book Week, Math and Science Awards, Math and Science Olympics, Toastmasters
- Elementary School Reading programs
- Teacher Development Programs

Achievements

- fostering an environment of mutual respect and community service
- increased number of math awards

Innovations

- focus on continuous improvement to keep students' academically interested
- business partner introduces students to the skills and education required for a successful career

Benefits

Education

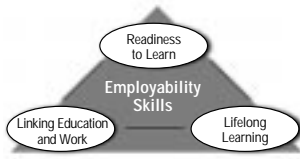
- students learn about the skills and attitudes required in the workplace
- students and teachers have enhanced opportunities for learning

Business

- opportunity to play a role in the development and growth of the workforce
- positive community image

Elementary-Secondary

ALBERTA



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LOCATION

Calgary, Alberta

ESTABLISHED

1985

NUMBER OF PARTNERS

2

Overview

Over the 15-year partnership, the focus of activities has evolved to stay aligned with the City's business climate and educational properties. The strategy is to further students' career possibilities, while leveraging the science and technology expertise.

Objectives

- career development opportunities
- leveraging science and technology
- continuous evolution and improved partnership activities

Program Activities

- participation in numerous career development initiatives
- Science and Technology resources and mentorships; as well as community involvement
- recognition of student success and achievements

Achievements

- over 7,941 stakeholders involved this year
- recipient of Mayor's Partnership Excellence Award 2000; Provincial Science Award for the development of Phyto-remediation process
- longest standing partnership in Calgary

Innovations

- evolving activities that address the needs of the business community with today's educators and tomorrow's employees
- greater awareness and involvement in supporting worthy causes in the Calgary community

Benefits

Education

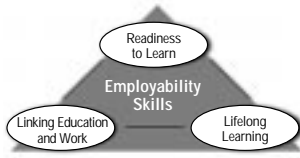
- interconnectedness of partners
- great focus on learning opportunities

Business

- partnering of new projects with bright young minds
- student and community interaction enhances employees jobs and work experiences

Elementary- Secondary

**BRITISH COLUMBIA
WINNER**



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LOCATION

Vancouver, British Columbia

ESTABLISHED

1998

NUMBER OF PARTNERS

42

Overview

Thanks to the nature of this partnership, classes from regional elementary schools spend an entire week at the Aquarium using the galleries and staff as resources for an integrated teaching program.

Objectives

- promote aquatic science literacy and teacher development
- integrates in-class and on-the-job work experience
- fosters employability skills in Science Career Prep students

Program Activities

- teachers integrate the curriculum for their AquaSchool week
- Aquarium is used for its human and physical resources
- students are mentored by professionals

Achievements

- Year 2000 Significant Achievement Award for Education Programming
- weeks of programming have increased from 8 to 22
- number of participating students have increased from 205 in 1999 to 572 in 2000

Innovations

- Aquarium co-ordinator meets with teachers to plan their custom-made week
- first Aquarium to offer a docent (trained volunteer) delivered school program
- AQUAVAN-aquatic education on the move, now reaches two provinces

Benefits

Education

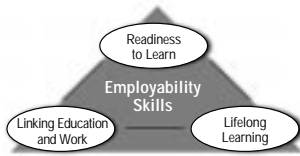
- AquaSchool opens new horizons for teachers and students
- students have enhanced opportunity for learning

Business

- recognizes the importance of expanding the learning experience through the use of community-based facilities
- reinforces the weight of lifelong learning

Elementary-Secondary

BRITISH COLUMBIA



CONTACT

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LOCATION

Prince George,
British Columbia

ESTABLISHED

1994

NUMBER OF PARTNERS

60+

Overview

The Northern Forest Products Association and teachers from across Northern BC have joined together to develop a unique forest education program for students and teachers by encouraging them to learn through hands-on teacher-created educational support materials, field trips and other forest education activities.

Objectives

- enable students and teachers to develop awareness, understanding and appreciation of the value of the forests and the industry
- ensure all youth and teachers in Northern BC's schools have equal access to resources and activities
- understand the career development process and expand career awareness and opportunities

Program Activities

- distribution of Forest Education Resource Kits
- Forest Exploration Tours, Speakers' Tours, conferences, career fairs
- Annual Conventions Schools Program

Achievements

- to date, over 15,000 students, 500 teachers and 95% participation
- designed and delivered a website to support activities (www.nfpa.bc.ca)
- recipient of 1999/2000 BC Forest Excellence Award for Education and BC School Superintendents Association Award of Recognition

Innovations

- development of resources benefits entire region of Northern BC
- full industry involvement and support

Benefits

Education

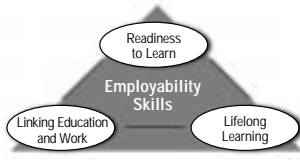
- enhanced school curriculum and in-service training for teachers
- partners with local industry provide a more relevant and broader educational program

Business

- opportunity to be more involved in the community
- positively impacts the culture and attitude toward the industry

Elementary- Secondary

BRITISH COLUMBIA



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LOCATION

Rossland, British Columbia

ESTABLISHED

1996

NUMBER OF PARTNERS

6

Overview

As part of the Career and Personal Planning Curriculum, this partnership has initiated a financial awareness and career development program. Students learn to manage career plans and personal finances by participating in authentic projects. In addition, students have the opportunity to apply these skills in actual situations through a work experience program.

Objectives

- recognize the importance of education in career planning
- teach basic principles of financial planning
- link student and the community

Program Activities

- career development
- technology work experience contracts
- application of technology in the workplace

Achievements

- student, parent and community endorsed
- students sponsored to attend leadership camps
- scholarships for students wishing to pursue post-secondary education

Innovations

- program begins at the elementary level with work experience program reserved for secondary levels
- students and business partners remain connected

Benefits

Education

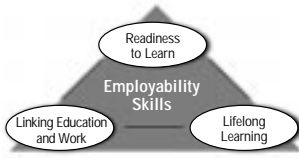
- students gain an awareness of career choices and the importance of education
- students recognize the importance of lifelong learning

Business

- promote the importance of financial planning
- enhanced community image

Elementary- Secondary

BRITISH COLUMBIA



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LOCATION

Across British Columbia

ESTABLISHED

1995

NUMBER OF PARTNERS

7

Overview

Students love to learn when given opportunities to participate in activities that closely parallel real life around them. Through this exciting and dynamic partnership, students learn to manage their career plans and personal finances.

Objectives

- teach the basic principles of money management
- provide relevant learning opportunities for students
- promote the "Stay in School" message

Program Activities

- teachers trained to teach Career Development program (The Real Game) and are currently being trained to use "Reality Check, It's a Jungle Out There" a financial planning game
- trained teachers are provided with resources and ongoing support in the implementation of the programs in the classroom

Achievements

- partnerships have been developed in all six school districts
- similar partnerships have been duplicated in others school districts
- over 450 teachers trained and over 30,000 students have participate to date
- received BC Superintendent's Award for exemplary partnerships

Innovations

- partnership model presented at the Provincial Career Education Society Conference in 1997 and 1998
- due to the demand, other versions of "Reality Check" will be written

Benefits

Education

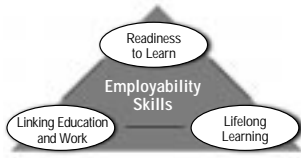
- students and teachers develop awareness of occupations, transferable skills and job satisfaction
- students learn financial planning, part of the provincially mandated Career and Personal Planning curriculum

Business

- fulfills mandate to support education
- educates community to become skilled financial planners

Elementary- Secondary

**NORTHWEST TERRITORIES
WINNER**



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LOCATION

Yellowknife,
Northwest Territories

ESTABLISHED

1994

NUMBER OF PARTNERS

31+

Overview

This partnership recognizes that education does not solely occur within the confines of the school and that the relationship with the other stakeholders is essential to the operation of the school. Working together has enhanced learning opportunities for the school's diverse student population and contributed to their pursuit of an optimal learning environment.

Objectives

- offer all students opportunities for fulfillment of personal aspirations and the pursuit of educational goals
- maximize the use of community resources and to be a central and appealing facility for community use

Program Activities

- establish an Interagency Storefront
- increase students' occupational awareness
- share facilities with the City

Achievements

- considered exceptional role model for other schools in the NWT
- increased enrollment

Innovations

- strong belief that "education is partnership"
- leader of other schools in the north

Benefits

Education

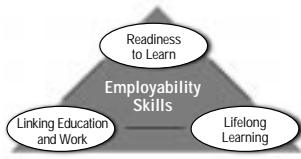
- increased productivity of students and partners
- students gaining employability skills while earning respect in the community
- greater accessibility of school programs to the community

Business

- increased community involvement
- opportunity for employers to mentor future employees

Elementary- Secondary

**YUKON
HONOURABLE MENTION**



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LOCATION

Whitehorse, Yukon Territory

ESTABLISHED

1998

NUMBER OF PARTNERS

2

Overview

The two partners began the program to create a hard-cover coffee table book that celebrated learning past, present and future in the Yukon. The program was designed to celebrate the unique learning culture and to preserve the unique cultural heritage.

Objectives

- help youth develop attitudes, competencies and skills for employability
- bring all Yukon communities together through project development and participation
- break-down regional barriers by honouring cultural diversity and heritage

Program Activities

- encourage young writers and artists to contribute to the book
- overcome isolation of cultures and distance through involvement in project
- workshops

Achievements

- "Up from the Permafrost" published
- 100% participation from all levels of governance
- safe, non-threatening environment has increased the capacity for learning

Innovations

- high quality literacy material produced
- bridges gap between literate individuals and others
- provides a voice to the people

Benefits

Education

- increased writing skills and gained self esteem
- learning and understanding how to work with the business community

Business

- inspire others to consider partnerships
- privilege of understanding and working with diverse cultures



**DaimlerChrysler
Canada
Partners
in Education
Awards**

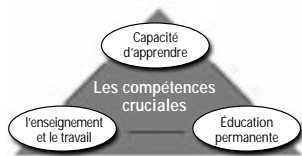
**Post-Secondary
School Partnerships**

Sponsored by

DaimlerChrysler Canada

Post- secondaire

QUÉBEC
LAURÉAT



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ENDROIT

Montréal (Québec)

ÉTABLI

1997

NOMBRE DE PARTENAIRES

11

Sommaire

C'est en partenariat que les intervenants mettent sur pied un programme de formation en Environnement virtuel. Les nouvelles façons de faire dans le milieu du travail, en particulier auprès des scientifiques oeuvrant dans le développement et la mise au point de nouveaux produits complexes, créent de nouveaux besoins en terme de compétences pour les travailleurs actuels et futurs.

Objectifs

- préparer les étudiants à adopter une perspective plus globale et intégrée du développement de nouveaux produits ainsi que des besoins clients, en passant par les différentes étapes de design, de fabrication et de certification
- encourager l'évolution de l'enseignement
- favoriser le transfert des expertises industrielles au milieu universitaire

Activités du programme

- accent sur le travail d'équipe et sur la contribution de l'individu
- 5 cours magistraux de même qu'un projet d'envergure réalisé en équipes multidisciplinaires et simulant la réalité
- formation technique sur l'utilisation des logiciels et des outils liés à l'environnement virtuel

Réalisations

- alliances stratégiques formées entre les universités et les entreprises
- programmes universitaires améliorés et mieux adaptés aux nouvelles exigences de la mondialisation des marchés

Caractère innovateur

- nouvel environnement d'enseignement, contexte d'apprentissage stimulant
- l'étudiant est mis en situation d'apprentissage dans un environnement virtuel de haute technologie

Avantages du partenariat

Milieu de l'éducation

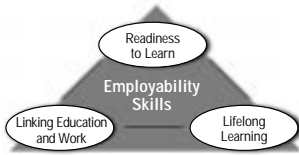
- les universités et les enseignants ont l'occasion de travailler en étroite collaboration avec les experts du milieu industriel

Milieu des affaires

- avantage concurrentiel indéniable, accroître la qualité de la formation est le meilleur moyen de soutenir leur croissance

Post-Secondary

**ALBERTA
WINNER**



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LOCATION

Fort McMurray, Alberta

ESTABLISHED

1998

NUMBER OF PARTNERS

4

Overview

The Mine Operations Program has set a new standard for employability skills acquisition through its training program. Students graduate with proven technical skills; directly related work experience; a sound knowledge of the process; operations and safety requirements of their work environment.

Objectives

- address the critical shortage of trained heavy haul operators
- develop entry level workers who possess a combination of technical and employability skills to succeed
- meet employment equity targets

Program Activities

- steering committee formed to develop curriculum and establish entry level processing
- 28 week Mine Operations program with 6 weeks of technical training on College's equipment training site; 5 weeks at business site for training on heavy equipment; 17 weeks of classroom instruction

Achievements

- education has proven to be a viable business strategy in addressing critical workforce shortages
- students are experiencing 100% employment rates
- aboriginal and non-traditional employees are gaining increased opportunities for long term, viable employment

Innovations

- focus of vocational training outcomes have shifted from minimum technical skills to personal growth, continued learning and workplace environment
- students receive technical and employability skills

Benefits

Education

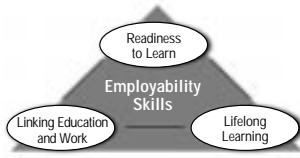
- students are provided with training and experience at industry approved standards
- college is able to offer a program that with industry support would otherwise not be viable

Business

- involvement in program design and delivery permits industry to evaluate work habits and skill levels of students for potential employment
- business partners can draw from a qualified pool of mine operators to meet critical workforce shortages

Post-Secondary

NEWFOUNDLAND



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LOCATION

Labrador City, Newfoundland

ESTABLISHED

1997

NUMBER OF PARTNERS

2

Overview

Future workplace needs are being addressed through the Employee of the Future Program. Through the development of the Provincial Mining Technology Center, this partnership is responding to industry and community needs.

Objectives

- expand and diversify programs through the centre of excellence
- support economic development and meet industry's human resource needs
- assist in the upgrade of current workforce and prepare a skilled workforce for the future

Program Activities

- development of specific courses and programs to train and retrain IOCC employees
- prepare employees of the future
- expansion of campus to respond to industry's need

Achievements

- increase in enrollment of 70%
- industry has more highly skilled workforce
- partners have developed a strong working relationship

Innovations

- all undertaken activities customized to satisfy industry needs
- program combines two semesters at the College and one paid work term at IOCC in each academic year

Benefits

Education

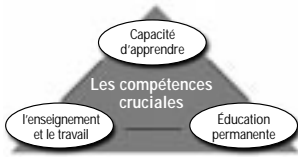
- expansion and diversification of programming through mining centre of excellence
- support economic development of community

Business

- implementation of succession planning for both current and future employees
- enhanced relationship with college and community

Post- secondaire

QUÉBEC



PERSONNES-RESSOURCES

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ENDROIT

Ville de Québec, Québec

ÉTABLI

1997

NOMBRE DE PARTENAIRES

5

Sommaire

Le partenariat entre la Faculté des sciences de l'administration de l'Université Laval et IBM Canada, appelé programme Ulysse, a pour objectif principal de transformer la formation en gestion à la Faculté afin de permettre aux étudiants de maîtriser à fond les outils et technologies de l'information et des communications et de susciter leur intérêt pour une formation de pointe en gestion dans le programme de BAA ainsi qu'au MBA.

Objectifs

- transformation de l'enseignement de la gestion au premier et deuxième cycles à la Faculté par l'introduction des technologies de l'information et des communications au coeur des programmes de formation
- partage de connaissances et compétences technologiques
- élaboration de projets conjoints touchant l'enseignement et la recherche

Activités du programme

- implantation d'une infrastructure à haute performance
- implantation d'un intranet et d'outils pédagogiques
- mise en place d'une aide technologique pour les professeurs
- mise en place d'un comptoir d'aide technique (techniciens certifiés IBM)

Réalisations

- transformation en profondeur de l'environnement d'apprentissage
- hausse de 30 % des demandes d'admission et 18 % des inscriptions au BAA; 10 % de hausse des inscriptions au MBA

Caractère innovateur

- collaboration inusitée et étroite entre partenaires; apprentissage conjoint
- centre de service autorisé IBM à la Faculté

Avantages du partenariat

Milieu de l'éducation

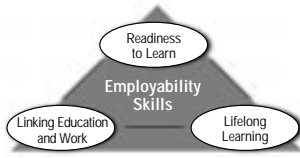
- membre du réseau mondial IBM
- accès à un ensemble de connaissances et de compétences technologiques

Milieu des affaires

- consolidation de la présence d'IBM dans la communauté de Québec
- développement du secteur de l'éducation supérieure et de la recherche

Post-Secondary

QUEBEC



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LOCATION

Montreal, Quebec

ESTABLISHED

1996

NUMBER OF PARTNERS

15

Overview

The Faculties of Engineering and Management at McGill University have created the Master of Manufacturing Management (MMM) program in partnership with manufacturing companies to educate the manufacturing leaders of tomorrow. The MMM program prepares practising engineers for the dynamic and ever-changing demands of the global marketplace.

Objectives

- develop leaders for global manufacturing
- create a partnership between university and industry in order to provide a unique educational experience
- provide an internationally recognized Masters program

Program Activities

- 12-month academic studies plus an internship with a global manufacturer
- balanced curriculum of management, manufacturing and professional development subjects with significant industry involvement provides students with a relevant, well-rounded education
- strong industry involvement

Achievements

- industry partners highly involved in program delivery
- 85% of MMM graduates are working in manufacturing companies
- MMM model copied by other education programs

Innovations

- world's first manufacturing management program to actively integrate industry participation at every stage from program conception through to delivery
- MMM program delivers a balanced curriculum
- lifelong learning activities for alumni and partner employees

Benefits

Education

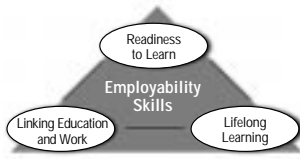
- attracts leading-edge companies as well as the best and brightest students
- fosters a mutually beneficial long-term relationship with industry

Business

- access to world-class graduates with integrated leadership, people, technical and management skills
- participation in an industry-relevant and customized program

Post-Secondary

ONTARIO



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LOCATION

Sudbury, Ontario

ESTABLISHED

1998

NUMBER OF PARTNERS

2

Overview

Both partners recognized an opportunity to enhance student learning and benefit the business partner through the Records and Information Technology Management program offered by the College.

Objectives

- meet the changing records management business needs of INCO and other businesses in Northeastern Ontario
- provide students with practical experience and on-site training
- provide economic diversification for Sudbury and increase employment opportunities for graduates

Program Activities

- operate a fully functional records centre 5 days per weeks; 50 weeks per year
- identify and implement effective methods of records storage, conversion and destruction
- integrate students' education and learning activities into daily operation of the Centre

Achievements

- created an economical and effective business arrangement for INCO to maintain its records locally
- provides on-going professional development and learning to college staff and students
- learning activities occur in a real business setting

Innovations

- no other educational institute in Canada has a partnership agreement to operate and manage a Records Centre for a corporate client
- business partner pays operating costs and shares salary costs
- Centre is used to meet other clients' needs; additional revenue remains with the Centre to be reinvested

Benefits

Education

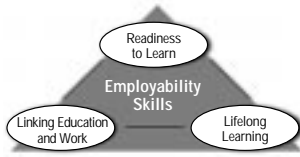
- provides more relevant and current education to students
- job-opportunities remain in the community
- format provides faculty option to integrate theory and practice making curriculum more project and hands-on based

Business

- savings to business
- enhanced community based image

Post-Secondary

ONTARIO



CONTACT

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LOCATION

London, Ontario

ESTABLISHED

1996

NUMBER OF PARTNERS

26

Overview

For highly visible civil engineering projects such as footbridges and commemorative towers, the City of London required a spectrum of design alternatives to allow public consideration of aesthetic qualities and costs. These projects have been incorporated into the Civil Engineering capstone 4th year design course. Since 1996, the City has sponsored annual design competitions where the students present their designs and compete for cash prizes.

Objectives

- create bridge from lecture-based learning to lifelong learning in workplace
- obtain suite of realistic designs and disseminate merits effectively to general public

Program Activities

- since 1996, 103 students, working in teams of 4, have prepared 25 alternative designs for 6 different projects
- current year, 32 students working on 7 new designs

Achievements

- winning Gibbons Park Bridge design adopted as basis for final design; construction completed 1998
- Labatt Memorial Park Grandstand Steel Arch alternative won Corporate Design Competition at Ontario Engineering Competition, Windsor 1999

Innovations

- students motivated through empowerment as stakeholders in a real project
- collaboration of City local professionals and university makes it a unique partnership

Benefits

Education

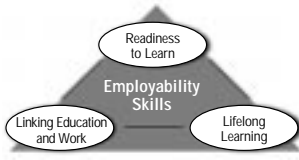
- students' integrate strengths in engineering; numeracy; health and safety issues; problem-based learning
- employability skills enhanced through exposure to integrated design project

Business

- 25 high-quality preliminary designs for four projects
- costs and merits of the various alternatives have been effectively disseminated to the general public
- firms can evaluate potential employees in a working environment

Post-Secondary

ONTARIO



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LOCATION

Pembroke, Ontario

ESTABLISHED

1998

NUMBER OF PARTNERS

7

Overview

Outdoor adventure tourism is the fastest growing segment of the Canadian economy. Training individuals to address this reality is difficult due to the prohibitively expensive equipment, specialized instructor skills, insurance and risk management realities. Algonquin and Wilderness Tours have changed this reality by offering an innovative and physically demanding Outdoor Adventure program that meets all the business and practical skill demands of this exciting industry.

Objectives

- provide students with a combination of entrepreneurial and business management education, natural resource training and extensive outdoor adventure practical skills development
- program ensures graduates will have the skills and knowledge to become leaders in this industry

Program Activities

- program based on four critical components
- activities consist of Fall Camp for 1st year students; Leadership Camp for 2nd year students; multi-day expeditions and handling of skill development

Achievements

- program most popular on campus with over 500 applicants
- internationally recognized program
- exceptional program acclaimed in North America

Innovations

- delivery of quality education and training
- unique blend of theory and practical training
- students have access to state-of-the art equipment and recognized experts in their field

Benefits

Education

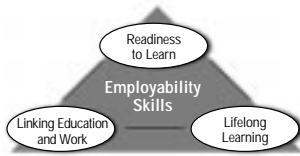
- students earn diploma and post-secondary credits
- students have enhanced opportunities for learning in a very specific industry
- entrepreneurial focus prepares graduates for the possibility of developing and sustaining own firms

Business

- opportunity to prepare highly trained individuals to take leadership positions within a specialized industry
- exposure to other employers in Canada and the United States seeking certified trainers

Post-Secondary

ALBERTA



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LOCATION

International

ESTABLISHED

1989

NUMBER OF PARTNERS

125+

Overview

NAITworking is a partnership between the Northern Alberta Institute of Technology (NAIT) School of Business and employers that provide career related work experience to students before they make career choices. The number of students and organizations participating has more than tripled since 1996, leading to placements on both the national and international levels. Accomplishments include a NAITworking student scholarship, other national and international partnerships with post-secondary institutions and developmental exchanges with NAIT staff and NAITworking business partners.

Objectives

- provide career-oriented work experience in actual business setting
- enhance student motivation and career planning
- broaden and strengthen ties between NAIT and its community

Program Activities

- match first year students with employment partners for a four-week work placement
- evaluations performed by both partners

Achievements

- number of participating partners has expanded from 11 to over 130
- many placements are extended beyond terms of the agreement
- placements have been expanded to the national and international levels

Innovations

- provides career-oriented exposure for students before they make a career choice
- international placement opportunities for students
- program launched and expanded with little or no additional funding

Benefits

Education

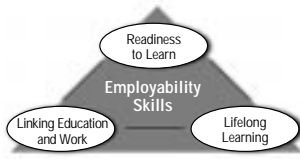
- enhanced career education, work experience and student motivation
- closer ties with industry and community organizations

Business

- opportunity to recruit skilled graduates
- demonstrates commitment to career education

Post-Secondary

ALBERTA



CONTACT

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 Director,
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LOCATION

Calgary, Alberta

ESTABLISHED

1997

NUMBER OF PARTNERS

2

Overview

The PanCanadian Educational Technology Faculty Awards Program was created in response to the challenge of transforming high education for the knowledge-based economy. The program provides faculty with opportunities to explore educational technology in collaboration with colleagues and on-site experts.

Objectives

- enhance faculty knowledge and skills related to effective technology integration in teaching and learning
- provide new technology users with opportunities to be exposed to activities related to educational technology
- engage experienced technology users in mentoring of faculty who are inexperienced in the use of learning technology

Program Activities

- Award Program consists of three streams: Project Shadow, Project Mentor and Summer Institute
- high levels of awareness and interest resulting in annual increase of applicants

Achievements

- heightened interest in educational technology in teaching
- more faculty integrating technology in their teaching
- greater access to expertise at the departmental level

Innovations

- psychological barriers diminish as faculty gains confidence in knowledge and skills
- effective application of learning technology enable faculty to foster higher skill levels

Benefits

Education

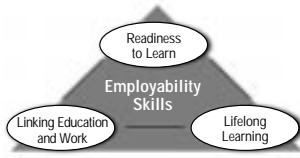
- improved teaching and learning techniques at the College
- increased interest and competence among faculty

Business

- advisory role provides opportunity for direct feedback
- involvement ensures students are prepared as future employees
- strengthened community image

Post-Secondary

BRITISH COLUMBIA



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LOCATION

Victoria, British Columbia

ESTABLISHED

1998

NUMBER OF PARTNERS

5

Overview

The partnership operates a public legal information clinic where senior law students assist members of the public in resolving business law issues. Students staff the clinic, gaining practical experience which complements the legal education program.

Objectives

- inexpensive, public access to business law expertise
- impart skills-based instruction
- hands-on experience for students

Program Activities

- year-round operation of a non-profit business clinic
- practical, direct experience for senior law students
- direct supervision of the work of student by the clinic director and one practicing lawyer

Achievements

- establishment of the only business law clinic in B.C.
- popular program has increased registrations in Business Law
- positive community presence

Innovations

- partnership intended to assist entrepreneurs who have no other access to the information required and provide hands-on experience for senior law students
- community gains from skilled professionals

Benefits

Education

- students acquire clinical, practical skills in a business setting
- integration of skills-based instruction

Business

- access to qualified young legal talent
- enhanced community image



Broad Community Collaboration Awards

**Broad-based
Partnerships**

Sponsored by

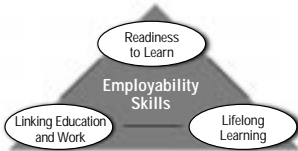


Human Resources
Development Canada

Développement des
ressources humaines Canada

Broad Community Collaboration

**NOVA SCOTIA
WINNER**



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LOCATION

Nova Scotia, Sweden

ESTABLISHED

1996

NUMBER OF PARTNERS

58+

Overview

The Open for Business (OFB) Network, with 12 sites in Nova Scotia and Sweden, is a network of youth-friendly, walk-in centres that help with the 'how to's' and 'next steps' for anyone who wants to start, improve or expand a business. OFB staff are trained to introduce entrepreneurship to youth, get them excited about entrepreneurship, and help them navigate towards reaching their business goals.

Objectives

- support the creation of an entrepreneurial culture
- address high youth unemployment
- expand options for youth in their communities

Program Activities

- business camps, workshops, seminars
- expertise and support for business planning and start-up
- ongoing access to peers, mentors, personalized support
- computers, software, internet connections, meeting rooms, office equipment for young entrepreneurs

Achievements

- supported creation of 168 new business start-ups in 1999–2000
- supported creation of 211 full-time and 51 part-time jobs in Nova Scotia
- average cost of \$2725 per job created
- OFB Network mentorship strategy provides support during initial stages of establishing an OFB by connecting new managers and staff teams with a mentor site

Innovations

- OFB Network is a series of partnerships among organizations which have assumed the role of licensee
- continuous improvement model—best practices shared so as one site evolves and improves, so do others

Benefits

Education

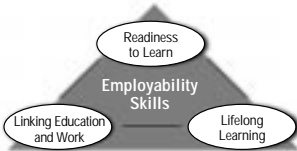
- customized programs delivered on-site (primary through university) and as outreach resource for teachers

Business

- economic benefits resulting from increased entrepreneurial activity
- promotion, networking opportunities

Broad Community Collaboration

**MANITOBA
WINNER**



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LOCATION

National—throughout Canada

ESTABLISHED

1996

NUMBER OF PARTNERS

24

Overview

Across Canada, educators in junior high school and post-secondary educational institutions, The Women's Television Network and other stakeholders dedicated to television and film training work together to create opportunities to advance girls and women in technology in the new world of convergence.

Objectives

- broaden career horizons for girls to include technology careers
- provide teachers with tools to encourage girls in math, science and technology
- create apprenticeships for women in fields where they are underrepresented; improve diversity in the workplace

Program Activities

- Girls TV Camp and Girls TV Club provides hands-on technical training for girls as young as 12
- On-Line lesson plans and teaching tips (www.wtn.ca/foundation)
- The Women's TechNical Internship provides apprenticeship—opportunities in technical fields for women just graduating from college

Achievements

- 60% of girls report being interested in technology upon graduation from the camp/club, compared with 10% before
- 50% of the girls are from diverse backgrounds or low income families
- over 75% annual employment rate for women completing the apprenticeship program

Innovations

- addressing the low representation of women in broadcasting technology

Benefits

Education

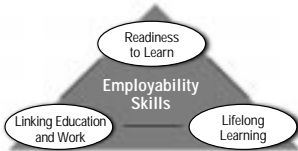
- increased number of women streaming into technology in post-secondary courses
- access to on-line resources on gender training

Business

- creates diversity and gender balance in job applicants for all broadcasters
- identifies WTN as a community leader for women and their families

Broad Community Collaboration

**SASKATCHEWAN
WINNER**



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LOCATION

Saskatoon, Saskatchewan and
surrounding district

ESTABLISHED

1997

NUMBER OF PARTNERS

90+

Overview

The Saskatoon and District Industry–Education Council (IEC) is a partnership among five local school divisions and local industry. The mission is to collaborate, focus resources and create a climate of joint responsibility in preparing youth for productive employment and citizenship. SMART (Students Moving Ahead with Real-world Training) is the main IEC program.

Objectives

- promote development of employability skills
- provide community-based learning opportunities
- provide up-to-date local labour market information

Program Activities

- Student Career Planning Portfolio
- Career Expo—sectoral sessions informing students about career opportunities
- SMART web-site—a personal profiler matches students to sectors
- Spotlight on Careers Program—tours of businesses and training institutions

Achievements

- students connect school activities with employment opportunities in the district
- students develop personal career planning portfolios

Innovation

- education and industry jointly fund SMART
- IEC and SMART serve as models in Saskatchewan

Benefits

Education

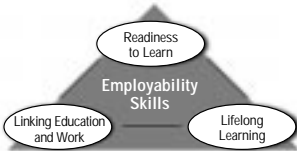
- can stay abreast of labour market trends
- can engage industry in the education process

Business

- can market employment opportunities to students
- can enhance its image

Broad Community Collaboration

**ALBERTA
WINNER**



CONTACT

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LOCATION

Southern Alberta

ESTABLISHED

1998

NUMBER OF PARTNERS

66

Overview

Chinook Regional Career Transitions for Youth is committed to improving access to career development resources and information for youth, including students in grades 7 through 12, and out of school youth who wish to access the service. Partners include 8 school jurisdictions, government, business, and youth serving agencies.

Objectives

- coordinate and implement career development activities and programming for youth
- support students and teachers relative to career planning

Program Activities

- presentations to students, parents; Job Shadow placements
- Career Corners in 20 schools; Employability Skills Portfolios
- Student Tech Prep Career Development workshop
- teacher inservice for all programs
- publish annual Scholarship Directory for high school students entering post-secondary institutions
- create and pilot on-line resources

Achievements

- 1800 students from 20 schools are developing employability skills portfolios
- 20 employers involved with Portfolio Partners program
- 12 schools have scheduled Real Game Series, a career development simulation

Innovations

- 8 school districts form unprecedented partnership to improve school-to-work transition of their students

Benefits

Education

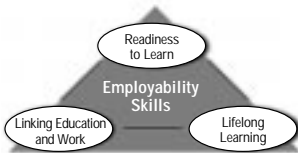
- career development information and activities for students and educators
- heightened awareness of career planning and employability skills
- enhanced community-based learning

Business

- development of human resources
- increased awareness of student potential and accomplishments
- opportunity to increase public image and community participation

Broad Community Collaboration

NEWFOUNDLAND



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LOCATION

Spaniard's Bay, Newfoundland

ESTABLISHED

1997

NUMBER OF PARTNERS

202

Overview

The Workplace Safety 3220 Partnership was formed to create a long term positive attitude toward health and safety in the workplace. They have developed a course for all senior high school students that is delivered in school and at industrial sites. On successful completion, students are certified at industrial safety levels.

Objectives

- write and implement a workplace safety curriculum for all high school students
- actively involve industry in the learning and teaching
- certify students in safety programs recognized by industry

Program Activities

- develop and introduce 110 hour, two credit workplace safety course

Achievements

- all school districts in the province are delivering Workplace Safety 3220 course to their high schools
- 1400 students currently registered
- curriculum and resources developed and course introduced in record time

Innovations

- first for credit workplace safety course developed in Canada for use as regular high school curriculum
- first time Newfoundland & Labrador government, industry and a school board have partnered to develop provincial curriculum
- teaching resources designed by educators under direction and review of experts from industry

Benefits

Education

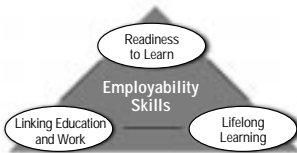
- active, exciting, relevant educational experience
- comprehensive resource packages

Business

- future workforce with a positive attitude toward injury reduction and workplace health, certified to industry standards
- experienced workforce learning health and safety through interaction with their children

Broad Community Collaboration

NEWFOUNDLAND



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LOCATION

Rural Newfoundland

ESTABLISHED

1998

NUMBER OF PARTNERS

10

Overview

Through community discussions, Random North Development Association identified a need in their region to help adults make a successful transition from education to work. A partnership team, including public, private and voluntary sectors, labour and education to implement the model, Bridging the Gap: From Education to Employment.

Objectives

- help people with academic challenges, either unemployed or underemployed, improve employability and personal development by giving them specific industry skills
- pilot a community learning network

Program Activities

- build a team of partners with an interest in the community, literacy, continuing education and business to implement the model
- develop a flexible curriculum designed and tailored to meet industry needs, using both academic and practical applications
- evaluate the process and the model

Achievements

- increased productivity and quality of the product (Seal Hide and Pelt Processing)
- increased understanding among labour (United Food and Commercial Workers, Local 1252), the company (Atlantic Marine Products Ltd.) and the training participants
- development of a working model that can be applied to different industry sectors (www.bridginggaps.com)

Innovation

- an integrated approach to linking human resource development with community and economic development

Benefits

Education

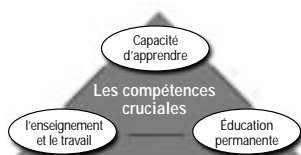
- college now has a process to facilitate transition of students with low literacy levels from training to employment at an escalated pace

Business

- increased productivity and quality of the product

Collaboration communautaire

QUÉBEC



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ENDROIT

Bellefeuille, Québec

ÉTABLI

1997

NOMBRE DE PARTENAIRES

120

Sommaire

Les nombreux partenaires reconnaissent leur responsabilité envers la collectivité bellefeuilleoise. Ils s'engagent à échanger leurs ressources et leur expertise pour le bien des citoyens, des institutions et de la communauté. Ce partenariat procure des occasions de leadership, d'initiatives entrepreneuriales, de qualité de vie à l'école et dans le quartier.

Objectifs

- comprendre et apprécier les valeurs liées aux partenariats multiples; un partage de services et d'expertise encourage le dialogue et la coopération
- favoriser la bonne entente et le leadership envers la collectivité bellefeuilleoise
- créer un environnement d'expériences authentiques pour développer des compétences professionnelles et techniques dans des dossiers communautaires

Activités du programme

- naissance de divers projets communautaires: projets environnementaux, culturels, éducation physique, etc.

Réalisations

- des réalisations de tous ordres tant pour la municipalité que pour l'école
- usage des locaux de l'école presque tous les soirs de 18h00 à 21h00 et les fins de semaine

Caractère innovateur

- création d'un environnement communautaire unique, à la fois créatif et stimulant
- partage de ressources tant monétaires que communautaires; entraide dans des dossiers communs

Avantages du partenariat

Milieu de l'éducation

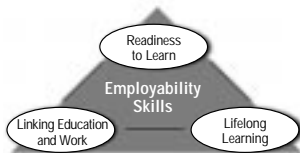
- offre un moyen puissant et intéressant d'acquérir de précieuses compétences personnelles et professionnelles

Milieu des affaires

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

Broad Community Collaboration

ONTARIO



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LOCATION

Ontario

ESTABLISHED

1998

NUMBER OF PARTNERS

8

Overview

The Manufacturing Technology for Women program is a unique partnership with the vision of breaking down barriers to employment in the manufacturing sector. In addition to hands-on skills and theory, students learn valuable employability skills and are supported in their employment venture.

Objectives

- implement skilled trade and work placement programs to enhance the capabilities of women in the manufacturing sector
- provide employment programs that focus on employability skills development

Program Activities

- 30 weeks of in-class training and 20 weeks of work placement
- 3 trades within Precision Machining and Tooling area: Tool and Die Maker; General Machinist; Mould Maker
- gender sensitivity and prevention of workplace harassment training

Achievements

- 20 women involved in the training portion of the pilot program; 16 advanced to paid job placements; 10 continued as apprentices and valued employees
- expanded to 40 women, will be provided at 6 locations across Ontario
- Train the Trainer program developed to assist in roll-out at other sites
- received an Ontario Women's Directorate award
- Centre recognized as a Manufacturing Centre for Excellence

Innovations

- Industry and education working together to further advancement of women by breaking down barriers and providing viable opportunities

Benefits

Education

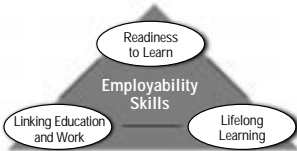
- cooperation with industry to gauge needs and develop leading-edge programs

Business

- supply of technically trained individuals and greater knowledge of challenges women face in non-traditional workplaces

Broad Community Collaboration

ONTARIO



CONTACT

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LOCATION

Mississauga, Ontario

ESTABLISHED

1996

NUMBER OF PARTNERS

57

Overview

For three years, Applewood Heights Secondary School has operated a Community Service Program that helps prepare a present and future volunteer force that is culturally and linguistically sensitive, and will ensure that community agencies such as the YMCA remain in touch with community needs.

Objectives

- increase student awareness of societal needs
- aid the community, including non-profit and for-profit agencies, in carrying out their programs

Program Activities

- every year, all 300 grade 11 students complete a 110 hour course designed to help students discover volunteering in the local community

Achievements

- since the program's introduction 3 years ago, the human resources generated are equal to one adult person volunteering full-time, 40 hours a week for 21 years

Innovations

- students develop a personal portfolio during volunteer placements, with self-evaluations of growth and learning

Benefits

Education

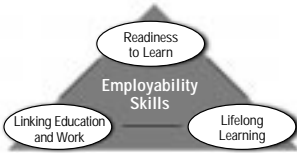
- school receives recognition from community for contribution to society and partnerships with community agencies
- teachers develop a more holistic approach to education
- students and teachers have a better understanding of community needs
- students have a new attitude toward volunteerism and a better understanding of career opportunities

Business

- community agencies more active participants in the development of young people as volunteers
- region received valuable service

Broad Community Collaboration

MANITOBA



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LOCATION

Winnipeg, Brandon,
 Northern Manitoba

ESTABLISHED

1998

NUMBER OF PARTNERS

81

Overview

MindSet's broad mission is to act as a catalyst to engage business, educational, governmental and non-governmental organizations in helping K-12 young people experience and embrace the excitement of science, technology, mathematics and innovation so that they can successfully contribute to and enjoy an innovative Canadian society.

Objectives

- encourage and promote scientific and technological awareness, knowledge, ability, skills, and innovation
- improve school-to-work transition in science and technology areas

Program Activities

- Digitized student technology conference
- New Media Master Classes
- MindSet Summer Institutes for teachers
- Aventis Biotechnology Challenge; Red Rover Goes to Mars
- High tech lesson plans
- Manitoba Science and Technology Achievement Event
- MentorNet; Innovators in Schools

Achievements

- has involved 1368 students, 263 schools, 284 teachers, 43 school divisions, 68 businesses in hands-on programs; public awareness programs have reached additional 30,000
- growing reputation as a facilitator and catalyst; often consulted for creative ideas and support

Innovations

- goals tied to high tech, economic goals of the province
- many unique activities achieved through brokering of partnerships

Benefits

Education

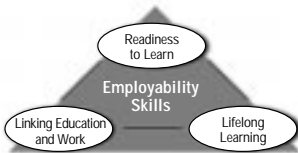
- students and educators can envision skills and knowledge needed
- get to know potential partners before committing

Business

- increased labour pool for knowledge-based industries important to Manitoba economy
- vehicle to become directly involved in labour pool issues for own industry

Broad Community Collaboration

ALBERTA



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LOCATION

Edmonton, Alberta

ESTABLISHED

1997

NUMBER OF PARTNERS

4

Overview

The EPCOR Mentorship Program matches small business owners (mentees or partners) with successful business executives (mentors) in a one year mentoring relationship. The collaborative efforts of four partners make the program possible. EPCOR provides financial sponsorship. The Capital Region Innovation Council provides financial sponsorship for small businesses in the technology sector, and participates in program management. Edmonton Chamber of Commerce connects the program to the business community and leaders. Grant MacEwan College manages the program.

Objectives

- promote strategic alliance of mentors and small business owners
- positively impact the economic success of Edmonton's small business sector
- help reduce bankruptcies and improve the economic viability of small businesses

Program Activities

- recruitment and matching of mentors and small business partners
- monitor and evaluate progress of mentoring relationships; identify training needs

Achievements

- up to 25 matches from general business sector and another 10 in the technology sector in each 12–15 month cycle
- program used as a model in Alberta and New York

Innovation

- one-on-one experiential learning in the real world
- customized and tailored to the specific needs of the individuals involved producing a unique and effective result

Benefits

Education

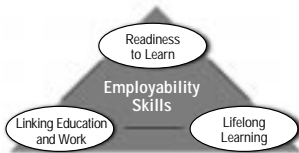
- unique connection to community provides more in depth understanding of the realities of commerce

Business

- improves overall stability of business community

Broad Community Collaboration

BRITISH COLUMBIA



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LOCATION

Across British Columbia

ESTABLISHED

1997

NUMBER OF PARTNERS

8

Overview

In 1997, discussions were held to investigate a broad based health care community collaboration approach to leadership development within the BC Health Care Community.

Objectives

- raise the quality of leadership in BC health care
- provide government and regional health authorities with a common framework for leadership
- provide all partners with reasoned, comprehensive and relevant solutions to emerging health care challenges

Program Activities

- 245 senior health care leaders (management, union and Ministry of Health) through 6 day Creative Leadership in Health Care Program
- 60 mid-managers through 5-day Emerging Leaders Program
- Representatives from almost every health authority in BC through a 4 day Leadership in Governance Program
- 5 customized Health Authority leadership programs

Achievements

- growing participation and endorsement by unions, management, key partners
- marriage of theory and practice

Innovations

- common competency framework to all programs
- credit for participants in Masters Programs at Royal Roads University
- centrepiece of programs is a real-life leadership challenge, such as the nursing shortage in BC

Benefits

Education

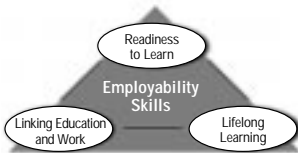
- marriage of theory and practice—in action research studies and customized programs

Business

- multi-level provincial framework for leadership development and cost-effective suite of leadership programs available to all health authorities

Broad Community Collaboration

BRITISH COLUMBIA



CONTACT

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LOCATION

National

ESTABLISHED

1981

NUMBER OF PARTNERS

250+

Overview

Shad International is a non-profit organization dedicated to developing innovative leaders through business–education partnerships. Its mission is to challenge high achievers; develop their entrepreneurial passion, leadership, science and technology interests; and deliver outstanding programs and experiences.

Objectives

- promote STE and leadership skills to business, education and other communities
- develop and deliver leadership and science, technology and entrepreneurship programs
- establish, nurture and maintain long-term partnerships with stakeholders for mutual support

Program Activities

- Shad Valley program; Shad Summit 2000 Conference; Shad Institute for Teachers (SIFT)
- Corporate work terms
- Royal Bank Shad Entrepreneurship Cup

Achievements

- high impact evidenced by students and other stakeholders
- over 6,400 successful alumni
- lasting relationships have developed since its inception in 1981
- diversity of programs

Innovations

- unique combination of science, technology, entrepreneurship and leadership
- innovation is a key component of all Shad programs

Benefits

Education

- opportunity for universities to recruit top-achieving students
- students gain experience and learn about career options that cross boundaries

Business

- early tap into future leaders
- enhanced community image



Industry Canada— CanConnect Awards

Developing
information and
communications
technology skills in
Canadian youth and
their communities

Sponsored by

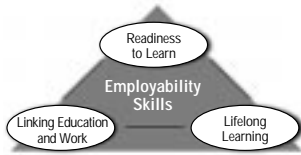


Industry
Canada

Industrie
Canada

CanConnect

**PRINCE EDWARD ISLAND
WINNER**



CONTACT

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ESTABLISHED

1999

NUMBER OF PARTNERS

17

Overview

The Between Generations Program is a partnership between Technology PEI, KenNet Inc. and its 15 partners across Prince Edward Island. This project focuses on giving youth an opportunity to interact with other generations through the use of technology. Through this collaborative effort, seniors cooperate to share stories of common interest with the youth who then develop a web site in order to preserve these stories for future generations. The students have the opportunity to gain exposure to local traditions and history while seniors learn about technology and the internet.

Achievements and Results

- grade school children research and develop a web site about the evolution of farm technology
- through the development of this site, children who are just learning how to read and write gain valuable employability skills
- role reversal as children become teachers
- project objectives met as youth are exposed to local traditions and history while learning valuable technical skills

Innovations

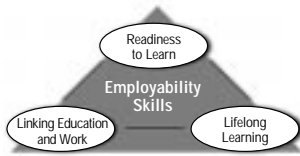
- funding provided to ensure youth groups were technically functional
- students gain real world experience while supporting the community

Benefits

Win-win situation as youth learn technical skills, as well as the importance of social and community involvement; old and new come together through the preservation of local traditions and history via current technology mastered by students.

CanConnect

**ONTARIO
WINNER**



CONTACT

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Web Site:
www.nortelnetworks.com

ESTABLISHED

1998

NUMBER OF PARTNERS

4

Overview

When Nortel Networks moved from a Macintosh to a PC-based environment, it had thousands of unusable Macintosh computers on hand. Employee volunteers began purging and refurbishing the computers in 1993, making them available to schools. In 1998, this program evolved when Nortel Networks initiated a dynamic new partnership with Michael Power St. Joseph High School, creating the first computer repair/refurbishing course to receive Ontario Secondary School Diploma accreditation. Students gained practical experience by refurbishing the computers, while contributing to the education community throughout the country. Additional program activities include Nortel volunteers training high school students on web site design and maintenance for one of Nortel's customers (the Childhood Cancer Foundation) as well as redesign and maintenance of an existing resource catalogue. This latter program is considered a unique community-related opportunity for student co-op placements.

Achievements and Results

- students become increasingly aware of their opportunities in the areas of science, math and engineering
- gain practical experience and see results of their labours both in the classroom and with the business
- student-designed web site offers information for families and children living with cancer
- students have met some of the cancer survivors who have benefited from the web site services prepared by students

Innovations

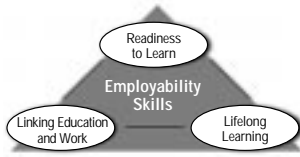
- four-way partnership created to help bridge the digital divide evolving into a classroom experience unlike any other
- students gain real world experience while supporting the community

Benefits

Innovative four-way partnership is another opportunity to make young people aware of their prospects in the communications technology field.

CanConnect

**MANITOBA
WINNER**



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LOCATION

Gimli, Manitoba

ESTABLISHED

1997

NUMBER OF PARTNERS

3

Overview

Gimli High School has formed an innovative venture as a School–Community–Business Partnership with Interlake Communications Co-op Ltd.—the local cable company and Manitoba School Improvement Program Inc. The project referred to as Channel 14 is entirely run and managed by students at the high school. Channel 14 provides a 24 hour a day, 7 day a week advertising service on cable television where advertisements continue to cycle through every few minutes. This element requires the students to have a range of technical expertise to ensure a professionally incorporated, dynamic ad.

Achievements and Results

- due to the success of this station, the advertiser base continues to expand; in 3 years, \$33,000 generated for school technology
- accommodate individual needs and maximize students' potential as successful, self-directed, independent problem solvers
- provide students and staff with opportunities to keep pace with developing technology
- develop students that have the knowledge and skills to make informed personal, academic and career choices

Innovations

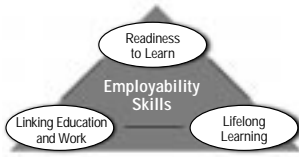
- provides students with further opportunities to learn the importance of developing academic skills in a high school setting
- students are exposed to a variety of options and situations that can further enhance their personal management and teamwork skills
- program fills a community void and enriches the link between school, community and business

Benefits

Students are trained in computer technology-hardware/software, business, personal/management, academic and teamwork skills; through their involvement with Channel 14 students understand how these skills can be applied to real life situations and future jobs

CanConnect

**MANITOBA
WINNER**



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ESTABLISHED

1997

NUMBER OF PARTNERS

11

Overview

The Women's Television Network recognizes there is a technical evolution going on in broadcasting that has traditional television merging with new ICT tools. Women hold fewer than 10% of the jobs on the technical side of broadcasting and women's participation in the ICT sector is shrinking.

To address this issue, WTN, under its WTN Foundation Inc., created the Girls TV Camp in 1997 and piloted it in partnership with Balmoral Hall Girls' School in Winnipeg. It now has camps in British Columbia, Ontario and Nova Scotia.

Achievements and Results

- students offered an opportunity to be creative and benefit from hands-on experiences
- students gain empowerment and personal control over the products they produce
- high percentage of girls continue their technical training
- projects are designed with both technical skill training and soft-skills in mind
- on-line research is critical in the completion of tasks
- media and digital literacy exercises required

Innovations

- total female representation (participants and staff members)
- both students and teachers come from diverse backgrounds
- several follow-up components to the camp

Benefits

The career horizon of girls is broadened to include technical fields where girls' and women's representation is low. Young girls develop new skills required for future employment in an increasingly technical work world that goes beyond broadcasting.



Awards for Excellence in Workplace Literacy

Raising awareness of
the value of workplace
literacy to business,
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Small Business Literacy Initiatives

WINNER



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Diversified Metal Engineering Ltd.

Overview

Diversified Metal Engineering Ltd.'s (DME) products are varied, but most serve the food and beverage industry. Its most common product is equipment for the brewing industry—stainless steel tanks with brass trim that range in size from 5 barrel brewpubs to 60 barrel regional brewing systems. The emphasis is on quality—in equipment, in service and in long-term customer support.

Because DME's products are diverse in nature and its markets are subject to change, it was felt that providing continuous learning opportunities for the entire workforce was crucial. Having a well-trained staff is a key component of DME's manufacturing of quality products. Together with Workplace Education—PEI, a project team guided the learning initiatives including a needs assessment and several programs.

Objectives

- allow all employees access to continuous learning opportunities
- improve employability skills for employees, leading to greater job mobility and/or job security

Innovation

- management supported the learning initiative by providing release time, in-kind services and financial commitment
- positive attitude and ownership displayed by project team and learners

Benefits

- decreased time and waste
- improved communication on the shop floor
- increased confidence in employees' abilities to perform day-to-day work
- empowered learners

Small Business Literacy Initiatives



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The Ark / Lunenburg County Association for the Specially Challenged

Overview

The Ark/Lunenburg County Association for the Specially Challenged (LCASC) has played a vital role in the community for over 30 years, providing activity based programs and a sheltered workshop setting for individuals with mental handicaps. Operational costs are paid for by the profits from work completed during training, including the production of a variety of crafts such as rug hooking and braiding and furniture making and repair, in addition to contract work for local businesses.

An increasing awareness of the need for literacy skills by staff and workers led to workplace assessments and individual goal setting. Training began in 1997 and programs have expanded to include computer training, sales and customer service training, assertiveness, money, independent reading and numerical training.

Objectives

- provide vocational and life skills training to the workers
- connect literacy to hands-on vocational training
- provide opportunities for learning while on the job

Innovation

- staff-suggested programs incorporate functional needs of literacy in the workplace
- programs are based on worker needs and choices

Benefits

- workers gain pride and independence
- worker recognition of words and numbers has led to a new, more positive outlook on life
- store provides the public with an opportunity to see the abilities of people with special challenges

Medium Business Literacy Initiatives

WINNER



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Cameco Corporation, Key Lake Operation

Overview

The Workplace Adult Education program began in 1996 as a test program at the Cameco Corporation minesites to gauge the success and the ability of a program to deliver adult education courses to a workforce captive to a work camp environment. It was also intended to determine the effectiveness of a joint government-industry task force in assembling and delivering adult education in the workplace. The pilot has developed, over the past few years, into a program that is rewarding for both the company and employees.

The program targets employees and long term contractors at the Key Lake and Rabbit Lake Operations, and aboriginal and true residents of Saskatchewan's north in particular. The program prioritizes the basic academic elements of reading comprehension, writing and fundamental mathematics. These enhanced skills allow participants to better complete operating reports, work requisitions, and other job-related documents.

Objectives

- raise the literacy level of all employees, and Northern Aboriginal residents in particular, to successfully accomplish their personal goals and function to their full potential on their jobs

Innovation

- the first general program at a Northern Saskatchewan minesite to address literacy, basic academic skills, and actual education levels while recognizing the cultural diversity of the workforce

Benefits

- lower production costs due to increased safety, efficiencies, more effective job-specific training and general self-confidence of the workers
- employees gain opportunities for mobility within the organization and greater ability to adapt to change

Medium Business Literacy Initiatives



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Assiniboia Downs

Overview

To address educational needs of employees, research into worker needs and interests was conducted. An in-depth literacy skills profile of the workplace was developed, including an examination of the literacy skills needed, personal and workplace barriers to participation in learning, and preferred methods of program delivery.

Important elements of providing learning opportunities to the workers including publicizing the research and building a "training culture" at the racetrack. This was accomplished through face-to-face conversations with workers in their work areas, brochures, posters and PA system announcements, partnerships with the racetrack chaplaincy and the Winners Foundation, as well as a "Barbeque for Literacy" promotional event.

Objectives

- determine the best or most effective model for education and training
- find ways to make education and training opportunities and programs self-sustaining

Innovation

- provides both formal education and training in life skills (resumé writing, parenting, etc.) and "soft" skills (negotiation, conflict management, etc.)
- experimented with several learning delivery options including home study, study groups, computer programs, and workplace specific materials for GED preparation

Benefits

- workers with irregular schedules have options for program delivery
- the learning centre is accessible to workers who live on-site, but affords participants some privacy
- as attitudes change, individuals will be more willing to seek upgrading

Medium Business Literacy Initiatives



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Avon Foods Inc.

Overview

One of the largest employers in a small farming community, Avon Foods Inc. is a family-operated food processing and canning plant. The company operates 24 hours a day to a capacity of 49 weeks per year with 200 peak harvest-time employees, and 120 full-time employees during the off season.

Avon Foods recently implemented a minimum pre-requisite of Grade 12 completion for new applicants and also for those applying from within for promotion. The shift in hiring policy was necessitated by the rapid pace of technological change which placed an increased emphasis on sound reading, writing, math, communication and problem-solving skills. To stay competitive, increasingly more employees were required to develop new skills. The workplace education programs are based on individual and organizational needs and assessments, written/oral communications and math upgrading, as well as GED preparation.

The skills that employees develop for work transfer into their family and community life. Since the first Workplace Education program began in 1991, 94 employees have participated.

Objectives

- link workplace education to other training opportunities to benefit the company
- stable, flexible workforce able to perform tasks better than competitors

Innovation

- model developed at Avon Foods Inc. has been used to promote workplace education province-wide
- model uses a partnership approach, involving management, employees, the union and the Nova Scotia Department of Education

Benefits

- employees experience an increase in their skills, knowledge, self-esteem and sense of morale
- positive impact on labour / management relations

Medium Business Literacy Initiatives



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KeySpan Energy Canada

Overview

KeySpan Energy Canada Inc. is the largest independent midstream company in Canada with over 270 employees, 14 processing plants and associated pipelines, and the capability to process over 50 million cubic metres of gas. To operate safely, efficiently and produce a high quality product, KeySpan's workers are highly trained, experienced and capable of adapting to new technology and new regulations.

Two years ago, the company undertook the development of a training system that would meet the needs of a midstream company. The system was designed to be competency based, on-line where possible, skill profile-oriented and third-party audited. Evaluations of employee capabilities were developed, based on prior learning assessment and supervisor validation of work covered by the competencies.

Objectives

- skill profiles (accepted by management and employees) with task competencies developed for every category of employee
- industry-wide program acceptance
- effective, non-threatening, and easy to implement, with emphasis on just-in-time training

Innovation

- the Capability Development System consists of a software assessment tool, sanctioned by the Canadian Technologies Human Resources Board (CTHRB), as well as skill profiles for various jobs and a content or curriculum repository providing current technical information
- KeySpan is the validation agency for CTHR in the Canadian Petroleum Industry

Benefits

- system is a model for the Pipeline Operators Group Committee which validates a proposed industry-wide standard for liquid pipeline workers
- a well-trained workforce is a marketing positive in the petroleum industry, resulting in fewer accidents, less equipment downtime and increased production and profitability

Large Business Literacy Initiatives

WINNER



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The North West Company

Overview

The North West Company (NWC) is the largest private employer of Aboriginal people in Canada. Its stores are geographically dispersed across Canada, sometimes in very remote communities, making logistics, technology and access to education a challenge. English is predominantly a second language for its employees.

Workplace Literacy has been a strategic part of NWC's training program since 1992. Using a multifaceted approach to literacy and training, the four main focus areas of the program include communication, computer literacy, numeracy and reading/writing. The training programs are tailored through literacy studies, needs assessments and 360 degree feedback surveys.

Objectives

- address all areas of literacy, including interpersonal, technical and enabling skills that increase overall employability
- overcome the barriers that prevent Aboriginal employees from advancing into management positions
- promote continuous learning and upgrading

Innovation

- developed a tool to determine employee literacy levels and gaps between current skill levels and skills required for each position
- created detailed training plans for each store-level position, using a variety of learning tools

Benefits

- provides stores with well-trained, motivated employees working under the direction of skilled management teams
- increased productivity and profits
- improved employment prospects for employees

Large Business Literacy Initiatives



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Palliser Furniture

Overview

Palliser Furniture is a 53-year old family-run business built through commitment and hard work. The global current that moves industry forward insists that employees be skilled in their fields and committed to growth through learning. Over the years, Palliser has grown in its commitment to education in numerous areas, including Health and Safety, Quality, Preparing for Retirement, Leadership Training, ESL, Literacy, Cultural Diversity, and Speechcraft, among others.

In 1994, through the aid of Workplace Education and the Manitoba Department of Adult Literacy and Continuing Education, Palliser began to offer literacy classes that focused on spelling and grammar. Classes have expanded, with ten basic skills classes currently running, seven of which are ESL and three of which are literacy. Palliser is committed to removing any barriers that may hinder employees from moving into higher roles.

Palliser Furniture knows that basic skills training increases productivity, reduces errors, improves morale, lessens turnover, and taps potential within its own employees.

Objectives

- ensure leaders are prepared for the increase in literacy demands
- ensure plant employees have the opportunity to develop speaking, writing and reading skills
- plain language documents

Innovation

- in-house professional development for trainers
- in-house paid teachers' aids and volunteers
- math modules taken as needed

Benefits

- reduced errors in production
- untapped potential in employees for advancement

Large Business Literacy Initiatives



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City of Moncton

Overview

The Canadian Association of Municipal Administrators encourages municipalities across Canada to become involved in workplace education as a way to reinvest in municipal workforces. The City of Moncton became one of five pilot projects across Canada to encourage literacy in the workplace. In 1997, the City of Moncton partnered with the New Brunswick Community College and NB Literacy Inc. for expertise and funding in adult education.

The unions involved saw the positive impact that training opportunities would have on their members. While confidentiality regarding enrollment is paramount, employees from various departments as well as their spouses and adult children participate. Training in areas such as Basic Math, Basic Income Tax Preparation, Basic English Grammar, and Word and Excel Programs, are achieved through one-on-one tutoring or in small classrooms within the workplace environment.

Objectives

- provide workplace education including basic reading and writing programs such as writing for work, basic computers and oral communications
- assist employees and their families to acquire self-esteem and abilities to further their involvement in the community

Innovation

- unions participate on the Workforce Education Committee and support the program
- in-kind and educational support from New Brunswick Community College

Benefits

- more knowledgeable workforce is better able to adapt to change
- employees have an increased confidence in their abilities
- satisfaction of taking part in good corporate citizenship practises

Large Business Literacy Initiatives



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Boeing Canada Technology— Winnipeg Division

Overview

Boeing Canada Technology (BCT), Winnipeg Division is part of The Boeing Company and has been in operation in Winnipeg since 1971. BCT specializes in the manufacturing of composite parts, which it markets, in competition with other Boeing operations worldwide, to Boeing Commercial Airplanes.

In 1995, a massive organizational needs assessment was undertaken in order to clearly define required skills sets, skills gaps and to establish priority in terms of training directions. The identified goal was to move to a cellular manufacturing environment utilizing cross-functionally trained employees. Top priority in terms of training was workplace core competencies—reading, communication, mathematics and language skills.

Objectives

- provide basic skills training which reflects the needs of diverse subcultures
- provide basic skills training which is relevant to the daily requirements of the plant floor—reading of technical specifications and precision calculations

Innovation

- creation of a work environment where sub-cultures are respected and diversity is valued
- provide a range of training reflecting the skills required for practices such as self-directed work teams, continuous improvement and self-inspection and assessment

Benefits

- allows BCT to continue its practice of hiring diverse cultural sub-groups
- basic skills training is the foundation for other training and career advancement opportunities

Large Business Literacy Initiatives



CONTACT

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Dofasco Inc.

Overview

Dofasco is one of Canada's largest steel producers serving customers throughout North America with high quality flat rolled and tubular steel from operations in both Canada and the USA. The company believes in and operates from its slogan: "Our Product is Steel, Our Strength is People".

To maintain and increase the company's ability to remain competitive in the global market, Dofasco Inc. launched the Essential Skills Program in 1997. One of the program's goals was to create and maintain a globally competitive industry by ensuring core competencies beginning with a basic skills level through Dofasco Inc. Workplace Teams, dedicated to specific work areas, own, design, implement and evaluate the program within the framework of the accepted corporate process.

Objectives

- provide the opportunity for employees to learn the essential skills needed to make the best contribution they are capable of making in the workplace, at home and in the community
- raise the knowledge and skills of employees to meet present and future challenges
- foster a lifelong learning environment

Innovation

- an Advisory Committee established the fundamentals of the program and continuously monitors and keeps the program within the framework of the agreed-upon corporate process
- the program follows a continuous feedback and improvement model

Benefits

- increased ability of employees to deal with daily literacy challenges
- relationship building between co-workers, instructors, team members and volunteers
- development of transferable skills

Large Business Literacy Initiatives



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Canfor Corporation

Overview

Canfor Corporation is a leading Canadian integrated forest products company based in Vancouver, B.C., with its operations centre in Prince George, B.C. Since 1998, Canfor has been supporting an innovative workplace literacy program in three of its B.C. forestry mills. The program—LEAP (Learning and Education Assisted by Peers)—has been paid for by the company since 1999.

The LEAP program adheres to the philosophy of worker-centred learning, with individual learners setting their own goals and working towards them at their own pace. LEAP builds on the experience and prior learning that adult learners bring with them. Tutor training and support is provided by Capilano College. The unions are also key stakeholders, providing LEAP information sessions, promoting student recruitment and coordinating on-site program logistics.

Objectives

- facilitate access to basic education and skills upgrading
- provide a friendly, non-threatening learning environment
- provide a framework for a joint union-employer approach to basic education in the workplace

Innovation

- collaborative approach, with union and management working together
- delivered at the workplace, on work time, and by trained peer tutors

Benefits

- creating a more skilled, adaptable workforce
- developing natural leaders in the workforce
- improved teamwork, loyalty and safety in the workplace
- enhanced ability to help children with homework, improved family life, and increased community connections

Large Business Literacy Initiatives



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Dexter Construction Company Ltd.

Overview

Dexter Construction is a Nova Scotia company engaged in heavy construction. The primary business is road building and site preparation. Work is performed throughout the province. The company's workforce is made up of a diverse group of employees with varying backgrounds and educational levels.

The Providing Adults Valuable Education (PAVE) Program was initiated in 1996 to address the literacy, numeracy, and communication skills of the workforce. The program is supported through the efforts of a dedicated Project Team and partnerships with the Department of Education and Culture, HRDC, the employees and local community organizations. The program consists of a Basic Academic Upgrading Program and an Essential Communications Skills for Supervisors Program.

Objectives

- promote education in a comfortable, non-intimidating environment
- develop a learning culture within the company
- provide the foundation for employees to write their provincial GED exams, if they choose
- increase the competence and confidence of the workforce

Innovation

- programs incorporate company documents and examples into the course content
- an Employee Resource Library further encourages skill development
- the company funds the full cost of the programs, and provides fees for provincial GED exams

Benefits

- a more confident workforce that is better prepared to meet the challenges of business and technological change
- employees develop a sense of accomplishment and pride, enabling them to participate more freely at work, at home, and in the community

Large Business Literacy Initiatives



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BC Buildings Corporation

Overview

Driven by British Columbia Building Corporation (BCBC) employees' concern for the future of youth-at-risk, the Generation Y Program provides workplace literacy and on-site training for these youth. Students learn teamwork skills, basic workplace education and obtain enhanced prospects to participate in the working world. As part of a six-month program, students attend two days of educational classroom training and three days of on-site work experience each week.

Many participants have never been able to hold a steady job because of an inability to consult or negotiate with authority figures. The classroom gives them the opportunity to discuss options and appropriate behaviour with peers, supervisors and instructors. The work component allows them to put these learnings into practise.

Objectives

- provide participants with the skills, self-esteem and confidence to become productive members of society through an opportunity to work in a mainstream organization

Innovation

- participants interact with successful business people and learn that education, work habits and success are linked together
- program focuses on youth who had little chance of joining mainstream organizations because of past behaviour and a lack of job readiness skills

Benefits

- employees learn to accept a new level of diversity and tolerance in their organization
- participants learn how to develop and use strategies to deal with personal and workplace issues



Canada's Top Employers of Youth Awards

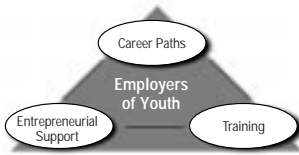
**Recognizing employers
who hire youth and
provide them with
career-oriented
opportunities**

Sponsored by

The Federal-Provincial-Territorial
Forum of Labour Market Ministers

Employers of Youth

**NEWFOUNDLAND
WINNER**



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Newfoundland Council of Industry Associations

Overview

The Newfoundland Council of Industry Associations (NCIA) consists of the Newfoundland Environmental Industry Association, the Alliance of Manufacturers and Exporters Newfoundland, and the Newfoundland and Labrador Association of Technology Industries. Through each association, the NCIA provides support for the growth and development of the environmental, manufacturing and technical sectors in Newfoundland and Labrador.

The associations also work together to foster employment, training and career development for youth through the Professional Youth Experience (PYE) Program. Since 1996, the PYE Program has provided Newfoundland and Labrador industry with university and technical school youth graduates specially trained for professional employment in the highly skilled environmental, manufacturing and technical sectors.

Objectives

- supply local industry with young graduates with skills sets appropriate for industry
- establish pathways to permanent employment by linking labour force requirements with job experience and advanced skills development

Innovation

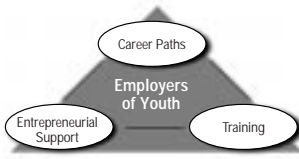
- PYE Program is responsible for placement, monitoring, coordinating participant skills development instruction, financial disbursement process and individual project evaluation
- employment/skills development profile maintained for each participant

Benefits

- relevant skills development for "difficult to fill" positions
- graduates strengthen employability skill sets through work experience and develop industry-customized advanced skills

Employers of Youth

NEWFOUNDLAND



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Innova Multimedia Ltd.

Overview

INNOVA is a developer of high quality, interactive, curriculum-specific, e-Learning content. The company is developing an international market niche in the Internet-based, curriculum specific, educational multimedia area. INNOVA specializes in content development, interface design, detailed storyboarding, digital authoring, digital content gathering, post-production, marketing, database design, hardware/software support and other services.

INNOVA has spent time and money implementing development processes and tools suited to increasing the productivity of new hires. The company sees the availability of the young, well-trained pool of potential employees as an asset. Its strategy has been to create, refine and implement development tools and strategies to leverage this asset.

Objectives

- create a team with diverse talents and backgrounds in graphics, computer programming, education and marketing
- hire new college graduates with good work ethics and broad software exposure

Innovation

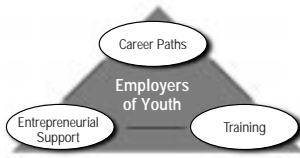
- existing content developers mentor new hires
- develop team leaders from within as a promotion strategy

Benefits

- use of development strategies for new hires increases their productivity
- provides positions for new graduates, who are typically seeking their first full-time jobs

Employers of Youth

NEWFOUNDLAND



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Gander Collegiate

Overview

The Cooperative Education Program and the Media Technology Internship Program at Gander Collegiate aim to offer high school students the opportunity to spend part of their high school experience as participants in the local workforce. Students gain valuable job skills and high school credit through experience.

Beyond the original Cooperative Education Program, Gander Collegiate has been partnered with Cable Atlantic since 1996, offering Work Study Programs for students. This partnership developed into the Media Internship Program, which is now in its third year of operation, and will see over one hundred students complete the program by the end of the present school year.

Objectives

- promote student learning through direct participation in the workplace and through reflective classroom sessions
- create support for the programs from the community

Innovation

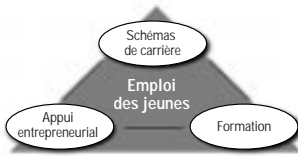
- students participate fully in the work experience, following regular work hours, adhering to company dress codes, etc.
- 39 private agencies have used the services of the Media Technology Internship Program, which allows students to work in the television production industry

Benefits

- workplace experiences provided for hundreds of students in the Gander area
- programs assist students in choosing careers and post-secondary education options
- Media Internship students provide services to the community, such as closed circuit television coverage of the Supreme Court of Newfoundland and multimedia work for the local school board

Emploi des jeunes

NOUVEAU BRUNSWICK
LAURÉAT



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Régenord Ltée

Sommaire

RégeNord Ltée fut fondée en 1989 par un jeune forestier sortant à peine de l'université. De sa volonté d'offrir des services de plus grande qualité et de sa ténacité à toujours faire mieux dans le but d'améliorer l'industrie forestière, la compagnie étend de plus en plus ses bras. Onze ans plus tard, la compagnie continue de grandir et oeuvre maintenant dans les domaines de la foresterie, de l'environnement, de la géomatique, de la formation, et dans la gestion et l'encadrement d'entreprise.

Comme le principal champ d'activité concerne les services d'aménagement et d'entretien forestier, il s'adresse à des jeunes candidats. La compagnie désire leur faire une place sur le marché du travail, augmenter leurs revenus par l'amélioration continue de leur techniques et aussi parfaire leur capacité de diversifier leurs activités afin de pouvoir travailler sur de plus longues périodes à chaque année.

Le personnel cadre forme un lien étroit avec les jeunes employés en partageant leur expériences de travail. Les évaluations encouragent les jeunes à s'améliorer et leur permet de mieux cibler leur potentiel et de mieux orienter leur carrière. RégeNord favorise également le développement chez les jeunes en leur donnant accès à l'entreprise par la voie des stages. La compagnie reçoit même des étudiants au niveau international.

Objectifs

- accès à la formation continue pour les employés; accès illimité à Internet, rubriques scientifiques, bibliothèques et universités
- encourage le développement d'intérêts personnels

Caractère innovateur

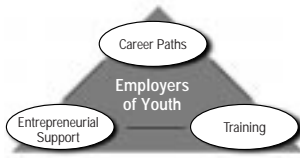
- favorise la diversification et la polyvalence au travail
- l'École Forestière offre une formation directe aux employés; les jeunes sans expérience peuvent suivre un cours pratique qui stimule la création d'emplois
- les employés sont encouragés à se perfectionner en suivant des formations pour demeurer à la fine pointe des technologies

Avantages

- RégeNord Ltée croit à l'apport des jeunes au succès de l'entreprise
- aucune barrière quant à l'avancement, car la compagnie encourage l'initiative et la réalisation de rêve

Employers of Youth

NEW BRUNSWICK



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Northumberland Co-operative Limited

Overview

Northumberland Co-operative Limited is a Producer Co-operative with over 350 members. The Co-operative includes a dairy processing plant with a modern laboratory, food service complex, feed business and hardware store. Northumberland is recognized as a top quality distributor by North American companies such as Nestle, Haagen-Dazs Ice Cream, Tropicana, NFC Juices, Yoplait Yogurt and McCain's Frozen Food.

Northumberland promotes youth training and development by actively participating in a co-operative Educational Program with a local high school. For the past few years, all Co-op students have continued as employees, either as summer or as part-time workers. Another Co-op program with Dalhousie University allows Bachelor of Commerce students the opportunity to work in their chosen profession. Co-op programs with the University of New Brunswick—Saint John Campus and the Columbia-Canada Youth Interaction Exchange have also been explored.

Objectives

- foster employment, training and career development in summer and entry-level employees
- encourage all employees to further develop their skills

Innovation

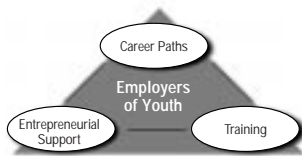
- company-funded industry-related education and training for all employees
- all employees participate in WHMIS and Health and Safety Training

Benefits

- Co-op students receive remuneration and job experience
- all employees have the opportunity to receive additional education and training

Employers of Youth

NEW BRUNSWICK



CONTACT

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Maple Leaf Homes

Overview

Based in Fredericton, New Brunswick, Maple Leaf Homes Inc. is the largest manufacturer of quality built homes in Atlantic Canada and the eastern United States. The company employs over 250 workers and builds a wide variety of designs and styles of homes and commercial buildings each year. Work is done on a production-line basis, and each employee is an integral part of the manufacturing process.

Maple Leaf Homes works very closely with area high schools. The company has been involved in the Co-op program, run jointly by the New Brunswick school system and area businesses, for eight years. Summer positions, through the Youth Apprenticeship Program, have provided youth with experience in various areas of the plant. The company sponsors both male and female students to attend the Apprenticeship and Journeymen Carpenters programs at the New Brunswick Community College.

Objectives

- provide valuable job experience to area youth
- inspire youth to choose a career path in the carpentry trade

Innovation

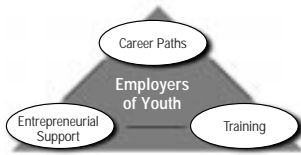
- seasoned workers provide a wealth of knowledge and experience for younger employees
- promote the education and betterment of all employees

Benefits

- students fill extra positions demanded by the industry's seasonal nature
- youth develop interview skills and other related job skills

Employers of Youth

**NOVA SCOTIA
WINNER**



CONTACT

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AMIRIX Systems Inc.

Overview

With experience in both software and hardware design, AMIRIX is an established international technology leader for embedded computing systems solutions. The company provides enabling technology in the form of products, licensed intellectual property, and design support to the global technology market. Multi-disciplinary project teams, paired with state-of-the-art resources, help to bring quality products to market quickly and cost effectively.

AMIRIX proactively contributes to the educational process by offering summer employment, Co-op placements and internships to university and college students. While most student and entry level positions are technical in scope, summer and Co-op placements are also arranged for business and public relations students.

Objectives

- encourage young employees to freely express ideas while they provide relevant contributions to projects
- allow all employees to remain current in their fields

Innovation

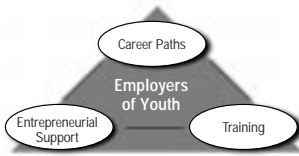
- entry level employees participate in a mentoring program
- all employees receive a Professional Development allowance
- employees develop personal career paths
- employees given time off work to attend part-time courses if only offered during traditional working hours

Benefits

- satisfied employees boost morale as well as productivity
- student employees receive a wide variety of exposure to challenging hardware and software design projects

Employers of Youth

**PRINCE EDWARD ISLAND
WINNER**



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University of Prince Edward Island

Overview

A public non-denominational institution established in 1969, the University of Prince Edward Island is composed of four faculties: Arts, Science, Education and Veterinary Medicine; as well as the Schools of Business Administration and Nursing. Approximately 3,000 full- and part-time students are currently enrolled.

There are over 700 employees at the University, with an additional 400 students hired part-time. Youth employees are typically hired into Veterinary Internships and post-doctoral placements. Student employment makes a significant contribution both to the campus in terms of research and operations, and to the students as a means of supplementing their educational income and of gaining valuable skills and experience.

Objectives

- student employment should contribute to the student's experience at the University
- provide opportunities for students to obtain remunerative employment and experience within the University community

Innovation

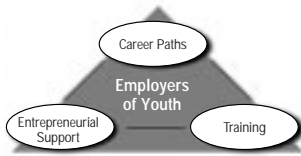
- all regular employees have the opportunity to enroll in a limited number of University courses, free of tuition
- institution-wide student hiring and employment policy establishes student rates of pay, hiring procedures, etc.

Benefits

- full-time University employees have access to further education
- students have access to income and work experience in a post-secondary environment

Employers of Youth

PRINCE EDWARD ISLAND



CONTACT

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DeltaWare Systems Inc.

Overview

Since its inception in 1992, DeltaWare has experienced significant growth, both in terms of the market share and the development of innovative products and services. The company continues toward its long-term goal of becoming a recognized leader in Information Technology solutions, regionally and nationally. DeltaWare provides a comprehensive range of services including Consulting and Project Management, Enterprise Resource Planning, Application Development and Technical and Applications Support.

Management recognizes the value of hiring highly educated and motivated youth and of investing in their training, both technical and professional. In addition to supporting youth through academic work terms and scholarships, DeltaWare encourages full-time employee development through a Professional Development Program. The Program allows the company to meet its overall training objectives as well as the personal objectives of the employees.

Objectives

- provide a continuous learning environment to keep skill sets current and competitive
- through Mentoring Teams, give employees a strong support system that encourages continual development of leadership abilities, skills and knowledge

Innovation

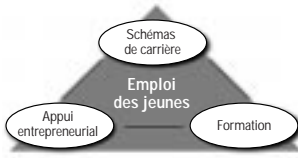
- offers many opportunities for youth, ranging from financial assistance to career planning advice
- Professional Development Program for each employee includes personal development allowance, course subsidies, development seminars and advanced training

Benefits

- offers tailored skills development plan for employees
- challenging work environment

Emploi des jeunes

QUÉBEC
LAURÉAT



PERSONNES-RESSOURCES

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Richter, Usher & Vineberg

Sommaire

Soucieux d'assurer un avenir stimulant pour les jeunes, Richter a toujours valorisé l'emploi de jeunes professionnels aspirant à la profession de comptable agréé, reconnaissant ainsi la valeur ajoutée de la jeunesse au sein de ses processus d'affaires et de ses pratiques de ressources humaines.

La philosophie consiste à offrir des expériences de travail stimulantes en matière de défis, d'apprentissage et d'expérimentation pour les jeunes professionnels. Ceci est rendu possible grâce à la volonté de la haute direction qui valorise le mentorat dans les pratiques de gestion. Ainsi, chaque professionnel d'expérience joue un rôle déterminant dans le développement professionnel des jeunes.

Objectifs

- permettre à tous de pouvoir cultiver leurs talents initiaux, de les enrichir d'expériences et d'apprentissages afin de pouvoir grandir au sein du cabinet
- encourager aussi le développement d'intérêts personnels au sein de l'entreprise

Caractère innovateur

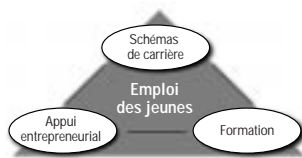
- les pratiques de ressources humaines donnent la flexibilité nécessaire pour répondre aux besoins personnels et constamment en changement de leur relève
- l'esprit avant-gardiste donne à Richter son avantage compétitif, son souffle pour continuer la croissance entamée et qui s'avère bénéficier à l'ensemble de leur pratique et du développement de ses spécialisations

Avantages

- les pratiques de Richter favorisent l'emploi, la formation et le développement professionnel chez les jeunes
- programmes de formation visant le développement des compétences pour les jeunes employés

Emploi des jeunes

QUÉBEC



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Provigo inc.

Sommaire

Provigo inc. est le plus important détaillant en alimentation au Québec. Son réseau de détail regroupe au-delà de 250 magasins sous les bannières Provigo, Maxi et Loblaws. Par le biais du Groupe Distribution, Provigo inc. dessert également près de 600 marchands affiliés aux bannières L'Intermarché, Axep, Proprio et Atout-Prix.

Sur le plan des ressources humaines, Provigo ainsi que ses marchands affiliés et franchisés procurent de l'emploi à près de 30 000 personnes. L'entreprise mise sur l'embauche et le développement de jeunes, autant pour des emplois dans son réseau de magasins, que dans ses centres de distribution et ses services administratifs.

Objectifs

- depuis sa création en 1997, L'Académie Provigo a mis en place plusieurs initiatives visant à offrir des opportunités de carrière à long terme aux jeunes.
- plusieurs programmes de développement et de formation pour les jeunes employés

Caractère innovateur

- programme de formation pour gérants de département
- études collégiales en gestion de département de marché d'alimentation
- formation dans le cadre des ouvertures de magasins
- foires de l'emploi; stages universitaires; programme de bourses d'études et programme de séjours internationaux de travail en entreprises (SITE)

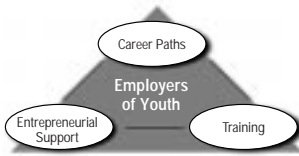
Avantages

- plusieurs initiatives visant à offrir des débouchés de carrière à long terme
- fournir une main-d'oeuvre qualifiée

Principaux employeurs canadiens recrutant chez les jeunes

Employers of Youth

**ONTARIO
WINNER**



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Franklin Templeton Investments Corporation

Overview

With more than \$20 billion in retail assets under management, Franklin Templeton is Canada's 10th largest mutual fund company. Over 700 employees work in sales offices in Toronto, Calgary, Winnipeg, Halifax, Vancouver, Edmonton and Montreal. With almost half its employees aged 30 and under, the company has an ongoing commitment to fostering youth employment and lifelong learning.

Recruiting directly from both colleges and universities, Franklin Templeton also supports co-op education and internship programs. Its training goals are to introduce young employees to a performance-driven organization, to provide them with mentoring, and to further develop their employability. A Management Training Program develops future company leaders and an Incentive Compensation Plan links employee rewards with the achievement of concrete goals and objectives.

Objectives

- foster a high energy work environment which rewards people for success
- recruit leading edge business minds

Innovation

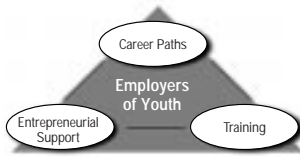
- most entry-level positions are posted through national Internet services
- mandatory, extensive formal in-house training includes company orientation, technical training and business communication skills training
- the company's Learning Resource Centre offers 25 courses in business technology skills

Benefits

- co-op students from Centennial College gain critical workplace and employability skills
- mentoring program provides trainees with feedback on their progress and performance appraisals

Employers of Youth

ONTARIO



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Famous Players Inc.

Overview

Famous Players Inc. has been "Canada's Entertainment Destination" for 80 years. The company's passion is to provide customers with the highest quality out-of-the-home entertainment experience in the "ultimate environment".

To ensure customers choose Famous Players as their entertainment destination, performance must go beyond the experience of gigantic screens and digital sound—"Big Screen, Big Sound"—to include the entire staff team—"Big Difference"—in achieving customer service goals. To achieve high standards of customer service excellence, the company uses Disney as a model for executive and mid-level management training.

Objectives

- to develop a team of part- and full-time employees who will work together to provide the highest standards of customer service excellence
- create employee "buy-in" to customer service approaches

Innovation

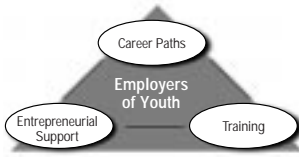
- managers and mid-level administrators undergo training at various locations to gain exposure to different guest demographics and service options
- job shadowing and observational assessment process allows new managers to become familiar with the work environment before they begin their new jobs
- achievement recognition programs use internal memos of thanks, star lapel pins, and a monthly newsletter

Benefits

- employees receive recognition for ongoing excellence in guest services and theatre operations through financial rewards, bonuses and further opportunities for professional development

Employers of Youth

ONTARIO



CONTACT

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Nortel Networks

Overview

Nortel Networks is a global Internet and communications leader with capabilities spanning Optical Internet, Wireless Internet, Local Internet and eBusiness. Working with customers and partners, the company is working to build the new high-performance Internet to unleash a new era of eBusiness and global communications.

In addition to hiring students and new graduates, Nortel Networks works directly with students and teachers to promote science and technology education in Canada. Through partnerships with schools, participation in Take Our Kids to Work Day and Teacher Training Programs, the company fosters awareness of science and technical career possibilities to youth.

Objectives

- provide employees with work that is important, multifaceted, meaningful and challenging
- connect new employees to the company's vast resources, then provide feedback and guidance as they construct their own career

Innovation

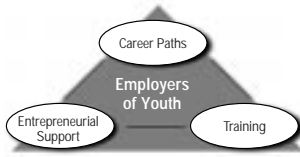
- last year, the company provided over 2,700 university students with co-op, intern and summer positions with challenging assignments and on-the-job responsibilities
- the company hires students and interns through INROADS, a North American organization which develops and places talented visible minority and high school graduates for valuable work experiences

Benefits

- as a result of the company's global scope and market-technology breadth, employees have unparalleled future opportunities to develop new skills and grow across functions and global locations

Employers of Youth

ONTARIO



CONTACT

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Passion Group

Overview

Founded in 1994 with an initial investment of \$500, Passion Group has grown into a million dollar publishing company that is making a difference in people's lives. Over the past three years, revenue has increased by more than 500% and the company has expanded into the four corners of North America. The average employee age is 24 years old.

The company produces poster wall calendars for university residences, a monthly magazine with job postings aimed at students, and a student job web site. Recent university and college graduates are recruited for their energy, enthusiasm and familiarity with the target customer expectations. Motivation comes from knowing that responsibility is delegated as quickly as it is earned.

Objectives

- encourage every employee to continuously reinvent him/herself into new roles in the company
- motivate people to execute successful strategies

Innovation

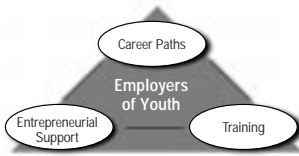
- the empowering structure of the company allows everyone to take ownership of their work
- a tight company culture will serve as the foundation for future growth

Benefits

- new graduates are motivated by the work they do, a clear career path, and the ability to learn continuously while on the job
- the company's strength lies in its young employees who share open minds and unlimited energy

Employers of Youth

**MANITOBA
WINNER**



CONTACT

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SR & J Customer Care Call Centres

Overview

SR&J Customer Care Call Centres is a company which handles customer acquisition and support for many clients, including the Manitoba Department of Conservation, AT&T Wireless and Lufthansa Air Cargo. The employee base for call centres is typically under 25 years of age, on average. Opened in Manitoba 1997, this new call centre was called the "caviar of call centres" by the local press. Above-average wages, full benefits packages, and a facility with amenities designed with employee well-being in mind combine to attract top recruits.

Training in life skills as well as a full Management Training Program are offered to all employees. Training in presentation skills, leadership skills, and total quality management is also offered. The company instills communication skills, professionalism and responsibility in its employees which will help them as they progress in their careers. As an employer, SR&J recognizes its responsibility to the staff and community that make it successful.

Objectives

- educate and prepare employees for their current jobs, and prepare them for promotion
- promote from within
- change the negative impression of the call centre industry

Innovation

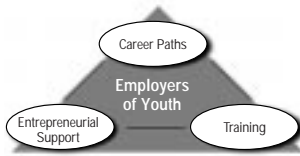
- On-Call Program allows individuals to assume temporary management responsibilities in their chosen area, such as team management, systems support and quality assurance

Benefits

- life skills courses, such as Financial Planning, are well-received by youth employees who may be in their first full-time job
- pleasant working environment includes fitness centre, large windows and spacious work areas

Employers of Youth

MANITOBA



CONTACT

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Convergys Customer Management Canada

Overview

Convergys Customer Management Canada Inc. is an operating division of Convergys Customer Management Group Inc., a Cincinnati-based company, employing over 1,400 in Winnipeg. Convergys Corporation is a global leader in providing outsourced, integrated, billing and customer care services, combining world-class resources and expertise to help clients transform customer relationships into a competitive advantage.

The Convergys Human Resources team is committed to playing a leadership role in addressing business challenges through innovative HR practices designed to improve individual and organizational performance. In addition to several other initiatives that support employee personal and professional development, two leadership development programs use a variety of media to provide timely accessible learning in a supportive environment.

Objectives

- attract, develop and reward a highly effective, motivated and diverse workforce
- create and maintain a high-performance environment that provides a forum for superior employee performance and satisfaction
- continually evaluate its human resources products, services and delivery systems to ensure that clients' needs are fully met

Innovation

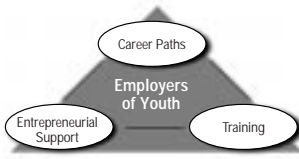
- HR acts as a strategic business partner, impacting profitability, business growth and creating value through "best in class" programs

Benefits

- partner-specific training plans are developed jointly by the employee and his or her manager based on identified skill development needs and the employee's career goals

Employers of Youth

MANITOBA



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TRLabs

Overview

TRLabs is Canada's leading research consortium in information communications technology. The Winnipeg facility focuses on data networking, research aimed at supporting, enhancing and developing next generation multimedia applications, and on network performance. TRLabs' collaborative research program bridges the gap between university and industry research to produce original, industry-relevant research aimed at 3–7 years out.

TRLabs focuses on high-quality training for advanced technology careers; people are its major output. Through active, hands-on participation, researchers acquire the knowledge and skills to facilitate the transfer of TRLabs technologies and to shape the future of the information and communications technology industry.

Objectives

- prepare students for challenging careers in IT
- create dynamic learning environments that foster innovation and collaboration

Innovation

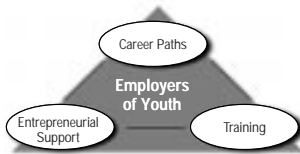
- serves as a conduit between school and permanent employment for post-secondary school students
- a model of industry–university government collaboration

Benefits

- graduates often find permanent positions with TRLabs' business members, who recognize and value their experience and knowledge
- businesses who hire graduates save substantial training costs

Employers of Youth

MANITOBA



CONTACT

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Pollard Banknote Limited

Overview

Pollard Banknote has been in the graphic arts industry since 1907, and a security printer since 1974, printing a variety of stamps, stocks and bonds. Its graphics experience combined with security printing expertise allowed the company to make the move into printing instant lottery tickets in 1985.

A fourth-generation family-owned company, Pollard Banknote holds a strong belief in the value of education and training. The company strives to obtain and develop people with a wide range of expertise spanning many disciplines, all of which contribute to a more global and specialized support network.

Objectives

- recruit and provide training opportunities for young workers
- retain young employees through internal promotions and advanced training

Innovation

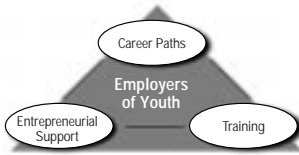
- supports employee efforts to upgrade their formal education by subsidizing tuition expenses
- partners with educational institutions and government training programs to provide learning opportunities at all levels for young people

Benefits

- training young people in various specialties, including manufacturing, information technology, marketing, graphic design and transportation will benefit the company in the long term
- internal promotion policy gives staff opportunities to move into positions of increased responsibility as their familiarity with the company increases and their skills improve

Employers of Youth

MANITOBA



CONTACT

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Boom Software Inc.

Overview

Boom Software is a dynamic, innovative firm offering opportunities for career growth and advancement in the fast-paced IT industry. To prevent developing tomorrow's solutions with yesterday's technology, the company continually strives to be ahead of the curve. Employees learn and experiment with new technology before it reaches the mainstream so that they can drive the market rather than follow it.

The investment the firm makes in learning ensures that the solutions it produces will be based on modern technology, thus extending their useful life, and positioning its clients as leaders in a competitive environment. As a result of this strategy, all staff, including youth, have the opportunity to work with and learn skills in the latest technologies.

Objectives

- maintain close ties with local educational institutions as they are prime sources of new recruits
- senior developers provide mentoring for youth/new employees in their chosen discipline

Innovation

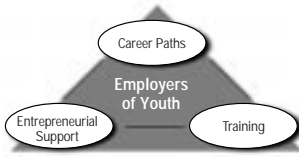
- the company is well-known for its willingness to allow co-op students to have input into the work they do
- students do the same work as other employees
- team projects allow new employees to work closely with other staff doing different jobs

Benefits

- entry level positions provided for developers, customer support personnel and graphic artists
- post-secondary co-op students work on real-world projects with senior developers and architects

Employers of Youth

MANITOBA



CONTACT

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International Institute for Sustainable Development

Overview

The mission of the International Institute for Sustainable Development (IISD) is to champion innovation, enabling societies to live sustainably. The IISD promotes the transition toward a sustainable future; it seeks to demonstrate how human ingenuity can be applied to improve the well-being of the environment, economy and society.

The Young Canadian Leaders for a Sustainable Future Program (YCSLF) focuses on recent graduates who are unemployed or underemployed. The YCSLF is an IISD international internship program for young Canadians.

Objectives

- provide young Canadians with opportunities to gain longer term employment in the field of sustainable development, and more broadly
- provide young people with the substantive knowledge, communications skills, resources, and practical experience necessary to contribute to and implement international sustainable development policies

Innovation

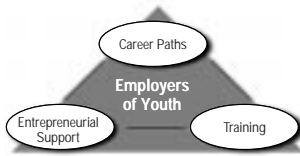
- YCSLF program allows youth to work abroad as consultants with leading sustainable development organizations
- YCSLF participants have IISD mentors to support them in their work overseas and with career development

Benefits

- allow young people to become effective agents of change
- YCSLF participants gain increased awareness of global issues and exposure to new cultures, values and attitudes

Employers of Youth

**SASKATCHEWAN
WINNER**



CONTACT

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SaskTel

Overview

SaskTel is a Saskatchewan-owned and regulated communications company. SaskTel's employees live and work in communities across Saskatchewan to deliver voice, data, dial and high speed Internet, web-hosting, QUANTUMLYNX Office applications, secure electronic transactions, text and messaging services to approximately 450,000 residences and businesses across the province. The company was the first in North America to offer high speed Internet service and is a world leader in fiber optic technology.

SaskTel takes pride in its socially progressive corporate culture. As a responsible and caring corporate citizen, the firm wants to help its young people become successful. The company is committed to assisting young people in achieving both their personal and career-oriented goals.

Objectives

- the company makes every effort to not under-employ its people
- make training and development opportunities available to all employees, regardless of age, seniority or position

Innovation

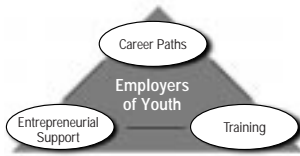
- actively implements a comprehensive Aboriginal policy that embraces business development, employment, education, marketing and corporate citizenship initiatives through partnerships with the Aboriginal community

Benefits

- SaskTel Career Development process enables employees to objectively identify, analyze and act upon their strengths to achieve career goals and job satisfaction
- valuable work experiences provided for students through Co-op programs and summer positions

Employers of Youth

SASKATCHEWAN



CONTACT

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Co-operators Life Insurance Company

Overview

Co-operators Life Insurance Company is based in Regina, Saskatchewan, and is one of the top 15 insurers in Canada, providing insurance and savings products to 400,000 Canadians. The organization is committed to the development of the diverse population in the province.

In addition to sponsorship of youth programs, the company is committed to providing youth with meaningful employment. To assist and encourage continuous employee development, Co-operators Life Insurance Company provides special assignments and projects to employees; in-house training; funding for tuition, course materials and travel costs for career-related training; study and exam time; and cash awards for completion of designations.

Objectives

- promote continuous learning and support career development for employees
- keep an open dialogue with youth in the community to better understand their needs and provide them with an understanding of the skills needed for future jobs

Innovation

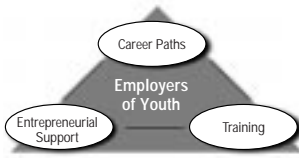
- provides benefits that appeal to younger employees such as a fitness facility, flexible work times and earned days off
- all employees, along with their managers, prepare a personal training and development plan on an annual basis

Benefits

- personal training and development plan allows for an examination of short and long term career objectives and determination of actions needed to obtain these career goals

Employers of Youth

**ALBERTA
WINNER**



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Bantrel Inc.

Overview

Bantrel Inc. is a Canadian-owned and registered company based in Calgary with regional office in Alberta and Ontario. Bantrel provides a complete range of Engineering, Procurement and Construction Services to the petroleum and petrochemical industries across Canada. Its services include feasibility studies, front end and detailed engineering, procurement, construction management and project management for clients ranging from grass roots plants to plant expansions or revamps.

The engineering industry has a long history, creating a wide spectrum in employee age. However, Bantrel works hard to attract and develop youth. Due to its practise of promoting from within, Bantrel has to maintain a strong core of junior engineers at all times to maintain sufficient candidates.

Objectives

- attract and retain young, enthusiastic employees
- fill senior and intermediate positions with internal candidates from junior ranks, where possible

Innovation

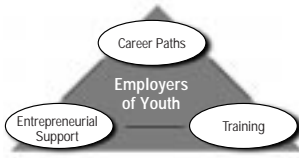
- promote engineering as a career by sponsoring and partnering with educational institutions
- internal and external training opportunities offered to employees to broaden their knowledge and increase their skill sets, encourage career development and promote job satisfaction

Benefits

- employees are encouraged in career development through performance evaluations using two-way communication
- employees are given opportunities for cross-training
- accelerated management development program available to promising junior employees

Employers of Youth

ALBERTA



CONTACT

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DMI—Peace River Pulp Division

Overview

Daishowa—Marubeni International Ltd.—Peace River Pulp Division is a modern pulp mill located 500 km northwest of Edmonton near the town of Peace River. Initially, experienced people in the pulp industry were brought in to train local people on the job. During the start-up period of 1990, many local youth were hired as entry level employees. Over the years, they have progressed through a Technician Progression system, and are now top operators and maintenance people.

The company's practice of hiring locally is based on the belief that local people are more likely to remain with the firm. Developing young people in the area to become future employees benefits both the business and the local community.

Objectives

- hire young local people and develop them internally
- raise student awareness of the career opportunities in the pulp industry

Innovation

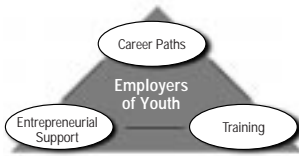
- initiated a Co-operative Education and Scholarship Program to encourage local area students to pursue careers in this or other related industries
- involvement in the Registered Apprenticeship Program for students in trades such as Millwright, Machinist, Welder Electrical or Instrumentation

Benefits

- company provides work experience opportunities for high school, college, summer and university students
- the potential workforce grows as more young people in the local area are exposed to the industry and related jobs

Employers of Youth

ALBERTA



CONTACT

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KO Strategic Communications Ltd.

Overview

KO Strategic Communications Ltd. is a company that has been built on the talents of young people. From the company's start in 1993 with its 26 year-old president, its growth has come from youth due to a keen appreciation of what youth have to offer, as well as the nature of the advertising, marketing and communications industry.

It is important to keep the ideas and concepts generated by the company young and fresh, and it is equally important to keep the skills and talents of its team on the leading edge. All of the employees are dedicated to assisting in the growth and development of others, and especially of the youth in the community.

Objectives

- show appreciation and trust in employee skills and abilities, regardless of age
- allow students to see the inner-workings of a communications agency while providing them with hands-on experience and mentoring opportunities

Innovation

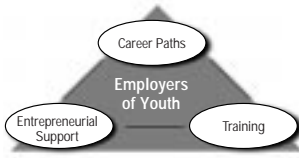
- the company's participation in training-on-the-job for youth through a local youth employment agency allows young people to earn while they learn
- mentoring program allows business leaders within the community to support and challenge university level students

Benefits

- experiential learning opportunities help youth to determine their career paths
- job shadowing program allows the employees to invest in the workforce of the future by acting as role models for students

Employers of Youth

ALBERTA



CONTACT

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Calgary Laboratory Services

Overview

Calgary Laboratory Services (CLS) is a large multi-disciplinary diagnostic laboratory that provides services to more than a million people in Calgary and 22 surrounding communities. In Calgary, since 1996, all diagnostic service laboratory components have been incorporated into a single organization. The CLS model is unique in North America and combines all the laboratory diagnostic practices including community, tertiary hospital, teaching and research.

In addition, CLS provides quality training programs for tomorrow's professionals including medical residents, fellowships and medical laboratory technologists and assistants.

Objectives

- ensure Calgarians continue to receive high quality, cost-efficient diagnostic services at both the community level and through acute care facilities
- train increasingly more youth to address the expected shortage of trained professionals in the coming years

Innovation

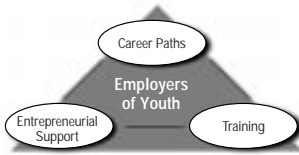
- CLS partners with the Northern and Southern Alberta Institutes of Technology to provide clinical placements for Medical Laboratory Technology and Medical Laboratory Assistant students
- ongoing educational opportunities are available to all employees to ensure they remain up-to-date on their skills the knowledge in the field

Benefits

- the majority of students employed by CLS are hired immediately following completion of their programs
- because the students have previous work experience, they will be able to perform duties in the field as soon as they are hired full-time

Employers of Youth

**BRITISH COLUMBIA
WINNER**



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BC Buildings Corporation

Overview

British Columbia Buildings Corporation (BCBC) is a provincial crown corporation established in 1977 to provide accommodation and real estate services to the provincial government and the broader public sector. BCBC has been a leader in youth employment for many years through its Co-op student employment, Youth Employment Program, Summer Relief and Youth Work Experience programs.

BCBC's highly successful Generation Y program focuses on youth-at-risk of never being employed because of problems with drug dependency, abuse and parental abandonment. Generation Y is a concept driven by BCBC employees concerned about the future of at-risk youth. The program helps marginalized youth break the cycle of unemployment, drug abuse and crime.

Objectives

- provide participants with the tools and skills to become productive members of society
- allow participants to experience real-life work conditions and expectations

Innovation

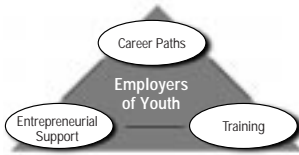
- rather than hiring the best and brightest, BCBC hires youth who have little chance of joining mainstream organizations because of past behaviour and a lack of job readiness skills
- work and classroom rules provide important structure and responsibility often missing otherwise from participants' lives

Benefits

- at-risk youth invited to join a unique program providing six months of meaningful work experience
- upon program completion, youth typically find employment with BCBC, with other companies, return to school or explore self-employment

Employers of Youth

BRITISH COLUMBIA



CONTACT

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YMCA-YWCA of Kelowna/Westbank

Overview

Since 1981, the YMCA-YWCA has provided quality, community-based programs which focus on health, fitness, recreation, child care, community development and employment. A charitable, non-profit organization, the YMCA-YWCA of Kelowna/Westbank possesses a rich history of supporting young people in their pursuit of excellence in spirit, mind and body.

The organization's vision is to be a recognized leader in the development of leadership, to promote lifelong learning, to serve the community, to promote health and wellness and to form co-operative alliances with others to better serve the community.

Objectives

- train young people to develop leadership skills
- increase and enhance the employability of youth

Innovation

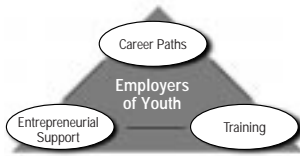
- rather than focusing solely on the previous experience and skill sets of potential employees, potential for growth and ability to learn are also assessed
- employee development is promoted by creating opportunities; training and education; support from Human Resources through its structure and practises; and mentoring

Benefits

- employees given opportunities for cross-training, thus developing a broader range of marketable skills
- employees given opportunities to take on more responsibilities, to network, and to sit on local committees, thereby increasing their professional profile
- informal mentoring or coaching relationship with supervisors established where younger staff learn to apply theoretical knowledge

Employers of Youth

BRITISH COLUMBIA



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Youth Employment Project

Overview

The Youth Employment Project (YEP) is a remarkably successful job and lifeskills development program. Working with street youth and former young offenders who want to make positive changes in their lives, YEP has gained the respect of businesses, municipal leaders, and most importantly, high-risk youth in the community.

YEP accomplishes its objectives through self-supporting, competitive business operations which, along with its rehabilitation services and structured training, help model self-sufficiency in its trainees. YEP uses an approach that is holistic, long-term results-oriented and community driven. The Project is well connected to the requirements of local and national employers, and is supported by strong partnerships and joint ventures.

Objectives

- assist high-risk youth create opportunities for life
- allow trainees opportunities for progress along a healthy growth continuum

Innovation

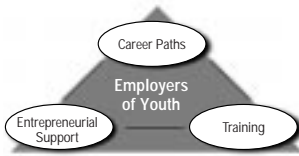
- YEP is primarily staffed by young people in many capacities, many of whom experienced multiple barriers to employment themselves
- caring adult role models and an environment conducive to positive feedback allows trainees to understand the barriers facing them, on both personal and work levels

Benefits

- as trainees' confidence and self-esteem increase, so do their expectations of themselves, resulting in new self-images and goals
- trainees gain stability in their lives, learning basic life skills, generic job skills, job-search capabilities, and professional industry skills along with work experiences

Employers of Youth

BRITISH COLUMBIA



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Nisha Family and Children's Services Society

Overview

The Nisha Family and Children's Services Society is a progressive, innovative non-profit society providing a broad range of community-based services in the Vancouver and South Fraser regions. Its programs are aimed primarily at multi-barriered disadvantaged youth and families of all races and cultures.

The first stage in Nisha's youth employment program is to provide individual outreach and group work to stabilize the lives of at-risk youth and provide a secure foundation from which they can build towards employability. Stage two addresses their academic and educational requirements. Stage three comprises work experience, career exploration and volunteering opportunities. The final stage involves proactive assistance with secure attachment to the labour force or to additional career path training.

Objectives

- create hope in youth and expectations of success by utilizing small successes as "stepping stones" toward greater accomplishments
- teach youth how to recognize problems, identify possible solutions, access informational resources and make informed choices

Innovation

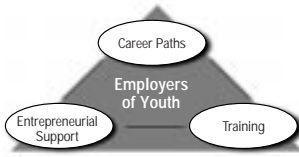
- outreach programs teach basic life skills, assistance with affordable safe housing, basic employability skills, and provide counselling, support and referral services to youth with personal issues

Benefits

- at-risk youth gain self-esteem by working with other youth and giving back to their communities
- on-site education upgrading and GED exam preparation is available

Employers of Youth

BRITISH COLUMBIA



CONTACT

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Heritage North Consulting Limited

Overview

Heritage North Consulting Limited provide cultural resource management services in Canada's western provinces and territories. It provides archaeological overview and impact assessments, field reconnaissance, heritage resource mitigation and other services for oil and gas exploration and development companies, forestry companies, private developers, First Nations, as well as federal and provincial agencies.

During their employment with Heritage North, the non-native students work closely with members of the local native community. By involving native and non-native youth in the management of heritage resource sites, the future of the sites, and the cultural knowledge of the associated native communities will be preserved.

Objectives

- aid in the professional development of university students and foster their careers in anthropology and archaeology
- employ and train individuals from those First Nations communities in whose territory the company is conducting research

Innovation

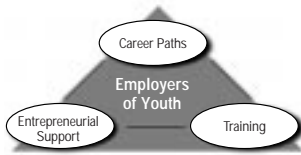
- the company provides an annual bursary to a local native student who completes his or her first year at Northern Lights College
- First Nations youths take part in heritage resources field studies which teach them about their archaeological–historical past

Benefits

- students do “hands-on” heritage resource research, heritage impact assessments, and resource management within a cross-cultural environment
- all students involved learn about aboriginal history of the region from the archaeological past to the historical present

Employers of Youth

**YUKON
WINNER**



CONTACT

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Bringing Youth Toward Equality Society

Overview

Bringing Youth Toward Equality (BYTE) is a non-profit society dedicated to supporting youth to become all that they can be. All BYTE staff are under 30. BYTE creates "Peer Mentor" employment positions for youth to gain meaningful employment and skills as well as opportunities to contribute to their community.

All projects are designed to build a variety of life skills among youth volunteers and trainees including: communication, teamwork, organization, entrepreneurship, time management and self-esteem. The staff recruit youth volunteers who also have opportunities to be mentored and/or to be referred to training/employment/travel opportunities

Objectives

- the role of staff is to support young people in achieving their goals: setting them up for success and not failure
- design projects that promote and highlight youth involved in healthy activities

Innovation

- BYTE mentors guide youth and challenge them to increase their skills and enhance their experience
- BYTE volunteers gain valuable skills and hand-on experience while making a contribution to the community

Benefits

- youth conference, organized by BYTE, acts as a catalyst for mobilizing youth to be involved in a wide range of positive, healthy activities
- BYTE hours are flexible to support youth in other important life-skill development opportunities, which in turn foster responsibility, commitment and healthy lifestyles



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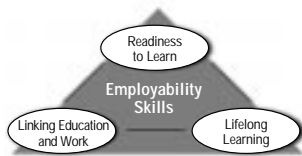
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Bureau des technologies d'apprentissage

Learning Technologies

**NEWFOUNDLAND
WINNER**



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North Atlantic Refinery

Overview

North Atlantic is Newfoundland's only oil refinery, and exports more than \$750 million in top quality petroleum products to 13 countries around the world each year. The industry demands a highly skilled, fast-acting workforce. The company uses advanced training technology to provide the most up-to-date training material and learning opportunities to its employees.

In 1999, North Atlantic implemented a new highly effective computerized training system called TRAQS. The system provides on-line computer based training, testing, on-the-job and class-room training. It allows trainers to define, assign and track training requirements against organizations, specific personnel or jobs.

Objectives

- offer employees a flexible training system that meets their training needs with minimal disruption to operations
- deliver a self-paced (individualized) instructional program that meets industry and government standards

Innovation

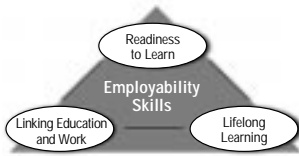
- customized training material includes photos, graphics, and voice narration to improve employee understanding
- training progress is catalogued in a database for retrieval by individuals or supervisors
- employees can "bookmark" an assignment if they need to leave before it is complete, and return to it later

Benefits

- access to up-to-date reports on employee training status and requirements for supervisors and schedulers
- training and testing is available 24 hours a day, seven days a week which assists with scheduling training around shift work

Learning Technologies

**ONTARIO
WINNER**



CONTACT

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Royal Bank Financial Group

Overview

In 1995, the corporation identified some specific training challenges that affected the emerging workforce. The increasing pace of change in the financial industry and a commitment to providing staff with career development tools identified a need for a computer-based, self-directed learning management system.

Personal Learning Network (PLN) is a competency-based, learning management tool that provides employees and managers with true "anytime, anywhere" access to personal learning, personal development, planning and product information. It is accessed by employees nationwide via the Internet and LEOnet, the corporate Intranet. PLN includes on-line courseware and web-based e-learning resources as a foundation of a network that contains a variety of learning, information and knowledge sharing capabilities.

Objectives

- ensure all employees provide outstanding levels of customer service and learn the skills necessary to adapt to changes in the financial services industry and maximize the opportunity for employee growth and organizational renewal

Innovation

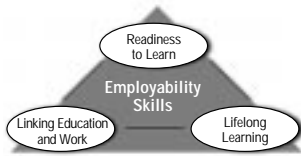
- manager reports contain data to facilitate coaching and development discussion with their direct reports
- official language support since the PLN system and associated learning materials are available in both English and French

Benefits

- increased access to learning opportunities for employees nationwide, regardless of location
- provide an unmatched level of customer service through a well-trained, continuously learning, informed and motivated workforce

Learning Technologies

**MANITOBA
WINNER**



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Ceridian Canada Ltd.

Overview

Ceridian Canada Ltd. is Canada's leading employer services company, providing payroll and human resource management solutions to businesses of all sizes, in virtually every industry. The company faces the challenge of balancing learning and development strategies for nation-wide company training, with the priorities of the business.

In structuring its e-learning approach, the company targeted three audiences: employees that sell or support its flagship product, technical support staff and administrative support staff. The solution for sales/support staff was a comprehensive certification plan that included training for customer environments as well as company products. For technical staff, a computer-based training library was purchased, offering a wide selection of titles and tools.

Objectives

- provide employees with tools that will assist them in achieving their career goals

Innovation

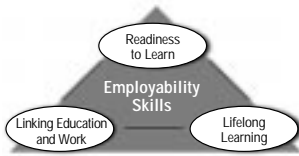
- one-on-one coaching for support staff
- employees have the option of training at home through e-learning
- all employees have the same access to e-learning, regardless of location

Benefits

- e-learning reduces time spent on training, and allows employees to assess their skill levels and concentrate on skills gaps
- authoring in-house on-line courses specific to company products make learning more relevant to staff

Learning Technologies

ONTARIO



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Bank of Canada

Overview

For people using self-directed learning, one problem is that most software and web-based French as a second language (FSL) and English as a second language (ESL) material is not aimed at adults working in a Canadian context. The Bank of Canada addressed this issue by using available in-house technology and expertise to create its own Intranet-based FSL and ESL learning resource. The Second Language Café is an interactive language learning resource universally accessible to employees across the country, 24 hours a day, via the Bank's Intranet.

The Café consists of a series of modules which contain learning tips, policy and resource information, interactive exercises and games that challenge the learner's knowledge of important grammar structures and work-related vocabulary. The content of the site and on-line monthly quizzes reflect the bilingual nature of the work environment at the Bank.

Objectives

- design a learning system that employees can engage from their workstations at a time and pace of their convenience
- promote continuous learning to employees, and contribute to an increased use of both official languages in the workplace

Innovation

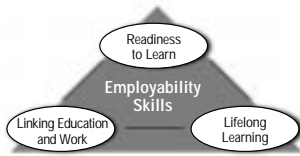
- a listening module exposes the learner to authentic language
- a monthly web-enabled interactive quiz sent to Café subscribers via e-mail encourages continuous learning

Benefits

- electronic delivery offers easy access to language resources and immediate feedback on exercises
- language training contributes to staff capabilities, helping the organization work effectively in Canada's two official languages

Learning Technologies

BRITISH COLUMBIA



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TELUS

Overview

TELUS is a growth company. Its strategic intent is to unleash the power of the Internet by delivering the best solutions to Canadians at home, in the workplace and on the move. The company's competitive advantage lies in its culture: growth/performance; fast and flexible; and empowered.

The Virtual Team Communities Job Aid helps widely dispersed teams to collaborate on projects remotely, and how to choose the best technology for the needs of the project. At TELUS, Project Managers must acquire Project Management Institute certification, which involves on-line assignments and a multi-faceted curriculum. Safety Training courses are available to all employees, anywhere through the corporate Intranet.

Objectives

- integrate TELUS values of embracing change, growth, teamwork and innovation into training systems
- deliver learning that is appropriate to adults

Innovation

- employees can use virtual teaming to cross-train and work together to support all team members remotely
- a multifaceted curriculum allows project managers to participate in training, regardless of geographical diversity and busy schedules

Benefits

- on-line safety training reduces the time required for training by 30–50%
- instructor and external supplier costs for training have been reduced by approximately \$1 million yearly
- reduction/elimination of travel, overtime and accommodation costs related to training as well as the need for classroom facilities



National Award for Fostering Aboriginal Learning and Achievement

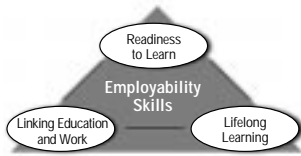
**Honouring initiatives
that help Canada's
Aboriginal children
and youth achieve
their potential**

Sponsored by



Aboriginal Awards

**MANITOBA
WINNER**



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University of Manitoba ACCESS Programs

Over the past twenty-five years the Government of Manitoba and the University of Manitoba have partnered together to deliver a group of programs designed to provide access to a post-secondary education for students who have little hope of gaining access to university and little hope of success once admitted.

The ACCESS program is an educational model which is distinguished by a fully integrated system of student supports, primarily academic, personal, social, and limited financial support. This model allows for the maximum opportunity of student success by being sensitive and responsive to the barriers of participation and success at the University level. Between 80 and 85% of students in the program are of Aboriginal descent.

The University of Manitoba ACCESS Programs support students obtaining a degree in any area of study at the University, providing a "second chance philosophy" to those students who would normally not attend university due to lack of an education, socio-economic status, and/or living in a remote northern community.

Other ACCESS career programs are:

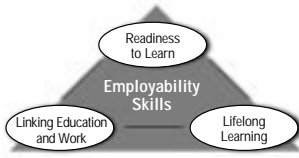
- Special Pre-Medical Studies
- Professional Health Program
- Engineering Access Program
- Nursing Access Program

The University of Manitoba ACCESS Programs have been recognized nationally as being the most successful of their type in Canada. They provide hope and aspiration for Aboriginal people to realize their dreams; thereby raising the quality of life for graduates who become role models within their communities.

Award for Fostering Aboriginal Learning and Achievement

Aboriginal Awards

**SASKATCHEWAN
WINNER**



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Super Saturday Program

Since 1993, the Saskatoon Tribal Council Advisory Board of Education has been creating awareness and research on Gifted & Talented Education for First Nation's children and youth. The Saskatoon Tribal Council believes in the education concept that all children and youth are brought into this world with individual gifts and talents. In addition, the Council fosters activities for students to enhance their gifts or to discover their talents. In keeping with the spirit of this philosophy, the Council, along with the University of Saskatchewan developed the "Super Saturday" program, an Investment in First Nations Youth.

The "Super Saturday" program supports the inclusion of cultural materials, values, and language in all-learning experiences. Students learn about modern scientific facts within the context of their own cultural experience and are better able to relate to the new learning, a vital component for students to follow in terms of identifying and experiencing attributes of their culture mixed with the western educational technology.

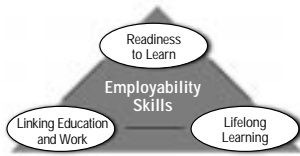
The intent is to employ local climate, terrain, flora and fauna, etc. as represented in the various First Nation Cultures to demonstrate and illustrate scientific facts and principles.

The uniqueness is that students who have been involved beginning in Grade Four are continuously exposed to the fields of science, mathematics and medicine until they reach Grade Twelve. In addition, the students receive a hands-on session in Career Education which ensures the identification and selection of personal, academic and career choices at an early age.

The "Super Saturday" program is designed to ease the transition between high school and university and between the reserve and the "big city". Program activities address the physical and social needs to foster readiness to learn and simultaneously increase self-confidence and skills development.

Aboriginal Awards

ONTARIO HONOURABLE MENTION



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Wadesk Aboriginal Education Centre

The mandate of the Wadesk Aboriginal Education Centre is to assist Aboriginal people achieve their highest attainable educational goals. The centre services all Aboriginal and non-Aboriginal adults in the Niagara region ages 16 and up.

Wadesk, in the Mi'kmaq language, means Northern Lights. From this name, it was decided that the Centre would be a place of spiritual, emotional, educational and mental growth for the Aboriginal people: a platform that would enable students to reach for the stars.

The Courage To Soar class is a full day program in which qualified teachers teach three high school credit courses to help young adults attain their high school diploma.

Every Monday morning students gather for a traditional Smudging Ceremony and then a Talking Circle. It is here where communication and patience is essential for the development of a positive, productive school environment.

Other successful programs offered at the Centre are: The Self Study Program available one evening a week; Excel Project Phase 11 and the Literacy Program assist adults with low literacy levels improve their level of reading, comprehension, writing and math; and a variety of other programs which address the needs of the students.

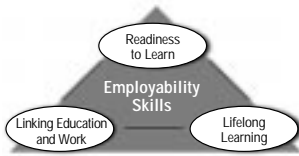
Friday and Saturday nights, the centre becomes an Aboriginal youth drop-in centre offering them a safe place to go that is off the streets.

The Wadesk Aboriginal Education Centre encourages youth to be proud of who they are and where they came from. In addition to the academic successes the Centre has more importantly given the Aboriginal community a comfortable, supportive and culturally appropriate environment in which to learn.

Award for Fostering Aboriginal Learning and Achievement

Aboriginal Awards

MANITOBA HONOURABLE MENTION



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Ralph Brown School Aboriginal Program

Ralph Brown School's Aboriginal program has provided a positive model for Aboriginal children and their families by developing and maintaining an Aboriginal Resource classroom where both Aboriginal and non-Aboriginal children can experience and learn the culture and contribution of native people.

For the last 8 years, Ralph Brown has provided opportunities for students to increase self-confidence and develop entrepreneurial and employability skills through various programs, such as:

- Aboriginal people in "high places"—natives with careers are invited to make presentations at: Artists in the Schools; I Love to Read Month; Young Authors Day, Literacy Evening and Science Fairs
- Manitoba Junior Achievement—business courses taught by Carpathia Credit Union to Grades 5–6 and Grade 7–8
- Reading Recovery Program and the Early Intervention Program geared to Grade one
- The Grandparenting Program teaches students how to interact with the elderly and to respect the contributions they have made

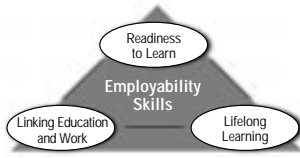
Other activities include, Sports Programs; Judo Program; Geography Pythagorus (Math) and Chess Clubs; Cree Language program; and French language instruction which is compulsory from Grades 4 to 8 for all students.

Music, art and dance are highly promoted at Ralph Brown School and all Aboriginal students are provided with the opportunity to perform and gain confidence in their abilities.

The Programs at Ralph Brown have made a great difference in the way Aboriginal and non-Aboriginal students integrate with one another. Students have learned to respect and appreciate the culture language, art and music of the aboriginal people. For the Aboriginal students, it has provided them with a sense of pride, accomplishment, success and a feeling of importance.

Aboriginal Awards

MANITOBA HONOURABLE MENTION



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TEAM H.O.P.E.

The Manitoba Metis Federation Inc. is a non-profit Aboriginal organization that provides services and programs to meet the needs of Metis people. The Southwest Region of Manitoba Metis Foundation Inc. is one of seven regions and covers the Southwest corner of Manitoba with the regional office located in Brandon.

TEAM H.O.P.E. (Hero's of a Positive Environment) came to fruition as a result of Southwest Region Manitoba Metis Federation Inc. recognizing a need in the community. As such this program is open to all youth in the community. The focus of the team is to experience different facets of employment.

Geared to Aboriginal youth, team leaders are provided with training and experience involving both personal and professional development, with an opportunity to learn inside and outside the traditional classroom. They are encouraged to take ownership of their program, developing and designing their project name, logo and pamphlets as a team. Their team outfits with the TEAM H.O.P.E. name and logo reinforce the team spirit and make them recognizable in the community.

Team leaders are responsible for developing activity plans and marketing strategies to promote the program to local organization. This develops their communication skills and introduces them to the business community as possible employees at the end of the program.

The results at the end of the first year exceeded expectations. TEAM H.O.P.E. participants gained useful team building, leadership and personal development skills. Many youth were able to strengthen their personal lives by way of participation in the program: enhanced self-esteem, confidence and interpersonal skills will be an asset for the youth.

Involved youth become employed or continue their education and have a better sense of community pride and ownership, serving as role models and leaders.



Global Best Award for Corporate Leadership

**Honouring achieve-
ment in employee and
community investment
programs that address
the needs of children
and foster readiness
to learn**

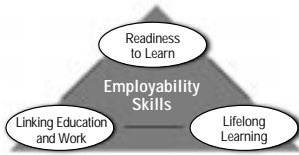
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International Partnership Network

Global Best

UNITED KINGDOM
WINNER



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INDUSTRY

Electric utility

EMPLOYEES

24,000

LOCATION

United Kingdom

ESTABLISHED

1996

ScottishPower

Overview

ScottishPower is among the world's top dozen investor-owned electric utilities, with operations in the UK and US. To adapt to changes necessary during and post-privatisation in 1990, major emphasis was placed on staff training and development. In 1996, ScottishPower Learning (SPL), a joint venture with the company's trade unions, was created as a separate division, operating across 3 sites in the UK. The aim is to create learning opportunities for all employees and, through community outreach, for excluded young people (15-25), particularly in areas of economic deprivation.

Program Activities

- Open Learning Centres for employees, their families, excluded young people
- approach for young people is strategic alliances with other ScottishPower businesses, trade unions, external agencies
- Education Transition (15-18 year olds) uses business assessment methodologies to measure readiness for work, then business training solutions
- Pre-vocational Training (16-25 year olds) with Prince's Trust Volunteers
- Vocational Training (16-25 year olds) aligned with Skillseeks and New Deal government programmes

Key Results

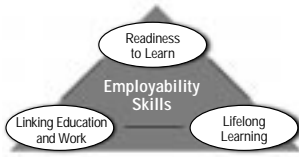
- 2,500 young people from socially deprived areas trained
- roughly 75% of young people participating are in jobs, further education or training 12 months later
- 130 New Deal recruits now work with ScottishPower
- increased motivation, flexibility and leadership skills across the workforce
- Group Chief Executive, Sir Ian Robinson appointed by Government as Chairman of the Scottish Advisory Taskforce on Welfare to Work
- Investors in People accreditation

Core Principles

- invest in lifelong learning of current and future workforce
- provide positive working environment
- support communities in which the company operates

Global Best

UNITED KINGDOM



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INDUSTRY

Water and Waste Water Utility

EMPLOYEES

7,200

LOCATION

Reading, England

ESTABLISHED

2000

Thames Water

Overview

Water Counts is Thames Water's education flagship project for the new Millennium. It aims to improve numeracy skills of nine year old students; raise awareness of what individuals can do to conserve water; and progress the relationship between Thames Water and local stakeholders. It forms part of the company's response to the challenge set by the UK government to raise standards of achievement amongst primary school students in the core skill of mathematics.

Program Activities

- provide tools, resources, water treatment works visit, numeracy web site with mathematical puzzles, worksheets for classroom and home for students
- provide similar resources for teachers and parents, plus training on how to access the Internet and a booklet with hints on numeracy in the home

Key Results

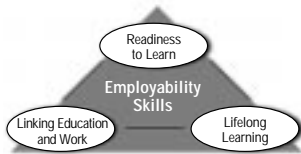
- outcomes measured using benchmarking tool of community investment in UK
- all 9 year old students, their teachers and parents received the tools; 50% of students visited water treatment works
- reputation of the Thames Water positively influenced by program
- objective of Thames Water to ensure people see water conservation as a key part of their lives; teachers and students now more sensitive to water conservation issues
- by working with the water conservation department, the community investment team enhanced the reputation of the company, enabled that department to meet its business objectives, and demonstrated the worth of the project to wider areas of the business

Core Principles

- corporate social responsibility to the communities in which we live and work beyond our functional licence to operate
- education programme designed to meet the growth needs of the business and the educational needs of the community

Global Best

CANADA



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INDUSTRY

Financial Services

EMPLOYEES

49,000

LOCATION

Canada

ESTABLISHED

Various dates

Royal Bank Financial Group

Overview

Royal Bank Financial Group (RFBFG) is one of Canada's outstanding corporate contributors to child and youth initiatives, locally and nationally. And RFBFG invests in the well-being of its employees through a range of programs aimed at improving work and family balance. Both thrusts have a positive impact on the readiness to learn of Canadian children and youth.

Program Activities

- no single "branded" program
- investment throughout products, services, programs, partnerships
- donate 1% of pre-tax profits to charities and non-profit organizations every year
- education, arts and culture, amateur athletics, youth employment, human resource policies and programs
- emphasize grants for after-school programs

Key Results

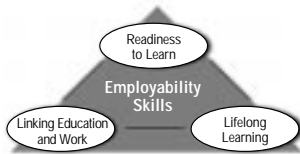
- in 2000, donated \$26.3 million: of that, 33.5% for education
- \$1.3 million to 35 groups for after-school programs—early evaluations show positive impacts
- helps RFBFG's image as an employer of choice (recruitment, retention)

Core Principles

- corporate social responsibility—share knowledge, expertise, as well as dollars
- invest in current and future workforce
- success lies in partnerships with other organizations and experts
- recognize, reward, support employee volunteers

Global Best

CANADA



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INDUSTRY

Telecommunications

EMPLOYEES

4,254

LOCATION

Saskatchewan

ESTABLISHED

Various dates

SaskTel

Overview

SaskTel is a Saskatchewan-owned and regulated communications company. Employees live and work in communities across the province, providing basic and innovative services to 450,000 businesses and residences.

Program Activities

- employee investment includes competitive salary, personal development, challenging job opportunities, supportive work environment for work and family balance
- community outreach includes scholarships, social programs, involvement in the community
- Child Abuse Prevention selected as SaskTel's corporate social cause in 1998 all-employee vote
- partnering with Saskatchewan Institute on Prevention of Handicaps for Healthy Parenting Home Study Program
- partnering with Pipestone Health District for Early Childhood Development Program

Key Results

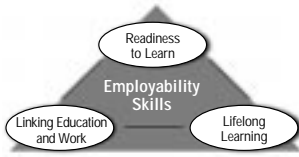
- innovation, technological leadership and high quality service to customers
- numerous awards, including: Royal Bank Partners in Education; Canada's Top Employer of Youth; one of 35 Best Companies to Work for In Canada

Core Principles

- invest in education and learning for current and future employees
- corporate social responsibility—contribute to community, make life better for residents
- socially progressive corporate culture
- diverse, equitable workplace

Global Best

CANADA



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INDUSTRY

Agribusiness

EMPLOYEES

2,100 employees
84,000 farmer owners

LOCATION

Canada, 20 countries in
Africa, Asia, the Americas,
Europe

ESTABLISHED

1984

Agricore

Overview

Agricore is a farmer-owned agribusiness which handles and markets grain, oilseeds and special crops both domestically and internationally. Agricore is the largest supplier of crop inputs in western Canada. The Canadian Foodgrains Bank (CFB) is a Canadian Christian based international charity which facilitates the distribution of food and development assistance to the world's hungry. Agricore and the Canadian Foodgrains Bank (CFB) work together to collect and promote donations of grain across western Canada to feed hungry people in Africa, Asia, the Americas and Europe. Many of these donations are used to feed children, meeting basic needs—food—to enable learning and readiness to learn.

Program Activities

- corporate donations of agricultural inputs and donations of services
- volunteer support by employees
- customer support through grain donations
- active working partnership with the charity
- donate crop protection products and seed for 31 volunteer managed grain growing projects in Western Canada
- waive grain handling fees for grain donations
- leverage other investment

Key Results

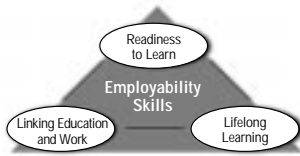
- despite financial challenges in the sector, last harvest season elevators received 5,430 tonnes of farmer donated grain, valued at \$830,000
- largest corporate donor to CFB
- combined with 4 to 1 matching funds provided by Canadian International Development Agency (CIDA), Agricore grain donations helped to feed over 500,000 people for 3 months
- Agricore gains new customers
- attracting interest of business suppliers interested in helping leverage agricultural sector support

Core Principles

- corporate social responsibility—food assistance to address hunger
- involvement at all levels, grassroots through senior management

Global Best

CANADA



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INDUSTRY

Specialty Television

EMPLOYEES

160

LOCATION

Canada

ESTABLISHED

1994

The Women's Television Network (WTN) Foundation

Overview

The founders of Lifestyle Television (1994) Ltd., better known as The Women's Television Network (WTN), recognized the need to establish a unique vehicle to ensure that girls and women are provided with opportunities to take their full place within the Canadian broadcasting system. As a condition of its broadcast licence, WTN committed that it would provide significant funding and support for the WTN Foundation.

Program Activities

- Girls TV Camps, Clubs, Peer Teachers, follow-up components to sustain involvement
- The Travelling Girls Documentary Team graduates of camp/club attend conferences and events across Canada, video tape event, create a documentary shown at end of event
- Girls' Enterprise Workshop helps 15-17 year old graduates build their own independent television or film production companies
- online curriculum for teachers
- curriculum refined, partnerships developed with post-secondary institutions, video and film cooperatives in 4 provinces

Key Results

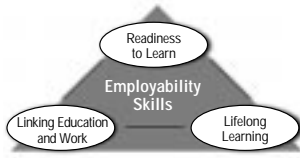
- over 50% of girls and staff attending Girls TV Camps come from diverse backgrounds; 75% of girls are from low-income families
- programs support women working at WTN and competitors
- WTN management renewed commitment in applications for subsequent broadcast licences
- integral to WTN's business strategy to deliver the best television information and entertainment programs that speak to Canadian women

Core Principles

- invest in future workforce—inspire and educate Canadian women to participate and lead in the multi-media industry
- diversity, equity, creativity, excellence, integrity, and learning improve corporate performance

Global Best

CANADA



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INDUSTRY

Agri-food

EMPLOYEES

4200

LOCATION

Canada

ESTABLISHED

Various years

Cargill Limited

Overview

Cargill Limited is an international marketer, processor and distributor of agricultural, food, financial and industrial products and services with 85,000 employees in 60 countries. The company takes its vision, "to provide value to the communities in which we do business" seriously. Along with community investment, Cargill has a number of programs that support employees as parents and highlight the importance of maintaining a good work-life balance.

Program Activities

- Cargill Cares (1993)—financial assistance, personal support, service to Cargill communities; e.g., school farm safety programs, Habitat for Humanity, Kids Cancer Care, Teen Touch
- Cargill Merit Scholarship Program (1977) for children of employees
- Wellness Program (1981) for employees
- Employee Assistance Program (1994)

Key Results

- improved living standards in communities in which company operates
- support for employees as parents improves loyalty to the company

Core Principles

- corporate social responsibility—creating value for customers arises from our investment in the communities where we live and conduct business, as well as business activities
- invest in current and future workforce
- encourage employees to volunteer
- integrity, excellence, growth, teamwork, long-term perspective, desire to compete