



CAREER TREK

**STEPS IN THE  
RIGHT DIRECTION**

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**STRONG FOUNDATION**

Bright Future



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## Chairperson's Message

This has been another busy year for the Staff and Board of Career Trek. The focus was on putting into place the systems and mechanisms needed to strengthen and support the programs and services Career Trek provides - to build stronger foundations.

Over a nine month timeline which ended in April 2015, Sally Fazel of Pelee Consulting worked with senior staff and some board members on the Innoweave Impact and Strategic Clarity process. We rolled out the findings to the rest of the staff and board later in the spring. In early October, the Board of Directors elected to work with Sally to determine the strategic plan for Career Trek based on the Innoweave process. We have some work to do but we are off to a good start.

I always enjoy working with the dynamic and dedicated Career Trek team of professionals – both the board and the staff. While this has, again, been a year of flux for Career Trek, Darrell and the team continue to work hard to make improvements to better serve the organization and its stakeholders.

As always, on behalf of the Board of Directors, I would like to express our sincere thanks to the Government of Manitoba, our various funders, and our dedicated donors for their ongoing support of Career Trek and its programs. Our successes are your successes. You are the heroes that keep our good work alive, and together we can work to insure Manitoba is “a place where all citizens are able to realize their full career and education potential”.

As we enter into the New Year, we are mindful that we face some challenges, but we remain confident that the work done in 2014-15 will strengthen the foundation on which our programs are built and we will continue to take “steps in the right direction” toward a brighter future for Career Trek and all Manitobans.



*Barb Bowen, Chairperson, Board of Directors*

## CEO's Message

As an organization dedicated to helping young Manitobans on their educational, career, and life path I ask myself, "Are we making a difference"? Are we building strong foundations and a brighter future?

I constantly look at how we can evaluate our programs in more meaningful ways, pour over feedback forms, undertake research projects to look at impacts, and wring my hands over our graduation rates, always hoping that we are on the right path.

In late October I was standing beside one of our part-time staff members who said something that I have heard thousands of times. I have heard it from parents and grandparents, educators and professionals, and our post-secondary staff. Yet it was only this time that I truly appreciated the comment. As he watched his group of participants emerge from a classroom, laughing and excited, he said, "I wish I could have done this when I was a kid".

That simple sentence is one that every single person connected to our programming has heard. And, while we always strive to improve our services, it is powerful to hear from our partners and those whom we serve that what we are doing has an impact. And no one knows better, no matter where they are on their journey, than those who have the benefit of hindsight.

During our 2014-2015 year, we had the privilege of helping almost 800 hundred young people find a better road through life, connecting the education and career dots for young Manitobans translates into a brighter future and easier transitions from school to work.

Why do we do it? Because we are reminded that we are making a difference in young peoples' lives. And a better life for one ultimately means a better life for all.



Darrell Cole, Founder & CEO

## Funders



## Funders



MANITOBA INSTITUTE OF  
TRADES AND TECHNOLOGY



DIVISION SCOLAIRE  
LOUIS RIEL  
SCHOOL DIVISION



## Vision

A Manitoba where all citizens are able to realize their full career and education potential.

## Mission

To provide Manitobans with a wide range of experiences and information designed to develop the knowledge, skills, relationships, and values consistent with career and education success.

## Goals

- Increase young people's awareness of their strengths, interests, values, and abilities.
- Grow young people's understanding of skills, opportunities, and career and life options.
- Help young people navigate the important turning points of their lives through planning and preparation.
- Produce engaged citizens that are adaptable, flexible, lifelong learners that take responsibility for themselves and for others.



## Donors Like YOU Make the Difference

You know, Adam was only eleven years old when he expressed an interest in writing something that would be published. His big hazel eyes lit up, and he started moving around the room with the explosion of energy that excitement and youthfulness produce.

You've seen it in your kids, grand kids, nieces and nephews, haven't you? The sheer excitement of a newfound discovery. The sensory overload that a child experiences when he or she uncovers a previously unknown possibility. The joy of opening another door onto a future bright with possibility.

"Maybe you could publish my assignment?" Adam said to his Journalism Instructor, Stephen Oliver.

Adam could barely contain his excitement. His assignment, the biography and the profile of a class mate, could find it's way into Career Trek's newsletter or maybe even their Annual Report, and it could be read by hundreds maybe even thousands of people.

It's easy to see from Adam's excitement that a door onto a future of limitless possibility opened for him that Saturday at Career Trek. And maybe, just maybe, Adam is picturing himself in that future using his newfound interviewing and writing skills in his dream job as a Journalist.



## Partners Continued

### *School Partners Continued*

Wellington  
Westdale School  
Westgrove School  
Weston  
Wi Wabagooni  
William Whyte  
Winnipegosis Elementary School



## Board of Directors

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Member

Tammy Wood  
Member

## Partners Continued

### School Partners Continued

King George School	RB Russell Vocational School
Kirkcaldy Heights School	Reston School
Kola School	Richer
La Barriere Crossings	Rivers Elementary
La Salle	Riverview School
Lavallee	Rorketon School
MacGregor Elementary	Ruth Betts Community School
Machray	Salisbury Morse Place
Major Pratt School	Shaughnessy Park
Margaret Park	Sherwood
Marion	Shoal Lake School
Meadows School	Sister MacNamara
Minegoziibe Anishibabe	Skownan School
Miniota School	Snow Lake School
Minto School	Souris School
Mulvey	St. Adolphe
Neepawa Area Collegiate	St. George
Nelson McIntyre Collegiate	Ste Anne Elementary
Niji Mahkwa	Strathclair Community School
Nordale	Strathcona
Norquay	Tanner's Crossing School
Oak Lake Community School	Valley View School
Oak River School	Victor Mager
Onanole Elementary School	Victor Wyatt
Opasquia Elementary	Victoria-Albert
Philomene Chartrand School	Victory
Pinkham	Virден Collegiate Institute
Polson	Virден Junior High
Prince Edward	Waterhen School
Principal Sparling	Wawanesa School
Rapid City Elementary School	Wayaota

This is what you make possible.

With your support Adam gained a better understanding of a new friend, interviewing and writing skills, and most importantly the ability to think about his education and career path in ways he couldn't before.

**Biography:** Write a short summary (1-2 sentences) below

Gamanjot went to James Nishit School.  
Gamanjot's favorite animal is an eagle.

**Profile:** Ask the following questions - or make up your own!

Gamanjot likes to be called Cherry. → the fun thing that ever happened to him was when he laughed so hard in trying to laugh  
in his free time he likes to go outside and play outside with his friends.  
He's excited to go into flight!  
When he grows up he wants to be a racer!

But not everyone is as lucky as Adam. For every Adam there are hundreds of children that don't get the benefit of Career Trek's transformational programming.

"It's really important. Lot's of them don't realize, or it's hard for them to see the link - between what they do now and what they do in the future - until it's shown to them. It prepares them for what they can see or be in the future," says Journalism Instructor Stephen Oliver.

This is why we need your continued support, because every child deserves the chance to dream of a successful future.

## Donors and Heroes

Barbara Bowen  
Barbara Macfarlane  
Barbara McMillan  
Barry and Elaine Talbot  
Bea Louise  
Beryl Cole  
Betty Babulal  
Beverlie Stuart  
Bill Guenter  
Blair Hamilton  
Celerina Cuban  
Chris Zeller  
Christian Bernard  
Christopher Potrebka  
Cleda Reeves  
Curt Lavallee  
Cynthia Foreman  
Darrell Cole  
Daya Shanker Singh  
Debra Robitaille  
Dominique Arbez  
Donnalee Bell  
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Erika Zeller  
Faye Barsy  
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Gord Hannon  
Harald Zeller  
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June James  
Karen Shaw  
Kassandra Villarba  
Kathryn Levine  
Laura Mikuska  
Lauren Reeves  
Leanne McIntyre  
Lee Foster  
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Marakary Bayo  
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Susan Prentice  
Tanya Foster  
Thanh  
Thelma Lussier  
Thomas Glenwright  
Victor Bellay  
Wayne Laube  
Wilma Guertin  
Yvonne Pompana

## Partners Continued

### *School Partners*

Acadia School  
Adolescent Parent Centre  
Arbogate  
Archwood  
Arthur E. Wright  
Bernie Wolfe  
Betty Gibson School  
Birtle Elementary School  
Boissevain School  
Carberry Collegiate  
Cecil Rhodes  
Champlain  
Christian Heritage School  
Constable Edward Finney  
Cormorant Lake School  
Cranberry Portage Elementary School  
Dalhousie School  
David Livingstone  
Dawson Trail  
Douglas Elementary School  
Duck Bay School  
Dufferin  
Earl Oxford School  
École Guyot  
École Henri Bergeron  
École Howden  
École Lorette Immersion  
École Mclsaac School  
École New Era School  
École O'Kelly School  
École Provencher  
École Saint Norbert Immersion  
École Sainte Anne Immersion  
École Scott Bateman Middle School  
École Varennes  
Elmwood High School  
Erickson Elementary School  
Forrest Elementary School  
Fort Rouge  
Frontenac  
Frontier Mosakahiken School  
General Vanier  
George Fitton School  
Gladstone  
Glenboro School  
Glenwood  
Governor Semple  
Greenway  
Gypsumville School  
Hamiota Collegiate  
Hampstead  
Hartney School  
Hastings  
Ile des Chenes  
Indian Springs School  
James Nisbet  
Joe A. Ross School  
John M. King  
Kelsey Community School  
Kent Road  
Killarney School  
King Edward



## Partners Continued

### *Post-Secondary Partners*

Assiniboine Community College  
Brandon University, Mini-University and Sport Camps  
Manitoba Institute of Trades and Technology  
Northern Manitoba Mining Academy  
Red River College  
University College of the North  
University of Manitoba  
University of Manitoba, Mentorship Program  
University of Manitoba, Mini-University and Sport Camps  
University of Winnipeg

### *School Division Partners*

Beautiful Plains School Division  
Brandon School Division  
Flin Flon School Division  
Fort La Bosse School Division  
Frontier School Division  
Kelsey School Division  
Louis Riel School Division  
Mountain View School Division  
Opaskwayik Education Authority  
Park West School Division  
Pembina Trails School Division  
Prairie Spirit School Division  
River East-Transcona School Division  
Rolling River School Division  
Seine River School Division  
Seven Oaks School Division  
SouthWest Horizon School Division  
Turtle Mountain School Division  
Winnipeg School Division

## Strong Foundation, Bright Future

“For the first time ever Career Trek has signed Memorandums of Understanding (MOU) with all of its post-secondary partners,” says Darrell Cole, CEO of Career Trek. “It’s a huge accomplishment that will be one of the foundations of our future success!”

According to Cole the MOUs will clarify roles, increase efficiency, and improve Career Trek’s status and stability. The enshrining of our relationships is already reaping rewards and new initiatives and partnerships are the end result of our ongoing conversation with our post-secondary partners.

“A key component of success is managing risk, and we have done that by proactively partnering with 1Life Workplace Health and Safety,” says Melissa Hartzenberg Career Trek’s Director of Support and Administration.

According to Hartzenberg Career Trek undertook a comprehensive risk management review in 2014-15 which built a strong foundation for a successful and safe future. This accomplishment allows Career Trek to be a forward-thinking organization that manages risks before they happen.

A point of pride for Career Trek in 2014-15 was the launch of the Education Savings Program, a program announced at the 2013-14 AGM.

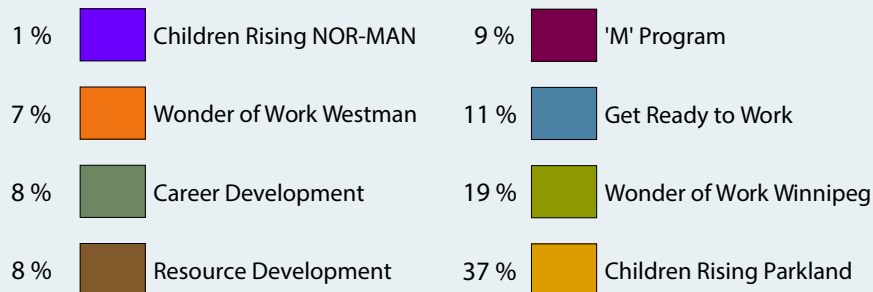
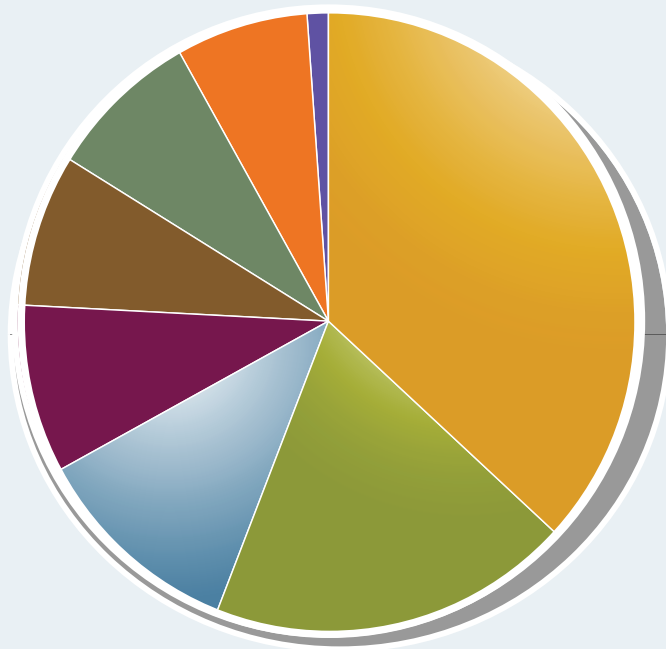
“We know that children with even modest amounts of savings are three-times more likely to get a post-secondary education,” says Education Savings Coordinator Lauren Reeves. “And four-times more likely to succeed once they get there.”

Career Trek’s Education Savings initiative works with participants and their families to get them signed up for the Canada Learning Bond, an opportunity to receive upto \$2,000 of education savings for eligible children.

Career Trek has been busy strengthening its foundations and each of the various projects that were completed in 2014-15 will help build a brighter future for our participants, our staff, and our province.

## Expenditures by Program & Department

In the 2014-15 fiscal year Career Trek had an operating budget of \$1.7 million. The graph below illustrates an increase in the funding being directed toward Children Rising Parkland and Career and Resource Development. These increases showcase Career Trek's renewed commitment to providing excellent services to our First Nations and rural communities, infusing accepted career development practices into programming, and finding new revenue streams.



## Partners

### Program Partners

Assiniboine Credit Union  
 Boeing  
 Canadian Scholarship Trust Foundation  
 CancerCare MB, School of Radiation Therapy  
 Community Futures, Parkland Region  
 Dauphin Regional High School  
 Government of Canada  
 Lincoln Learning Systems Inc.  
 Magellan  
 Manitoba Aerospace Human Resource Council  
 Prairie Theatre Exchange  
 Province of Manitoba (MET)  
 RCMP  
 Rolls Royce  
 Service Canada  
 Smart Saver  
 Shilo Military Family Resource Centre  
 Standard Aero  
 Technical Vocational High School  
 University of Manitoba  
 Winnipeg Foundation  
 Youth Parliament of Manitoba

### Community Partners

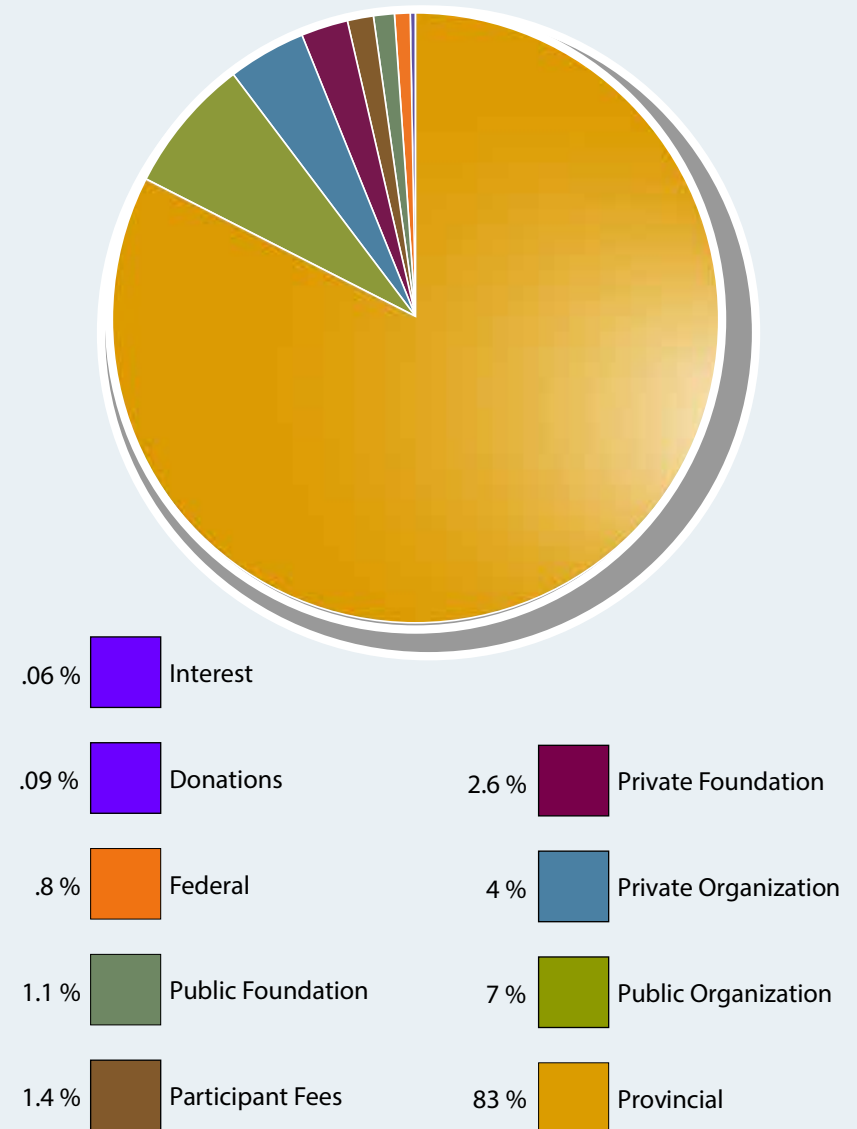
Canupawakpa Dakota Nation  
 Opaskwayik Cree Nation  
 Sioux Valley Dakota Nation  
 Skownan First Nation  
 Swan Lake First Nation

## 2014-15 Accomplishments

- Career Trek signed Memorandums of Understanding with its post-secondary partners, helping to strengthen its partnerships and ensure the longevity of its programs.
- Career Trek completed the Innoweave process, helping staff to better understand the organization's impact and strategic direction.
- Career Trek hired a third-party human resources company to conduct an organizational review that informed structural changes that increased administrative efficiency.
- Career Trek completed a risk management process—in partnership with 1Life Workplace Health and Safety—that ensures the organization exceeds minimum health and safety standards.
- New research undertaken by Career Trek's research partnership, illustrates that participants have a greater capacity to engage in career exploration (see insert for details).
- Launched the Education Saving Program! This initiative supports the long-term goals of participants by connecting families to the Canada Learning Bond and Canada Education Savings Grant, enabling them to get a head start on their post-secondary education savings.
- Designed and launched a new website platform, increasing background functionality and streamlining external communications channels.
- Individual programs created a direct link between curricula and Career Trek's career competency objectives, further deepening and strengthening the impact of our programs upon young Manitobans.
- Career Trek employs 20 full-time and 250 part-time staff, re-distributing over \$1,000,000.00 back into the Manitoba economy through salaries and benefits.

## Revenue by Source

Revenue by source is almost identical to 2014-15, clearly illustrating the ongoing commitment of our funders - most notably the province of Manitoba - to support Career Trek's transformational programming.



# Career Trek by the Numbers

## *Children Rising Norman*

Participants: 99  
Occupations: 16  
Completion Rate: 98 per cent



## *Get Ready to Work!*

Participants: 84  
Occupations: 12  
Completion Rate: 83 per cent



## *'M' Program*

Participants: 8  
Occupations: 50  
Completion Rate: 67 per cent



## *Wonder of Work Westman*

Participants: 169  
Occupations: 40  
Completion Rate: 90 per cent



## *Children Rising Parkland*

Participants: 88  
Occupations: 24  
Completion Rate: 84 per cent



## *Junior Staff Mentorship Program*

Participants: 50  
Completion Rate: 89 per cent



## *Seven Oaks School Division Project*

Participants: 54  
Occupations: 24  
Completion Rate: 87 per cent



## *Wonder of Work Winnipeg*

Participants: 207  
Occupations: 80  
Completion Rate: 84 per cent