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A new approach to information sessions for AEC programs

Project objectives:

This project will produce an online (YouTube) recruiting tool for one AEC program that will permit the College to validate this new approach. If successful, it will be used in all of the active technical programs for which we are recruiting in Continuing Education and possibly even in the daytime technical DEC programs as well.

As the College continues to grow its online presence and endeavors to extend accessibility to AECs to adult learners in more outlying regions, such promotional tools will take on an even greater importance as those adults will not be able to participate in information sessions which are offered only onsite at the College.

Project Description:

In a first stage, the Specialist in Transportation and Logistics AEC program will be used to validate the approach.

The current live, face-to-face presentation will be reviewed and the key elements identified. These will be then reworked to be compatible with an online format, particularly in a format like YouTube, for example certain portions will be video while others will be text-based.

To increase the effectiveness of the new approach, testimonials from current and former students will be added to the material. (This is not possible under a live format where the ability to have these participants available is never certain). Once the scripting is completed, the appropriate video will be shot and the static materials added.

An initial test group of current program students will provide feedback on the initial production and the final product will be completed and placed on YouTube.

Collaborators:

Champlain College – St. Lambert
Champlain College – Lennoxville
Champlain College – St. Lawrence

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Aboriginal Student Recruitment: Nursing and Early Childhood Care and Education

Project objectives

Increase:
- Student awareness of potential of technical program studies
- Aboriginal teacher/student awareness of contents of college technical programs
- Cégep Heritage College awareness of Aboriginal students’ needs
- Connect Cégep Heritage College and the Aboriginal Community of Kitigan Zibi Anishinabeg
- Develop tools that address key concerns of potential students as they transition from their remote community to Gatineau.

Project Description:

This project is two-fold: a visit followed by debriefing footage for video clips. Teachers from the KZ high school had a pedagogical day with some college teachers (August 2015), and we plan for communication and exchanges (Winter 2016).

Next step: teachers and students from Grades 9 to 11 visit Heritage before March 1st. Activities: (1) pair aboriginal high school students with current aboriginal students; (2) pair high school teachers with Heritage teachers from two programs where aboriginal students have demonstrated a past interest (Early Childhood Care Education and Nursing) and perhaps other technical programs (3) group exchanges as students take part in activities that highlight the studies and future careers in these fields and (4) following activities, students and faculty debriefed and videotaped for future use. A follow-up survey will be given to the KZ and Heritage teachers to administer with their students, so as to learn what worked for both groups, what they learned from each other, and also how best to proceed.

Collaborators:

Cégep Heritage College
Aboriginal Community of Kitigan Zibi Anishinabeg

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VTIPSC PROJECT OVERVIEW

Adult Education and Vocational Training Campaign = New Career Opportunities = Success!
Promotional Activities in collaboration with the English Montreal School Board, Sir Wilfrid Laurier School Board, New Frontiers School Board and Riverside School Board.

Project objectives

- Broaden awareness and improve the image of vocational training among English speaking Quebecers,
- Inform new immigrants of the programs and services offered in English
- Promote programs/services offered in the Greater Montreal area provided in English
- Save money by sharing costs in promoting vocational education collaboratively
- Maximize the effect of the Boards’ advertising budgets

Project Description

- Conduct detailed research on statistics, demography and location of potential events
- Meet with representatives from each school board to discuss the advantages and disadvantages for all events that are considered
- Prepare a budget to ensure that each school board receives pre-authorization for planned events
- Reservation of venue, furniture, electricity etc.
- Coordinate signing of contracts, payment of invoices and all housekeeping activities

Unexpected results have been observed as a result of this collaboration. Indicators are:

- Direct marketing for future Open House campaigns
- Job opportunities for graduates
- Stages for our students
- Educational and job market awareness for new immigrants
- Networking for Services to Businesses and Individuals and for SARCA

Collaborators:

- English Montreal School Board
- Sir Wilfrid Laurier School Board
- Riverside School Board
- New Frontiers School Board

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An Introduction to Vocational Education: A Goal Oriented Approach to Learning for Grade 6 Students

Project Objectives

Using the concepts of a GOAL approach to learning, we would like to introduce the “trades” using an experiential approach. This will introduce students to trades and allow them to experience the trade “first hand.” Students will:
- get a hands-on opportunity to explore the trades
- receive the opportunity to discover, explore and become familiar with the trades and occupations that might appeal to them
- learn more about themselves and the wide range of opportunities available to them.
- meet industry professionals from a range of career fields who will share experiences and how they meet their career objectives and what their job entails.

Project Description

A career exploration activity unit will be introduced by grade 6 teachers to their students in association with vocational teachers. Students will be invited to visit the vocational center at CDC Pont Viau to meet staff and alumni who will introduce hands-on activities with them.

Grade 6 teachers from participating schools will be given written guidelines for students to research vocational programs offered. (Pre-activity to review previous knowledge)

Career exploration day will be hosted at CDC Pont Viau showcasing four vocational programs. Students will participate in 4 hands-on activities related to 4 different vocational programs.

Alumni students will participate in a panel discussion and Q&A with the students.

Vocational professionals will re-visit the students to discuss reflections on the day, professions, and the understanding students have gained of vocational education (Post-activity)

Collaborators

Teachers representing a range of professional programs
Teachers from grade 6 settings
Administrators; elementary schools
Alumni of various programs

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Project #5  
VTIPSC PROJECT OVERVIEW

Career and Technical Programs Showcase

Project Objective:

Show high school students how college technical programs work, therefore it takes place in the classroom, laboratory or Resource Centre at Vanier College with current students and Program personnell.

Allow students to visualize themselves in a particular program so they can realize how exciting and challenging programs are, how close-knit and cooperative the environment is and how attractive the actual workplace is that awaits them.

Demonstrate that technical programs are intellectually and academically stimulating.

Project Description:

- Prospective students register in advance and indicate a technical program or programs of interest. Students see first-hand the wide variety of offerings and can realize that technical education is not a “one size fits all” option. Organizational steps:
  - Establish the time frame, dates and times and publicize
  - Determine the participating Vanier College Career and Technical Programs
  - Select the audience – potential students for the upcoming entrance semester or potential students for future entrance semesters; first choice and second round applicants.
  - Contact the high school guidance counsellors with the list of participating programs, dates and intended audiences.
  - Receive registrations and schedule visits and establish logistical support needs.
  - Program set up of student work and organization of student and personnel presence.
  - Receive and welcome visitors and guide them to their selected programs.
  - Classroom/laboratory and resource centre visits. Interaction with program personnel and students. Review of student work.
  - Evaluation with visitors and Vanier Program personnel.

Collaborators:

English Montreal School Board
Riverside School Board

Contact Information:

Vanier College Admissions
Career EXPO

Project Objectives:

Inform, sensitize and educate EMSB Secondary IV students about the opportunities available to them in both CEGEP Technology Programs as well as Vocational Training Programs Post Secondary.

Provide information about program and allow students to participate in hands-on workshops.

Provide students with a more in-depth look at program's entry requirements, specific skills, targeted occupation/job opportunities as well as personal experiences from the presenters.

The Career EXPO compliments the Career Fair (which the Secondary 4 students will participate in the following year) as it allows students to get a better understanding of the program that interests them.

Project Description:

This project is compulsory for all Secondary IV students at the EMSB as part of the curriculum during regular school hours. What sets this event apart is the "hands-on" benefit, as the students are able to directly participate in a series of tasks/activities catered especially for them.

Students register online two weeks before the event for workshops that are prepared for them by the CEGEP Technology programs and the Vocational Training Programs. The day of the event, the students participate in two 45 - 60 minute sessions in the programs they have selected.

These workshops and demonstrations are animated by teachers, industry professionals, media personalities, athletes and students who are already attending these programs.

Collaborators:

EMSB Vocational Centres
Other English School Boards
CEGEPs in the Greater Montreal area

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VTIPSC PROJECT OVERVIEW

Career Fair (Annual)

Project objectives
Create awareness for all Sec V and Adult Education students of all post-secondary education opportunities offered in English with strong emphasis on Vocational Education Programs on the Island of Montreal as well as 2 and 3-year English college level technology programs.

EMSB is the only Public School Board on the Island of Montreal that holds a compulsory Career Fair as part of the curriculum during regular school hours.

Project Description
Students arrive at the Career Fair auditorium for a presentation hosted by an event animator.

Guest speakers answer questions about their program or career (speakers include students, professionals, media personalities, athletes, etc).

Each ceremony concludes with a video, followed by vocational education students being asked questions by the animator.

After the auditorium presentation the students make their way into the plaza where they have the opportunity to visit all the exhibitors in order to get school and career-related information.

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Creating a Bridge to the Next Level: Hotel Reception (DVS) and Hotel Management (DEC)

Project objectives

Inform and introduce students of the bridge opportunity available to them between the DVS and DEC programs and help them gain deeper insight into the potential of the college level program.

Project Description

- Students enrolled in the Hotel Reception (DVS) program will have the opportunity to visit Heritage College.

- They will meet with staff involved in the Hotel Management Program in Collegial Studies (DCS).

- Staff from Heritage College will be invited to the VT centre to tour the facilities and see how the classroom activities link with those of the college program.

- Follow up with a survey monkey asking students pointed questions about the visit, the potential of the program, and their interest in following this program.

- Use information gained to help both sectors of study to review current practices with a goal of maintaining positive standards and improving new ones.

Collaborators:

Heritage College CEGEP

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Project #9 VTIPSC PROJECT OVERVIEW

Doing is Believing Live: 2016 Continuing Education Roadshow

Project objectives

Expose Sec III, IV, V, and Adult Education students to vocational training opportunities and programs at the Lester B. Pearson School Board and Greater Montreal Area school boards

Provide an outlet for current vocational students at the LBPSB and other school boards to share their learning experiences with prospective students

Showcase the incredible value of vocational programs to high school/adult education students on the island of Montreal

Encourage high school and adult education students to explore the various vocational training programs offered in Montreal by attending open houses or becoming a student for a day at any of the vocational programs offered by any of the Greater Montreal school boards.

Project Description

Doing is Believing Live is an exciting multidisciplinary performance showcase that will tour to the various high schools within the Lester B. Pearson School Board and other school boards on the island of Montreal. Combining live music, dance, drama, high impact visuals, and compelling video testimonials from current vocational students--- the event is designed to engage, enlighten and entertain.

The presentation itself is subdivided according to vocation, with original video highlighting students, teacher and program content of the various vocations such as auto mechanics, nursing assistance, pastry, and professional cooking.

During the presentation, students are encouraged to answer questions and share their thoughts or concerns about vocational training. Myths are collapsed and students are encouraged to experience vocational training through student for a day visits, and open houses at the various vocational learning centres around Greater Montreal.

Following each presentation our team will meet and collect the names and contact information of students who are interested in vocational training.

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Project # 10

VTIPSC PROJECT OVERVIEW

English Adult Education and Vocational Training: New Career Opportunities – Four SB Joint Efforts

Project objectives:

- Broaden awareness and improve the image of vocational training among English speaking Quebecers,
- Inform new immigrants on the programs and services that are offered in the English language,
- Promote programs and services offered in the Greater Montreal area that are provided in the English language,
- Save money by sharing costs in promoting vocational education collaboratively,
- Maximize the effect of the boards’ advertising budget by reaching large numbers of our target population.

Project Description

The main steps of the project were:

- Conduct detailed research on statistics, demography and location of all events
- Hold meetings with representatives from each school board to discuss the advantages and disadvantages of all events under consideration
- Prepare budget proposal to ensure that school boards receive prior authorization for planned events
- Reserve venues, furniture, electricity etc.
- Coordinate manpower for all events
- Coordinate signing of contracts, payment of invoices and all housekeeping

Collaborators:

English Montreal School Board
Sir Wilfrid Laurier School Board
Riverside School Board
New Frontiers School Board

Contact Information:

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Find Your Groove: Montreal Vocational Career Showcase and Multimedia Experience

Project objectives

Expose Sec III, IV, V, and Adult Education students to vocational training opportunities and programs at the Lester B. Pearson School Board and Greater Montreal Area school boards.

Provide an outlet for current vocational students at the LBPSB and other school boards to share their learning experiences with prospective students.

Encourage high school/adult education students to explore vocational training programs by attending open houses or becoming a student for a day at any Greater Montreal school board.

Project Description

Find Your Groove is an interactive multimedia experience that will tour to high schools within the Lester B. Pearson School Board and other Montreal school boards. Combining fast paced music, high impact visuals, and compelling video testimonials from current vocational students the event is designed to engage, enlighten and entertain.

Projected onto a twenty-foot screen, the presentation is complemented with two 55” LCD screens continually displaying still photos from the various vocational programs. Four large trusses with multi-coloured lights are set up all around the stage area for dramatic flair.

The presentation is divided by vocation, with original video highlighting students, teacher and program content of vocations such as auto mechanics, nursing assistance, pastry making, etc.

The event is hosted by prospective vocational student who will demonstrate the various vocational options by actually appearing in them as telecom student, hairdressing student, etc.

During the presentation, students are encouraged to answer questions and share their thoughts or concerns about vocational training. Students are encouraged to take student for a day visits, and open houses at the various vocational learning centres.

Following each presentation our team will meet and collect the names and contact information of students who are interested in vocational training.

Contact Information:

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Gain ACCESS to Your Future – RSB Events for High School Students

Project Objective:

- Encourage students to join ACCESS as a Student for a Day, so they may experience first-hand what it is like to be a part of a Training Centre and help them to determine whether a specific field is something they would like to launch into.

- Encourage them to take hold of their education goals and to follow an educational path that is tailored to their needs and capacity rather than pursue studies in a purely academic stream.

- Promote Voc teachers visits to schools to expose Vocational Training to students and highlight that society is made up of myriad professions.

Project Description

Gain ACCESS to Your Future is an experience for RSB high school students in secondary 3, 4 and 5. It includes a variety of hands-on events including an Open House and school visits.

Create Open House advertisements for guidance counselors at the 4 high schools, as well as by RSB to the community and parents. Loop on-going advertising on high school TV screens.

Invite students to join us at ACCESS where each program will have a teacher and Voc Ed students to share information, experiences and provide hands-on activities.

Master of Ceremonies greets/stresses value of aligning with personal educational pathway. Team gives each student a questionnaire to solve riddles about each voc ed program, answers to found at kiosks. Prizes will be drawn for students who have successfully solved the riddles.

For school visits, ACCESS voc ed teachers promote their programs to students in 4 high schools. Students in secondary 3, 4 and 5 will peruse vocational training fields to gain insights.

Collaborators:

Vocation and Career Training Centre
Brossard Landrover, Brossard Mitsubishi, Brossard Volvo
Guidance counselors from 4 RSB high schools

Contact Information:

Malcolm MacPhee
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Get a diploma, Get a career.... Become a Stationary Engine Mechanic

Project Objective:

- Create awareness among the English community of the Stationary Engine Mechanic program in English.
- Promote the importance of this career choice for the English community. Emploi Québec statistics indicate that this program has a favourable rating for employment in the Montérégie and throughout Quebec. Also, a DEP in Stationary Engine Mechanics is a prerequisite to working in the field.

Project Description:

Riverside School Board in collaboration with "Commission Scolaire des Patriotes" launched the Stationary Engine Mechanic program in September 2015. It was the first school board to offer this program in English.

Although listed on Inforoute as offering the program in the French section, the information does not appear in English yet which be misleading to potential clientele.

RSB used an advertising campaign that included Facebook ads, Pay per click and printed materials which were placed in different Centres and community partners such as CLE, "Maison Internationale de la Rive-Sud", "Centre Sino Québec", "Service de formation aux immigrants de la Montérégie" et les "Carrefours Jeunesse Emploi".

RSB professional staff met with different partners to present this new career opportunity to the English community.

Collaborators:

Commission Scolaire des Patriotes

Contact Information:

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Got an Idea? Let’s get started!

Project objectives:

Provide the English-speaking community (including the new immigrant population) in the Québec City area with access to services to help them start their own businesses.

Offer English language MELS Starting a Business program with a coaching-base teaching approach through daytime or evenings courses to increase accessibility.

Project Description

Centre local de développement (CLD) entered into agreement with the Central Québec school board and three other school boards to complete their offer of service to the immigrant population which represents an estimated 17% of their clientele.

Phase I - 2012-2013
Initial steps: 2012-2013 enter partnership with CS des Navigateurs with the approval of the CQSB Council of Commissioners. Complete determination offer of service and identify needs.

Phase II - 2013-2014
Hire a project coordinator Fall 2013
Present plan of action Fall 2013
Finalize an agreement with the CLD
Establish partnerships through networking.
Develop promotional tools
Adapt or develop English learning material
Launch of the offer of service in January 2014
Deliver program through a coaching approach starting early in February
Assess results June 2014

Collaborators:
CS des Navigateurs
Entrepreneuriat Québec
Centre local de développement (CLD) de Québec
Carrefour Jeunesse-Emploi
Entrepreneuriat Laval
Centre de la famille Valcartier

Contact Information:
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Agribusiness includes production, processing, equipment manufacturing, fertilizer production, and marketing and creates many spin-off jobs in urban areas of the province. We now need networks, cooperatives and global supply chains with trained professionals to manage them, environmental technicians, farm credit agents, government animal and plant research offices.

**Project objectives:**

Expand the offering of education to young people interested in a career within the food industry and the numerous paths and opportunities that exist in Quebec’s rural sector.

Present career information sessions and an opportunity to mentor with industry professionals.

**Project Description**

The Pontiac Campus of Cegep-Heritage College will undertake a major information campaign:
Set up professional displays at local career days and within education tent at regional exhibitions.

Partner those interested in further investigating the industry, before making final decisions into their field of post-secondary studies with industry professionals as part of a mentorship program.

Informing people about the numerous careers available to Farm Management Graduates, and providing them a ‘hands on’ mentorship with professionals.

Evaluate the project beginning with participation in our mentorship program.
Provide reports on a regular basis through the calendar year.

**Collaborators:**

Cegep-Heritage College Gatineau Campus
Cegep-Heritage College Pontiac Campus
Ministere Agriculture Pecheries et Alimentation (MAPAQ)
Industry Mentors

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VTIPSC PROJECT OVERVIEW

Guidance-Oriented Approach to Learning (GOAL): Increase awareness of options and pathways for SWLSB Grade 6 students

Project Objectives:

Allow 6th grade children to:
- Get a hands-on approach to various trades
- Discover, explore and become familiar with the trades and occupations Vocational Education offers
- Learn more about themselves and their interests and possible careers
- Meet industry professionals from various career fields and learn how they attained their career goals and what their jobs entails.

Project Description:

CDC Repentigny will host a career exploration day for 6th graders, 50 - 60 students in total living in Laval East and Repentigny where SWLSB will showcase vocational education programs

- Give grade 6 teachers from participating schools written guidelines for students to research vocational education and the programs offered.

- Hold a Career exploration day at CDC Repentigny, where four of SWLSB vocational educational programs will be showcased.

- Invite children to participate in a 15 - 20 minutes hands-on activity in each of the programs displayed.

- Invite alumni students working in their fields to speak directly to children on how they attained their career goal and what their job entails.

- Create and give out an evaluation form of the event.

Collaborators:

Alumni students (LPN, Hotel reception, Computing Support and Carpentry) currently working in industry.

Contact Information:

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Health Caravan (Interdisciplinary Health and Social Services Educational Approach: Meeting the Needs of English-Speaking Communities in Quebec)

Project Objectives

- Promote Technical Programs to Anglophone communities in the Laurentians (specifically high schools, community centres, seniors’ residences)
- Enhance Technical Program students’ professional development by involving them in creation and delivery of information material, demonstrations, workshops and health screenings.

Project Description

- Bring together students from four Technical program areas (Dental Hygiene, Nursing, Pre-Hospital Emergency Care and Youth and Correctional Intervention) to deliver various services to eight Anglophone communities in the Laurentians.
- Students work collaboratively to develop and offer workshops, demonstrations and health screenings, prepare information, and practice skills learned in the classroom,
- Deliver services to schools, community centres, seniors residences in the communities over four days to two different English communities each day.
- Discuss, as peers, their experience as Technical students with high school students to whom they provided health services.

Collaborators:

4 Korners Family Resource Centre
McGill University

Contact Information:

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Project #18

VTIPSC PROJECT OVERVIEW

I LIKE!

Project objectives:

Create an on-line/virtual experience for Cycle 2 high school students to see vocation programs in a new perspective.

Have students follow us on Facebook by regularly updating with new videos, pictures and slogans to trigger the interest of 14-16 year-old students in wanting to know more about vocational training programs.

Culminate the web-campaign with an event called 4-24 (the date of the event) where students will be able to see first hand the reality of vocational education.

Project Description

- Create 10 short videos, pictures and slogans that will be used for the web campaign
- Create and send 2 posters with a large QR code with minimal text, allowing students to instantaneously view thought provoking and humoursitic videos promoting vocational training as well as promoting the 4-24 event.
- High school guidance counselors survey students to determine informational needs.
- Plan the 4-24 event to reflect the needs of the students attending, with partners from the school board curriculum team and a local CJE who focuses on non-traditional options.
- Implement the 4-24 event where we will highlight specific trades to change students' perspectives on vocational education. Other than showcasing our vocational programs, in this case we will focus on females in the construction field. We will ask a local professional construction team that hires females and they will do workshops for all students in our school yard, demonstrating wood working projects and females in the construction field.

Collaborators:

Riverside School Board- Curriculum consultant Malcolm Macphee
Option non-traditionelle/Carrefour Jeunesse Emploi de Longueuil
Saint Johns High School
Centennial Regional High School
Chambly Academy
Heritage Regional High School

Contact Information:

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Industry Career Choice Treasure Hunt - Lennoxville Vocational Training Centre

Project Objectives

- Encourage greater, in-depth understanding of the vocational training programs offered by LVTC and the potential career opportunities within their respective industries to students, their teachers, guidance counsellors, parents and industry members.
- Familiarize students with the everyday work reality of a professional such as a Licensed Practical Nurse or a Machinist, Professional Sales Representative, etc. through face-to-face interaction and hands-on experience.
- Provide young students with a fun learning experience by way of an interactive treasure hunting game related to professions.

Project Description

- Finalize the number of students able to attend the event at LVTC location as well as the number of industry partners.
- Organize busing and a schedule.
- Organize the planning and set up of interactive stations within the classrooms, labs and shops at LVTC by teaching staff.
- Coordinate with industry partners.
- Print or copy fold-over informative sheets promoting the different sectors of training available, along with the elements involved in the treasure hunt and word game.
- Purchase items and materials for the treasure hunt game. Some departments made treasure finds (e.g.: mini hockey cups made by the machining department), others purchased items.
- Purchase snacks and drinks for the break.
- Send students home with an informative sheet showing LVTC vocational training programs and tangible items related to their career preferences they can share with parents and friends.

Collaborators:

Industry: AFT Inc., Super Métal Inc., Sherweb, Propar, Connaught Nursing Home

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Project Objectives:

- Shift community values toward accepting and valuing vocational training on Montreal’s South Shore
- Create awareness of vocational training’s link to current job market realities and the required competencies
- Help more than 300 local high school students broaden their perspectives on education by vibrantly showcasing more than 10 vocational programs offered in English on the South Shore.

Project Description:

- Develop a project targeted to secondary 3, 4 and 5 students currently registered in local high schools.
- Create a poster using symbolism and wording high school students can relate to…. Keep Calm and Join us!
- ACCESS staff visited four local schools to run lunch-hour sessions on how to Keep Calm and Join Us and invited students to visit and explore the ACCESS Adult Education and Career Training Centre and its programs at its event.
- At the event, a keynote speaker welcomed students and introduced the concept of keeping in tune with your inner self and basing educational goals on true interests rather than on what community/society often suggests.
- Students took part in activities including hands-on workshops (break-out groups) in Bricklaying, Automobile Mechanics, Nursing Assistance and Health Care and Home Assistance, Pharmacy Technical Assistance, Professional Sales, Accounting, and Secretarial Studies.

Collaborators:

Guidance counsellors from four RSB high schools
Brossard Landrover, Brossard Mitsubishi, Brossard Volvo

Contact Information:

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Project objectives

- Give students the opportunity to ask questions, make comparisons, and open themselves to different possibilities for their futures by giving access to colleges, trade schools, universities, and business and community partners.

- Further encourage students to engage with presenters at the Fair by instituting “prize passports” that, if completed, make students eligible for a draw for prizes at day’s end.

Project Description

- Begin planning in the spring and email invitations to the exhibitors inviting them to reserve a booth using the online registration site.

- Encourage presenters to make their displays as interactive as possible to give the students a real sense of what their program or organization represents.

- Hold the day-long event in the gymnasium and field house at Pierrefonds Comprehensive High School, receiving over 3,500 visitors.

- Transport Secondary 5 students, secondary 4 Explo students and secondary 3 POP students from all high schools, and interested Adult Education students to and from their schools throughout the day.

- Students visit over 60 kiosks with representatives from: a variety of vocational training programs in the region, technical training and general programs at the CEGEP and university levels.

- Business partners provide “real-world” insight and direction to students.

Collaborators:

Vocational Centres
CEGEPs & colleges
Universities
Business partners

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VTIPSC PROJECT OVERVIEW

Links to the Next Level: Promoting DEP – DEC Relationships

Project Objectives:

- Promote awareness and possibilities within the secondary school community regarding the potential of bridge programs, particularly those between:
  - the DVS in Accounting, Secretarial Studies, Computing Support (SWLSB)
  - the Accounting Management Technology, Micropublishing and Hypermedia Technology, and Computing Support Technology (Vanier College).

Project Description:

- Offer information sessions.
- Create information publications; including Youtube video to students, parents and secondary school guidance officers.
- Give teachers within both programs the opportunity to meet to discuss program objectives and competencies at both the vocational training level and college level.

Collaborators:

Sir Wilfrid Laurier School Board
Vanier College

Contact Information:

E.Kelly
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Project Objectives:

- Provide Sir Wilfrid Laurier School Board secondary and Adult Education students with exposure to Vocational Training programs in a hands-on interactive and information manner.

- Integrate our secondary school guidance teams into Vocational Training initiatives and to begin a process of working together to transition students.

Project Description

- Guidance Counsellor meetings to work as a team on activities development and goal setting for the initiative;
- Open House Day(s) for students, administrators and support staff teams to experience our CDC Centers. Participate in hands-on activities, learn about Vocational Training successes and career options.
- Follow-up activities in the secondary schools and work with POP and Explo teachers.

Contact Information

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Ormstown Fair

Project Objectives:

- Offer the community information about the role and value of Vocational Education and the various NFSB professional programs. NFSB staff are present to speak about and answer questions on the programs, student fees, job opportunities in the trades and the training centre itself.

Project Description:

- The Ormstown Fair is the most popular community event in the Chateauguay Valley drawing over 14,000 visitors every year.
- Sports teams in the Valley act as parking attendants, maintain information booths, staff kiosks, maintain the grounds, etc.
- Staff a tent for four consecutive days, distributing program pamphlets, and give-away items such as sun glasses and glow sticks.
- Local talent has the opportunity to perform for the public, playing guitar, singing, etc.
- Post event photos and details on the NFSB website.

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Our House

Project objectives

- The specific objective of the “Our House” project is for the Carpentry and Landscaping students and teachers of the New Frontiers School Board to build a semi-detached home in collaboration with Habitat for Humanity.
- Create awareness about the various vocational educational opportunities
- Outreach to community organizations, groups and municipalities
- Network and collaborate with other vocational sectors
- Maintain and develop relationships with industry

Project Description

The “Our House” project is a collaborative project between 4 main partners and is a first of its kind in the province of Quebec where as part of the curriculum, students work on the building of a house under the guidance of their instructors.

Many sub-partners exist: the Ormstown Livestock Breeders Association, the Expo Ormstown committee, English Montreal School Board, Lester B. Pearson School Board, Sir Wilfred Laurier School Board, Western Quebec School Board, Le Soleil newspaper- Valleyfied, The Gleaner newspaper, Valley Junction media, and many local businesses and professionals.

We created a Habitat for Humanity Committee to promote community awareness of the project and a “series of videos” that follow the progress of the build throughout the project. “Webisodes” are posted on the NFSB website and Facebook pages and are shared at vocational and academic functions (Career fairs, open houses, guidance counselors, cegeps, etc.) They are also on the websites of: Habitat for Humanity, Ecohabitation, the Municipality of Ormstown, etc.

Collaborators:

Habitat for Humanity
Municipality of Ormstown
Ecohabitation

Contact Information:

Alice Loney
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Project Objectives:

- Create an awareness in the community, the local high-schools, the adult centre, and all the youth and parents accessing the Lester B. Pearson School Board's PACC Career Centre facilities through their involvement in sports and cultural activities that take place in the centre all year long.

- Give people a glimpse of the type of educational facility and programs that exist in their neighborhood, that would otherwise go unnoticed.

- Create a buzz around the type of programs offered so close to home. To give the community a "glimpse" into our centres - a peak into our world, so to speak...

Project Description:

- Obtain permission from the borough. The idea of large scale blinds/decals, came as a way for us to promote our centres without breaking any by-laws.

- The borough of La Salle does not authorize the display of large exterior, permanent banners on or around the building. However, it does not rule over what is displayed from within.

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Podcast production for career awareness

Project objectives:

- Open up the school to the world of vocational education.
- Give students making the podcasts the opportunity to see what vocational programs are really like, and allow them to discover various career opportunities.
- Allow students to structure their identity by evaluating their personal involvement in a team effort. They will learn about themselves and increase their motivation in other subjects.
- Plunge students into the world of work.
- Develop a possible spinoff for this project: create a web radio, that would incorporate the podcasts created by students, but also broadcast interviews of vocational education teachers form all Anglophone school boards, and testimonials from alumni.

Project Description:

Students from WOTP/FGA in the 3 participating school boards, will produce a podcast on a vocational program. Students will write a script and record each episode of the script. The podcast will be broadcast in all high schools of the participating school boards. A web radio will be put in place to store podcasts, and make them available for career awareness/career development activities (Personal Orientation Project/Exploration of Vocational Training/Entrepreneurship/Work-Oriented Training Path) in high schools.

Phase 1 – Planning: The four participating school boards pick a vocational program each, for example: SWLSB – Carpentry, RSB – Welding, EMSB – Printing. Each school board picks a participating high school, and a WOTP teacher. High School students create scripts and consider [http://learntech.ties.k12.mn.us/Podcasting_Production_Tips.html](http://learntech.ties.k12.mn.us/Podcasting_Production_Tips.html)

Phase 2 – Recording/editing in the Vocational Education Centre

Phase 3 – Broadcast in the participating high schools, and if successful, create a web radio and schedule school boards to take turns in curating the content broadcasted during the school year.

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Positioning anglophone cégeps as technical skills training providers to industry - development of a joint communication plan

Project objectives:

- Raise industry awareness of employee training services offered by anglophone cégeps based on existing technical DEC and AEC programs which have previously shaped industry’s expertise.
- Give anglophone cégeps a campaign blueprint to jointly position themselves as trusted partners for industry employee training.
- Launch a targeted campaign to raise anglophone cégeps profile and visibility as “business training solutions providers” to Quebec’s business and educational sectors.

Project Description:

Identify and engage a marketing strategist who will:

- Identify and analyse target markets, specifically industry partners, their profiles, demographics, needs, expectations, values, preferred medias, etc.,
- Identify English cégeps’ strengths/weaknesses relative to marketing their business/industry services,
- Develop strategies (means, methods, marketing tools, marketing/communication channels and media, messages, etc.) to approach target markets: industries, educational sector (secondary, adult education and other colleges in the CEGEP network),
- Script a clear message presenting anglophone cégeps as providers of custom-tailored educational training opportunities in both French and English at the College level,
- Develop an overall communication plan incorporating developed strategies and messages.

Collaborators:

Fédération des cégeps, "Service aux entreprises" (SAE)
Industry experts
Champlain College
Dawson College
Heritage College
John Abbott College
Vanier College
Cégep Heritage College

Contact Information:

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Promotional Smart Car

Project Objectives:

- Create a unique marketing and publicity tool to promote the Laurier Macdonald Vocational Centre’s Mechanics Program and the school board at many venues during the year.
- Create a benchmark for other unique endeavors to be realized by other School boards

Project Description:

The Vocational Centre purchased a 2005 Diesel Smart Car to be plated and insured for the Centre's promotional use. The Smart Car is customized by the Centre’s garage and partners, and will be used at various events during the year. It is branded with the Centre’s logo, the school board and AEVS department using a new wrapping technique. Steps include:

- Purchase of the Vehicle
- Plating and Insurance
- Wrapping shop (Lucky Graphics)
- Students partaking in the overall design and concept of the vehicle
- Maintain and modify the vehicle (Mags, tires, radio)

Collaborators:

Lucky Graphics
AutoCare
Image It Graphics Design
Canadian Tire

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VTIPSC PROJECT OVERVIEW

Promotional Video – Vocational and Technical Education - EMSB

Project Objective:

- Provide information to secondary and adult education and vocational training students on the educational pathways connected to Vocational Training.
- Create awareness of all post-secondary education opportunities offered in English. Strong emphasis on Vocational Education and CEGEP three-year technology programs on the Island of Montreal.

Project Description:

This promotional video was created for guidance counsellors, academic advisors, professionals and administrators to take to various career events to promote Vocational Training programs.

It provides high level overviews of vocational and technical programs along with testimonials.

Collaborators:

CTV Montreal - Division of Bell Media Inc.

Contact Information:

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Promotional Video AEC Programs

Project objectives:

This 4-minute video will be used as a tool to increase the awareness and understanding of what an AEC is and how its aim is to lead potential students to employment in their chosen field. The video will be front and center on our website as well as used during job fairs and other promotional kiosks for the college.

The video will highlight our links with industry in the creation and ongoing updating of programs as well emphasize the stage component in many of our AECs. It will incorporate voice over for the overall description and interviews with teachers and students in the classrooms and alumni at their workplace.

Project Description:

Our core market for AEC programs are newly arrived residents to Quebec. To have a visual, comprehensive and easy to understand overview of this province's Attestation d'Etudes Collegiales in English would benefit the users.

We have created an in-house video for one specific program on our website and wish to incorporate a professional video covering multiple programs and offer an overview of our offerings and links to industry. The foreseeable steps are as follows:

- Secure a Company to create the video
- Establish the structure for the video
- Recruit teachers, students and alumni for the filming
- Contact industry partners for testimonials and permission for use of logos
- Create scripts
- Filming and Editing
- Upload video onto website
- Evaluation

Collaborators:

3 Continuing Education teachers
3 graduates of AEC programs
3 present students
3 stage partners

Contact Information:

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RTC St. Patrick Day Parade Participation

Project Objectives:

- Participate in a communal cultural experience with current, past and future RTC students and staff members.
- Promote RTC and its programs of study to a mixed (cultural, ethnicity, age, etc) population attending and participating in the St. Patrick’s Day parade.
- Expose a mixed (cultural, ethnicity, age, etc) population to Vocational Training, its advantages, opportunities and future potential.

Project Description:

- Parade registration
- Rent a float
- Purchase novelty give-aways, hats, gloves, beads... all green!
- Arrange participation of teachers, students, alumni, etc.

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Salon d’Immigration Presence

Project Objectives:

- Reach a new audience in terms of a potential student demographic.
- Allow technical program/RAC Office to promote their programs to a group that has never been approached specifically as part of Dawson’s recruiting plan.
- Address the issue that the current demographic of students studying in English is diminishing
- As a group made up largely of the 18 yrs-plus age group, they are able to choose their language of instruction

Project Description:

Dawson College will be the only Anglophone Cegep present at the event while there will be almost a dozen Francophone Cegeps present at the Salon. The steps to bring this project to fruition are:

- Contact Salon organizers for initial discussion re space/hardware rental
- Submit payment for Salon participation
- Ensure participation of tech programs via Career Council Committee
- Identify graphic designer to produce print materials and displays
- Identify supplier to produce pop-up displays
- Produce all materials to distribute/displays
- Schedule of program reps/student ambassadors

Collaborators:

Dawson College Communications Department
RAC Office
Industry Partners

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VTIPSC PROJECT OVERVIEW

Trades In Motion, Metiers en vedette

Project objectives

- Create student awareness of the wide range of trades and the choices open to them.
- Help students see career possibilities through hands-on experience in two specific trades.

Project Description

Location: The three-day event is held under big tents in the parking lot of St. Willibrord elementary school during Adult Learners’ Week in the spring.

Participants:
- All students from grades 5 to 8 are transported to the event.
- Guests (partners of the community, political partners, colleagues from across the province, etc.) are invited to a “5 a 7” and may visit the kiosks. A bus is provided for potential visitors from Huntingdon, Ormstown and Howick.
- Adult sector students attend as well as a group from Kahnawake.
- Parents and/or members of the community can visit from 7 p.m. to 9 p.m.

Promotion:
- Marketing information is placed in local papers throughout the region.
- A press release is sent to various radio and TV stations.
- Each student receives a bag with the “Trades in Motion” logo.
- Each “trade” kiosk distributes promotional items related to the trade.

Organization:
- Set up a table in the foyer with information on all trades, “student for a day” information and registration forms for anyone interested and more.
- Provide a hands-on experience at kiosks where about 10 students at a time participate.
- Each student chooses two trades to experience for an allotted 20 minutes and observe the other trades for another 30 minutes.

Staffing:
- Photographer and a videographer capture the event as it unfolds.
- About 150 volunteers, wearing “Trades in Motion” t-shirts, help with the event.
- Security is on site for six days 24/7.
- Afterward, GOAL technicians visit grade 8 classes to inform of POP and EXPLO options.

Collaborators:
Grands Seigneurie School Board, GOAL technicians, Counsellors, Administrators, Lester B. Pearson School Board, Commission Scolaire de la Vallée-des-Tisserands, Commission Scolaire des Trois-Lacs

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Vocational Program Showcasing Refresh (aka Design 2.0)

Project objectives:

- Create vibrant, interactive, and current visual materials and technologies to promote vocational training programs at the Lester B. Pearson School Board and at its partner boards across its region.

- Materials may not be limited to iPad kiosks, illuminated signage, and other visual material that may encourage secondary students to consider vocational training as a viable option.

Project Description:

After careful study the Adult and Vocational Training Department at the Lester B. Pearson School Board) to reconfigure the way that it showcased its trades at live events such as career fairs, parent evenings, high school information sessions, elementary school explorations, and intra board showcasing sessions.

It engaged the services of an industrial designer to come up with an affordable yet energetic visual rebranding of our “showcasing materials”. Based on budget compressions it decided to:

- Purchase 6 iPad kiosks that could be deployed all at once or separately depending on the event
- Design a web based app to showcase vocational options at our board and beyond
- Design and build illuminated signage that could be changed/adjusted depending on the event.
- Purchase an actual red carpet as an entry point into all of the physical showcases that our department would present at and use it to “glamourize and enhance the social media share ability of vocational training showcase events.

Collaborators:

Quentin Mawson, Designer and Builder, Kwan Inc.
Wayne Kwan, Kwan Inc.

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