



[Home](#) | [Innovation Projects](#) | [Project](#)

Virtual recruitment & assessment for the unionized construction industry

The project

Partners

SkillPlan: BC Construction Industry Skills Improvement Council

Over 1000 women, youth, newcomers, low-skilled individuals, Indigenous people, displaced workers, veterans and visible minorities in the construction sector

Locations

[British Columbia](#), [Manitoba](#), [Nova Scotia](#), [Ontario](#)

Additional Partners

Canada's Building Trades Unions, Social Research and Demonstration Corporation (SRDC)

Topics

[Inclusive Economy](#)
[Pathways to Jobs](#)
[Sectors](#)

Related Tags

[behavioural insights](#),
[construction](#),
[digital platform](#),
[indigenous](#), [newcomers](#),
[skills assessment](#),
[skills gap](#), [trade](#),

This project aims to meet a growing demand for workers in the construction industry, particularly from underrepresented populations

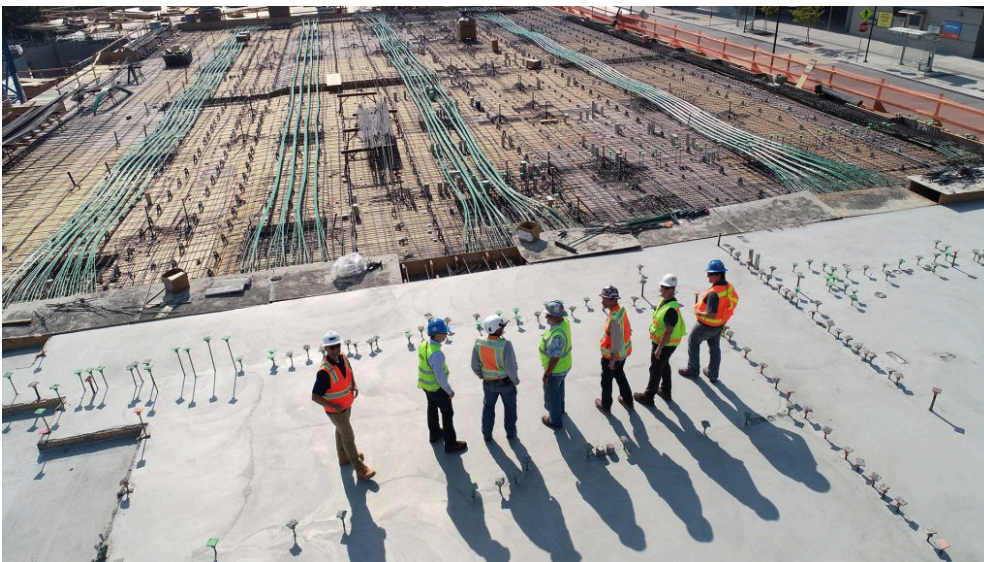
— women, youth, newcomers, Indigenous peoples, racialized and displaced workers, veterans and low-skilled individuals. These underrepresented groups face challenges entering construction trades due to lack of awareness, skills and connection to the industry.

women,
Women in the
workforce,
youth

Through
a
free
online
platform
offering
resources
and
career
advice,
active
workers
and
job
seekers
can
explore
apprenticeships
and
careers
in
the
skilled
construction
trades,
as
well
as
connect
to
an
online
assessment,
learning
tools
and
resources,
and
matching
system
for
unionized
construction
work.

Building trades unions are helping to inform the recruitment strategy and refine the assessment, learning tools and resources, and matching process to ensure candidates have the aptitude and skills to succeed in their apprenticeship program. Unions have access to screened and qualified candidates who are able to start their apprenticeship program and commence filling job positions in construction.

The Future Skills Centre is investing \$2.5 million to expand this project, following a previous \$2.4 million investment to develop and implement a virtual recruitment and assessment centre in four regions across Canada to recruit underrepresented populations into the unionized construction industry.



**Skills
training
/
Career
services
provided**

This innovative, online platform integrates engagement, assessment, skills development and recruitment efforts to attract traditionally underrepresented individuals to the unionized construction industry and offers access to building trades unions and job opportunities across Canada.

Hundreds of online career exploration and recruitment resources showcasing the skilled construction trades are available, including trade-specific readiness assessments aligned to the cognitive profile of each trade, trade-specific preparation guides to help learners prepare for assessments and address skills gaps, practice tests, interactive online courses tailored to the trades, and hundreds of tutorial videos.

**Early
results**

The first phase was highly successful in attracting approximately 4,500 candidates, including traditionally underrepresented populations, to explore careers in the skilled construction trades, connect to an online assessment, learning resources and/or matching system for unionized construction.

Highlights included: collaboration among Canada's Building Trades Unions, Provincial Building Trades Councils; websites tailored to career exploration and regional, provincial and national needs; an online recruitment, assessment and matching system or "hub"; hundreds of resources and online learning tools including over 50 videos showcasing different skilled trades in action; personalized portals to engage potential apprentices; and social media marketing and recruitment campaigns customized to various provincial councils

and
tailored
to
regional
needs.

Next phase

The
next
phase
expands
the
virtual
recruitment
and
training
system
and
will
focus
on
customizing
and
optimizing
user
pathways
to
further
engage
and
attract
new
populations
nationally
and
regionally.
The
objective
is
to
improve
opportunities
and
support
fast-
tracking
of
underrepresented
groups
into
a
successful
career
in
the
skilled
construction
trades
sector.

Evaluation Strategy

This project will be evaluated using tools and approaches aligned with its goals, context, and stage of development. The evaluation will focus on generating the right evidence at the right moment to move the intervention forward. [Read more about our evaluation strategy.](#)



The Future Skills Centre acknowledges that the Anishinaabe, Mississaugas and Haudenosaunee share a special relationship to the 'Dish With One Spoon Territory,' where our office is located, bound to share and protect the land. As a pan-Canadian initiative, FSC operates on the traditional territory of many Indigenous nations across Turtle Island, the name given to the North American continent by some Indigenous peoples. We are grateful for the opportunity to work in this territory and commit ourselves to learning about our shared history and doing our part towards reconciliation.

© Copyright 2024 – Future Skills Centre / Centre des Compétences futures