



Women Building Futures

REPORT TO THE COMMUNITY | 2011

Work Proud





MESSAGE FROM THE BOARD CHAIR & CEO

Women Building Futures continues to take important steps forward in reaching our vision of *being valued for empowering women to succeed in non-traditional careers, inspiring positive economic change for women and forever transforming the face of industry in Canada.*

Since 1998, we have graduated over 600 women who now work as millwrights, pipefitters, electricians, carpenters, plumbers, boilermakers, welders and more. These women were job site (and apprentice) ready employees to companies across Alberta. They were also able to financially support their families, so another generation will succeed—and become employees to companies across Alberta. We are proud of our graduates.

We are also proud of what is unique to Women Building Futures. Our assessment program gives employers confidence that the individuals we recruit have the necessary aptitude and attitude for the trades. *The Opportunities for Women in Construction Awareness Program* is designed to raise awareness in

Aboriginal and non-Aboriginal women about construction-related trades and occupations. Our *Workplace Culture Conditioning Program* prepares women to successfully adapt to the realities of the construction work environment. We support our graduates well past the classroom into the job site and beyond, to help ensure their success.

Canada is facing a shortage of skilled construction workers over the next decade and the industry will need to recruit 320,000 workers from 2011 to 2019, as estimated by the Canadian Construction Sector Council in its Construction Looking Forward 2011 – 2019 scenario. According to the Construction Owners Association of Alberta (COAA) May 2011 position paper, *Heavy Industrial Challenges and Maintenance: Workforce Challenges in Alberta*, nowhere will the scarcity of skilled trades be felt more acutely than in the Alberta heavy industrial construction and maintenance industries. Focused strategies are required to recruit, train and retain skilled labour and tradespeople to meet this demand.

Women Building Futures is well positioned to be part of the solution, as a strategic workforce partner for industry and a place of success for women. We will continue to offer our well-respected Journeywoman Start and Heavy Equipment Operator programs. *An Employer's Guide to Best Practices for Hiring and Retaining Tradeswomen* along with the two accompanying *She Works: Best Practices Awareness Workshops* will be promoted at the COAA Best Practices Conference in May 2012. We have technology and plans in place to reach beyond our traditional Edmonton and Northern Alberta base. Seven new (3 to 5 week) programs have been approved, including the Lafarge Ready-Mix Operator, Carpentry Basics, Electrical Basics, Welding Basics and Skid Steer Basics programs.

We appreciate the support of our funders, sponsors, employers, educational partners and advocates. Together we are *inspiring positive economic change for women and forever transforming the face of industry in Canada.*

JudyLynn Archer, CEO and President
Sharon Bell, Chair

“Every successful female hire helps prove the case for more.”

—**JudyLynn Archer**, President and CEO of Women Building Futures



2011 OUTCOMES AND KEY INDICATORS

Goal 1: Increase Awareness, Readiness & Employment Opportunities for Women

Key Performance Measures	2010	2011
Contacts made	2673	2655
Information Session participants	1096	1284
Career Decision Making Program participants	596	810
Students	80	101
Graduates	72	99

Highlights

The number of women who contacted WBF in 2011 was similar to 2010. However, significant increases occurred in participation of women in Information Sessions (17%) and Career Decision Making Workshops (36%). A total of 104 Information Sessions, 83 Career Decision Making Workshops, 27 Information Sessions and 17 Career Decision Making Workshops in a total of 19 communities outside Edmonton were held.

MARKETING

With the re-design of the WBF website in the fall of 2011, we were able to streamline on-line registration for Information Sessions and Career Decision Making workshops. This initiative contributed to a significant increase in attendance, and created major efficiencies for the WBF Engagement Team. During 2011, WBF also produced three new videos: WBF Graduates and Students Sharing Their Experiences, Opportunities for Aboriginal Women, and Industry Leaders Talking About Opportunities for Women in Construction. The videos are posted on the main page of the website and used in all Information Sessions.

2011 also produced the groundwork needed to refresh the WBF brand, in preparation for a major Brand Awareness Campaign to start in January 2012.

ASSESSMENT

The foundation of WBF's success is in its assessment process which ensures our students are ready, willing and able to excel in our training programs and their chosen careers. A review of the process was undertaken so more women could participate and complete career decision making activities, while maintaining the quality of the process.

This resulted in an increase in attendance of 35% in Career Decision Making Workshops.





Key Performance Measures	2010	2010	2011	2011
	Students	Graduates	Students	Graduates
Journeywoman Start	69	62	76	72
Heavy Equipment Operator	11	10	16	16
Ready-Mix			10	10
Total	80	72	102	98
Graduates hired within 6 months		77%		91%



Key Performance Measures	Average Hourly Rate Before the Program	Average Hourly Rate After the Program
Journeywoman Start	\$13–15	\$16–18
Heavy Equipment Operator	\$13–15	\$18–23
Ready-Mix	\$13–15	\$21–22

WBF celebrated its highest number of students and graduates to date, with 98 per cent of students graduating—setting another record achievement.

Employment of graduates increased markedly from 2010 and reflects the growth in the Alberta economy.

The income of students after graduation demonstrates the difference WBF training can make to their economic prosperity.

Lafarge Canada Inc. partnered with WBF on a new program to attract and train women for jobs as ready-mix truck drivers.

Seven new short training programs were approved by Alberta Employment and Immigration. These will be offered in 2012.

Goal 2: Increase Participation of Aboriginal Women in WBF Programs

Key Performance Measures	2010	2011
Face-to-face connections made with Aboriginal communities and organizations	40	58
Information Sessions participants	300	560
Career Decision Making Workshop participants	240	281
Aboriginal students	13	28
Aboriginal graduates	9	27

Highlights

In 2011 WBF continued with the implementation of the Aboriginal Engagement Strategy developed in 2009 after consultation with Aboriginal community members. This strategy has resulted in strong relationships being formed with Aboriginal communities, organizations, community leaders and women. There has been a dramatic increase in the awareness of WBF, our programs and services, and the Opportunities for Women in the Construction Industry.

This increase in awareness has been achieved through continuous relationship building including 58 face-to-face visits with 39 Aboriginal communities, and participation in 49 Aboriginal events, such as career fairs, trade shows, conferences and gatherings.

Aboriginal women made up 44% (560/1284) of participants in Information Sessions and 35% (281/810) of participants in Career Decision Making Workshops. These increases were due to the Opportunities for Women in Construction Awareness Program being conducted in 27 communities outside of Edmonton.



Aboriginal Graduates





Goal 3: Provide Workforce Solutions for Employers

Key Performance Measures	2010	2011
New Employers hiring graduates	34	35
Total Employers Employing WBF Graduates	99	134

Highlights

Employers, industry associations and unions actively participated in WBF programs by providing instructors, work experience opportunities, site visits and most importantly, jobs.

Growth in the number of employers hiring WBF graduates continued. For example, a partnership with Lafarge to train ready-mix truck drivers resulted in five women being hired and retained until the end of the concrete season. Discussions with other employers to recruit and train women to meet their employment needs are underway.

Corporate partners demonstrated their support through funding the Opportunities for Women in Construction Awareness Program.

The Employer's Guide to Best Practices for Hiring and Retaining Tradeswomen was piloted at the Construction Owners' Association of Alberta, Best Practices Conference, in May. Planning is underway for distribution of the Guide and delivery of workshops in 2012.



Goal 4: Advance Organizational & Financial Sustainability

Key Performance Measures	2010	2011
% of operating revenue from sponsorships, student awards, fee for services and donations (Non-Government sources)	16%	21%
Sustainability Fund Balance	\$232,000	\$232,000
Capital Asset Replacement Reserve	-	\$35,000
Building mortgage outstanding	\$272,858	\$259,528
Housing unit average annual occupancy	50%	80%

Highlights

An organizational review was undertaken to examine current organizational structure, work functions, assignment of work tasks and to recommend the optimal structure to meet WBF's plan for growth in training programs and services to employers.

Increased financial support from the corporate sector and donors demonstrates our commitment to reduce reliance on government support to fund services. WBF continues to show strong financial results and was able to contribute funds to a Capital Asset Replacement Reserve and provide \$72,440 in revenue to fund organizational growth in 2012.

Staff continued to integrate safety as a vital part of our workplace culture and to work towards the Certificate of Recognition through the Alberta Safety Construction Association. For the second year in a row, there were no lost time accidents.

The average annual occupancy rate increased markedly and provided students with 42 units of affordable housing that were safe, clean and fully furnished. Solar film was applied to the windows in the south facing units to improve comfort of residents during warm weather.



SUCCESS STORIES

Meet Jackie

Journeyman Welder

In 2007, Jackie moved to Edmonton with her two daughters. She was working as a physical care aid for people with disabilities, but was struggling to make ends meet with the \$10.00/hour wage. Jackie tried working in administration at an office, but it wasn't really for her. She'd always been a tomboy, liked to roll up her sleeves, get her hands dirty and see the results of her labours.

The radio advertisement for Women Building Futures piqued Jackie's interest. She came to an Information Session with an idea of going into heavy equipment operation but was drawn to welding. Jackie graduated from the Journeywoman Start program in 2007 and was indentured as an apprentice shortly after. Five years later, in 2011, Jackie completed her apprenticeship and is a certified Journeyman welder making more than three times her wage as a physical care aid.

Jackie has also inspired her two daughters; one is indentured as an autobody painter and her 16 year-old is thinking about becoming a mechanic.

Meet Jennifer

In January 2011, Jennifer made the call that would take her from a stay-at-home mom to an independent person, employed, proud and able to provide a good life for her young son.

Jennifer had some experience helping her mother, who did home renovations for clients. She enjoyed the hands-on physical work and decided that a career in the trades would be the right choice for her. Her time at Women Building Futures provided her with a safe place to explore a variety of skilled trades in construction, and she thrived in the program. Jennifer was disciplined and worked hard, and took her studies very seriously. As the program progressed, so did her confidence and self-esteem. She decided that she wanted to be a plumber and after graduating from the program, immediately secured employment with a plumbing company. For the first three months Jennifer worked in their warehouse learning all the various tools needed for the trade, and she is now getting field experience. Jennifer's employer has indicated that they will be indenturing her as a 1st year apprentice plumber in the very near future.

Jennifer said that she chose WBF because she didn't find the things offered by the program and facility anywhere else. She also found the Decision Making Workshop was exactly what she needed to honestly look at a possible future in the trades for herself.



2011 DONORS, FUNDERS, PARTNERS

Student Awards and Training Facility

Premier

Suncor Energy Inc.

Bronze

Enbridge Inc.

Opportunities for Women in Construction Awareness Program

Platinum

Cenovus Energy Inc.

Mammoet Canada Western Ltd.

Shell Canada Ltd.

Gold

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Corporations, Associations and Foundations

Alberta Venture – Most Influential Golf Tournament

Canadian Women’s Foundation

Fluor Canada Ltd.

Ledcor Fabrication Inc.

Progressive Contractors of Canada

The Prosser Charitable Foundation

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Status of Women Canada

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We thank those individuals who directed their United Way donation to Women Building Futures.



WORKFORCE DEVELOPMENT PARTNERS

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Government of Alberta Advanced Education and Technology, Alberta Apprenticeship and Industry Training

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Greg's Contracting Services Ltd. aka GCS Energy Services

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Hazco

Houseworks Renovations & Construction Inc.

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Independent Electric & Controls Ltd.

Inland/Stel-Marr Concrete

International Brotherhood of Boilermakers Local 146

International Brotherhood of Electrical Workers Local 424

Ja-Co Welding & Consulting Ltd.

Jasper Tank Manufacturing Ltd.

“Coming to Women Building Futures gave me more confidence. I actually feel like I have a future now.”

—Amanda, JWS 45, 2011, Onion Lake Band

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Statement of Operations

	2011	2010
Year ended December 31	\$	\$
Revenue		
Tuition fees	1,216,339	1,165,317
Grants	563,654	521,111
Donations	470,860	196,625
Amortization of deferred contributions related to property and equipment	420,861	482,310
Rent	242,416	151,291
Contract revenue	30,020	0
Miscellaneous	12,536	5,925
Interest	10,687	3,890
Casino	9,874	75,005
	2,977,247	2,601,474
Expenses		
Salaries and benefits	1,010,320	877,714
Amortization of property and equipment	516,976	566,217
Program costs	472,649	319,921
Occupancy	303,534	266,237
Program awareness and communications	266,386	94,886
Professional services	184,987	193,015
Family and Community Support Services	108,276	108,276
Administrative	37,150	50,191
Building supplies	4,529	44
Capital and infrastructure	0	80,247
	2,904,807	2,556,748
Revenue over expenses	72,440	44,726

BOARD OF DIRECTORS 2011

Sharon Bell, Chair

Angela Champ, Vice-Chair

Joette Decore, Director

Shawna Boreen, Director

Maureen McCaw, Director

John Young, Director

Paul Verhesen, Director

Bonnie Andriachuk, Chair Governance Committee
& Nominations

Ruth Menegozzo, Chair Audit Committee


Anna Dawyd, Director

Deborah Polny, Director

Wayne Shillington, Director

BOARD OF DIRECTOR HIGHLIGHTS FOR 2011

- Approval of an updated 2010–2012 Business Plan
- Completion of a Risk Management Audit and the development of guiding principles for the management of risk
- Adoption of new policies for Cash Management, Risk Management, Succession Planning
- Development of job descriptions for the Board and Committee Chairs
- Implementation of an evaluation process for standing committees of the Board



“Women are more than capable of doing the work. Anybody that’s ignoring half of the workforce is doing themselves a disfavour.”

— **Ron Genereux**, President of Construction Owners Association of Alberta, Vice President, Construction of Suncor Energy







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Work Proud*

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