**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

Thursday, February 14, 2019

**NEW LOCAL RESOURCES AIMED AT ATTRACTING MORE APPRENTICES**

*Launching a new Career Guide, interviews, videos, Facebook group, & workplace tours*

**Windsor, ON** – Workforce WindsorEssex, the region’s Local Employment Planning Council (LEPC), as part of their [WEexplore Trades project](https://www.workforcewindsoressex.com/weexplore-trades/), has launched [new resources](https://www.workforcewindsoressex.com/trades/) that will help students, jobseekers, and career changers learn more about the benefits of pursuing an apprenticeship in Windsor-Essex.

With a growing economy, a skills shortage, and a growing number of retirements, Windsor-Essex businesses need more people pursuing a career in the skilled trades. Workforce WindsorEssex and our partners in education, training, employment, business, government and economic development have been working over the past four months to develop place-based resources that will help more people make an informed decision about pursing a career in the skilled trades locally.

The new resources being announced today include:

1. A written [career guide](https://www.workforcewindsoressex.com/trades-guide/) in English and French covering the 26 in-demand skilled trade occupations in construction, motive power, industrial (manufacturing) and service sectors. This guide shares detailed information about in-demand trades, training pathways, and benefits, while also acting as a conversation starter with family, friends, educators and/or employment counsellors.
2. Four [new engagement videos](https://www.workforcewindsoressex.com/trades-videos/) covering skilled trade workers in [construction](https://youtu.be/SIoZSKS4mvQ), [motive power](https://youtu.be/BePMhlcCXvg), [industrial](https://youtu.be/z-W2kL7pVJM), and [service](https://youtu.be/CnlC6ELWrzM) sectors. The videos were filmed in partnership with LIUNA Local 625, Provincial Chrysler (dealership), AV Guage & Fixture, and Bread Meats Bread to demonstrate the training pathways, work environments, job satisfaction, and career opportunities associated with working in the skilled trades.
3. The organization of the region’s first ever [Test Drive Day](https://www.workforcewindsoressex.com/test-drive-day/) on March 5, 2019. On this day local secondary students will visit workplaces that employ apprentices and journeypersons. Modelled after Manufacturing Day, up to 500 local students will tour as many as 12 businesses in construction, motive power, service, and manufacturing sectors.
4. New enhancements and content for the popular [WEexplore](https://www.workforcewindsoressex.com/weexplore/) tool. The improvements allow for the filtering of apprenticeable careers. As a result, an occupation like Carpenter will now have an Apprentice Carpenter and Carpenter bubble with different wage/salary information.
5. The ongoing weekly release of new Workforce Profiles every Wednesday. These blogs contain interviews with people working in one of the region’s 120+ in-demand skilled trade, while also profiling the region’s [26 in-demand skilled trades](https://www.workforcewindsoressex.com/skilled-trades-workforce-profiles/).
6. In an effort to encourage more women to pursue an apprenticeship in the skilled trades, Workforce WindsorEssex created and moderates a Facebook group called [Windsor-Essex Women in Skilled Trades](https://www.workforcewindsoressex.com/skilled-trades-fb-group/). This group is open to women working (or interested in working) in the skilled trades in an effort to create an informal mentorship environment.

These resources are designed to address barriers to pursuing employment in the skilled trades. They are meant to spark an interest or dialogue with others about the many benefits of pursuing an apprenticeship. We hope that after today’s launch, our community will be better able to read about, watch, experience, research, and better support people wanting to enter the skilled trades professions.

These resources can be found at [www.workforcewindsoressex.com/trades](http://www.workforcewindsoressex.com/trades)

**QUOTES:**

*“Workforce WindsorEssex set out to create new local resources that would better convey the opportunities and attractiveness of working in the skilled trades. We know that parents are the number one influencer of career decisions, so we want these resources to also inform parents.”*

* *Michelle Suchiu, Executive Director, Workforce WindsorEssex*

*“We recognize the need locally, regionally, and nationally for skilled people, and through programs like our Construction Academy and partnerships with local industries and St Clair College, we must work together to provide students with the opportunities to explore careers in the trades. So we applaud Workforce Windsor-Essex for their efforts to attract students to these careers, as well as their insights on labour market demands, which help guide our students towards their appropriate pathways.”*

* *Dan Fister, Executive Superintendent of Innovation and Experiential Learning, Windsor-*

 *Essex Catholic District School Board*

**QUICK LINKS:**

* In February 2019, Workforce WindsorEssex launched [WEmap jobs](http://www.workforcewindsoressex.com/wemap-jobs) to help users find job postings, key employment and training services, and commuting options.
* In 2018, Workforce WindsorEssex launched [WEexplore](http://www.workforcewindsoressex.com/weexplore) to make the process of finding, researching and applying for in-demand jobs and browsing their career paths easier than ever. It can be accessed here: [www.workforcewindsoressex.com/weexplore](http://www.workforcewindsoressex.com/weexplore).
* In 2017, Workforce WindsorEssex created the region’s first ever list of the top 75 in-demand jobs. Today, there are over [120 in-demand jobs](https://www.workforcewindsoressex.com/top-jobs/), including 28 skilled trade occupations.
* To learn more about the Local Employment Planning Council and view our current and past projects visit [www.workforcewindsoressex.com/lepc](http://www.workforcewindsoressex.com/lepc)

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***About Workforce WindsorEssex***

Workforce WindsorEssex is a workforce and community development board that creates labour market tools, research, guides and events that benefit jobseekers, employers, students, educators and the community. Founded 10 years ago by the City of Windsor, County of Essex, WindsorEssex Economic Development Corporation and the Province of Ontario, our mandate is to plan, facilitate and advocate for regional workforce development, defined as the development, retention, and recruitment of a wide range of skilled workers to meet the current and future economic and social development needs of Windsor-Essex.

Workforce WindsorEssex currently receives funding under four projects: Windsor Essex Local Immigration Partnership, Local Employment Planning Council, WEskills, and WEvalue. Learn more at [www.workforcewindsoressex.com](http://www.workforcewindsoressex.com).

***About the Local Employment Planning Council project***

The Local Employment Planning Council (LEPC) is funded in part by the Government of Canada and the Government of Ontario. The LEPC pilot aims to increase the access to accurate, up to date, local labour market information and help pioneer new and innovative approaches to local employment planning.