



# Manitoba Work-Integrated Learning Table

June 10, 2021



Manitoba  
Industry-Academia  
Partnership



## Who you are

**The Department of Advanced Education Skills and Immigration** leads the implementation of Manitoba's Skills, Talent and Knowledge Strategy (STKS). Its mission is to build knowledge and skills through a competitive advanced education system and open immigration programs, leading to economic growth and new opportunities for all Manitobans. Along with other departments and the Premier's Economic Opportunities Advisory Board (PEOAB) AESI is working to restart the economy and create new economic competitiveness for Manitoba post-pandemic.



## What you do as it pertains to work-integrated learning

The province's STKS is one of the key frameworks/initiatives supporting Manitoba's post-pandemic economic recovery and is focused on ensuring Manitobans have the right skills, talent and knowledge to quickly rebound and succeed in their careers, enjoy a high-quality life, strengthen communities and grow the economy. A PEOAB subcommittee has been established to explore post-secondary education and skills development as a driver for future economic growth. The department is currently facilitating a series of collaborative discussions between the PEOAB's Education & Training Committee and Manitoba Postsecondary Institutions.



## What you plan to do as it pertains to work-integrated learning

In partnership with industry and post-secondary education institutions in Manitoba, the department will identify opportunities to enhance industry partnerships and meet goals identified in Manitoba's Skills, Talent and Knowledge Strategy. To achieve our goal of providing every post-secondary student with some work experience in their course of studies, the department will continue to foster and enhance the strong partnerships to improve awareness for businesses; provide a more refined match between employers and students; and align programs and resources to industry needs.



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## Who you are

**Manitoba Industry-Academia Partnership (MI-AP)** is an initiative funded by Western Economic Diversification Canada. Manitoba's Post-Secondary Education Institutions in partnership with the business sector will undertake initiatives to help better prepare graduates for the labour market, to create a provincial coordinated approach across Manitoba campuses to support Indigenous students and further enhance industry-academia partnerships and collaboration in the areas of research and innovation and work-integrated learning opportunities for the cultural, economic, societal health, and vitality of Manitoba.



## What you do as it pertains to work-integrated learning

MI-AP enhances alignment and communication between industry and post-secondary education institutions to increase work-integrated learning opportunities. This is achieved through “engagement tables” with leaders in economic sectors to discuss economic potential and workforce trends. Facilitated discussions aid in identifying gaps and challenges and developing solutions. Conversations between industry and academia highlight the most relevant intelligent technologies for the sectors, the most in-demand knowledge and skills and how those can be fostered both in academic, experiential learning and work integrated learning settings.



## What you plan to do as it pertains to work-integrated learning

- In partnership with employers, the post-secondary education institutions in Manitoba will work towards developing a plan to engage government and other stakeholders supports to create enhanced work-integrated learning (WIL) opportunities, with the goal of expanding the breadth and scope of experiential and applied learning.
- In pursuit of greater alignment between industry needs and PSIs, businesses will enhance their ability to acquire talents, pivot and augment their workforce.



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## Who you are

**MEIA** is a trusted information and opportunity hub equipping the natural resource, energy and environment industries in Manitoba to:

- Stay current on governmental policy and legislation
- Increase their knowledge of environmental practices
- Gain essential business growth and development insight



## What you do as it pertains to work-integrated learning

MIEA develops and hosts virtual and in-person learning sessions, training programs, conferences, special events, e-news, and project partnerships on current and emerging industry issues for companies, students, individuals and stakeholders.

- We advocate for and support Manitoba's workforce development in the natural resource, energy and environment sectors, including supporting innovative and sustainable technologies development.



## What you plan to do as it pertains to work-integrated learning

MEIA also aims to ensure Manitoba has a skilled, adaptable and productive workforce in the natural resources, energy and environment sectors by providing recruitment and retention strategies to companies alongside workforce training and professional development to new and existing employees.

- In our role as Sector Council, we lead collaboration, strengthen partnerships, and improve training opportunities through the expansion of engagement, awareness, and education.



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## Who BAM is

**Bioscience Association Manitoba (BAM)** is a non-profit organization that supports 110 members across the province, ranging from agricultural biotechnology to health biotechnology to cleantech biotechnology. Additionally, BAM helps our members connect with key stakeholders, government officials and students by encouraging innovative partnerships.



## What BAM does as it pertains to work-integrated learning

BAM is a connector between post-secondary institutions, their students and the researchers/organizations that are looking to collaborate. Some of our organizations do not have the resources to make these connections by themselves. BAM also works with post secondary institutions to create awareness about the bioscience industry and to connect students with opportunities with our members.



## What BAM plans to do as it pertains to work-integrated learning

BAM continues to grow its connections with students and increase the number of student members. This will allow BAM to increase the amount of workforce development they can offer to students, making them more successful when they are doing work-integrated learning. In addition, BAM will continue to be a strong connection between their member organizations that are looking for students and the post secondary institutions.



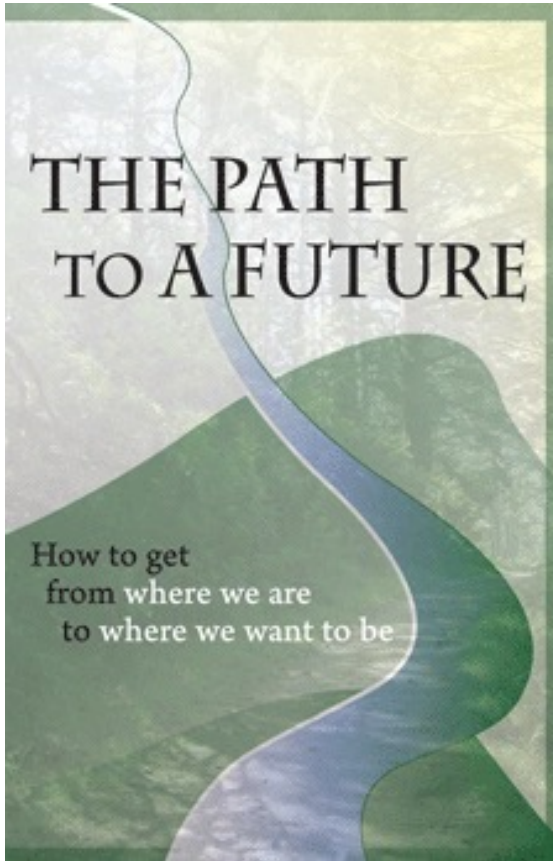
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- Who we are:
  - Non profit group representing the heavy equipment and vehicle manufacturing industry in Manitoba. Our primary focus is technological advancement of our products and processes. To support this we must transform the skills of our workforce to help them to embrace digital technology as it become integrated into our products and processes.
- The challenges ahead
  - Vehicle manufacturing workforce availability will not keep pace with retirements (FOCAL study Mar 2021).
  - Technology is evolving fast transforming what we build and how we build it, (drive to zero emissions, digital products and production). How do we prepare our workforce to meet the challenges ahead?
- We have to
  - Better prepare new employees with the skills and understanding of new technologies as they enter our workforce
  - Upgrade the knowledge and skills of existing employees from production to support to product development.
  - Make careers in manufacturing more attractive to potential employees. .
- What paths are available to create the workforce of the future to support Heavy Vehicle and Equipment Manufacturing in Manitoba?
  - Utilize work Integrated learning to model to prepare new employees and upgrade skills from design to production. This could open paths for employee advancement which may lead to job satisfaction and retention.
- Is their agreement on what WIL is within this group? Is it co-op student placement, life long learning through targeted courses delivered with or without micro credentials, others?



### Who you are

**Canadian Manufacturers & Exporters (CME) Manitoba** is a non-profit industry association that serves Manitoba manufacturers, and serves as the sector council that represents traditional and advanced manufacturing in the province.. CME provides a wide range of supports to grow manufacturing operations through peer councils, advocacy, training (Lean, Safety, Leadership and more), networking and workforce development. Programs and services are tailored to the needs of individuals at different levels of the organization, from executive support and coaching to operational levels to entry level programming. CME's programs are created and delivered by manufacturers for manufacturers.



### What you do as it pertains to work-integrated learning

- Up until this year CME has not had formal responsibilities in this area, other than communicating opportunities and making connections between available programs and potential partnering manufacturers.
- Where there are gaps in talent, or feedback from manufacturers, CME shares that with post-secondary and other partners to address and create solutions.



### What you plan to do as it pertains to work-integrated learning

- In partnership with MITT, CME is launching a Manufacturing Fundamentals micro-certificate, which includes a practicum as a core component. To support this, CME is creating a new position of Employer Liaison to support manufacturers in structuring appropriate WIL opportunities and assessments to measure success.
- The learning that will come from this direct experience will be beneficial as CME continues to represent manufacturing on advisory committees and establishing more connections between industry and post-secondary.



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## Who you are

**Manitoba Construction Sector Council's** mission is to strengthen Manitoba's construction sector workforce by promoting the construction industry as a career of choice and through high value training programs to address current and future skills and training gaps. Members include Winnipeg Construction Association, Manitoba Home Builders Association, First Peoples Development Inc. and Manitoba Heavy Construction Association.



## What you do as it pertains to work-integrated learning

MCSC identifies skill gaps and collaborates with industry, government and education partners to develop and deliver accredited skill based training primarily with underrepresented groups. MCSC has delivered training in 47/63 Indigenous communities across Manitoba. MCSC currently delivers a framer course to introduce community members to careers in the trades. Students find employment on local construction projects and ladder to complete high school and post secondary education. <http://tradeupmanitoba.com/index.php/mcsc-trade-talk/> Check out Brienne Sanderson's video. MCSC worked with the Canadian Institute of Steel Construction (CISC) to develop and deliver a structural steel fitter course which is recognized nationally.



## What you plan to do as it pertains to work-integrated learning

MCSC has partnered with Manitoba Environmental Industries Association (MEIA) to develop and deliver a Water and Waste Installer and Operator program. Communities select lessons that pertain to the systems in their communities. MITT accredits the micro-credentials. Cross Lake and Dakota Tipi are confirmed for delivery in the coming months. MCSC provides a train the trainer who works with certified operators to facilitate learning. Communities will own their curriculum upon completion to mentor others. MCSC has partnered with Neeginan College, MITT and 7 industry partners to develop and deliver a Glazier program. In 2022, MITT will deliver the work integrated learning that is relevant to the needs of the company and Neeginan will deliver all 3 levels. Graduates can challenge their Red Seal at SAIT.



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**MANITOBA  
CONSTRUCTION  
SECTOR COUNCIL**





## Who you are

**The Manitoba Tourism Education Council** was established in 1989 as the provincially funded sector council for the tourism industry in Manitoba. In 2020 we trained 15,500 tourism professionals through our on-line, in class and Zoom webinars, with the goal of ensuring the sustainability of Manitoba's tourism industry. In 2015 the Manitoba Tourism Education College opened. The College is an associated corporation of the Manitoba Tourism Education Council, and trains future employees for the tourism industry in Manitoba. Both corporations are not-for-profit organizations.



## What you do as it pertains to work-integrated learning

MTEC has direct, long-standing relationships with the tourism industry employers in Manitoba. Over the past 3 years, we have trained approximately 650 international students in partnership with the Louis Riel School Division and currently with the Manitoba Institute of Trades and Technology. We have also trained hundreds of students through our college, which is a post-secondary and a Designated Learning Institution. All of our training programs include a work practicum. This work practicum is where students gain hands-on experience and many times gain employment at the end.



## What you plan to do as it pertains to work-integrated learning

- MTEC will continue to work with employers in the tourism industry as it begins its recovery. In partnership with MITT, we will continue to train future employees for the tourism industry and beyond. MTEC and MITT have strong relationships with provincial and federal funders and will continue to pursue funding for additional programs that will assist Manitoba businesses in gaining an educated, skilled, workforce.
- MTEC will continue to train the current tourism industry employees as they return to work, providing them with the skills they will require to re-gain consumer confidence and deal with the issues that may arise post-pandemic.



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## Who you are

**Manitoba Agriculture and Resource Development (ARD)** is a single ministry providing an integrated approach to developing agriculture and natural resources in a sustainable manner. It was established as a ministry in October 2019, through the amalgamation of Manitoba Agriculture and components of former Sustainable Development, former Growth, Enterprise and Trade, one special operating agency and two Crown corporations.



## What you do as it pertains to work-integrated learning

ARD provides opportunities for work integrated learning in areas such as research, agricultural intelligence, public trust, animal health and welfare, resource management, climate change adaptation and economic development. These opportunities are offered through the STEP program and research partnerships with the universities. The Manitoba Skills Talent and Knowledge Strategy is a whole-of-government priority of which WIL is an important component.



## What you plan to do as it pertains to work-integrated learning

- As an employer, work with the post-secondary education institutions in Manitoba to create enhanced work-integrated learning (WIL) opportunities, with the goal of expanding the breadth and scope of experiential and applied learning.
- Pursue opportunities to act as an industry convener to identify labour needs and inform post-secondary industries of expected pressures.
- As part of our Protein Strategy, support development of a skilled labour force that aligns education and training institution programming with labour and skills needs for this emerging industry.
- Collaborate with other provincial departments, post-secondary institutions and stakeholders to support implementation of the STK strategy.



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## Who you are

**Research Manitoba** promotes, supports, and coordinates the funding of research excellence in health, natural and social sciences, engineering and the humanities in Manitoba. As mentioned in the *Manitoba Jobs, Skills, Talent Knowledge Strategy*, Research Manitoba has a mandate to promote innovation, growth and commercialization to continue to accelerate recovery, and advance Manitoba's economy. We cultivate local talent development by investing in early career researchers, graduate students, and Highly Qualified Personnel, foster strategic partnerships to bolster innovation and commercialization in the province.



## What you do as it pertains to work-integrated learning

Research Manitoba actively supports and promotes work-integrated learning opportunities between industry and post-secondary education institutions:

- Serves as the provincial funder for the Mitacs partnership which supported 246 internships in 2019/20
- Funds Trainee awards for graduate students – also connected with partner organizations which increases the number of Trainees we are able to support
- Encourage training of students/HQP in all research grant programs, including industry-academic research partnerships and Strategic Partnerships



## What you plan to do as it pertains to work-integrated learning

- In partnership with industry, philanthropy, and post-secondary education institutions, Research Manitoba will continue to promote the importance of including work-integrated learning and training opportunities for students in our funded research projects.
- Continue to make funding HQP a priority through Mitacs, Trainee awards, and other proven support programs
- Actively search for new industry and philanthropic partnerships and use our connections to the academic community to foster potential WIL opportunities



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# EMILI

Skills, Training and Talent Development

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K-12 Digital Agriculture Curriculum



Manitoba's Digital Agriculture Table



Work-Integrated Learning

## Labour Gaps in Agri-food and Plant Protein

Technical Agriculture Skills

Technology Skills

Business Skills

Human Skills



## Who you are

**New Media Manitoba** is the sector council and trade association dedicated to supporting Manitoba's Interactive Digital Media (IDM) industry. NMM fosters growth in the IDM industry through education and skills training, creating IDM workforce awareness through collaboration with K12 through post secondary, business development and market access support, emerging talent and employment diversity programs, networking and expert-led events, and advocacy work.



## What you do as it pertains to work-integrated learning

NMM in partnership with Seven Oaks School division created the Tech Hub, a curriculum that encompasses coding, art, project management and narrative design in a studio setting. Learning directly from leading industry mentors, students worked on complex, large-scale projects on teams gaining incredible real-world experience. With an embedded teacher from Seven Oaks in a supportive role, learning outcomes were also tracked and matched for course credit. Every morning, five days a week for ten months, students collaborated in person from our training space and virtually when restrictions required it.



## What you plan to do as it pertains to work-integrated learning

- Expand the Tech Hub to offer additional cohorts and topic of study.
- Expand our after school network of mentorship programs, that give youth the opportunity to create IDM projects.
- Bring Northern Manitoba classrooms into the Tech Hub through virtual classrooms and remote mentorship.



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## Who you are

**Northern Manitoba Sector Council (NMSC)** is an initiative funded by Manitoba Economic Development and Jobs (Provincial Government). NMSC has 3 offices: The Pas, Flin Flon and Thompson. NMSC is in partnership with Northern Industry and reports to a Board made up of main Industry members. NMSC also works hand in hand with University College of the North (UCN) and sits on numerous UCN boards. The four Pillars of NMSC are: Training to Employment Projects, Partnership Development and Workforce Adjustment, Industry Workforce Development, and Stakeholders Engagement and Career Exploration for Youth



## What you do as it pertains to work-integrated learning

NMSC augments alignment and communications between Northern Industry and post-secondary education institutions to increase all opportunities. This is achieved through NMSC Industry Board meetings, UCN Board meetings, and NMSC established relationships with Northern communities. NMSC works as the conduit between industry and academia. NMSC highlights the most in-demand employment skills needed in the north and leverages those needs on how they can be fostered in academic, experiential learning and work integrated learning settings.



## What you plan to do as it pertains to work-integrated learning

- In partnership with Industry and post-secondary education institutions, NMSC will collaborate and support initiatives that engage government and other stakeholders that provides enhanced work-integrated learning (WIL) opportunities, with the goal of expanding the breadth and scope of experiential and applied learning in Northern Manitoba.
- In pursuit of greater alignment between industry needs and PSIs, businesses will enhance their ability to acquire talents, pivot and augment their workforce.



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## Who you are

**The Winnipeg Chamber of Commerce** is the gathering place for the Winnipeg business community. As a non-profit business membership association with a 148+ year history, we exist to support all sizes and sectors of businesses to help them lead, connect and grow. Our programming includes advocacy, educational events, innovative online tools, customized programming and networking gatherings.



## What you do as it pertains to work-integrated learning

We are currently collaboratively with our post-secondary partners and high schools throughout the event season to understand what trends of programming and resources we need to build for both youth and industry. Throughout the year we host a number of post-secondary internships and host a variety of youth-focus learning workshops and mentorship events where we bring together youth and industry professionals to discuss sector-specific experiences and issues.



## What you plan to do as it pertains to work-integrated learning

Our Chamber is currently in a consultation phase with the business community on their needs on diversity, inclusion and equity within the workforce. During this summer we plan on building programming based on our community consultations. Our hope is to partner with MI-AP to conduct and execute a evaluation frameworks with post-secondary student researchers to understand the impact of our new diversity, inclusion and equity programming. In particular we want to collect data on the impact of our programming on equity-deserving groups such as women, Indigenous, Black and people of colour, 2SLGBTQ+ and people with disabilities



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## Who you are

**Manitoba Aerospace** is a not-for-profit sector association that works to connect the local aerospace, aviation and defence industries to national and international markets and also aims to develop a world-class workforce to meet industry's needs through partnerships with Manitoba educational institutions and other key stakeholders.



## What you do as it pertains to work-integrated learning

On behalf of the local aerospace industry, Manitoba Aerospace has formed a number of unique relationships with educational partners at both secondary and post-secondary levels to enhance the programs offered by the institutions and ensure new graduates are well connected to our industry. We have ensured that our high school programs and many of the college programs have work-integrated learning (work experience) phases built into the curriculum. We liaise with Apprenticeship Manitoba as several careers in aerospace/aviation are completed through apprenticeships. We also work directly with the Co-operative Education and Industrial Internship Program through the Faculty of Engineering at the U of Manitoba to encourage our member companies to recruit student placements through Co-op.



## What you plan to do as it pertains to work-integrated learning

- We will continue to work with our educational partners to insure that, whenever possible, work-integrated learning is part of the curriculum.
- We will continue to ensure that our member companies understand the value of work-integrated learning not only to students but to employers.
- We will continue to work with Apprenticeship Manitoba to highlight apprentice-able careers in aerospace and aviation.
- We are working to develop educational programs in Northern Manitoba at both the high school and college levels and will ensure that those programs also include work-integrated learning phases for the students.



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## Who you are

**Supply Chain Canada (Manitoba)** is the largest association of supply chain professionals in Manitoba. For over 94 years, we have been the leading source of supply chain training for those in the profession. As a member of the Provincial Sector Council program, we provide training and workforce development to help Manitoba businesses succeed.



## What you do as it pertains to work-integrated learning

Supply Chain Canada (Manitoba) holds regular roundtable discussions with employers, and industry, to identify issues and training needs. We have evolved our training to include “module culminating assignments” (MCA) which requires students to apply what they’ve learning to a real work situation. Incorporating the MCA into our training moves us one step closer to a more robust work-integrated learning structure.



## What you plan to do as it pertains to work-integrated learning

- Creation of interactive, solution based, training offerings that are delivered in the workplace. Similar to a lean kaizen event, these events would be held over two days and involve significant hands-on participating from learners.
- Creation of project teams who, at a company’s request, would come into an organization and work with their staff to identify opportunities for improvement, action plans to achieve them, and perhaps even assistance in execution of the plan.



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# On Screen Manitoba

Media Production Industry Association

Association des professionnels de l'industrie audiovisuelle



## Who you are

**On Screen Manitoba** is a not-for-profit, member-driven organization that represents all components of the Manitoba media production industry. We advocate locally, and nationally, for a positive filming environment in Manitoba. We build industry capacity through market, business and workforce development activities. Our members make all types of audiovisual content for both English and French language markets, in Canada, and around the world.



## What you do as it pertains to work-integrated learning

- Communicate the diversity of jobs in the media production industry and their requirements –pathways into the industry using the GetonsetManitobaOntourne website as a base.
- Connect students and new entrants to companies and industry professionals to help build their network and identify work opportunities.
- Coordinate industry professionals from a range of roles to speak in the classroom.
- Facilitate attendance at All Access, our annual bilingual industry forum that includes Canadian and international guest speakers.
- Advocate for work-integrated learning opportunities with our member unions and companies.



## What you plan to do as it pertains to work-integrated learning

- Communicate the diversity of jobs, the criteria for working in those jobs and existing work integrated learning opportunities to academia, schools, students, parents and potential new entrants.
- Formalize informal mentorships to help with networking.
- Seek funding to enhance formalized mentorships and increase the number of work integrated learning opportunities.



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# GET ON SET MANITOBA ON TOURNE



## Who you are

**North Forge Technology Exchange** is an incubator accelerator and the innovation partner for the Province of Manitoba. We have been fueling Manitoba's innovation economy since 2016 by providing founders with award-winning mentors, rockstar subject matter experts and since June 2020, a new online four-stage Founders Program. Armed with the largest non-profit fabrication lab in North America, we operate out of 27,000 square feet across Innovation Drive and Innovation Alley in Winnipeg, Canada.

Ensuring we service all Manitobans, we also have locations in Pinawa and The Pas, with more to come.



## What you do as it pertains to work-integrated learning

- We are the first incubator accelerator in Canada to create micro-credentials for startups. Using CanCred, we are awarding digital badges to founders to help them enhance their business credibility, more readily acquire funding and attain strong brand recognition.
- In partnership with U of W, students received a 4th year credit towards their Bachelor of Business Administration (BBA) degree while starting a business.
- In partnership with Stu Clarke Centre for Entrepreneurship (SCCE), seven Asper co-op students have been placed with North Forge startups (founders) with no cost to the founders.
- We partnered with the U of M Faculty of Law to provide work-integrated learning to law students by working with North Forge startups.
- We currently work with RRC ACE Project Space



## What you plan to do as it pertains to work-integrated learning

- We are currently developing a Joint Business Plan around work-integrated learning, upskilling, and micro-credentials with UCN. This is an exciting opportunity for trans-institutional collaboration in preparing community members and graduates with the essential skills necessary to plan, initiate and launch successful businesses.
- We are working with RRC to create a FabLab ACE Space for advanced manufacturing founders and students in engineering, science and business.
- We will be creating badges and micro-credentials for the use of advanced manufacturing equipment at our FabLab.
- We want to increase the co-op placements so that they include engineering, science, agriculture, health sciences and education.



## Contact Information

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## Who you are

**The Business Council of Manitoba (BCM)** is a collective of diverse and prestigious business leaders who have demonstrated a commitment to Manitoba's economic growth and community development. Collectively they represent the economic engine of Manitoba. The Council exists to make Manitoba a preferred place to live, work and invest. The Council receives no government funding and advocates without bias for innovative, fact-based policy that directly impact the future health of Manitoba society.



## What you do as it pertains to work-integrated learning

BCM provides the direct link to industry, providing real time feedback and on the ground intelligence to the post-secondary community. The membership of BCM is focused on increasing work-integrated learning opportunities to students and on providing feedback directly to the various programs within the institutions to adapt course content to an ever-changing work environment. Further, the BCM financially supports opportunities via the Indigenous Education Awards Program and various other summer, co-op and experiential work opportunities.



## What you plan to do as it pertains to work-integrated learning

- In partnership with the post-secondary education institutions in Manitoba, BCM partners in the development and implementation of a plan to engage government and other stakeholders supports to increase enhanced work-integrated learning (WIL) opportunities, with the goal of expanding the breadth and scope of experiential and applied learning.
- Increase alignment between industry needs and PSI program content for businesses to enhance their ability to acquire work ready talent, and quickly pivot and augment their workforce as required.



## Contact Information

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