



MANITOBA  
CONSTRUCTION  
SECTOR COUNCIL

# ANNUAL REPORT

.....  
2019

# 2019-2020 MCSC Annual Report

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# Message from the MCSC BOARD CHAIR



Colleen Munro  
*Hugh Munro Construction Ltd.*

The 2020 year for MCSC began with the success of the first Women in Trades Conference held at the Victoria Inn. There were 275 attendees per day including politicians and MCSC sponsored Indigenous people, women, youth at risk, immigrants and refugees. We had media attention at our 40 booths along with radio, press and TV news coverage of the event. This was the first conference MCSC staff hosted and it was done very professionally! A special thank you to all of the MCSC staff. We decided unanimously to host an annual one-day conference. I would like to thank our speakers and member associations for contributing their time and resources to this successful event. You can view the conference videos on the MCSC website.

MCSC continues to explore opportunities to deliver blast hole drilling with the four simulators in remote Indigenous communities. In 2019, MCSC partnered with UCN to deliver the course in Thompson to six members from the northern school build communities-Wasagamack, Gods River, Gods Lake and Oxford House. All graduates are currently employed by Penn-co. Blast hole drilling training is planned in Shoal Lake, York Landing, and Cross Lake. In addition, MCSC has also received inquiries from Building Environmental Aboriginal Human Resources (BEAHR) and Specific Blasting in BC.

Over the last year, we have continued to seek business opportunities to sustain our organization. We ventured into new territories such as training for the Canadian Institute of Steel Construction (CISC). CISC was successful in receiving monies through MCSC to train instructors for the structural steel fitter's course and develop a strategic plan for the steel industry.

We continue to work with the province and met in February with Minister Ralph Eichler and Manitoba Education and Training to support the creation of 48,000 jobs. We offered suggestions on how MCSC can help achieve provincial goals. Our Coordinator of Education and Training, Ramir Diaz worked with BIT Space Development to purchase new oculus hardware

and develop software for industry to learn tool safety. Minister Eichler was spotted trying out the equipment at the Women in Trades Conference and was very positive about working with our organization.

Dec 2019 included the finalization of the introduction to the homebuilding course in conjunction with the Manitoba Homebuilders Association. MCSC will now look forward to piloting this course in the coming year.

MCSC is developing, in conjunction with MHCA and South East Collegiate, the Fundamentals of Heavy Construction course. This full credit high school student-initiated course will be approved by MET for delivery in September 2020. This will be the first heavy construction course offered in the high school system.

The new game-based learning tool, Build IT 2.0 is complete with themes and visuals representing Manitoba and the City of Winnipeg construction industry. Students are engaged with the learning content as they compete in teams to win the game. Definitely a new way of learning about careers in construction! MCSC travels throughout our province to present virtual reality trades to grades 5-12 in Indigenous communities. The presentations have led to a new contact within Youth Correctional Centres and an invitation to work with Assembly of Manitoba Chiefs to promote First Nations Women in Trades initiatives.

We continue to concentrate on building relationships with community leaders/representatives in our Indigenous sector. Research with the federal government and Indigenous agencies will enable MCSC to address industry skill gaps and promote the benefits of working in the construction sector with an emphasis on attracting individuals from the Indigenous construction community.

We are pleased to announce Carol Paul has joined the Apprenticeship board last year and we know it will be beneficial synergy with MCSC. I also had been on the board and know the

MCSC can add content on training with trainees going past level 1. We invite you to explore the changes on the Trade up and MCSC websites to learn more about the MCSC/college certificate courses, teachers’ tools, game-based learning tools, trade videos and virtual reality resources available. The revised framer course, mould and asbestos remediation, the commercial roofer video and insulators video are just a few of the new additions.

While many sector councils are struggling, MCSC has stayed focused on the development of new training and resources. We are grateful, with the state of the world, that we have such a thorough financial manager maintaining our portfolio.

The Covid 19 Pandemic has affected our associations and all of our industry partners who are forced to do business differently. We will discuss future training through other mediums and pray we have control of the virus in the very near future.

I would want to especially thank my board members, executive director and all staff of MCSC for our continued success, you have all made it look easy!

Respectfully,  
*Colleen Munro*

# 2019–2020

## Members of the Board

Name	Association
Colleen Munro	Board Chair, Munro Construction
Lanny McInnes	Board Vice President, Manitoba Home Builders’ Association
Andrew Reimer	All-Fab Building Components Inc.
Janet Milne	Milne Homes
Sudhir Sandhu	Manitoba Building Trades
Chris Taran	IBEW Local Union 2085
Betty Lou Doerksen	Operating Engineers Training Institute of Manitoba Inc.
Don Hurst	Manitoba Heavy Construction Association
Gord Lee	Nelson River Construction
Peter Grose	Westland Construction Ltd.
Dan Bickerton	Penn-Co
Joan Harris-Warren	First Peoples Development Inc.

# Reports

## EXECUTIVE DIRECTOR



Carol Paul  
*B.Ed, M.Ed*

When I look back over 2019, it gives reason to celebrate the accomplishments of a team driven to make a difference. Normally I don't report statistics but the results of 2019 are staggering in terms of participants attending awareness, engagement and education events, those finding employment, returning to school, moving forward in their career or simply experiencing success.

Let's take a look at James, our Community and Youth Liaison's role in bringing career awareness to youth in and around the City of Winnipeg. James delivered 66 presentations and 19 career fairs in 2019 influencing 3,955 students and 99 teachers/counsellors. When James asked students before a presentation, how many would consider a career in construction, 660 raised their hands. Upon completion of his engaging presentation that includes virtual reality and game-based learning tools, 941 said they would consider construction as a career. That is a 30% increase!

Jennifer, our Virtual Trades Coordinator who brings career awareness to remote northern Indigenous communities shared our newest technology, 360-degree virtual reality videos of 14 trades. Youth could virtually see and hear tradespeople while they explored the worksite. Jennifer visited over 40 Indigenous communities, spoke to 2,043 students and 134 teachers/principals. In 2019, MCSC contributed \$185,000 to bring career awareness to our Indigenous youth living in remote regions of our province. MCSC's innovative approach to bringing journey people to the community was greatly appreciated by these community schools.

William, our Indigenous Liaison supported our young adults by delivering training in 12 Indigenous communities. 147 youth completed job readiness training, 62 completed the framer course and found employment on local construction projects and 6 blast hole drilling graduates are employed by Penn-co on the northern school bundle project.

Ramir, our Education and Training Coordinator, facilitated four mentorship events to 103 newcomers of which 33 found

employment and 14 returned to school. In addition, Ramir coordinated the revision of the framer course and worked with subject matter experts and the curriculum developer to create the Introduction to Homebuilding course. Ramir and James both worked on the revision of Build it 2.0, a game-based learning tool used in classrooms to engage youth. Not to mention the 4 week long summer camps for 44 inner city youth Ramir coordinated with Skills MB. Ramir also worked with our videographer to create a commercial roofer and insulator video to be used in classes and on our trade-up Manitoba website.

Karla, our office manager stepped to the plate this year organizing both the 10th Anniversary celebration for 125 guests and the Women in Trades Conference with 530 guests, 40 booths and 51 presenters. Her 2021 wedding plans will be nothing compared to the organization and planning that was expected of her this year! Congratulations on your engagement Karla.

Last but not least Alex, our financial manager. Alex is the only person I know who gets excited when there are more numbers to manage. He managed the conference brilliantly to ensure we stayed above costs. With 75 Indigenous, newcomer and youth sponsorships, this was a challenge. As always, the auditors commended Alex for the effective management of MCSC's financial records.

At the end of the day, the staff are united, energized and most importantly optimistic about our activities for 2020. In a time of such uncertainty, fear and isolation, it is important to hold onto the values that brought MCSC together. MCSC exists to support the human resource needs of the construction industry. We do this with compassion, dedication and a desire to continuously learn from one another.

# Reports

## FINANCIAL MANAGER



Alex De Girolamo

*BA in Economics, Public Accountant, BA in Business Administration,  
Member of the Golden Key International Honour Society*

April 2019 began our fiscal year with multiple activities. Some of the revenue generated from these activities were related to training programs delivered in northern Indigenous communities. This revenue was then used to extend support and services to Indigenous communities such as the delivery of Try a Trades North and the purchase of 15 new lap tops for use in adult training delivered in a remote Indigenous community. Financial resources were allocated as a service contribution to the community from MCSC's own accumulated income. This monetary contribution (close to \$100,000) is composed by Cash & Other Contributions, Try a Trade North Program, and Donations.

Moreover, MCSC's robust and solid financial position drove our organization to move forward with the first "Manitoba Women in Trades Conference". Organization and startup costs were sufficiently covered with those funds. Then, shortly before kickoff (February 18th), inflow of cash from tickets, booth sales and much more importantly sponsorships begun to compensate disbursements and made this conference a successful first experience in operative, institutional promotion and financial terms. The outstanding financial response and the participation of important corporations in the construction industry, non-profit organizations, government and public organizations was encouraging. As a result, MCSC staff, the conference advisory and the MCSC board chair proposed a second conference in March 2021. Surely, some skeptics of this year will join us in recognizing MCSC's sizeable contributions, industry and community recognition and relevance of MCSC activities to meet the needs of the construction industry and community partners.

Unfortunately, the outbreak of the COVID-19 pandemic first delayed and then froze all requests for proposals and the delivery of training initiatives. Despite worldwide financial uncertainties, MCSC has a contingency plan to survive the storm and maintain high standards of accountability. Immediately following the return to normal activities, MCSC expects a promissory horizon with the return to multiple activities resulting in a re-stocking of the

organization's financial foundation.

Summarizing, MCSC financial performance within the last year was quite irregular including steep income peaks in our cashflow followed by incomes paid out for large community contributions beyond its organizational mandate. 2019-20 was a confirmation that MCSC is on the right track, it is growing and better years are yet to come!



# Reports

## COORDINATOR OF EDUCATION & TRAINING

Ramir Diaz

*Technical Vocational Teacher Education Certificate, Journey person  
Construction Electrician, Red Seal*



During the 2019 – 2020 fiscal year, the Coordinator of Education and Training worked on four key areas to increase awareness, engage stakeholders and provide education opportunities for individuals entering or advancing their careers in the construction sector. The four key areas included curriculum development for the home building industry, mentorship of newcomers to support their transition to the Canadian workplace, promotion of the construction industry to Manitoba youth and engagement with industry stakeholders and education committees.

### Curriculum Development

With subject matter experts close at hand, the very popular MCSC Framer course has been refreshed and certified by Manitoba Institute of Trades and Technology and piloted at Sagkeeng First Nation. The course revision includes the updated federal, provincial and municipal building codes, awareness of energy efficient practices in framing walls/roofs and additional hands-on experience for students. With input from MCSC's Indigenous Liaison, the revision also includes the introduction of staircase carpentry and building maintenance.

Working closely with the Manitoba Home Builders Association (MHBA), an Introduction into Homebuilding course has been created. This three-week full-time course has been developed to provide students with a variety of career options in the growing residential construction sector. The course explores general trades, skilled trades and sub-trades that are part of the residential construction building process. Residential construction is a fast-paced growing sector that will require a variety of skilled individuals. This course is a perfect opportunity to learn how to begin and advance in the home building sector!

### Mentorship of Newcomers to Support their Transition to Construction Employment

The Coordinator hosted four mentorship events for newcomers to bring awareness of the career paths and leadership roles available in the construction industry. These mentorships were held at Manitoba Start, Success Skills Centre and Immigrant Centre to extend MCSC's reach to as many newcomers as possible. The Coordinator took every occasion to meet newcomer agency staff, career coaches and newcomers. Additional immigrant serving agencies reached out for support from MCSC including Immigrant Partnership Winnipeg, Altered Minds Inc, Opportunities for Employment and Aurora Family Therapy Centre.

#### What were the results of the mentorship events?

- 103 newcomers attended the 4 mentorship events
- 30 newcomers found employment (29%)
- 14 newcomers returned to further education (14%)
- 2 newcomers left the province
- 57 remain unemployed (55%)

MCSC will continue to work with newcomers who attended the mentorship events to help them find employment, advance their career, locate relevant education to certify in Canada and provide overall advocacy and support. In addition, MCSC added free online training for newcomers to expose them to project management and construction supervisor training.

### Promoting the Construction Industry to Youth

The Community Youth Liaison along with the Coordinator of Education and Training attended numerous career fairs, job fairs and expos across the province to raise awareness about careers in



Ramir presenting *First Day of Work* at the World of Choices in Altona, Manitoba



Ramir at the Winnipeg Connector Partnership Event at the Success Skills Centre



Ramir at the Career and Workforce Mentorship newcomer event at Manitoba Start

the construction industry. From middle schools to high schools, in and outside of Winnipeg, a lot of ground has been covered to build and foster excitement in trades. One of the partnerships that MCSC has supported and fostered is HP Change. David and Scott Angus's mandate at HP Change:

"Every person deserves to pursue what excites them. Individuals and organizations operating on a purposeful level create fulfilling opportunities to do just that. More people living their purpose breeds more positive change." Scott Angus

The MCSC continues look for and build on partnerships. This includes our collaboration with Skills Canada Manitoba where we work together on youth summer camps to keep students learning during the summer. The four camps that occurred in 2019 include: Carpentry, Welding, Horticulture/Landscaping and Bike Build & Maintenance. The camps were varied in ages; the turnout was consistent and all students registered completed the camp. Students worked on various projects; they got their hands dirty, brought home their final projects and came out on top with new skills.

The MCSC revamped the Build It game and showcased the VR Power Tool Safety Game. Thanks to MCSC's Technology Support, the Coordinator of Education and Training and the Community Youth Liaison quickly learned how to effectively present MCSC's technology. Now wherever MCSC travels, all the technology travels with them!

## Engagement with Industry Stakeholders & Education Committees

Many new connections and contacts have been established that have and will continue to promote construction and trades. Two Trade Talk videos were created in 2019. This includes commercial roofer featuring Chelsea Renz from Flynn Canada Ltd and mechanical heat/frost insulator featuring Matthew Anderson from DMS Industrial Constructors Inc. Attending the Educator's Working Group, the MHBA Education and Training Committee and the Manitoba Career Prospects meetings have provided many perspectives of the identified skill gaps that need to be addressed. The Coordinator will continue to participate in these committees and looks forward to adding to this list including the high school career counselors' Professional Learning Group.

During this period of a global health pandemic, the MCSC compassionately leads by example by creatively following government regulatory guidelines and working collaboratively as a team to support the needs of the construction industry in Manitoba.



# Reports

## COMMUNITY & YOUTH LIAISON



James Murphy

2019 was a busy year for me delivering presentations and attending career fairs to encourage junior high, senior high, post-secondary students and community members to consider a career in the construction trades. The 15 minutes power-point, “Your Life Works” video, MCSC Trade Talk videos along with the “First Day at Work” and Trades Town games that test the player’s knowledge about the trades ensures that the students are engaged as per their participation answering questions directed to them as I move through my presentation. The students is also left with a resource of information from the [www.tradeupmanitoba.com](http://www.tradeupmanitoba.com) website about the wealth of opportunities for them in the construction trades.

MCSC in partnership with Flipside Development has over haul a favorite game base-learning tool, the game Build It. The BUILD IT game is a Jeopardy inspired construction trade’s question-based trivia game which two teams compete to win the most points based on construction trades based questions.

This game was developed eight years ago for students to have fun while learning about the construction industry and is very popular with the students completing against each other for a chance to win prizes and to have bragging rights as they learn important information that can get them started on the road to a career in construction. This game has been up graded to Build It 2.0 and adds more excitement and energy to my presentation.

Students from Lord Selkirk Regional Secondary School got a chance to try out the BUILD IT 2.0 game in their Career Development Session.

The BUILD IT game is a Jeopardy inspired construction trade’s question-based trivia game. In teams, players compete to win the most points based on trivia questions.

I visited nine schools in the Winnipeg School Division for either a career fair or classroom presentation, four schools in the River-

East Transcona School Division, three in the St. James- Assiniboia School Division, three in the Louis Riel School Division, two in Seven Oaks School Division, two to Privates Schools and eleven to schools outside of the City of Winnipeg and six presentations or career fairs to Communities organizations.

The Red River School Division Career Fair event at the Millennium Exhibition Center in Altona, Manitoba was one that stood out to me the most, this event was called World of Choices, the Grade 9 students came from the communities of Morden, Altona, Morris, Sanford, Dominion City, St. Pierre-Jolys, Vita, and Sprague.

It was aimed at helping youth in grade 9 explore career choices and learn from over 40 career mentors in a round table format as well as interactive sessions. The students were exposed to a variety of career possibilities that already exist in the region, they got to learn about the training and education required for different sectors from Manufacturing, farming to construction, and they got a glimpse into what a typical day looks like on the job. I like to think the students left the forum excited about their future, and better equipped to meet the challenges of today’s working world.

MCSC introduced the new virtual reality Hazard Awareness Learning Tool that uses Pico Goblin headsets to bring awareness of hazards on the worksite. This is a general awareness exercise that enhances but does not replace workplace training.

The Trade Talk videos has been a hit with the schools and have been a big part of the Community and Youth Liaison’s presentations. The videos help to get the message across to students and teachers about the wealth of opportunities available in construction.

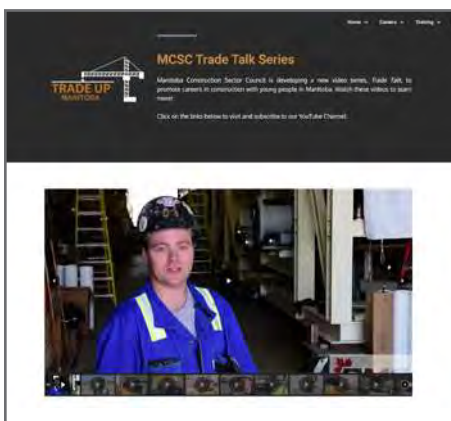
When asked, what are teachers saying about the trade talk videos?

***Can you use the Trade Talk videos to promote careers in construction?***

- Definitely! The videos are informative, engaging, demonstrate that women can work in the trades, multicultural



James using the Pico Virtual Reality learning tool in a presentation at Kildonan East Collegiate



The MCSC Trade Talk Series at [tradeupmanitoba.com](http://tradeupmanitoba.com)



James presenting using Virtual Reality at the World of Choices in Altona, Manitoba

representation, financial benefits for working in the trades, and have local businesses represented. Students found the videos quite helpful and relevant. The videos showed how people get trained in the trades, the types of jobs available in the construction industry, the social aspect of working in the trades, and the satisfaction that comes from looking at the work you did in the community.

- YES! They are done very well and students appear to enjoy them.

#### ***What are the advantages of the Trade Talk videos and the Trade Up Manitoba website?***

- The videos and the website are really a one stop shop for people wanting to teach or learn everything you want to learn about working in the trades. It is much more user friendly than the Apprenticeship Manitoba website.
- I like to use the website to assist students in navigating through career exploration. The videos have a great selection on careers with many diverse individuals. The website is very user friendly and I am able to have students navigate it by themselves.

#### ***What additional information do you require to promote careers in construction?***

- If I had not sat in on James Murphy's presentation to students at Vincent Massey, I would not have been as aware of all the resources available on the MBCSC website. More advertising of the information is needed. Is there a link from Apprenticeship Manitoba website to MBCSC website? It would also be great if you could advertise jobs open in construction or which construction companies are hiring in Manitoba, especially jobs for students. This is especially important for high school students wanting to do the High School Apprenticeship Program or high school students enrolled in trade the construction trade programs at MITT, etc. If you could set it up similar to Indeeds where students can receive email notifications when jobs in the trades come up.

#### **Summer Programming**

The North End Trades Discovery Initiative (NETDI) is a partnership between Skills Canada Manitoba, Community Education Development Centre (CEDA) and Winnipeg School Division to promote trades career awareness and opportunities for young people living in Winnipeg's north end. The after schools' out activities began in July for students. The summer programming offered three free summer camps to students living in the inner-city area.

The three camps that was offered to the inner-city students were welding, bike build and landscaping. Ramir Diaz took the lead for MCSC with the organizing and planning of the camps along with Skills Manitoba. While Ramir attended to the welding and bike build, I took over where we left off last summer with the landscaping.

In this week long camp, the students developed basic horticulture and landscaping skills, designed and created a sacred medicine garden and ceremony space to go along with the MCSC medicine wheel garden from last year's camp at Wabung Abinoonjiag in Winnipeg.

A request was made by MCSC Community and Youth Liaison James Murphy to Rick Wood a Red Seal HVAC tradesman from Winnipeg School Division Building Department to pay a visit to their organization to see how all the schools in the WSD



are maintained and service when in need of any kind of repairs, up keep, renewal and management. With over seventy-eight schools from elementary, junior high, high school and adult education school WSD Building Department staff are on call 24 hours a day 7 days a week 365 a year.

## Women in Trades Conference

The planning and recruitment for the first Women In Trade is well under way for MCSC staff.

I was asked to come up with some ideas for the youth seminars to present to the planning committee for the conference and coordinate along with the subcommittee five topics for the conference, the following is final topics for the conference:

### Youth:

- **Seminar #1:** Use Labour Market Information to Find High Demand Trades
- **Seminar #2:** Understanding the Work Load vs. Mental Health
- **Seminar #3:** Money Management: Budget for Success
- **Seminar #4:** Personal Management Skills
- **Panel Discussion:** A Need for Trades People in the Film Industry

The majority of the people that attended this conference gave it the thumbs up, a lot of work went into the two-day event, with the hard work paying off with plenty of positive reviews from the attendees.



James at the Landscaping Camp at Wabung Abinoonjiag



In-game shot of *Build It 2.0* which was made in partnership with Flipside Development



Panel Discussion: A Need for Trades People in the Film Industry from the Manitoba Women in Trades Conference

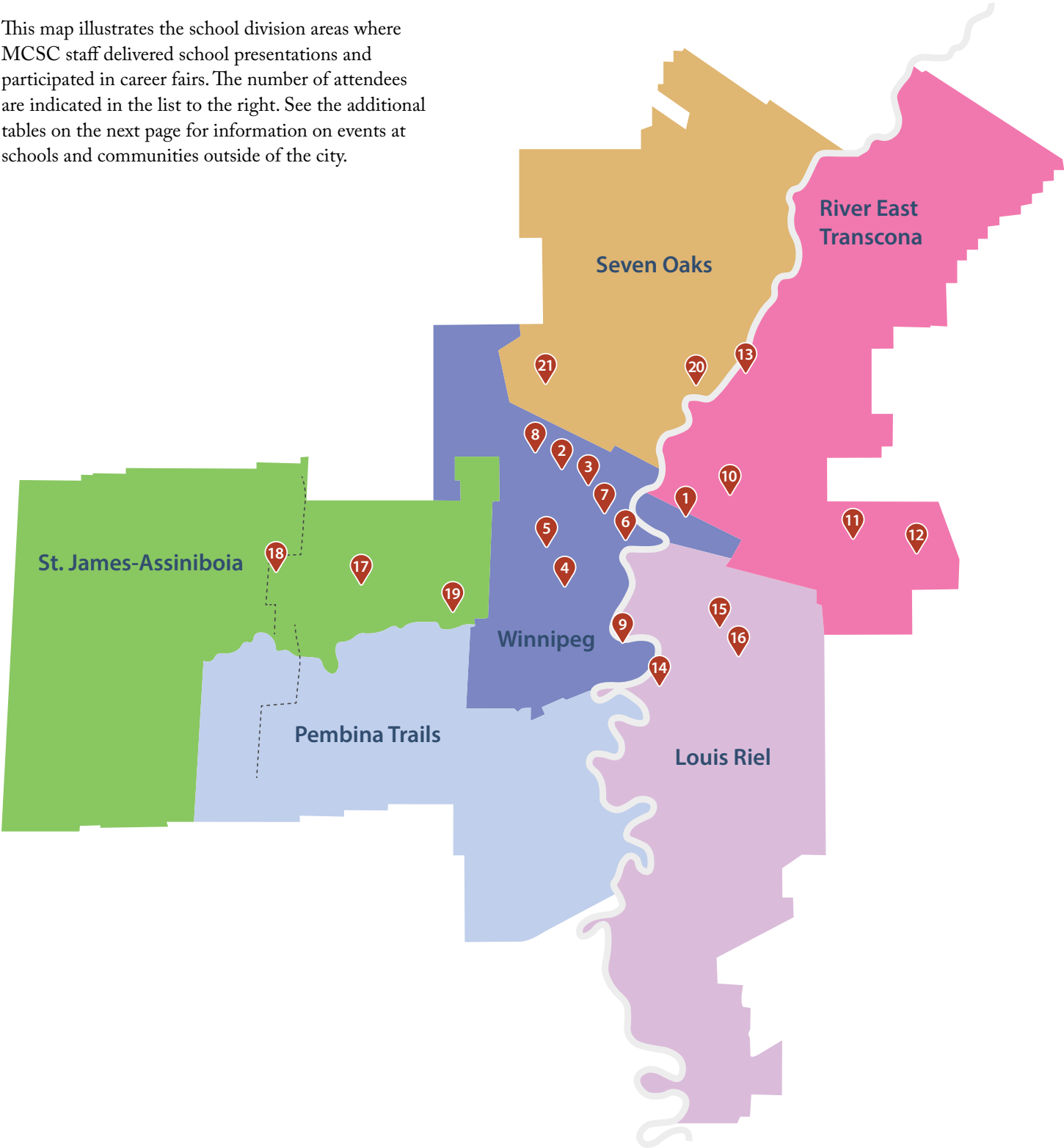


James with Jennifer and Ramir at the Try a Trade North Program held at Cross Lake, Manitoba




2019–2020

# Community & Youth Liaison Outreach

This map illustrates the school division areas where MCSC staff delivered school presentations and participated in career fairs. The number of attendees are indicated in the list to the right. See the additional tables on the next page for information on events at schools and communities outside of the city.



# Map Legend

-  Indicates Schools within a Winnipeg School Division
-  Indicates number of attendees at an MCSC Presentation
-  Indicates number of attendees at an MCSC Career Fair

## Winnipeg School Division

1 Elmwood High School	42
2 Winnipeg School Division Career Counselors	11
3 Children of the Earth School	17
4 Gordon Bell High School	52
5 Daniel McIntyre Collegiate Institute	267
6 Argyle Alternative High School	68
7 R.B. Russell High School	177
8 Sisler High School	158
9 Churchill High School	238

## River-East Transcona School Division

10 Kildonan East Collegiate	242
11 John Gunn School	313
12 Pierre-Elliott Trudeau School	221
13 John G. Stewart	12

## Louis Riel School Division

14 Glenlawn Collegiate	58
15 Louis Riel Arts & Technology Centre	80
16 College Beliveau	124

## St. James-Assiniboia School Division

17 Sturgeon Heights Collegiate	203
18 John Taylor Collegiate	40
19 St. James Collegiate	44

## Seven Oaks School Division

20 West Kildonan Collegiate	128
21 Maples Collegiate	38

## Private Schools

Mary Mound School	12
Immanuel Christian School	22
South East Collegiate	135

## Schools Outside of Winnipeg

Edward Schreyer School	120
Rosenort School	11 225
Sioux Valley High School	15
J.A. Cuddy School	63
Selkirk Secondary School	75 150
Portage la Prairie Collegiate	220
Altona High School	80
East Selkirk Middle School	150
Morris School	60

## Communities Visited

McLeod Adult Learning Centre	99
Winnipeg Adult Centre	36
Healthy Start for Moms	35
WCA Expo	350
HP Changes (Scott Angus)	24
CSAM	60



# Reports

## INDIGENOUS LIAISON



**William Kirkness**

*Materials 3 and Design 3 Review Certificate,  
Project Management Certificate, HRM Certificate*

### Purpose

To assist Manitoba's construction sector by working with Industry stakeholders to develop solutions to their current and future human resource needs by delivering training to youth in First Nation communities to develop their employability skills. The Indigenous Liaison for the Manitoba Construction Sector Council (MCSC) has been focusing on re-establishing working relationships with First Nation communities and working in the best interests of the MCSC. As a former provincial government employee for 37 years, the Indigenous Liaison was a surveyor, winter road supervisor, project manager and HR consultant. He had the opportunity to visit and establish working relationships with remote communities in the north and on the east side of the province. His well respected role in the north continues with the sector council.

### Report

In the 2019-20 fiscal year, 80 participants in 5 separate communities successfully completed the MCSC Job Readiness Course, 24 participants have successfully completed the MCSC Framer Course and 6 have successfully completed the Driller in Training Certificate Course.

As a result of this training, all participants of the Job Readiness were offered jobs in their community with the band. Some of the participants were hired to work on the school build in their respective communities until they were forced to shut down due to the Covid 19 pandemic. Similar to the Framer Course, the majority were hired by the band to assist with renovations to existing houses. There is always a need to build and renovate houses in these communities. Having community members trained in carpentry allows the band to renovate existing houses; in addition, contractors hire trained people from the community reducing

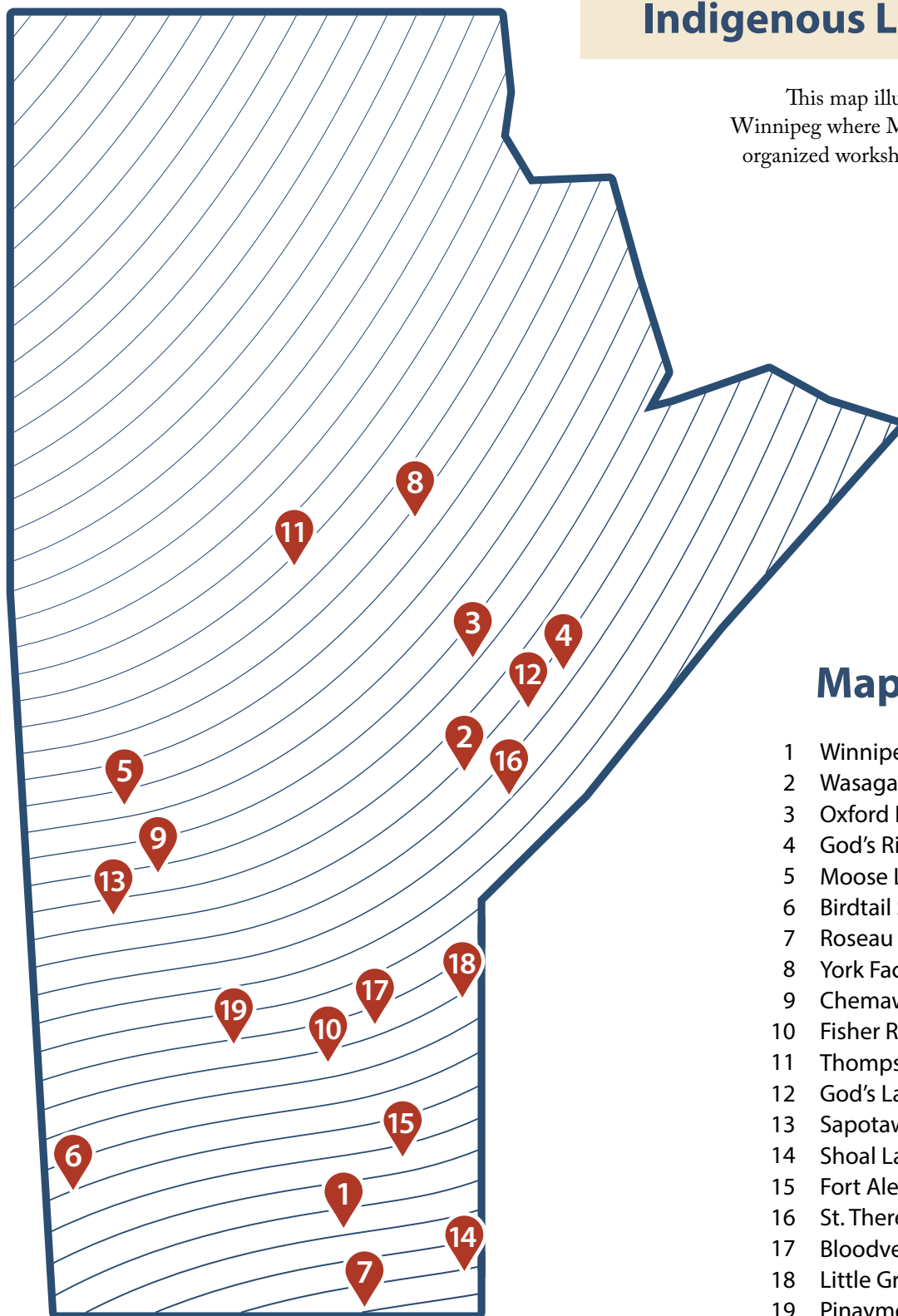
the number of sub-contractors that need to come from the south. This training provides community members employment, valuable work experience and takes them off social assistance. 110 graduates employed as a result of MCSC training in 2019, results in a reduction of \$24,200 per month in community social assistance budgets.

Contractors have stated in the past that community members lack training and they simply do not have the time to train them as they are on a tight work schedule. The majority of community members have been out of school and the workforce for some time; they require job readiness and trade skills so they show up on time every day with the confidence and skills to get the work done. Community Leaders have commented on the decrease of the social assistance budget when members are employed and they notice the positive difference in their attitudes. One councilor also stated that with the training he can notice the difference in the participants in the way they walk and behave, "it gives them hope". The majority of community members have no desire to leave their communities and families but will do so to gain employment. To gain that employment they must have the necessary training/attitude which they gain from the Job Readiness and the Framer Course; they gain the skills to assist in building much needed homes for their community members.

I have been speaking with some community leaders and they would still like to see more training for their community members. Meetings and continued research with the federal government and Indigenous agencies will enable MCSC to meet the council's primary goal to upgrade skills throughout the industry and promote the benefits of working in the construction sector with an emphasis on attracting individuals from Indigenous communities in the construction industry.

## Indigenous Liaison Outreach

This map illustrates the areas inside and outside Winnipeg where MCSC staff delivered presentations, organized workshops, and participated in career fairs with community organizations.



### Map Legend

- 1 Winnipeg (Including IDSS)
- 2 Wasagamack First Nation
- 3 Oxford House
- 4 God's River
- 5 Moose Lake
- 6 Birdtail Sioux
- 7 Roseau River Anishinabe First Nation
- 8 York Factory First Nation
- 9 Chemawawin Cree Nation
- 10 Fisher River
- 11 Thompson
- 12 God's Lake First Nation
- 13 Saptawayak First Nation
- 14 Shoal Lake 39
- 15 Fort Alexander - Sagkeeng First Nation
- 16 St. Theresa Point
- 17 Bloodvein
- 18 Little Grand Rapids
- 19 Pinaymootang First Nation - Fairford

# Reports

## PROGRAM COORDINATOR



Jennifer Daniels

The program coordinator presented the 360 Virtual trade videos and the “First Day at Work” iPad application to students in 40 Indigenous community schools across Manitoba. 134 Frontier School Division teachers, counsellors and administrators are now equipped to engage youth with the resources to continue the trade talk discussion with their students. The students are aware of online resources available if they want to access the website at a later date to help them make a decision on their future career.

Students were asked to fill out a survey after each presentation.

### 360 Degree Virtual Reality Video Presentations

**Total Surveyed:** 889 students in grades 5–12:

- 94% of students liked the VR trades presentation
- 93% of students liked the VR trades experience
- 66% of students have an interest in trades as a career
- 88% of students said they would like more trades presentations

The remaining 1154 of 2043 students were given the Virtual Trade experience in a career fair setting.

### First Day at Work Presentation

**Total Surveyed:** 190 students in grades 5–6:

- 97% of students liked the First Day at Work presentation
- 91% of students liked the “First Day at Work” experience
- 73% of students have an interest in trades as a career
- 88% of students said they would like more trades presentations

### Why was this remote delivery using technology important to students?

The remote delivery was important using technology because the students have limited access to internet use in these remote schools and communities. The VR trades presentation allowed the students to explore and experience construction careers without leaving their classroom. The delivery allowed the students to see a job site without having to be age appropriate for a job site visit. They didn’t have to take a safety course or require PPE to explore different careers.

Students have information to make an informed choice about a career in construction. Some students had goals for their career and some students were unaware of their career goals. At the end of the presentation the students were more aware of the different construction trade careers they could explore upon completing high school.

### What did students have to say about the experience?

The students thought the VR trade experience was very cool and never thought they’d be able to see a construction job site. The students said they never realized how many trades jobs there were and would never have thought of working in these jobs if it wasn’t for this experience. The students were interested to learn how much money could be made as a construction trade person.

### What did staff say about the experience?

The teachers and administration thought this was a very unique way of talking about trades careers with students. They felt

the VR 360 videos are a great way to keep students engaged in learning. Teachers, principals and administrators applied what they were taught to career awareness activities with their students. This use of technology is changing the way career awareness is taught in northern remote Indigenous communities.

There were 2,043 students who participated in career awareness presentations through try a trade north and as a result, students are better prepared to make informed choices about a career in construction.

### **What are some of the challenges of remote delivery?**

Administration would often not communicate via email. Most presentations were set up by personal phone calls that required multiple messages and call backs. On some occasions, the Virtual Trades Coordinator arrived in the community after confirming the event only to learn the school had something come up that required rescheduling of the presentation.

The challenges faced in remote community is communication and isolation to the outside world. Some of the students had a hard time answering what they wanted to do after grade 12 graduation. It was hard to reach these students to engage in a further discussion about their future.

### **What else do community schools need to support career awareness in these remote communities?**

The community schools need more career fairs or online exploration in career awareness. Students as young as grade 5 need to talk about different careers. Students need a career day in their school where the students experience different activities that involve various careers. The hands-on experience of a trades career will grow their confidence when they recognize all of their skills and abilities.

### **How have you made a difference in the lives of the students, teachers and counsellors?**

The presentations have allowed students to dream about their future career. The question the Virtual Trades Coordinator asks is, what do you want to do when you graduate? A lot of students don't know what they want to do. She told them to ask themselves that question. The Virtual Trades Coordinator told them to think about what they like to do in their free time and how they could apply that to their career choice.

Teachers and counsellors are more informed about the different essential skills needed in a construction trades career. The presentations helped continue the conversation about their student's future career goals. Teachers can also encourage the learning of math if student's desire to work in a career in construction; teachers could provide students with examples of where they'd be needing math skills.



In-game shot of MCSC's *First Day of Work* tablet game



Jennifer demonstrating *First Day of Work* at Cross Lake, Manitoba



Students using 360 Degree Virtual Reality at Cross Lake, Manitoba



# Reports

## OFFICE MANAGER



Karla Dugay  
B.A.A.

During 2019-2020, the Office Manager worked on six main areas to assist with the office and training needs of MCSC. The six areas were:

- Office Work Support
- MCSC Course Materials - Digitalizing, Formatting, and MCSC Branding
- MCSC Training Evaluation Database - Data Entry, Charting, Statistic Organization
- Updating Trade Up Manitoba and MCSC Websites
- Managing the 10<sup>th</sup> Year MCSC Anniversary and Women in Trades Conference
- Work Practicum Student Supervision

### Office Work Support

The Office Manager supported the MCSC administrative functions, tracked the MCSC office inventory and swag, prepared content and charging for the Pico Goblin headsets and I Pads for the project managers and developed and maintained the MCSC database of office assets for insurance purposes.

All the MCSC swag purchased was combined for use by the three MCSC project managers and the virtual trades coordinator. The Office Manager monitored usage of swag and updated the Inventory sheet when required. The sheet allowed the MCSC team to track usage of MCSC swag and order supplies when materials ran short. This system minimized loss of MCSC swag and accurately measured usage. She also created a new presentation checklist template for the use of by three project managers. The Office Manager purchased swag item for presentations, career fairs and training.

In October 2019, the Office Manager asked BIT Space

Development to order 12 additional Pico Goblin headsets and 2 new Oculus Rift S for the MCSC power tool application. This new Oculus Rift S will be used for school presentations, career fairs and other events. For insurance purposes, the Office Manager updated the MCSC inventory excel sheet to track the new MCSC office assets purchased for supporting Industry Services and then labeled all the equipment with codes.

### MCSC Course Materials: Digitalizing, Formatting and MCSC Branding

The Office Manager finished digitalizing the revised job readiness course.

The job readiness course, which consists of six modules, was revised by MCSC contractor, Linda Maxwell. The Office Manager assisted the contractor with retyping and formatting the material with MCSC brand. Over 200 copies of the manual have been printed and used in six Indigenous communities including Bird tail Sioux, Wasagamack, Garden Hill, Roseau River, York Landing and The Pas during fiscal year 2018 – 2019. The professional appearance of the manual drew the attention of many others who are now requesting delivery of the Job Readiness Program in their Indigenous communities or in Winnipeg.

### MCSC Training Evaluation Database: Data Entry, Charting, Statistic Organization

To assist the MCSC Indigenous liaison and ensure the quality of the MCSC Job Readiness course and Framer course in northern communities, the Office Manager prepared an instructor manual, ordered student supplies and added the evaluations and student information to the database.

There were 117 evaluations received from the indigenous



communities last fiscal year. All of them were updated to the MCSC evaluation data sheet, then printed and compiled by community into MCSC evaluation binders.

The Office Manager supported the revision of the framer course which consists of eight modules. The Office Manager formatted all weekly lessons with the MCSC brand. The Office Manager printed the material and replaced the old version of the framer course. The Office Manager created the cover for the carpentry finisher course and printed the manual which consists of ten modules; she formatted the materials with the MCSC brand. The Office Manager printed the mould and asbestos course manual which contains two modules.

### Updating the Trade Up Manitoba and MCSC Websites

From September to November 2019, the Office Manager updated the Trade Up Manitoba website training tab for the HSAP and Vocational Program; she updated the HSAP with a Manitoba Education and Training representative and also added a chart that will help students understand and receive accurate information on Trade Up Mb website. The Office Manager also updated the MBCSC website by adding the conference event in the homepage, updating the event calendar and uploading the latest one pages.

### Managing the 10th Year MCSC Anniversary and Manitoba Women in Trades Conference

In fiscal year 2019-2020, the Office Manager organized the 10th year Anniversary Celebration of MCSC that was held at Manitoba Institute of Trades and Technology. The Office Manager collected the payments from the 125 attendees for the 10th Year Anniversary Celebration, organized the event details and communicated with the Event Coordinator at Manitoba Institute of Trades and Technology. The Office Manager also compiled all the photos from 2009 to 2010 and testimonials from the board members for the MCSC year book that was distributed at the 10th Year Anniversary. She communicated with the graphic designer, Erin Jung to format and design the yearbook and program for the 10th Anniversary.

From September 2019 to February 2020, the Office Manager assisted in organizing the following meetings for the Manitoba Women in Trades Conference:

- The Office Manager advised attendees on how to use online registration, Event Camp to register for seminars; she also created forms for out of town attendees, sponsors and exhibitors to register for the conference.
- Created an excel sheet for booth attendee information to include the number of people at the booth, the table size, and electricity requirements.
- She also assisted the Finance Manager in collecting, sending and receiving invoices and updating the record sheet for payments.
- Assisted Erin Jung, our graphic designer, with updates to the sponsorships, booth registrations, the conference program and the website (<http://mbcsc.com/mwt-building-our-future-conference/>). Our graphic designer made a template for the sponsorship display and a power point display. Also the Office Manager assisted Erin Jung in making the advertisement for the Manitoba Women in Trades Conference.



View of the Trade Up Manitoba Skills Training in Highschool Page



Newspaper advertisement for the Manitoba Women in Trades Conference



MCSC's 10 Year Anniversary Celebration invitation

- The office manager created a spreadsheet with speaker's information including their topics, audio visual requirements, moderator's names and sponsors.
- She bought framed displays for the sponsors, t-shirts for volunteers, a draw box, tickets and gifts for speakers.
- The Office Manager created tent cards for speakers and labels for displays and sponsor's logos.
- The Office Manager organized bios, handouts and gifts for the speakers and gave them to each moderator in advance; she made sure the most recent versions of audio, visual and videos were loaded in each seminar room and ready for the speaker's presentation.
- She created tasks and oriented volunteers from South East Collegiate.

### Assist the three Project Managers and the Virtual Reality Coordinator for their Events

In 2019–2020 fiscal year, the Office Manager assisted the Community and Youth Liaison, James Murphy in preparing his swag, iPads and Pico Headsets used in school presentations, career fairs and other events. In April 2019, the Office Manager supported the Coordinator of Education and Training, Ramir Diaz with preparing swag for the Young Women's Conference and the newcomer Event. She also ordered and picked up MCSC office supplies as needed by the project managers.

### Supervising Practicum Students

The Office Manager developed the tasks and responsibilities for two practicum students from MITT's Business Administrative Assistant program. The two students performed various tasks related to maintaining the MCSC and Trade Up websites as well as assisting in the MCSC office work, school presentations, and career fairs. The Office Manager measured student progress weekly and completed a final performance report at the end of each work placement.

## May 2019–June 2020 Practicum Students

Student	School/Program	Position at MCSC	Duration
Prince Bargat	MITT/B.A.A.	Office Administrative Assistant	2019/05/06 to 2019/06/14
Manpreet Kaur	MITT/B.A.A.	Office Administrative Assistant	2019/10/07 to 2019/11/15

# Reports

## SOCIAL MEDIA REPORT



### **A social media strategy was developed and implemented:**

#### **Instagram, Twitter, LinkedIn and You Tube were added to the social media platform. Results:**

Branded templates were created for exploring the Trades (typically on a Tuesday /Trades Tuesday) highlighting the various trades opportunities and salary information with a link to more information on training and resources.

MCSC partnered with the Winnipeg Metro Region to highlight the benefits of using VR for training as well as to introduce students to a “hands on” experience. This was achieved through advertising and an editorial in the Regional Times publication written by Jennifer Daniels.

Each month, a \$20 advertising credit was put toward promoting the Facebook page for the following demographics: Manitoba Men and Women between the ages of 18-40 whose interests included construction. This was also run on Instagram.

#### **Brand awareness and consistency will position Trade Up Manitoba (the MCSC youth site) as the subject matter experts for resources, training and information related to careers in construction. This will be achieved through regular promotion of programs, targeted messaging for specific audiences, advertising and by offering a variety of posts. Results:**

Regularly shared posts of MCSC staff activities in the community promoting careers in construction

Tagged Manitoba Teachers Association in any posts related to booking a presentation for students

Connected to Facebook group called Aboriginal Job Postings,

Recruitment Sites and Training Opportunities ( 17,018 Members) and regularly posted on the group site about training, resources available.

Connected to the Manitoba Chamber small business group and shared posts relevant to the business community (i.e. Women In Trades Conference)

#### **Social Media will increase awareness of training and resources available including high school Apprenticeship, post-secondary, private vocational and vocational programming. Results:**

At least 2 times a week we shared posts on training, upcoming events and resources happening with MCSC and/or from MCSC partners such as Build Force, MITT, WCA, CSAM, Red River Collage, OAWA, Immigrant Centre, Amik, etc.

#### **A monthly social media plan was developed including monthly themes, contests, career highlights, programs and videos, draws and safety tips. Results:**

We actually only did one contest for Father's Day. The other contests were focused around the Women in Trades Conference

We regularly shared posts and pointed to resources at CSAM, MB Home Builders, MB Heavy and SafeWork Manitoba. Examples: toolbox talks on working in extreme cold /heat, safety info on PPE, promoting construction partner events, confined space training , CSAM Conference, MB Heavy Events, etc.

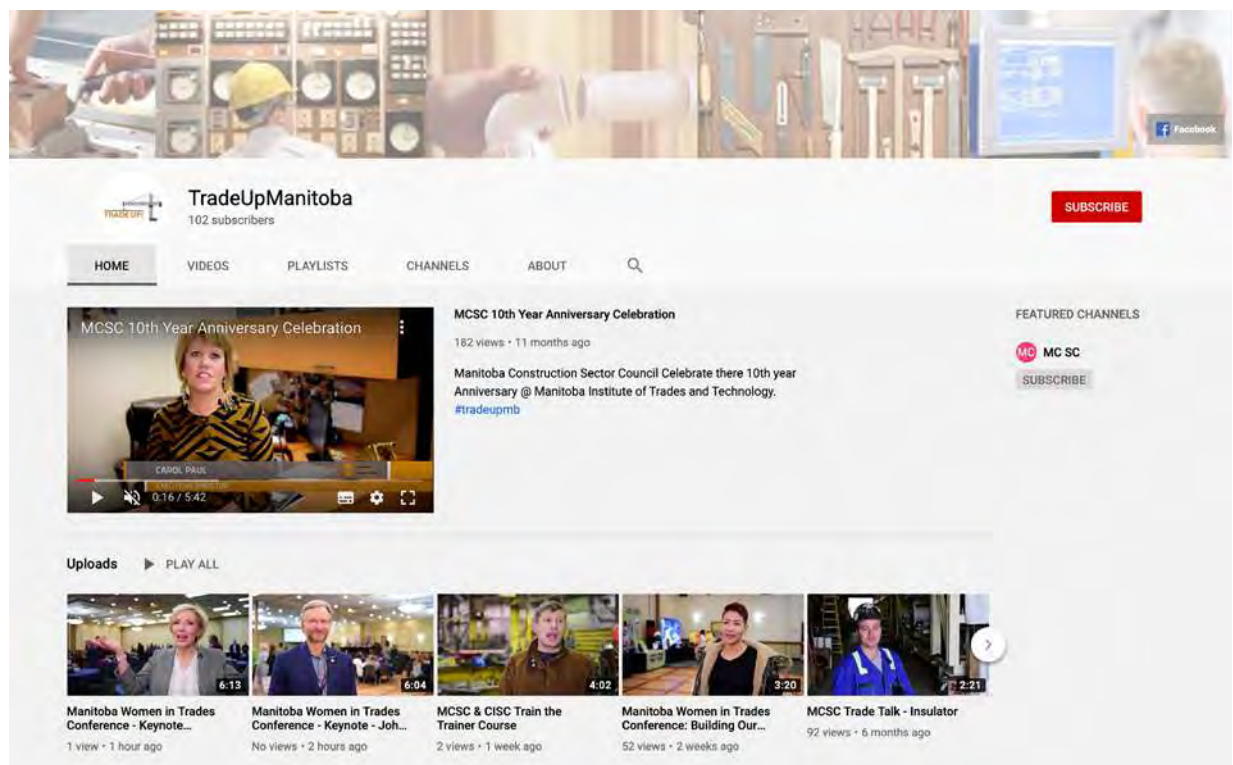
Try on the Trades 360 videos were regularly shared as well as the Games and VR programs.

We also followed along with themes that are trending that month, example Mental Health Awareness or International Women's Day.

# 2019–2020 Social Media Report

## Platform

Facebook	2,184 followers   11 likes	→	2,243 followers   2,227 likes
Instagram	193 followers   12 likes per post	→	328 followers   17 likes per post
Twitter	0 followers	→	134 followers
LinkedIn	10 visitors   3 followers	→	152 followers
YouTube	61 subscribers	→	98 subscribers



YouTube Account Home Page  
@TradeUpManitoba





Twitter Post Example

@TradeUpMB .....



FaceBook Post Example

@TradeUpMB .....



Instagram Post from February 20<sup>th</sup>, 2020

@tradeupmanitoba .....



## 2019-2020 Activity Highlights

# EDUCATION

Education is a form or process of learning through which knowledge, skills and attitudes are acquired by one or more learners. Any experience that has a formative effect on the way one thinks, feels or acts can be considered educational. Activities under education include coaching, mentorship, and training.



Roseau River  
*Framer Graduation*



Oxford House  
*Framer Graduation*



Thompson  
*Drilling Sims. Training*



Fisher River  
*Job Readiness Graduation*



The Pas  
*Job Readiness Graduation*



Easterville  
*Job Readiness Graduation*

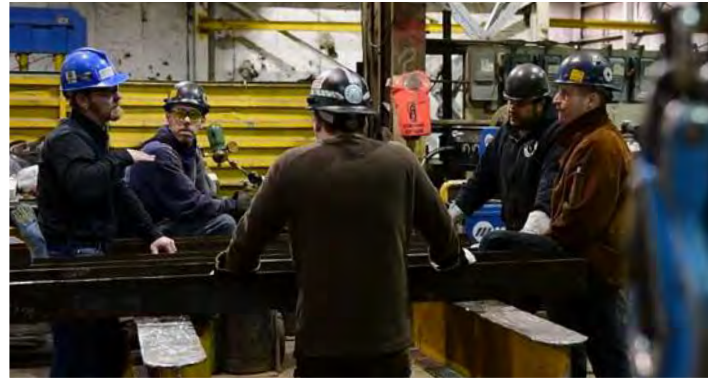


York Landing  
*Job Readiness Graduation*



Thompson  
*Drilling Sims. Training*





Train the Trainer



Steel Fitter Course



York Landing

Framer Course & Graduation



## 2019-2020 Activity Highlights

# AWARENESS

Awareness means a conscious effort to increase the knowledge of others. It often takes the form of a group of people attempting to focus the attention of a wide group of people on some cause or condition. Activities under awareness include outreach activities, keynote speeches at banquets/conferences, production and distribution of sector information or promotional material.



Young Women's Conference  
Red River College, Winnipeg



World of Choices Passport to Careers  
Altona



## School Career Fairs & Classroom Presentations



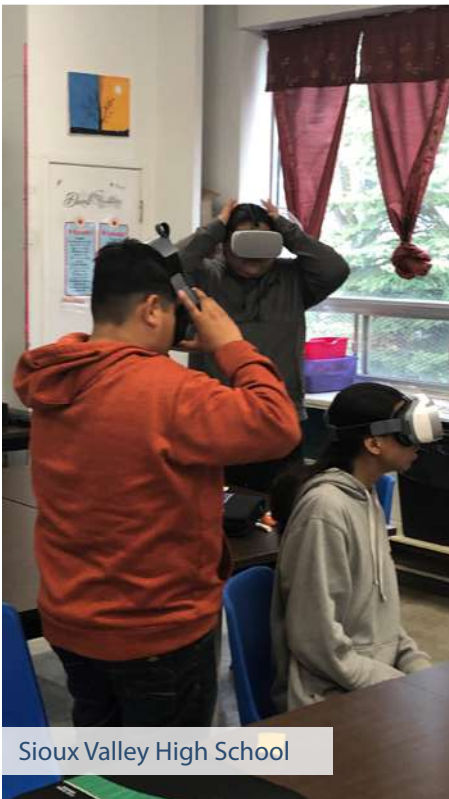
R.B. Russell



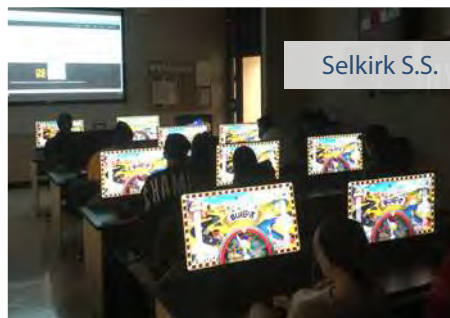
Collège Béliveau



Argyle Alternative High School



Sioux Valley High School



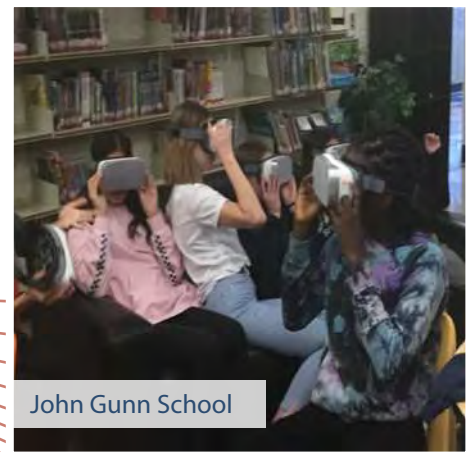
Selkirk S.S.



Pierre-Elliott Trudeau School



Sisler High School



John Gunn School



John G. Stewart School



Kildonan East Collegiate



## Newcomer Events



Manitoba Start



Success Skills Project Management



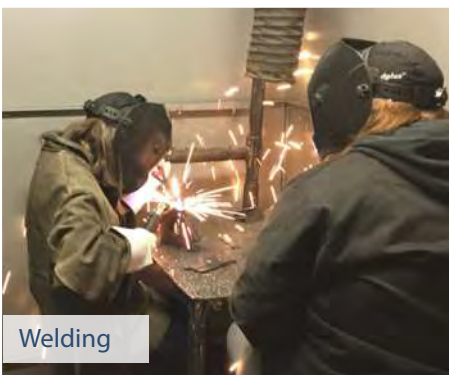
Landscaping



## Summer Camps



Bike Build



Welding







Try a Trade North  
Cross Lake, Manitoba



HPCX 19

CSAM Safety Conference



## 2019-2020 Activity Highlights

# ENGAGEMENT

Engagement is the act of sharing in the activities of a group. Engagement activities include industry consultation, networking, internships, partnership development and business development.



MET School



Women on Board, Winnipeg Chambers



Safety Awards Gala



Indigeconomics, Winnipeg Chambers



Manitoba Start Employer Awards



WPG. Metro Region



## Committees & Meetings



MWIT Advisory Meeting



Steel Fitter Course Committee



CFLC Committee



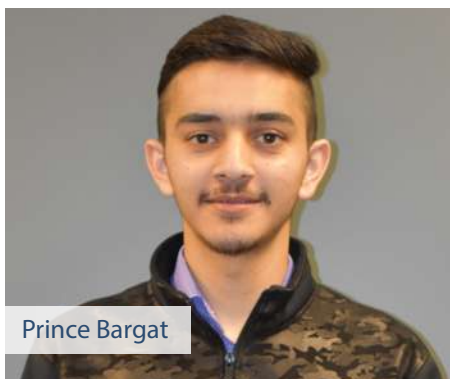
Educator Working Group



Educator Working Group



Manpreet Kaur



Prince Bargat

## Interns





## 2019–2020 Activity Highlights

# MCSC's 10 Year Anniversary

The MCSC held their 10th Anniversary on April 18, 2019 with 125 guests to recognize the many partners who have contributed to the success of the organization. John Shubert, first chair of the board for MCSC, brought greetings while Seven Oaks MET students' performance let employers know what today's youth need to succeed. It was an opportunity to reflect on MCSC's growth, recognize the many accomplishments, and plan for the future!







## 2019-2020 Activity Highlights



## BUILDING OUR FUTURE CONFERENCE

By the year 2020, the federal government has stated that 319,000 new jobs will be required in the construction sector alone. This makes the need for more skilled workers today stronger than ever! Raising awareness and providing resources is key to attracting more women to a career in the skilled trades.

With this in mind, the Manitoba Construction Sector Council, Manitoba Home Builders' Association, Manitoba Heavy Construction Association, Manitoba Building Trades, Winnipeg Construction Association and First Peoples' Development Inc hosted a first-of-its-kind, 2-day long Manitoba Women in Trades Conference, February 18–19<sup>th</sup>, 2020 (7:30am–4:00pm) at the Victoria Inn Hotel & Conference Centre in Winnipeg, MB. The conference was geared toward women who need support, guidance, and connections to make their construction career a success, as well as to employers, superintendents, project managers and estimators to identify ways to recruit, retain and support women in trades.

As a result of the conference, the Manitoba Construction Sector Council will be developing a one day Breaking Barriers, Building Bridges workshop to be delivered by local community colleges, industry trainers, career counsellors and associations that support women in transition. In addition, MCSC will create a printed and virtual booklet depicting women's Stories of Success to support other women in workplace transition. On March 2<sup>nd</sup>, 2021, the second Women in Trades Conference will continue the conversation!





# The Purpose of THIS CONFERENCE

51 presenters, all leaders in the construction industry, identified challenges and demonstrated effective strategies to work in construction

Women connected to supports available in Manitoba for women in trades

Employers demonstrated best practices in the recruitment and retention of women working in construction

Indigenous women learned how to overcome challenges to retain employment in the construction industry

Construction and safety associations, educational institutions, Apprenticeship and construction companies hosted 40 trade show booths to recruit and market their products and services

530 attendees networked and built relationships to support women in construction



# TESTIMONIALS

“It’s was quite informative I was able to network and meet people. More of this should be encouraged especially for new immigrants who are trying to figure out what to do with their career.”

—Newcomer attendee

“There are other similar conferences that have happened across the country but they’re in Vancouver, they’re in Ottawa but they’re not in Winnipeg and we need this in Manitoba in our own backyard”

—Andrea Canada, *OAWA*

“There’s countless trades here so every young woman that comes in you have so many options and we’re the superheroes of the trades so everything that’s offered here jump on it”

—Candice Tonn, *Ironworker, Local 728*

“I just wanted to come here to explore my option on opening doors for more carpentry experience and I think it’s time to take a step forward”

—Precious Ross, *Build Inc.*

“I came here today because I thought it would be interesting to know a bit more, I already know a lot but there’s no stopping to learning”

—Aleesha Wood, *Student from Southeast Collegiate*

“For me I think that it’s a very positive thing and also it’s very interesting to think how far we’ve come, like 50 years ago this wouldn’t have happened, so taking a moment to just realize how fortunate we are”

—Laura Floss, *Assiniboine Community College*

“I think the event is great to see how much more support and interest that we are getting of women in the trades. I think this conference is long overdue, the most I can hear from women is how they have other support coming here and learning that there are others like us and what can we do to support one another”

—Colleen Munro, *Hugh Munro Construction, MCSC Board Chair*College

“It’s all about recognizing the disparity of women in trades opportunities and how employers and industry must work together to bring women into the trades and pay them equal salary for the hard work that they do”

—Marcus Chambers, *Deputy Mayor from the City of Winnipeg*





# MWIT Conference 2020

## EVENT SPONSORS



Event Sponsor



Lunch Buffet



Keynote Presentation



Panel Discussion



Continental Breakfast



Coffee Bar



Master of Ceremonies



Conference Program



Lunch Entertainment



Fireside Chat



Gift for Speakers



Door Prizes



Name Tags & Lanyards



Conference Bags



Audio Visual



Local Attendees



Out of Town Attendees



# 2019–2020 PARTNERSHIPS

## Core Funding Partner .....



## Board of Directors .....



## External Funding Partners .....



## Industry Partners .....



## Community Partners .....



## Sector Council Partners .....



## Post-Secondary Partners .....



## School & Education Partners .....





## Indigenous Partners



## Communication & Technology Partners



