

# Alberta Apprenticeship and Industry Training Board

---

2013-2016 Action Plan



*contact* Alberta Apprenticeship and Industry Training Board Secretariat

*Internet* [www.tradesecrets.alberta.ca](http://www.tradesecrets.alberta.ca)

*phone* 780-427-8765

*toll free* 310-0000

*fax* 780-422-7376

*mail* 10<sup>th</sup> floor, Commerce Place  
10155 – 102 Street  
Edmonton, Alberta T5J 4L5



Deaf callers with TTY equipment

*phone* 780-427-9999 (Edmonton)

*toll free* 1-800-232-7215 (other Alberta locations)

Copyright © 2013, the Crown in Right of the Province of Alberta,  
as represented by the Minister of Enterprise and Advanced Education.  
Permission is given by the copyright owner for any person to reproduce  
this document for educational purposes and on a non-profit basis.

*ISSN* 1189-8844



## Message from the Chair

---

On behalf of the Alberta Apprenticeship and Industry Training Board (board), I am pleased to present the board's 2013-2016 Action Plan.

During the next three years, the board will work collaboratively with its partners and stakeholders to ensure that:

- Alberta has high quality training and certification standards in the apprenticeship and industry training system,
- Alberta's apprenticeship and industry training system is aligned with labour market demand, and
- Albertans are aware of, and knowledgeable about, the excellent career opportunities available in the trades.

The board will continue to focus on achieving our strategic goals to ensure that Alberta has the highly skilled, trades professional workforce needed for economic success, now and in the future. We will continue to promote the trades as a "career of choice" to Alberta's youth and under-represented groups. We will continue to encourage exceptional individuals who are working towards completion of their apprenticeship or occupational training programs through the Alberta Apprenticeship and Industry Training Board Family of Scholarships and the Alberta Apprenticeship and Industry Training Board Awards.

I am proud of the achievements of the board, as well as with the positive, collaborative relationships the board has with its stakeholders and partners. Together, we will ensure that Alberta has a world-class, high quality apprenticeship and industry training system that is essential for Alberta's continued economic success.

Sincerely,

*Original signed by*

Raymond (Ray) Massey  
Chair

## The Alberta Apprenticeship and Industry Training System and The Alberta Apprenticeship and Industry Training Board

Alberta's apprenticeship and industry training system is an industry-driven system that ensures a highly skilled, professional, internationally competitive workforce in over 50 designated trades and occupations. Industry (employers and employees) sets training and certification standards and provides direction to the system through an industry committee network and the Alberta Apprenticeship and Industry Training Board (board). The Government of Alberta provides the legislative framework and administrative support for the system. The technical training institutes and colleges deliver the technical training component of apprenticeship programs and offer formal training in some designated occupations.

The board consists of 13 people, appointed by the Lieutenant Governor in Council, who are knowledgeable about training in trades and occupations and the needs of the Alberta labour market for skilled and trained people. In addition to the board chair, eight of the members represent employers and employees in designated trades and four represent employers and employees in other industries. To ensure a balanced approach, employers and employees are represented in equal numbers.

The board's mission is to establish and maintain high quality training and certification standards in the apprenticeship and industry training system, and to promote training and employment in designated trades and occupations that meets the demands of Alberta industry and society.

The board works collaboratively with the apprenticeship and industry training system clients and stakeholders (industry, government, junior and senior high schools, and technical training providers) to ensure that Alberta has the trades and occupations workforce it needs for economic competitiveness and prosperity.

### Mandate

---

The Alberta Apprenticeship and Industry Training Board (board) is accountable to the Minister of Enterprise and Advanced Education on matters under the *Apprenticeship and Industry Training Act*. The board's primary responsibility is to establish the standards and requirements for the training and certification of persons in designated trades and occupations. It also provides advice and recommendations to the Minister about the needs of the Alberta labour market for skilled and trained persons. The board's full mandate is stated in its *Mandate and Roles* document.

### Operating Principles

---

<b>Accessible</b>	Individuals wishing to pursue a career in the designated trades and occupations have access to apprenticeship and industry training.
<b>Funded by All</b>	Apprentices, trainees, employers, and government contribute to the financial cost of training.
<b>Industry-driven</b>	Industry is responsible for setting the standards for training and certification, and for providing on-the-job training and work experience for apprentices and trainees.
<b>Collaborative</b>	All stakeholders (the board, industry (employers and employees)), the Government of Alberta, junior and senior high schools, and technical training providers work collaboratively to help individuals train and acquire the skills needed to work successfully in the designated trades and occupations.
<b>Integrated</b>	An apprenticeship is a valuable post-secondary education and is a part of lifelong learning.

# Goals, Priority Initiatives and Performance Measures

**Core Business 1** Establish and maintain high quality training and certification standards in the apprenticeship and industry training system

**Goal 1** Alberta has a highly skilled, professional workforce in the designated trades and occupations that meets the current and future needs of industry.

**What it Means** The following outcomes describe what attainment of goal one will achieve:

- High quality apprenticeship and industry training and certification standards are established, developed and implemented that meet the current and future needs of Alberta industry.
- The industry committee network has the capacity, tools and mandate to provide quality advice to the board.
- The apprenticeship and industry training system continuously reviews and enhances its systems and processes to ensure that a highly skilled trades professional workforce is developed.

## Priority Initiatives

- 1.1 Ensure high quality training and certification standards continue to be developed and implemented.
- 1.2 Ensure a strong and vibrant industry network that contributes to the success of the apprenticeship and industry training system.
- 1.3 Ensure innovative, alternate forms of delivery<sup>1</sup> are explored as a method to improving access to technical training.
- 1.4 Collaborate with industry to explore alternate methods for registering and training apprentices.
- 1.5 Work with stakeholders and partners on initiatives with respect to the recognition of programs and alternate assessment processes.

Performance Measures		Previous Years' Results			Current Results	Target (2013)
1.a	Satisfaction of recent apprentice graduates with on-the job training <sup>2</sup>	91% (2005)	93% (2007)	92% (2009)	91% (2011)	90+% (2013)
1.b	Satisfaction of recent apprentice graduates with technical training <sup>2</sup>	93% (2005)	94% (2007)	94% (2009)	93% (2011)	90+% (2013)
1.c	Percentage of apprentice graduates employed <sup>2, 3</sup>	n/a (2004)	n/a (2006)	n/a (2008)	93% (2011)	90+% (2013)

<sup>1</sup> A detailed description of alternate delivery methods can be found at [www.tradesecrets.alberta.ca](http://www.tradesecrets.alberta.ca), Technical Training Centre, Training Delivery.

<sup>2</sup> The **Apprentice Graduate Satisfaction Survey** is conducted every second year. The **Survey of Employer Satisfaction with Apprenticeship and Skilled Tradespersons** is conducted every fourth year (previously, it was conducted every second year).

<sup>3</sup> Employment results for 2011 are not comparable to earlier survey years because of differences in the data collection period of this survey.

## Goal 2

Alberta's apprenticeship and industry training system is aligned with labour market demand.

### What it Means

The following outcomes describe what attainment of goal two will achieve:

- The apprenticeship and industry training system responds to the needs of apprentices and employers and to the labour market demand.

- 2.1 Encourage and motivate employers to hire, train and retain apprentices to the completion of their program.
- 2.2 Develop ways to positively affect changes in the supply of skilled trades professionals.
- 2.3 Collaborate with industry and government stakeholders to develop an understanding of specific labour market needs and changes.
- 2.4 Influence Pan-Canadian apprenticeship strategies through research, discussion and collaboration within the apprenticeship community across the country.

Performance Measures	Previous Years' Results			Current Results	Target (2013)
2.a Number of employer sites hiring and training apprentices	14,977 (2009)	14,581 (2010)	13,871 (2011)	14,215 (2012)	14,500

Performance Indicators <sup>1</sup>	Previous Years' Results			Current Results
2.b Number of new apprentices registered (five-year average)	20,755 (2009)	20,216 (2010)	18,899 (2011)	18,748 (2012)
2.c Number of apprentices registered	69,904 (2009)	63,029 (2010)	57,004 (2011)	61,326 (2012)
2.d Number of apprentices completing their program	7,685 (2009)	9,335 (2010)	9,060 (2011)	8,438 (2012)
2.e Number of individuals issued Occupation Certificates	177 (2009)	153 (2010)	146 (2011)	160 (2012)
2.f Number of individuals issued Qualification Certificates	1,055 (2009)	919 (2010)	698 (2011)	783 (2012)

<sup>1</sup> Performance indicators describe industry trends that affect and inform the work of the Alberta Apprenticeship and Industry Training Board, however they are not directly attributable to the board's activities, therefore, performance targets have not been set.

## Core Business 2 Promote training in designated trades and occupations

### Goal 3 Albertans are aware of and knowledgeable about the apprenticeship and industry training system.

#### What it Means

The following outcomes describe what attainment of goal three will achieve:

- Albertans are aware of the opportunities for a career in the designated trades and occupations.
- Under-represented Albertans participate in apprenticeship and industry training.
- Apprentice excellence is encouraged through scholarships and awards.

#### Priority Initiatives

- 3.1 Promote positive health, safety and environmental (HSE) practices in the workplace.
- 3.2 Promote career options in the designated trades and occupations to Albertans.
- 3.3 Implement a comprehensive board communications plan.
- 3.4 Support stakeholder partners that promote the designated trades and occupations as a first-choice career option to young Albertans.
- 3.5 Explore actions that may increase the participation and progress of under-represented individuals in apprenticeship and industry training programs.
- 3.6 Promote dual credit pathways in the Career and Technology Studies (CTS) program to increase the participation of young Albertans in apprenticeship and industry training.
- 3.7 Encourage apprentice excellence and completion through apprenticeship and industry training scholarships and awards.
- 3.8 Promote life-long learning apprenticeship and industry training options (e.g., Interprovincial Red Seal Program and Achievement in Business Competencies (Blue Seal) Program).

Performance Measures		Previous Years' Results			Current Results	Target (2013)
3.a	Number of scholarships available	845 (2009)	870 (2010)	871 (2011)	879 (2012)	885
3.b	Percentage of completing apprentices in red seal trades writing red seal exams in the same year	96% (2009)	96% (2010)	97% (2011)	96% (2012)	90+%
3.c	Percentage of completing apprentices in red seal trades passing red seal examinations in the same year	81% (2009)	81% (2010)	80% (2011)	81% (2012)	80+%