



people in print

# CPISC Update

November 2009



CANADIAN PRINTING INDUSTRIES SECTOR COUNCIL

# Introduction



- **Need to ensure we have an adequate supply of skilled workers**
- **Need for a comprehensive approach to HR development**
- **Three critical components**
  - Trends
  - Skills
  - Training

# Key Questions



- **Trends**
  - What are the current trends facing the industry that influence the supply of workers and the skills they need?
- **Skills**
  - What are the skills required to ensure the industry remains competitive? How are they recognized?
- **Training**
  - What do we need in terms of training? What currently exists? Where are the gaps? What needs to be developed? What are the best training delivery models?

# Trends: HR Study



## An Industry Redefined

- Rapid technological change + increased global competitiveness + restructuring of business practices  
= Expansion of the domain of the traditional printer
- Industry is much more diverse
- Range of services increasing
- No longer fully encompassed by the 323 NAICS code
- Now includes activities reflected in the following
  - Converted paper manufacturing [3222]
  - Newspaper, periodical, book and directory publishers [5111]
  - Graphic design services [54143]
  - Business service centres [56143]
  - Packaging and labelling services [561910]

# Impact – Some Statistics



- In terms of total numbers, difference is significant

	NAICS 323	HR Study
Number of Firms	8345	25,981
		87% < 10 employees
		80% < 5 employees
Labour Force	101,100	240,017

- In terms of trends, findings consistent with our 2008 LMI study based on traditional definition

# Impact – Some Statistics



	<u>NAICS 323</u>	<u>HR Study</u>
Men	62.1%	64
Women	37.9%	35
Over 45	42%	41
PSE	50%	85%
Aboriginal	1.45	2.0
Rural/Small Town	12.8%	-
Visible Minority	18.08	14
Immigrant	24.96	21%
Persons with disability	11.7	10
Unionized	16.1	-

- **BUT, for the first time, we have data by process area**

# Key Challenges



- 1. Retirement**
- 2. Unique needs of SME's**
- 3. Impact of technology**
  - Expanded industry definition
  - Changing nature of skills
  - Increasing importance of IT employees
  - Environmental issues

# Trends: Tools & Resources



- **Specific HR Adjustment Strategies**
  - succession management
  - people impact of technology change
  - high performance workplace practices – focusing on people to foster innovation and become a “10 per center”
  - recruitment and retention challenges and strategies
- **HR Toolkit**
- **STM Implementation Plan**
- **Collaborative Activities**
  - TASC Manufacturing Caucus

# Skill Standards



- **What are the skills required to ensure the industry remains competitive? How are they recognized?**
- **Clear skill standards define what an employee should know and be able to do**
- **Development of skill standards mirrors the way the industry is organized and functions**
- **Three types of skill standards**
  - **Basic Skills**
  - **Core Skills**
  - **Operating Skills**
- **Developed for each process area**
  - **Pre-press**
  - **Press**
  - **Finishing/ Bindery**
  - **Production Support**
- **Basis upon which to develop occupational profiles**

# Skill Standards: Status



- **Standards**
  - Basic and Core Skill Standards
  - Press Skill Standards & Profiles
  - Pre-Press
    - Colour and Output Specialists
  - Finishing-Bindery
  - Production Support
  - Management Level Standards
- **Recognition/Certification**

# Skill Standards: Tools & Resources



- **Engagement**
  - National education-training Summit
  - National Education/Trainer Advisory Committee
  
- **Implementation Resources**
  - Implementation Guide
  - Log Books
  - Mentoring Guide

# Training



- **What do we need in terms of training? What currently exists? Where are the gaps? What needs to be developed? What are the best training delivery models?**

# Training



- **Review of Education and Training Programs**
  - Report released November 2007
- **Training Needs Assessment**
  - Training Needs Assessment and Gap Analysis by process area
  - Exploration of training delivery models
- **Accreditation**

# Training: Tools & Resources



- **Training Needs Assessment and Career Pathways Tools**
  - Online tool for employers to assess company's learning needs
  - Online tool for employees to assess skill level against standards and determine how to fill gaps
- **Career Focus**
  - Wage subsidy program for new employees

# Industry Profile



- **Making Printing and Graphic Communications a Career of Choice**
- **CPISC Initiative**
  - National Advisory Committee
- **Involving Young People**
  - National Skills Competition Event
  - World Skills 2009