



Manitoba Construction Sector Council Annual Report

2011-2012

Building a skilled workforce

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MCSC Chairperson's Message

Since taking the Chair's position in June 2011 the MCSC has experienced a number of important changes that I believe has positioned the Council to move forward with a renewed vision, a reconstituted strategy and the focus necessary to accomplish its core mandate.

The appointment of Maria Gill as the new Executive Director has added a wealth of experience and knowledge in the field of adult education which has cast a strong influence on the development of training programs that can deliver outcomes more attuned to industry needs.

We have exceeded our projections for training new and existing workers in the construction industry, have increased our overall revenues and have added staff with better depth to enable the Council's mandate to be delivered on a wider array of educational opportunities for the industry overall.

I believe the Council is well positioned to achieve the educational and training objectives it has been tasked to deliver for industry this coming year and those following it.

Executive Director's Message

I am pleased to present the 2011-2012 Annual Report of the Manitoba Construction Sector Council. This has been an exciting and productive year, with many opportunities for development and renewal. With the strong guidance of our Board of Directors, and ongoing support from the Governments of Manitoba and Canada, we eagerly look forward to continuing to provide quality educational programs for Manitoba's construction industry.

MCSC Achievements 2011-2012

- **Organizational Development**

In 2011-2012, the MCSC undertook several directional activities that clarified its goals and objectives as an organization, and addressed some of the internal structures required by any organization in order to function smoothly.

A new Strategic Plan was developed, providing a template for MCSC staff and Board to chart the priorities and direction of the MCSC for the future. The Strategic Plan was facilitated by Martin Itzkow of Defying Gravity Consulting, in an all-day session with staff and Board members. The Plan is currently undergoing revisions as a result of discussions at the Board level and will be ready in the 2012-2013 fiscal year.

A Human Resources Policy manual was created for MCSC staff, to clarify and standardize procedures, entitlements, and expectations. The Board approved a very important and welcomed addition to the MCSC staff benefits by approving financial support for a staff extended health plan, as well as for a staff pension plan. Details of these plans will be developed after consultation and quotes from brokers and implemented in 2012-2013.

- **Promotion and Visibility**

In 2011- 2012, we undertook a revision of our website and promotional materials, seeking to transform our now outdated look to one which better reflected the vibrancy of the industry. The Winnipeg-based

Relish Design Studio was hired to update the image of the MCSC through a number of different media.

- Working with the Aboriginal Community

A primary focus of the MCSC is to work more closely with the Aboriginal community. To this end, several initiatives have been undertaken. An Aboriginal Advisory Committee was established to advise the MCSC on the needs and interests of the community.

An Aboriginal Liaison Officer, DJ Spence, was hired on a term contract to assist the MCSC in developing a plan for working with the community.

A request for funding to conduct visits to northern high schools to promote the construction industry, as well as a new position for a full-time Aboriginal Liaison Officer, was put forward in the 2012-2013 Accountability Framework proposal to the government.

- Youth Recruitment

Ensuring that the industry is attractive to young people is an important way to ensure succession and sustainability. The MCSC has begun the development of a two part strategy to reach Manitoba's youth with information about the benefits of a career in construction. The MCSC has invested in the development of a series of products that will have a greater appeal to youth. We also have taken steps to increase our high school visits to include schools outside of Winnipeg.

Our new website, <http://www.mbcsc.com> is current, easy to navigate, colourful, informative and more youthful in appearance.

The Trade – Up website is an informational website that is directed toward youth who are considering a career in construction. This site is also undergoing an image transformation, making it accessible to youth on the tools they use the most – cell phones and Facebook.

The MCSC has a limited number of good print materials, like the Trade-Up brochure. This year, we contracted with Relish to design other visual images, with colours and pictures that are attractive to a young audience. These images can be used by the MCSC in various promotional campaigns, for example, in posters and advertisements, on t-shirts, on websites, to boost the profile of the industry to a young audience.

Other promotional products in development are a video focusing on successful young people in the industry, a “Build It” interactive game for the classroom that is modeled on the popular “Scene It” game, a mobile app for the Trade-Up site, and industry-related “giveaways” that are more fun to use than the traditional pens and note pads. All of these products were initiated in 2011 – 2012, and will be rolled out in the 2012 – 2013 year.

Training

A major review of the Building Supervisors of Tomorrow program was undertaken, led by Carol Paul of the Centre for Education and Work. Working with content experts from the construction industry, the BST curriculum was revised to ensure that new supervisors received instruction that could immediately be applied in the workplace. New instructors were recruited from industry to teach in this program, and participated in the development of learning activities for the classroom. A standardized instructor fee and MCSC revenue structure was developed for each course.

A feature of the new BST program will be the creation of personal skills-based portfolios that each participant will develop throughout the program. The new BST program will be offered in the fall of 2012 and delivered through member associations to their members.

In 2011-2012, the MCSC provided training to over 680 individuals, many of whom were participants in the BST program. In addition to the BST, MCSC provided on-line training through the Canadian Construction Sector Council.

Projects

MCSC ran two pre-employment programs, sponsored by the Government of Manitoba and delivered at Winnipeg Technical College. These programs included training in essential skills, employability skills, power and hand tool training, safe work practice, and on site work experience and were designed to prepare individuals for employment within the industry.

2011-2012 Board of Directors

Chair: Gord Lee - Manitoba Heavy Construction Association

Vice-Chair: Darren McCallum - Construction Association of Rural Manitoba

Secretary-Treasurer: Ron Stecy - Manitoba Building and Trades Council

Ryan Einarson - Winnipeg Construction Association

Chris Griffin - Construction Association of Rural Manitoba

Ron Hambley - Winnipeg Construction Association

Chris Lorenc - Manitoba Heavy Construction Association

Mike Moore - Manitoba Home Builders Association

Kevin Van - Manitoba Home Builders Association

Dave Yallits - Manitoba Building and Trades Council

MCSC Staff

Louise Johnson – Executive Director till June 2011

Maria Gill – Executive Director

Sherri Polden – Office Manager

Chelsea Berezuk – Training Coordinator

James Murphy – Program Coordinator

DJ Spence – Aboriginal Liaison

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