

Marketing Apprenticeship to Ontario's Learners

You don't need to look far before coming across an article about Ontario's pending skilled trade shortage. And if you've tried to hire anyone in the trades to do work for you recently, you've probably come to realize that the skilled trade shortage is already here. These skilled trades gap could be an employment opportunity for people who are building their skills in Ontario's literacy programs.

Becoming an apprentice can be an intimidating career choice for people who attend literacy programs. A person in your literacy program could have the skills, knowledge and interest in the trades yet lack the confidence to pursue their apprenticeship dream. As service providers we not only have an opportunity but also a responsibility to help learners explore this fit further and build confidence to take the next step.

This orientation guide contains a sample of the numerous resources available to help you talk to learners about apprenticeship.

Prepare yourself

Before you can market apprenticeship to others, it's worth taking a moment to get to know the basics. Here are a few websites that contain basic information about Ontario's apprenticeship system.

Apprenticeship is Key - Careers in Skilled Trades Booklet

This booklet provides an easy-to-read overview of apprenticeship.

http://ckworkforcedev.com/labour_market_info/apprenticeship-is-the-key-careers-in-skilled-trades-booklet/

Journey to Apprenticeship

This slide presentation, intended to train staff, can answer some of your basic apprenticeship questions.

http://workforceplanningboard.org/en/journeytoapp_community/

Did you know there are over 150 trades to choose from? Learners might not even know that they are interested in a career that can be supported through the apprenticeship system. For a list of trades divided by sector, please visit:

<http://www.earnwhileyoulearn.ca/trade-sectors>

Earn While You Learn

This site provides a general overview of the value of choosing an apprenticeship. Here it also provides a visual of the general path many apprentices will take on their journey.

If you still have questions, you'll find a button to submit questions at the bottom of the page.

<http://www.earnwhileyoulearn.ca/apprenticeship>

OALCF Goal Path Description for Practitioners and Learners – Apprenticeship

The Ontario government has provided a guide for a practitioner and learner to follow when exploring the “fit” of an apprenticeship career choice. Within this guide is an explanation of the apprenticeship system and the role of LBS within it. Here you can also find a series of questions to guide your conversations with learners and begin to set a plan in place.

http://www.tcu.gov.on.ca/eng/eopg/publications/OALCF_GPD_Apprenticeship_Oct_11.pdf

The Apprenticeship Network

This website, intended to support apprentices and employers, provides current information related to the apprenticeship system. Although the website profiles programs in the London Economic Region, the general information applies Ontario-wide.

<http://www.theapprenticeshipnetwork.com/>

Take away the fear of the unknown

If a learner is unsure what they'll be doing in the apprenticeship of their choice, take time to explore what kinds of things they'll be learning. By taking away the fear of what's involved, you might be able to motivate a learner to pursue an apprenticeship. The following websites contain information specific to each trade, helping you and learners understand what training will be involved.

Ontario College of Trades (OCOT)

Click on any trade of choice and a two-page outline will offer details on what's learned on the job and in school. In addition, a general (and plain language) overview of the specific trade helps learners explore their selected trades.

<http://www.collegeoftrades.ca/trades-in-ontario>

Have a conversation about skills

As we know, a lack of education doesn't necessarily equal a lack of skills. Yet, people in literacy programs who have yet to achieve high school credentials may feel that a career in the trades isn't an option for them. These apprenticeship materials can help you and learners explore if they have some of the basic skills used in the skilled trades. In some cases, they might be surprised by what they can already do. In other cases, they might

be motivated to increase their basic literacy skills to move forward toward their career goals. The following resources offer a variety of approaches to exploring and assessing the skills that contribute towards success in an apprenticeship.

Essential Skills for Ontario's Tradespeople (ESOT)

<https://en.esot.essentialskillsgroup.com/?p=occup>

ESKARGO Learner Self-Assessment for Apprenticeship

<http://cesba.com/wp-content/uploads/2018/04/7.-self-assessment-apprenticeship-digital.pdf>

Check Your Skills (LLSC)

<https://irp-cdn.multiscreensite.com/1a9192fe/files/uploaded/Check%20your%20skills%20version%20A.pdf>

Help learners to take the next step

Apprenticeship Answers

Literacy Link Niagara has created curriculum that helps learners decide if apprenticeship is an option for them. Many of the activities may also be suitable for a learner who is looking to improve their skills for secondary or post-secondary education. The curriculum is intended to build some knowledge of the apprenticeship system while upgrading foundational skills.

<http://www.literacylinkniagara.ca/wp-content/uploads/Apprenticeship-Answers-Curriculum.pdf>

Learning To Earning: Preparing for Apprenticeship Video

This video shows you how Literacy and Basic Skills can help you on the journey to apprenticeship.

<http://youtu.be/NwJJZe0nmIY>

The Government of Ontario

The Government of Ontario has provided a brief overview of apprenticeship and offers an outline of the steps to take, as well as the eligibility criteria for anyone considering an apprenticeship. Exploring this site with learners could help them be better prepared to move ahead with their apprenticeship goals.

<https://www.ontario.ca/page/apprenticeship-ontario#section-3>

Did you know the Government of Ontario has a live chat option on its apprenticeship page? <https://www.ontario.ca/page/employment-ontario-live-chat>



Chat with us live (Weekdays 8:30am - 5pm ET)

Interested in finding out more?

LBS and Apprenticeship: Tools and Resources

Check out this “Apprenticeship Live Binder.” It’s full of assessment tools, teaching resources and reports that can help you to help learners achieve their apprenticeship goals. *Hint:* If you click on the box in the top left-hand corner, a listing of the content will appear.

<http://www.livebinders.com/play/play?id=1955776>



Note: The views expressed in this report are the views of Literacy Link South Central and Tri-County Literacy Network and do not necessarily reflect those of the Province.

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