

# Trade Perspectives

Volume 1, Issue 4

March 2018

## “WE SUPPORT WOMEN ON THEIR JOURNEY AS LONG AS THEY NEED US.

**That’s what sets us apart” - Kathy Kimpton, WBF’s President & CEO**

From the moment a woman begins exploring her career opportunities all the way through her journey to working in industry, WBF is there with services and supports that help propel her to success. Behind these wrap-around services is a team of dedicated, passionate WBF staff who connect women to resources and champion them every step of the way.

### Take the journey...



#### WORKFORCE ATTRACTION

WBF is about changing perceptions of careers in construction and maintenance and helping women see themselves succeeding in those roles. We work hard to inform women and their trusted advisors, such as family and friends, that WBF is the place to go to build their future in the trades.

Whether she sees or hears our advertising campaigns or is referred by her family, her journey will lead her to our website where she can register for an Information Session and set up her profile on the **MyWBF Portal** to start exploring her own life-changing opportunities.

This is where she gains access to people and tools that help her answer some of her most burning questions.

*“Am I cut out for this?”*

*“What trades would suit me best?”*

*“How do I go from where I am now to where I want to be?”*

Our **Information Sessions**, delivered either in-person or by webinar, are led by a WBF facilitator armed with everything from current workforce needs to program information. Attendees come with curiosity and questions; they leave with an understanding of their opportunities and the process to get there.

Exploring at her own pace is also an option, particularly for those women who are unable to attend our Information Sessions. Our **MyWBF Portal**, which is accessed through our website, features a variety of tools to help her find the answers she’s looking for:

- **Trade Finder** – indicates which types of trades would best suit her based on her preferences (For example: ‘I don’t like heights’ or ‘I enjoy driving’)
- **Program Finder** – based on the trades she is suited for and pre-requisites, this tool helps identify the WBF programs and courses that she is ready to begin in her journey to pursue a career in a particular field or trade.
- **Self-Assessment Tools** – help to build an understanding of readiness with career investigation, essential skills testing, physical fitness and lifestyle preparation.



## APPLICATION & ASSESSMENT

Once a woman has found a program she's interested in, a dedicated Recruitment Advisor helps her through the process of applying. If she indicates she is Indigenous, we introduce her to the Indigenous Relations team, who offer culturally relevant support and additional services.

*"Having the opportunity to share my personal experiences to help empower other Indigenous women to take a chance on themselves has been one of the most rewarding experiences of my life."*

**Arlene Twin, WBF's Indigenous Community Relations Lead**

A WBF assessment can be done in-person or at a distance to consider all the aspects of readiness that will ensure a woman's success in industry. It also helps us identify areas where she might need additional readiness-building so we can provide support or referrals to resources.

**Essential Skills Testing** - these online assessments conducted through Essential Skills Group measure academic performance in areas such as reading and numeracy and help us provide specific learning supports if needed.

**Employment Readiness** – distance and in-person support in action-planning for things like child care and access to transportation helps her proactively prepare for employment

**Career Investigation** – this is an opportunity for an applicant to learn more about the career she's considering by researching work conditions and talking to experienced workers to learn more about what it's really like.

The assessment process prior to training is rigorous, but for good reason. Not only does this ensure that the women are prepared for many of the things they'll encounter during training and when they begin working in industry, it also positions them extremely well with employers. Throughout this experience, our Recruitment Advisors provide positivity, support and coaching to applicants.

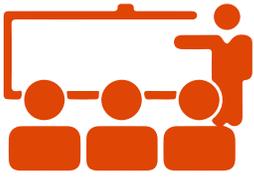
**Document Review** – depending on the program she's applying for and what employers will be looking for in hiring, we'll look at various documents, such as her resume, high school records or her driver's abstract.

**Interviews** – our interviews cover any questions an applicant may have, explore what she's learned during the process so far, her level of readiness and next steps.

**Occupational Testing** – applicants visit our partner, SureHire, to go through drug, alcohol and fitness-to-work testing.

*"The best part of my job is connecting with the women and hearing why they're making this career change. I love hearing a woman say 'I've always wanted to be out driving big trucks. Now it's my turn!'"*

**Amy Beard, WBF's Recruitment Advisor**



## TRAINING PROGRAMS AND COURSES

Being accepted into a WBF program is a significant milestone in the journey.

It means a woman becomes part of a community of students who are all pursuing life-changing careers. Often, she comes prepared to learn about what it takes to be a tradesperson or operator; and she'll learn that at WBF. But in addition, she'll experience a transformation as she discovers her capabilities, her determination and her drive. There tends to be parallel journeys happening in the classroom – skill-building and confidence-building.

Whether delivered in-person or online, our training recognizes the importance of having a coach to support her as she grows and learns throughout this process. Every student is assigned a coach to help reflect on experiences and act as a safe place to process learning and fears.

*"I get to companion the students for a short while on their journey. They learn about themselves in this process and that they can do it and they have a whole team of people supporting them. What motivates me is seeing their confidence increase; seeing them find their voice and reconnect with that sense of purpose in their lives. It's incredible to see the transformation process that happens over such a short time period."*

**Verna Klimack, WBF's Program Facilitator**

## EMPLOYMENT REFERRAL AND WORKFORCE RETENTION SUPPORT



*"I work with women while they're students, become a part of their journey, and hear from them when they achieve their goals, whatever they may be. I get to share in their success."*

**Josie Tan, WBF's Alumni Advisor**

Before graduation day, she is working hard to prepare for employment and our Industry & Employment Advisors are there to guide her. Towards the end of training, she learns how to create a compelling resume and practices her interview skills before applying for a job. We also talk with her about her goals and action plan for how to achieve them. Our industry network is broad and strong, so when we see a graduate who has performed well in the program and would be a great fit for an Employer of Choice, we personally pass along her resume with the WBF stamp of certification.

Upon graduating from our program, she is now part of a growing WBF alumni network. She will keep in touch with WBF not only to keep us informed on her career success, but also to reach out to us for ongoing assistance, to advance her career by acquiring new skills and to complete her apprenticeship. We will help her along the way to achieving her goals and achieving long-term success.

# THAT'S THE WBF DIFFERENCE!

Our team is full of dedicated staff who are inspired by the women who come to WBF. It's no small feat to chart a new course, after all, and our team is there to help every step of the way.



## Indigenous Women in Leadership Roles

### *New appointment will help to improve Indigenous women's lives in Alberta*

Our own Valerie Moses, Senior Strategist of Indigenous Relations, is humbled and honoured to have been appointed to the **Alberta First Nations Women's Council on Economic Security**. She will work alongside other council members to provide the Alberta government with recommendations on policies, programs and services that will improve the lives of Indigenous women throughout Alberta, impacting not only the women, but their families and communities.

Val brings her passion for reclaiming women's leadership roles and economic freedom of Indigenous communities to work at WBF every day and we are thrilled that she will bring this energy and perspective to this council.



Honourable Richard Feehan, Minister of Indigenous Relations, Government of Alberta with Valerie Moses

# TRADE PERSPECTIVES

## Work Proud Summit October 2-4, 2018

### TAKE ACTION: CALL FOR PRESENTERS

Send your proposal by March 29, 2018!

We invite interested speakers from the industry and apprenticeship community to submit a presentation abstract to share ideas and tools that highlight promising practices and innovation that contribute to a highly competent, safe and skilled workforce.

**Summit Registration will open soon!**



## A community where futures happen!

### *WBF gives women a place to call home*

WBF is filled with women who are charting a new course towards financial independence and success. Our housing and training centre is where women are learning trades, experiencing construction, and starting exciting new careers. It's also a place where women are building an inspiring community. Because, in addition to the classrooms, workshops and offices, WBF also has homes.

In 2008, WBF's Suncor Energy Training and Housing Centre was completed. This beautiful new building included 42 fully-furnished suites that offer women a safe place to live while they pursue their goals. Ten years later, with an occupancy rate of 90%, our housing brings together women from all walks of life; some participate in WBF programs; others are completing their high school or post-secondary education; a few are new to Canada and figuring out their next steps. Wherever they are in their journey, they're home here.

WBF's housing is led by Josée Brunnenkant, a dedicated Housing Coordinator who builds a sense of community by getting to know the tenants and by creating opportunities to socialize.

*"I think the personal connection I have with the tenants and how I familiarize myself with their personal goals makes a big difference. It creates mutual respect and makes the women more comfortable to move forward because they know their housing situation is safe and the person running it is here with them."*

**Josée Brunnenkant, WBF's Housing Coordinator**

The women who live here share stories of where their paths have led them and inspire each other to keep going. Some women who move in may not have been aware of WBF's work. But, when they're surrounded by other women pursuing training for a new career, it often inspires them to see what's possible.

**This is so much more than a place to live; it's a place to build a future.**

To learn more about our housing, or to apply, [click here.](#)

*"Being accepted into the housing at WBF made attending my program less stressful by giving me time to study and research what I was learning. Otherwise I would have had to travel by public transit over 3 hours a day."*

**WBF Student**

# The Voice of Change!

## Telling the WBF Story

Women Building Futures is valued for its expertise and thought leadership and is a trusted voice in the media about women in the construction and maintenance industry. Take a moment to read our most recent articles here.

### CTV Alberta Prime Time

January 29, 2018

Our Director of Communications and Government Relations, Tammy Forbes, discussed our YOU GOT THIS campaign and how it's designed to change perceptions about working in the trades and start the conversation about empowering women to pursue a career in the trades. [View the CTV interview.](#)



Left to Right: Tammy Forbes and Michael Higgins



Left to Right: Ryan Jespersen and Kathy Kimpton

### Ryan Jespersen Show on 630 CHED

February 5, 2018

A panel that included our own Kathy Kimpton, along with Tyler Gabert, General Manager of Willowridge Construction, and Cara, a WBF graduate and a 2nd year ironworker apprentice, talked with Ryan about the anticipated labour shortage in the skilled trades and why having more women fill that shortage is so important.

[Listen to the full interview.](#)

### Avenue Magazine's Edmonton Community Foundation (ECF) Feature

March 1, 2018

A profile of our founding president, JudyLynn Archer, shows that WBF was born out of passion, dedication and true grit. JudyLynn shares her story of building WBF and, upon her retirement, creating an endowment fund to help more women access life-changing training and housing.

[Read the article.](#)

[Listen to the ECF podcast here.](#)



Pictured: JudyLynn Archer. Photography by Cooper & O'hara

See the latest news at [womenbuildingfutures.com/news](https://www.womenbuildingfutures.com/news)



# She's in the driver's seat!

*One WBF alumni's journey fueled with freedom*

## SINA FAUST

Class 1 Driver with Westcan Bulk Transport  
WBF Professional Class 1 Driver Program Alumni

Going from driving a bus to a fuel truck seemed like a natural career change for Sina. She knew she liked being on the road. But she realized that this shift in her career also put her in the driver's seat of her life. The Professional Class 1 Driver Program at WBF was a way for her to support her family and chart a new course.

"I really wanted to build something where I'd love going to work. I'd be bored if I was just driving. By transporting fuel, I get a bit of physical activity from loading and unloading, and I build relationships with customers, co-workers and office staff."

## MY #WBFREALTALK

*Don't give up. Keep going and look for support from others. Without the support of WBF and other girls in my training, I wouldn't have made it.*

## WHAT I GAINED

FREEDOM &  
INDEPENDENCE



## Build the life you want. Build it in the trades.

Maybe the trades aren't an obvious choice. But they should be.

*Women Building Futures offers training programs year-round! Please check out our upcoming programs on our website and learn more about all the opportunities that await.*

[womenbuildingfutures.com](http://womenbuildingfutures.com)

### Professional Class 1 Driver Program

This 8-week, tuition paid skills development training program is offered in partnership with industry and a certified driver training school. This program prepares the learner for entry into the commercial transportation industry. Officially endorsed by AMTA. Sponsored by **Caron Transportation Systems, Watt & Stewart** and **Westcan Bulk Transport**.

### Pathway to Apprenticeship: Heavy Equipment Technician

This fully-paid, apprenticeship-to-journeyman program provides students with the practical and academic training required to become a Journey Heavy Equipment Technician with rotating annual work placements with our sponsors. Training and employment opportunities in Fort McMurray and Edmonton. Program sponsors include **CEDA, Finning, Sarens Canada Inc., SMS Equipment** and **United Rentals**.

### Professional Class 3 Driver Program

This 4 ½ week program prepares Class 5 drivers to successfully obtain their Class 3 license and work in oil and gas, road construction or hydrovac services. Upon completion, graduates will be able to operate snow plows, hydrovacs and trucks with up to three axles and transport goods or carry loads. This program is sponsored by **United Rentals, Volker Stevin** and **Weatherford**.

[See all upcoming programs](#)



# What's Your Perspective?

*Do you have any questions or comments? We'd love to hear from you!*

780 452 1200

*womenbuildingfutures.com*

