

CAREER FOCUS

The WMC still has Career Focus funding available for this year. This wage subsidy helps employers hire post-secondary graduates—offsetting the cost of developing a new employee, and in turn allowing young people an opportunity to focus on starting their career in the industry.

"Because of the intricacy of the woodworking we do (working with recycled wood), we were having a hard time finding skilled workers. With the Career Focus program from the WMC, we were able to get help training young individuals to work with us full-time... the help was needed. Thank you!"

*- Sylvie Turbide
Owner, North on Sixty*

The program supports participating employers to hire a qualified individual on an internship of 4 months up to a maximum of 12 months (at least 30 hours per week). WMC will provide \$1 for every \$2 in wages paid by the employer, up to a maximum of \$12,000.

Your intern must be officially approved for the program before he or she can be hired. Interns must be post-secondary graduates between 15 and 30 years old. The pre-approval process is very simple.

Send all the necessary forms to WMC, either by fax, e-mail or mail, to the attention of Melissa Lemay. WMC will process the application and a reply will be sent to you within 5 business days. ●

WERC SKILLS UPGRADING FOR WOOD MANUFACTURING: PILOTS COMPLETE!

A NEW RESOURCE FOR ENTRY-LEVEL LABOUR

The WMC WERC Skills Upgrading Pilot Program recently concluded three pilot deliveries of the newly developed Wood Employee Readiness Curriculum (WERC) in July 2010. The pilot sites included Toronto, ON, Halifax, NS and Moncton, NB, with two other sites still to complete delivery of this inaugural program later this year.

WERC is focused on preparing individuals for entry-level occupations in advanced wood manufacturing and will recruit specifically from groups including First Nations, Inuit and Métis, New Immigrants and Persons with Disabilities. Each of the pilot sites included student trainees representing each of these target equity groups. Now that the pilots are complete, WERC will continue to be offered at these sites as an ongoing program.

It is anticipated that WERC will be offered at the following centres, once the pilots are complete: Tradeworks Training Society in Vancouver, George Brown College in Toronto, New Brunswick Community College in Moncton and the Carpenter Millwright Trades College in Halifax.

Successful candidates enrolled in this minimum 8-week program will be provided with skills upgrading

in Job Readiness, Essential and Life Skills, Introduction to Basic Wood Manufacturing, Safety Training, Job Shadowing and Job Placement.

The WERC Intake Assessment and WERC Facilitator Guide (curriculum) is currently available online and can be developed in locations where there are wood employers and potential candidates representing eligible equity groups.

If you are a manufacturer who is looking to hire entry-level woodworkers or an equity organization with suitable and interested candidates for WERC, please visit www.wmc-cfb.ca/werc or call 613-567-5511. ●



» Graduates from the first WERC pilot in Moncton, NB

Visit www.wmc-cfb.ca to access, free of charge, our Virtual Human Resources Department free of charge. Companies are using the tool to support the development of internal policies and procedures.

Offcuts



WMC CFB
Wood Manufacturing Council
Conseil des fabricants de bois

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MESSAGE FROM THE PRESIDENT



The Wood Manufacturing Council has undertaken an update of our labor market information study

completed in 2007 (National Human Resources Sector Study), in order to gauge the impact of the recession on our businesses and to determine how our approach to the HR challenges facing the sector might need to be adjusted.

Some of the key findings include:

- Key informants identified several critical human resource issues for the sector, which are discussed in the report.
- The economic downturn has had a profound effect on sector employment.

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WOODLINKS SUMMER SCHOOL ST. MARY'S IN COBOURG, ONTARIO



St. Mary's Secondary School in Cobourg, Ontario is offering the WoodLINKS program in Ontario's first summer school, full-credit construction program.

Through this summer credit, St. Mary's students were exposed to the practical, hands-on side of building, providing a real-world example of what they've been learning in the classroom. The students built a deck, a fence and a two-car garage while completing the WoodLINKS curriculum in preparation for certification testing.

The students were extremely positive when asked about their WoodLINKS experience. One student commented, "This is how school should always be." The strength of the program rests with the focus on providing opportunity for students to gain practical experience, qualification within the industry and a high school credit. It is exciting to watch students embrace what they have learned in the

classroom and watch the "click" of understanding.

When you ask a student to square up a deck using the Pythagorean Theorem and they can remember both the equation and the practical use of it—that's education in action.

Next summer St. Mary's would like to partner with a local college to provide the opportunity for its students to complete a dual credit course in carpentry and electrical certification. Students will be able to obtain industry certification, a first-year college course in both carpentry and electrical, and a high school credit. The WoodLINKS program offers not only an intensified look into the trades, but also gives students a step up into their next years of education and experience—what a great partnership.

Joel Kightley is a Construction Technology Teacher at St. Mary's High School in Cobourg, Ontario



» WoodLINKS Students from St. Mary's in Cobourg, ON

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- Improvements in worker productivity are transforming the AWP manufacturing sector.
- Spending on home renovations reached \$40.9 billion in 2009, up more than one-third since 2005.
- AWP manufacturers have invested heavily in new equipment and technology to improve manufacturing performance.
- Revenues from exports reached \$7.9 billion in 2005, falling to \$3.5 billion in 2009. The deterioration in the U.S. and world economies and a rising Canadian dollar continue to have a marked impact on the AWP sector.
- An important part of the challenge today is recruiting and developing new workers with the skills and knowledge to meet changing technology requirements.

The interim report is now available. Additional information and survey results from Quebec should be available in the fall, and the final report will be released later in 2010.

Richard Lipman

**REGISTER FOR WMC'S
MANAGEMENT SKILLS
TRAINING**

**Business Finance and
Equipment Evaluation**
SEPT 27 - NOV 8

**Safety and Human
Resources Management**
SEPT 27 - NOV 8

For more information or to
register call 613-567-5511 or visit
www.cawp.ubc.ca.

PRIOR LEARNING ASSESSMENT AND RECOGNITION - PHASE II

Building upon the recent successful completion of our first prior learning assessment and recognition (PLAR) project, the Wood Manufacturing Council (WMC) has officially embarked upon a new initiative in this very important area. The new project, entitled "Prior Learning Assessment and Recognition (PLAR) for the Advanced Wood Manufacturing Sector - Phase II," will respond to the findings and recommendations emanating from the initial PLAR work carried out during 2008-2009.

The PLAR assessment tools and process resources being developed under this project will be designed to assist industry stakeholders in their ability to identify and assess the skills, knowledge and experience of new entrants to the industry. They will enable firms to identify and give credit or value to the education, acquired skills and experience of workers transitioning from other industries and/or countries, societies, cultures, etc.

Workers will also benefit by being better able to access career opportunities within the advanced wood manufacturing sector. The PLAR tool will help improve the ability of individual workers, including foreign trained individuals (FTIs) to self-assess against occupational profiles and standards in the advanced wood manufacturing sector, leading to their improved employment integration.

Ultimately, the objective of this project is to increase the ability of individual firms within the sector to assess and recognize qualifications of potential new entrants, who in turn will be able to access employment/career opportunities within the sector. ●

PLAR ASSESSMENT TOOLS... WILL BE DESIGNED TO ASSIST INDUSTRY STAKEHOLDERS IN THEIR ABILITY TO IDENTIFY AND ASSESS THE SKILLS... OF NEW ENTRANTS TO THE INDUSTRY.



THANK YOU TO OUR GENEROUS WOODLINKS SUPPLIERS

The WoodLINKS Suppliers Partnership Program is really taking off this year, with 18 suppliers who have graciously offered product, time and discounts to support the WoodLINKS program in high schools across Canada.

What is WoodLINKS?

- WoodLINKS is a high school curriculum typically taught in grades 11 and 12 that earns, for successful students, a certificate showing his or her qualification to work in an industrial woodworking setting.
- WoodLINKS graduates can use their certificates to start a career in the wood industry right out of high school, or to help them access further industry-related training at the apprenticeship, community college or university level.

66 SCHOOLS ARE NOW OFFERING THE WOODLINKS PROGRAM ACROSS CANADA, AND PARTICIPATION IS GROWING!

How can a supplier benefit from getting involved with the local WoodLINKS program?

- The program ensures that students are trained using the latest in equipment and technology, making their education relevant to the

industry and more interesting and exciting for the students themselves.

- The industry overall will benefit from having a supply of work-ready graduates from high schools.
- Students on a career path to working in the industry will have experience with your brand.

THE INDUSTRY OVERALL WILL BENEFIT FROM HAVING A SUPPLY OF WORK-READY GRADUATES FROM HIGH SCHOOLS.

- Suppliers receive national recognition for partnering with the WoodLINKS program, with opportunities for media exposure and access to WMC networks that help promote their brands. This has resulted in increased sales for some of our partners.

66 schools are now offering the WoodLINKS program across Canada, and participation is growing!

Thank you to all of our suppliers for their continued support and generosity.

We will be profiling one of our generous WoodLINKS suppliers in each newsletter. This month's is FPInnovations.



FPInnovations is Canada's wood products research and development institute with locations throughout the country. FPInnovations staff work closely with wood products businesses, helping them increase their productivity and quality, and develop new products and market opportunities within a framework of environmental sustainability.

With a history that reaches as far back as the early 1900s, FPInnovations continues to support the transfer of knowledge for the betterment of the Canadian wood products industry.

FPInnovations has partnered with the WoodLINKS Program and generously offered each of the WoodLINKS schools a copy of their book, Understanding CNC Routers, written by Industry Advisor Alain Albert.

FPInnovations has also recently offered to supply the very familiar Wood Sample kits to the WoodLINKS schools. These kits have been requested by teachers to show their students the 40 different hardwood and softwood species.

FPInnovations believes in investing in the future of our youth and the important role they will play in the success of the industry.

Thanks to FPInnovations for your support and investment in our future. ●