

Canadian Construction Association Construction Industry Promotional Efforts Best Practices Guide



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Introduction

The Canadian Construction Association through its Marketing and Promotion Committee were asked to help improve the construction industry's image. Over the past few years efforts were made to ensure that photographs depicted all aspects of the industry, that CCA's voice be heard in more trade magazines and journals, that the associations and corporate member firms of CCA be supplied with more promotional items including CCA decals, and a brochure was produced entitled "School's Out...Now What Do I Do?"

These initiatives have had an effect. In fact, in a recent poll, 85% of parents surveyed said that they would not mind if their child went into the construction industry. Although this shows promise, we realize that far more work has to be done.

The Canadian Construction Association also realizes that most of the promotional work is being done on a local and provincial level. What better way to help improve the image of the industry than to spread the word of successful efforts across Canada? Many associations and firms have new and innovative ideas that have been making a difference in how the general public, and youth in particular, view the construction industry.

These efforts have been summarized and placed in this Best Practices Guide. Each program or project contains information regarding staff needs, costs, shelf-life and preparation time in order to help you decide which methods could best be adapted to your individual needs.

We are hoping to be able to add to this guide as time goes on, so if you have a program that you want to see included in future additions, please feel free to send it to the Canadian Construction Association. There is a form included in the back of this Best Practices Guide that can be filled out and attached to your project.

A vertical decorative bar on the left side of the page, consisting of 20 squares. The top 15 squares are a medium blue color, and the bottom 5 squares are a lighter blue color.

Introducing Youth to the Construction Industry

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Electrical Contractors Association of Ontario
Future Building 2001

Project Category: Career Day

Staff Required: 8 or more

Preparation Time: 3 - 6 months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: More than \$10,000

This program follows a career day format for three days, and encompasses the Greater Toronto Area. Approximately 30,000 elementary and high school students visit the ECAO electrical industry booth. The booths consists of hands-on displays which demonstrate the four sectors of the electrical trade, i.e. ICI Electrician, Residential Electrician, Network Cabling Specialist & Powerlineman.

Electrical Contractors Association of Ontario
Ontario/Canada Skills Building Competitions

Project Category: Career Day

Staff Required: 8 or more

Preparation Time: 3 - 6 months

Shelf-Life: Outline - the basic outline can be used again, but the information and/or activity must be updated with each use.

Approximate Cost: More than \$10,000

ECAO and IBEW co-sponsor the secondary and post-secondary electrical wiring competitions as well as the skills competitions for the new trade of Network Cabling Specialist.

Regina Construction Association *Young Tradesperson for a Day*

Project Category: Career Day, Mentoring Activity, Community Outreach Day

Staff Required: 1

Preparation Time: 24 - 72 hours

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: \$501 - \$1000

Mentors are matched with hand-picked students for one day to introduce them to an overall picture of the construction industry. The students and the mentors meet at an RCA sponsored breakfast.

The program was judged a success when a teacher reported receiving a call from a parent who said “ This program was a life-altering experience for my son. He hadn’t realized that there was work so suited to his interests.”

A copy of the description of the program, as well as a sample fax form are on the following pages.

The Regina Construction Association also offers four bursaries annually to students who registered in industry-related programs.

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YOUNG TRADESPERSON FOR A DAY 2000

Brought to you by
Community netWORKS & the Regina Construction Association

Community netWORKS is an award-winning partnership between Human Resources Development Canada, Regina Public, Regina Catholic, and Buffalo Plains Schools.

- What?** An interactive mentoring opportunity for high school students who are interested in learning about careers in construction trades, estimating, supply and manufacturing.
- Why?** To provide students with an idea of the challenges and rewards of careers in construction; to examine apprenticeship and trade certification; and to link with role models and mentors.
- Who?** We're looking for *enthusiastic* grade 11 and 12 female & male students and construction partners. Careers in this sector include, but are not limited to: carpenters, electricians, industrial mechanics, plumbers, welders, estimators & suppliers. RCA members are asked to share our industry with these future employees.
- When?** **Thursday, November 23, 2000**
- Where?** Various locations in Regina & area
- How?** Participating construction partners are invited to register as mentors. Registrations will be shared among the three school boards. Practical & Applied Arts teachers and counsellors will match mentors and students. Participating students must contact their mentors by Friday, November 17 to confirm their placements. Mentors and students should take this opportunity to discuss the day's "agenda." More information will be provided to participants.
- Register** By completing and returning the attached FAX. Detailed descriptions will ensure that teachers are better able to match interested students to you and your placement.

Let's do it again! This venture was a huge success last year. This Regina initiative has been recognized by the Canadian Construction Association & the Saskatchewan Construction Association as an excellent example of how to inform & encourage young people to consider the construction industry as a career.

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YOUNG TRADESPERSON FOR A DAY
Thursday, NOVEMBER 23, 2000 - **FAXBACK FORM**
PLEASE PRINT CLEARLY

Step 1 RCA Members: Please complete the following (including “Things Students Need to Know” to register as a Mentor.

FAX BY: *Wednesday, October 25, 2000 to the RCA at 565-2840*

Mentor's Name _____
Business Name _____
Address _____
Telephone _____ FAX _____ E-mail _____
Number of Students _____

Things Students Need to Know! Please complete.

Expected hours of work? _____
Inside or Outside Work? _____
Suitable Attire? _____
Special equipment required? _____
(e.g.. Safety shoes) _____
A “packed lunch” required? _____
Briefly describe your workplace, what you do, and what students can expect to
Experience on Thursday, November 23.

.....

Step 2 Educators: Please match interested students with the opportunity described above by Thursday, November 9, FAX completed form to YOUR school system's coordinator: Judy Behrns @ 352-2898; Wayne Sawka @ 791-3552; or Rod Lederhouse @ 771-4207. Reminder:

Teachers: Please ensure that students contact their mentors directly by Friday, November 17. That phone call or visit will answer many questions!

Student's Name _____
School _____
Home Telephone _____
Coordinator's Name _____
School Telephone _____

Step 3 Organizers will FAX this completed form to Mentors who may initiate contact or wait to hear from their student(s). THANKS!

Ontario General Contractors Association
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Mississauga, ON L4V 1N3
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Ontario General Contractors Association
O.I.Q.S./O.G.C.A. Student Competition

- Project Category:** Student Competition
- Staff Required:** 1
- Preparation Time:** Less than 24 hours
- Shelf-Life:** Classic - need never be updated. The formula can be followed year after year with only minor changes.
- Approximate Cost:** \$1000 - \$2500

This joint award program between O.G.C.A and the Ontario Institute of Quantity Surveyors has been in place for approximately 5 years. Student teams of four prepare an estimate, schedule etc., and submit a “bid” for evaluation by the judges. Cash prizes are given to the students in several different categories, i.e. closest to the predetermined price, quality submission, integrity and ethics, etc. The total dollar value for the cash prizes is \$2000, half of which is from O.G.C.A.

Submissions are invited from construction/engineering students at all Ontario Community Colleges.

Emcon Services Inc. ***Scholarship / Bursary Program***

Project Category: Scholarship

Staff Required: 2 - 4

Preparation Time: 24 - 72 hours

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: \$2501 - \$5000

Once the initial set-up with the educational facility is done, this program repeats annually with little or no effort from the company's management.

Money is provided for up to ten \$500 Scholarships / Bursaries to graduating students for further education in a post secondary institution. This project is aimed at assisting the relatives of Emcon's employees, but in the event that there are no relatives graduating at that particular time, then other deserving members of the Service Area in which Emcon operates are awarded the scholarship or bursary.

The criteria is as follows:

- The students must have a C+/B average
- The students must have chosen to attend a post-secondary institution or trade school.
- It must be within our service areas.
- The student must produce a copy of their registration prior to funds being forwarded.

This program was started originally in 1989 and feel fortunate that we have been able to assist many students in achieving their educational and career goals. It provides a positive relationship between the community, employees and the company. It is definitely a win-win situation for all.

Emcon Services Inc. *Career Day*

Project Category: Career Day / Mentoring Activity

Staff Required: 5 - 7

Preparation Time: 4 - 6 days

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: less than \$500

This program has been in place since approximately 1992. Emcon participates with secondary schools on two fronts, and work in conjunction with the needs of each individual secondary school.

Career Day involves one of Emcon's employees attending a school (at their request) and providing an overview of the careers in the heavy construction and road maintenance industry. They provide some idea of the future job market within the industry and the levels of education needed for the various positions within the company.

Work Experience is provided to students that have chosen or plan to apply for various positions within the company. Over the years Emcon has provided opportunities for students to participate in job shadowing for periods of one or two weeks at a time. Areas that the students have participated in include mechanical maintenance, stockroom operation, road maintenance, bridge maintenance, surveying, data entry and reception.

Emcon has found this a very successful endeavour as the student receives credit for the work experience, as well as actually learning what is involved in a particular career. It also provides our existing employees with the opportunity to display their own skills.

This project does not cost a lot of money, but does require some time and effort in coordination.

Calgary Construction Association *Youth Employment Program*

Project Category: Mentoring Activity

Staff Required: 1

Preparation Time: 6 - 12 Months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: more than \$ 10,000

The project involved recruiting youth ages 16 - 24 years of age to participate in three weeks of work experience. Individuals are given a list of 44 careers related to the industry, and once a career goal is determined, the youth go to a work site to gain experience in their selected career. During this period, the youth gain practical hands on experience as well as the opportunity to show their potential to an employer. This project also allows the opportunity for future employees to get connected with potential future employers.

Merit Contractors Association *LATTE (Learning About Trades & Technology Education)*

Project Category: Mentoring Activity / Electronic Video production
Placing vocational education teachers into actual workplace settings in various trades for a day of applied work experience.

Staff Required: 2 - 4 (part time)

Preparation Time: 5 - 12 weeks

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: \$2501 - \$5000

This project was highly successful and allowed many teachers to gain experience in different construction environments, enabling them to counsel students about jobs and careers in the trades. For a day of applied staff development, forty-eight teachers / educators in Calgary and Edmonton performed actual apprenticeship work in one of approximately 25 trades. Teachers received professional development recognition for this activity. Merit joined with Alberta Learning and the Alberta Apprenticeship Board to make this project a reality. Most of the costs listed were for producing a 12 minute video of the project.

Benefits for Employers:

This project allows employers to identify their expectations of future employees to the students. This is their opportunity to have a significant impact on the educators and relay their concerns about students' attitudes, responsibilities, work ethics, values, etc.

Benefits to Participants:

Educators who participate in LATTE gain a new perspective about jobs and careers in the trades, and become better equipped to counsel students about employer expectations, applied academics and school-to-work transitions. Staff development certificates signed by Alberta Learning, Merit Contractors Association and the employer are given to program participants.

Merit Contractors Association *Construction Skills & Safety Course*

Project Category: Mentoring Activity

Staff Required: 1

Preparation Time: 1 - 4 weeks

Shelf-Life: The basic outline can be used again, but the information and/or activity itself must be updated from time to time.

Approximate Cost: less than \$500

A free 16 hour, 9 day module course in basic construction skills and safety was provided to school districts for high school students wanting to work in the construction industry.

This is an interactive program on basic construction skills and construction safety that was developed by Merit for delivery to high school students wanting to start learning a trade as part of their high school curriculum. The program includes lectures, videos, exercises, handouts and quizzes for eight modules. Modules included types of construction, workplace safety, construction management and housekeeping, role of construction authorities and PPE, etc. Successful completion with a minimum of 80% is required to receive a certificate. The program is accredited and students receive high school credits for completion. Some construction firms in the Alberta market view this program as a pre-requisite for student employment opportunities in their companies.

Merit Contractors Association

CTS Scholarships - High School Students

Project Category: Written Publication / Scholarship

Staff Required: 2-4 part time

Preparation Time: 1 - 4 weeks

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: more than \$ 10,000

Merit Contractors Association provided eighty-nine \$150 scholarships (in 2000-2001) for the top Grade 12 CTS (Career and Technology Studies) students taking construction trades in each participating high school in Alberta. This program is in its 4th year and has become a very popular scholarship. Over \$13,000 in Scholarships were paid by Merit to students this past year.

Qualifications for a Merit CTS Scholarship:

- achieve top standing in a grade twelve construction-related class
- demonstrate a high interest in the CTS course
- demonstrate leadership qualities in the classroom
- demonstrate a co-operative attitude with fellow students and teachers

Merit Contractors Association *RAP (Registered Apprenticeship Program)*

Project Category: **Mentoring Activity**

Staff Required: **1 part time**

Preparation Time: **1 - 4 weeks**

Shelf-Life: **Classic - need never be updated. The formula can
be followed year after year with only minor changes.**

Approximate Cost: **\$501 - \$1000**

RAP- the Registered Apprenticeship Program, is a modified apprenticeship program at the high school level that allows a high school student to become a registered apprentice while still attending high school. A RAP apprentice accumulates hours of on the job training as credit towards a journeyman certificate, credits towards a high school diploma and real hands-on experience in a trade.

Construction companies belonging to the Merit Contractors Association commit to collectively employing a minimum of 100 high school students in construction trades during the summer / fall period.

In 2001, over 125 students in a number of different trades, were placed in companies throughout Alberta.

Benefits to the Employer:

- assist in meeting shortages of skilled tradespeople
- opportunity to pre-screen employees and the future workforce
- build a community based workforce
- integration of trades training as part of high school program
- minimize training costs
- opportunity to develop employability skills
- ensuring continuous quality apprenticeship training
- etc.

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Merit Contractors Association
RAP (Registered Apprenticeship Program)

Benefits to the Students:

- immediately starting to learn marketable job skills
- getting a realistic view of the world of work
- acquiring quality trade training
- starting a career, getting paid and earning high school credits
- participating in an enhanced stay-in-school program
- getting a real head start on the world of work

Merit Contractors Association

Building Careers: The Construction Opportunity

Project Category: Electronic / Video production

Staff Required: 8 or more

Preparation Time: 3-6 months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: more than \$10,000

Building Careers in Construction is a 30-minute video that focuses attention on lifetime career opportunities for young people in the construction industry. This video is intended for use with :

- junior high school students as part of a career counselling program
- senior high school students who are exploring opportunities to make training in the construction trades part of their high school program.

By watching and listening to the RAP (Registered Apprenticeship Program) students, journeymen and CTS teachers interviewed throughout the video, students can become aware of the range of job, career and training opportunities available in construction trades.

Merit Contractors Association

START (Supervisor Training in Accident Reduction Techniques)

Project Category: Career Day / Community Outreach Day
Staff development activity for educators, teachers, vocational educational teachers, etc.. in construction safety awareness.

Staff Required: 2 - 4

Preparation Time: 1 - 4 weeks

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: less than \$500

This project was a joint venture between Merit Contractors and the Alberta Construction Association. It provided a professional staff development opportunity for forty-six educators in the area of construction safety. The project involved facilitating a full day certified course for high school teachers/educators in safety awareness. The program was run at cost with the school districts paying \$25.00 per educator which covered the entire cost of materials, facilities and lunch.

Merit Contractors Association CSTS CD-ROM Construction Safety Training

Project Category: Electronic / Video production
RAP (Registered Apprenticeship Program) students receive free (paid by Merit) construction safety training through the CSTS program.

Staff Required: 1

Preparation Time: less than 24 hours

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: \$2501 - \$5000

This CSTS program is highly successful for high school students wanting to work in construction trades under RAP or W/E (Work Experience). This program is designed for the individual worker and is offered through a Multimedia CD-ROM Interactive Video Computer system. The training is done individually and takes, on average, 4.5 hours to complete. The participant is instructed on various health and safety topics and tested for 100% mastery of the content. This program gives the individual and employer the flexibility of training when and where it is most convenient.

Lessons and Topics include:

- The Law at work
- Workplace Hazards
- Personal Protective Equipment
- Housekeeping
- Ladders and Scaffolding
- Machinery, Tools and Equipment
- Mobile Equipment
- Excavating and Trenching
- Emergency responses
- Working with Chemicals (WHMIS)
- Environmental Factors

Merit Contractors Association *Trade Up CD-ROM*

Project Category: Electronic / Video production

Staff Required: 8 or more

Preparation Time: more than a year

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: more than \$10,000

This project was inspired and managed by the Alberta Construction Association under the auspices of the Construction Owners Association of Alberta Workforce Development Committee. The over sixty project partners included the Federal and Provincial Governments, Construction Owners, Contractors, Labour Unions, Training Trust Funds, Construction Associations and others.

The CD is an accurate representation of job and career opportunities in Alberta's construction market. Although the CD was made for Alberta, it was also designed to be readily adaptable for other jurisdictions. Approximately 80,000 CDs were produced with the intent of providing high school students, guidance counselors, career centres, employment agencies, etc. with copies of the CD.

The companion website (www.careersconstruction.com) is an integral part of the project and the site receives large numbers of visits. Website visitors can order a copy of the CD and the website provides a place for the project committee to update such things as salary info.

This tool allows students to investigate careers in construction. Trade Up! provides multiple perspectives on this important industry and allows users to gain a better understanding of the different trades. Although the total cost was about \$400,000, the CD and website provide an invaluable tool for informing youth about opportunities within the construction industry.

In 2002, Alberta Learning designated the CD, teachers guide and website as an "approved resource to support the Alberta High School Curriculum".

Edmonton Construction Association *Joseph Arthur Norton Memorial Awards*

Project Category: Scholarship

Staff Required: 2 - 4

Preparation Time: 6 - 12 months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: \$5001 - \$10,000

In 1986, the Joseph Arthur Norton Endowment Fund was established in memory of Joseph Norton, the Association's late Executive Vice-President. Arrangements were made with the Northern Alberta Institute of Technology (NAIT) to provide three \$500 scholarships to individuals selected by NAIT and are enrolled in the Construction Engineering Technology Program. The recipients were selected based on the following criteria:

- Academic Achievement
- Attitude
- Performance
- Adaptability

Recently, ECA contributed an additional \$6000 to the funds principle amount to ensure sufficient interest revenue to provide for the desired level of funding.

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Edmonton Construction Association
Construction Administration Certificate Program Scholarship

Project Category: Scholarship

Staff Required: 2 - 4

Preparation Time: 3 - 6 Months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: less than \$500

ECA, in co-operation with the University of Alberta, established a scholarship award in the amount of \$200. This scholarship is presented annually to the individual with the highest grade point average in the Construction Administration Certificate Program. The program commenced in 1991 and was recently renewed for a 5 year term. Additionally, the award amount has been increased to \$300 per year.

Edmonton Construction Association *Canada Career Week / Trade Fair*

Project Category: Trade Show / Career Day

Staff Required: 5 - 7

Preparation Time: 5 - 12 weeks

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: less than \$500

This two day event is an annual project. ECA co-sponsors an exhibition booth with the Merit Contractors Association. This event attracts several thousand youth and career seekers. This is an excellent way to inform youth and potential employees about the career opportunities in the construction industry. Furthermore, the career fair is an excellent opportunity to promote the industry. ECA Directors volunteer to participate at the booth for 2 - 4 hour periods.

Manitoba Heavy Construction Association
Heavy Equipment Operator Training

- Project Category:** Training seminar
- Staff Required:** 8 or more
- Preparation Time:** 3 - 6 months
- Shelf-Life:** The basic outline can be used again, but the information and/or activity itself must be updated with each use.
- Approximate Cost:** more than \$10,000

MHCA ran a two week, operator training, school. Approximately 40 students took part in the program. The youth were trained on six different types of machinery. Additional training in safety and environment also took place. Half of the students were trained as skilled labourers. Of the total students enrolled in this program, almost all found employment.

Westeinde Construction *Career Fair*

Project Category: Career Day
Booth at a local community college.

Staff Required: 2 - 4

Preparation Time: 4 - 6 days

Shelf-Life: The basic outline can be used again, but the information and/or activity itself must be updated with each use.

Approximate Cost: less than \$500

To encourage more students to decide on construction as a career choice, Westeinde participates in these types of functions. Image is so important.

PCL Constructors Inc.
Destinations 2001

Project Category: Career Day
Booth at a local community college.

Staff Required: 2 - 4

Preparation Time: 24 - 72 hours

Shelf-Life: The basic outline can be used again, but the information and/or activity itself must be updated with each use.

Approximate Cost: \$2501 - \$5000

This booth was for the promotion of PCL as an employer in the Engineering and Trades fields. It was well received by the engineers, but unfortunately there was not much of a presence by the construction trades. The career day was held at Southern Alberta Institute of Technology (SAIT).

Educational Services

Southern Interior Construction Association ***Construction Trades Training***

Project Category: Educational Course

Staff Required: 2 - 4

Preparation Time: 6 - 12 months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: none

The CTT program is a pre-employment program for the construction industry and has been adapted to meet the specific needs of the industry. The objective of this program is to improve the employability of unemployed people and to facilitate their integration into the labour market as it applies to the construction industry.

SICA offers 13 weeks of classroom instruction on:

- Construction Safety
- Blueprint Reading and Drafting
- Trade Math
- Welding and Mechanical
- Carpentry and Construction
- Hand and Power Tools
- Material Handling and Rigging
- Wood Frame Construction
- Introduction to Electrical Work
- 3 Weeks of Occupational First Aid Level III
- 4 Weeks of Practical On-Site Training through a work placement

Over the past twelve years SICA has seen many of the students improve from general labourer to Job Site Foreman. Sixteen students graduated from this program last year in Kelowna, all of whom are now working within the industry, some of which became indentured apprentices. Each year this project turns a profit.

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Website: <http://www.ecao.org>

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Electrical Contractors Association of Ontario
Fire Alarm & Protection Certification Program

- Project Category:** Educational Course
OFC Legislative Requirement
- Staff Required:** 8 or more
- Preparation Time:** more than a year - on going
- Shelf-Life:** Classic - need never be updated. The formula can be followed year after year with only minor changes.
- Approximate Cost:** more than \$10,000

This program was developed to meet the requirements of the OFC requiring special training to maintain, inspect and alter fire alarm systems. It is a four level training course, each consisting of 40 hours, with an update. Associated with this is a Register Fire Alarm Contractors Program.

Electrical Contractors Association of Ontario *Annual Training Conference*

Project Category: Training Conference

Staff Required: 8 or more

Preparation Time: 3 - 6 months

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: more than \$10,000

This will be the first annual training conference which will identify the best HR practices from the electrical industry. Examples of what will be covered in this conference are:

- Apprenticeship Administration
- Recruitment
- Training and Journeyman Upgrading

This conference will bring together labour and management delegates from the 13 ECA areas / IBEW locals across the province.

PCL Constructors Inc.
Excellence In Construction

Project Category: **Electronic / Video production**

Staff Required: **1**

Preparation Time: **less than 24 hours**

Shelf-Life: **Classic - need never be updated. The formula can
be followed year after year with only minor changes.**

Approximate Cost: **more than \$10,000**

This is a series of 18 videos detailing all aspects of the construction process using all the latest construction techniques. It is a great reference tool for our site people. It has been used as a refresher for tradesmen at the beginning of a project.

PCL Constructors Inc.
Each One Teach One

Project Category: **Mentoring Activity**

Staff Required: **1**

Preparation Time: **less than 24 hours**

Shelf-Life: **Classic - need never be updated. The formula can
be followed year after year with only minor changes.**

Approximate Cost: **less than \$500**

Each employee is assigned a mentor within the organization and is allocated at least 4 hours each week to work together to promote career development. A career development guide is used as a reference point with a competency profile of all aspects of their chosen career and milestones to be accomplished to reach the next level.

Industry Promotion to the Public

Construction Association of Victoria *Community Construction Project*

Project Category: Community Project

Staff Required: 8 or more

Preparation Time: 5 - 12 weeks

Shelf-Life: Strictly a one-time event

Approximate Cost: more than \$10,000

This undertaking was an interior renovation project which saw office space turned into a facility for a crisis centre.

Government and local funding had been cut back for this centre, and they were in desperate need of new operational space. The CAV agreed to fund up to 75% of the necessary costs to re-establish the centre in newly renovated premises, through volunteered labour, materials and equipment.

Construction Association of Victoria *Victoria Crime Stoppers Partnership*

Project Category: Community Project

Staff Required: 2 - 4

Preparation Time: 1 - 4 weeks

Shelf-Life: Classic - need never be updated. The formula can be followed year after year with only minor changes.

Approximate Cost: \$5001 - \$10,000

A joint partnership arrangement with local police department, whereby the CAV:

- a) Produces and distributes decals to all CAV member companies at no cost
- b) As per the agreement, pays all tipster costs when arrests are made or stolen items are recovered.

Road Builders and Heavy Construction Association of Saskatchewan *Public Awareness Postcard Campaign*

Project Category: Lobbying for increased funding

Staff Required: 2 - 4

Preparation Time: 4 - 6 days

Shelf-Life: strictly a one-time event

Approximate Cost: \$2501 - \$5000

This postcard campaign followed a “letter box” campaign. Postcards were mailed and / or distributed to all rural Saskatchewan residents. They did not have postage on them so it was understood that not as many returns would be received as otherwise would have been the case had the postage been included. The return rate was over 3%, which the associations were happy with for a direct mail campaign.

Firm/Association Promotion

**Canadian Construction Association
Construction Industry Promotional Efforts
Best Practices Guide**

Electrical Contractors Association of Ontario
170 Attwell Drive, Suite 460
Toronto, ON M9W 5Z5
Tel: (416) 675-3226
Fax: (416) 675-7736
E-mail: ecao@ecao.org
Website: <http://www.ecao.org>

Electrical Contractors Association of Ontario
Electrical Industry Promotion

Project Category: Advertising and Marketing

Staff Required: 8 or more

Preparation Time: 5 - 12 weeks

Shelf-Life: the basic outline can be used again, but the information and/or activity itself must be updated with each use.

Approximate Cost: more than \$10,000

ECAO/IBEW annually produces an advertising campaign consisting of radio spots, trade publication ads, business publication ads and cable TV ads. The intent is to promote the partnership the ECAO and IBEW (unionized sector) to our customers and the public. AS well, it is used to internally boast morale and as a recruitment instrument.

Electrical Contractors Association of Ontario
Electrical Trade Symposium

Project Category: A forum to investigate the challenges the electrical industry faces.

Staff Required: 8 or more

Preparation Time: 1 - 4 weeks

Shelf-Life: the basic outline can be used again, but the information and/or activity itself must be updated with each use.

Approximate Cost: \$2501 - \$5000

A meeting of the major stakeholders in the electrical industry to address the challenges to the electrical trades. Those in attendance were from both the union and non-union sectors from such groups as ECAO, IBEW, OEL, ESA, CSAO, and others. The first symposium yielded four themes:

- Trade splintering
- Enforcement
- Promotion
- Training

These topics will be followed up at another symposium.

**Canadian Construction Association
Construction Industry Promotional Efforts
Best Practices Guide**

Ontario General Contractors Association
6299 Airport Road, Suite 703
Mississauga, ON L4V 1N3
Tel: (905) 671-3969
Fax: (905) 671-8212
E-mail: ogca@sympatico.ca
Website: <http://www3.sympatico.ca/ogca>

**Ontario General Contractors Association
*O.G.C.A. and W.S.I.B. safety group***

Project Category: Mentoring activity

Staff Required: 2 - 4

Preparation Time: More than a year

Shelf-Life: the basic outline can be used again, but the information and/or activity itself must be updated with each use.

Approximate Cost: more than \$10,000

Approximately 85% of member firms joined our safety group. Members fulfill various requirements:

- attend three special meetings
- perform workplace evaluation
- chose 5 elements of safety to work on over the year
- score success rates on the various elements

Members are rewarded with special rebates from Workplace Safety & Insurance Board which are expected to average approximately \$18,000 per company this year - varying from \$2,000 to over \$200,000 depending on premiums paid. This program has attracted new members and has the potential to attract many more , as we spread the word. Members are very enthusiastic about the program.

Construction Association of Victoria
Local Members Corporate Profile

- Project Category:** Electronic / Video Production
- Staff Required:** 8 or more
- Preparation Time:** 5 - 12 weeks
- Shelf-Life:** the basic outline can be used again, but the information and/or activity itself must be updated with each use.
- Approximate Cost:** more than \$10,000

As a feature of our Annual General Meeting, we produced a Video CD ROM collage with background music that featured the current activities of several Member Companies. It was professionally put together and will be enhanced each year.

Best Practices Form



Canadian Construction Association

Construction Industry Promotional Efforts

Best Practices Guide

Best Practices Guide Form

Please provide your association / company name _____

1. The name of this project is _____

2. I would categorize this project as:

____ Written Publication

____ Community outreach day

____ Electronic/Video production

____ Fund-raising, sponsorship event

____ Trade Show

____ Scholarship

____ Career Day

____ Mentoring activity

____ Other (please explain briefly) _____

3. How many people were required for this endeavour?

____ 1

____ 2-4

____ 5-7

____ 8 or more

4. How much preparation time was needed for this project?

____ less than 24 hours

____ 24 - 72 hours

____ 4 - 6 days

____ 1 - 4 weeks

____ 5 - 12 weeks

____ 3- 6 months

____ 6 - 12 months

____ more than a year

5. What is the shelf-life of this project?

____ strictly a one-time event

____ the basic outline can be used again, but the information and/or activity itself must be updated with each use.

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_____ is a classic - will never need to be updated. The formula can be followed year after year with only minor changes.

6. What was the approximate cost for this project?

_____ less than \$500

_____ \$501 - \$1000

_____ \$1000 - \$2500

_____ \$2501 - \$5000

_____ \$5001 - \$10,000

_____ more than \$10,000

7. Please give a brief explanation of this project. Please include whether you felt this project was a successful as you had hoped, the audiences reached, and any other information you think is pertinent. (if you have a project outline, please attach)

Thank you for filling out this form. Please attach a copy of your brochure, your video or CD, any pictures from the event etc. Please mail your responses to:

Robin Borne
Assistant Director of Communications and Membership
Canadian Construction Association
75 Albert St., Suite 400, Ottawa, ON, K1P 5E7

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