

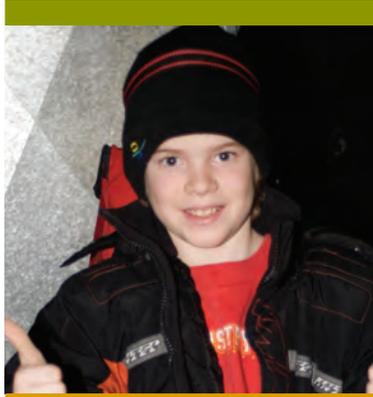


**STEPS IN THE
RIGHT DIRECTION**

HELPING KIDS

Map

THEIR FUTURE



Career Trek Inc. Brief

Overview

The impact of Career Trek Inc. programming in Manitoba is far reaching. Since its creation in 1996, Career Trek has served 7000 participants, their families, schools, and communities. The Career Trek model builds bridges between government, industry, education, and individuals to help Manitobans achieve their career and education potential.

Career Trek is an education and career development organization that partners with pre-existing elementary, secondary, and post-secondary educational institutions to provide a cost effective means of providing career awareness as well as guidance and mentorship to young Manitobans. Career Trek has helped thousands of people become more aware of career development and the impact it can have on the quality of their lives.

To understand Career Trek you need to understand our philosophies. Career Trek's vision is:

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

Our mission is:

- 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.

At its core Career Trek is about developing the potential of Manitobans. This is not simply a function of Career Trek philosophy or programming but has been incorporated into our business strategy as an integral part of the organization.

Education and career development are more relevant today than they have been in the past. A strong understanding of the value of a life-long education, thoughtful career choices, employment skills development, and knowledge of labour market trends are essential to students achieving their dreams. Students who successfully transition from school to work in turn contribute to the local economy and society as a whole.

With Career Trek, a career path is no longer a guessing game it is a thoughtfully laid out tool—a map—that helps students reach their goals. Participants leave the program equipped with the knowledge and experiences they need to make informed decisions about their future.

Programs

Career Trek's programming focuses on hands-on learning and actual job tasks that help students discover what they could expect to do if they chose a specific career. Career Trek's unique model blends rural, urban, and suburban kids in order to break down barriers, build understanding, and create a sense of community.

Career Trek participants have the opportunity to visit post-secondary institutions where they get 15 minutes of instruction and 40 minutes of hands-on career experiences in up to 80 careers, depending upon the program.

Career Trek runs eight programs in the Winnipeg, WestMan, Parkland, Central, and NOR-MAN Regions of Manitoba: four located in Winnipeg and four outside of Winnipeg.

Career Trek's Winnipeg based programs include: Phase 1 Program, Phase 2 Project, 'M' Project, and the Junior Staff Leadership Program. Career Trek's programs outside of Winnipeg include: Children Rising Parkland Region (Phase 1 and Phase 2), Children Rising Central Region, Children Rising NOR-MAN Region, and WestMan Project.

The following chart illustrates participants' completion and demographics by program for the 2012-13 program year.

In addition, Career Trek and the Seven Oaks School Division ran an after school pilot project in 2012-13.

Chart #1

Participants Completion and Demographics by Program:

Program	Total # of students enrolled	Total # of students completed	Program Completion Rate	% of program graduates that are Aboriginal	% of program graduates that are from rural locations	% of program graduates that are Newcomers to Canada
Phase 1	255	213	85%	30%	11%	20% (2011)
Westman	191	168	88%	24%	68%	10% (2011)
Seven Oaks SD Pilot	62	53	85%	13%	0%	N/A
Phase 2	94	78	83%	15%	12%	7% (2011)
Phase 3	83	77	92%	19%	36%	N/A
M Project	22	7	32%	57%	0%	14% (2013)
Children Rising, Parkland, Winnipeg Region Phase 1	90	75	83%	84%	65%	2% (2011)
Children Rising, Central Region	46	28	61%	100%	100%	N/A
Children Rising, Parkland Region Phase 2	16	15	94%	80%	67%	N/A
Children Rising, NOR-MAN Region	128	102	80%	59%	100%	0% (2011)
Total	987	816	83%	38%	44%	10% (2011)

Partnerships

Partnerships between Career Trek, educational institutions, colleges, universities, training institutions, and business and community agencies break down barriers, increase the opportunity for capacity building, and realize significant cost savings through in-kind donations.

Career Trek Program Partners:

- Adolescent Parent Centre
- Assiniboine Community College
- Brandon University
- Brandon University Mini-University and Sport Camps
- Camp Manitou
- Canadian Scholarship Trust Foundation
- CancerCare Manitoba
- Children of the Earth School
- Lincoln Learning Systems Inc.
- Northern Manitoba Mining Academy
- Peaceful Village (A Bright Futures fund project)
- Prairie Theatre Exchange
- R.B. Russell School
- Red River College
- Technical Vocational High School
- University College of the North
- University of Manitoba
- University of Manitoba Mini-University and Sport Camps
- University of Winnipeg
- Wayfinders (A Bright Futures fund project)
- Winnipeg Technical College
- Youth Parliament of Manitoba

Career Trek School Division Partners:

- Flin Flon School Division
- Fort La Bosse School Division
- Frontier School Division
- Kelsey School Division
- Louis Riel School Division
- Mountain View School Division
- 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
- Turtle Mountain School Division
- Winnipeg School Division

First Nation Community Partners:

- Dakota Tipi First Nation
- Long Plain First Nation
- Mosakahiken Cree Nation
- Opaskwayak Cree Nation
- Pine Creek First Nation
- Roseau River Anishinabe First Nation
- Sandy Bay Ojibway First Nation
- Sioux Valley Dakota Nation
- Skownan First Nation
- Swan Lake First Nation

Our Funders:

- Canadian Education and Research Institute for Counselling
- Centre for Aboriginal Human Resource Development
- Frontier School Division
- Human Resources Development Canada
- Louis Riel School Division
- Pembina Trails School Division
- River East – Transcona School Division
- Seine River School Division
- Seven Oaks School Division
- The Counselling Foundation of Canada
- The Graham C. Lount Foundation
- The Province of Manitoba
- The Tallman Foundation
- The Thomas Sill Foundation
- The Winnipeg Foundation
- Winnipeg School Division

Program Sponsors:

- Manitoba Aerospace Human Resources Council
- Manitoba Construction Sector Council
- Minister’s Advisory Council on Work Force Development – Let’s Get to Work Conference 2012

Career Development Focus

Career Trek participants are supported and guided through the critical transitional career development stages of awareness, exploration, and discovery. They get to develop the skills that will increase their chances of successfully transitioning from school to post-secondary education, training and/or work. Participants discover career opportunities through experiential, hands-on learning.

Career development increases motivation and can have a great effect on school performance. Motivation is a precursor to engagement and engagement is measured by the extent to which students can identify with and value education.

Career Trek believes that career development must focus on continuous learning and improvement for participants, individuals, staff, parents, teachers, Career Trek, and partnering organizations and groups. Our focus is on competence building not just job selection.

The Counselling Foundation of Canada has funded a three-year position for a Career Development Specialist to assist with infusing Career Development into all organizational components of Career Trek.



Impact

Career Trek is currently working on producing an organization wide evaluation strategy. However, Career Trek's positive impact on its participants is already well documented. Themes that are reported by our participants and their families include:

- Increased persistence,
- Increased self-esteem, and
- Increased ability to see themselves as students.

Participants have an opportunity to break down perceived barriers by meeting and working with children from various schools and regions in Manitoba. Children develop cultural knowledge that helps them feel part of a more united community.

Career Trek works with the school divisions to supplement programming that they may or may not have an opportunity to develop.

Parents become more engaged with their children's career development as they participate in actual learning experiences with their children and grandchildren during family days.

Career Trek programming provides participants with an opportunity to participate in industry based programs that develop their employment skills, helping them get ready for part-time employment while attending school.

First of all, what I experienced and learned so far that is valuable to me, is that college and university are a whole lot of fun. There are so many courses you could take, there are a lot of people to meet, and I can't wait to make it there...To be honest, Career Trek is what keeps me going through the school year?

Phase 1 Participant

I just finished talking to Barb from MB Aerospace and she's going to set up a tour of the school at Tec Voc ... I thought it'd be nice to go to a school where I can do

aerospace every single day, I'm 100% sure this is what I'm wanting to do in my career and why not start early! I also wanted to sincerely thank you for having me in the aerospace program, it was the best 22 weeks in my life, it really changed my career path (IN A GOOD WAY) and I'm super excited for this opportunity to go to Tec Voc!

Tanner, Phase 2
Aerospace Technology Project

People judge teenage mothers as bad parents because we're not grown up and 'mature' yet, but that's a lie. They don't realize the sacrifices we have to make on a daily basis for our future. Career Trek gives up the opportunity and the confidence to graduate high school and pursue our dreams. I don't want to be a statistic.

Meghan
M Project Participant



Impact on Families

Over 6000 families have become a part of the Career Trek organization. Families are a key support in the career development process and are an important part of the programming journey. When a young person's family understands the opportunities available to their child, they can have greater impacts on outcomes.

Family involvement allows Career Trek families to bond over the excitement of future career possibilities. Many family members wish they had the same opportunity to attend Career Trek as their children do.

(You) should make this program mandatory for all grade 6 students. Would most likely open some eyes as to what is really out there and what you need to do/know to get there. Keep it up. Great program for choosing a career or at least helping them to show a career they might like or not like. The interactive activities was great bonding time.

WestMan Phase 1 Family

Thank you so much for this life changing experience. It has helped us to understand and focus and plan academically for Claire's future and my younger daughters. I wish everyone could have this experience. A true gift.

Winnipeg Phase 1 Family

Great idea to have children start thinking about their career paths early. Once they have a goal to focus on, their focus will make it easier in school, and to be successful. Having my child learn about all the careers available to him and meeting children from other communities & cultures making him more socially aware.

Children Rising Family



I'm just grateful, ..., that you know, that Career Trek is here in Skownan. Even for the reserve here too, like if other kids, other adults are getting their education and thinking of going back to school and getting their grade 12, it would be open to them too. Because Career Trek is not only about the parents and students that are in Career Trek, it's about the community as a whole, you know.

Skownan First Nation Family

Impact on Staff

Over 1,400 post-secondary students throughout the province have joined the Career Trek team as part-time staff over the years. These students have a variety of educational backgrounds and have the ability to showcase their passion and knowledge for their fields. Partnering departments work with Career Trek's curriculum development team to carefully craft lessons that allow staff to showcase a variety of career paths.

The impact of our programming on staff, can be shown through many examples, one of which is demonstrated in this story and quote from a former staff person:

In March of 2013, Brandi was recognized by Indspire, receiving the Guiding the Journey: Indigenous Educator Award. Indspire, is a charitable organization dedicated to raising funds to deliver programs that provide tools for indigenous people.

If it wasn't for Career Trek I wouldn't be where I am today. I wouldn't have gone into Education. While I was an instructor I discovered my passion for teaching and decided to apply. I really credit Career Trek for my success. If I was not an instructor in the program I would not be an Educator today. Career Trek has played a monumental role in my life."

Brandi Vezina



Mentorship

The Junior Staff Leadership Program, which began in 2005, develops the capacity of our high school participants for tomorrow's workforce. Through mentorship within our Winnipeg Phase 1, Phase 2, WestMan, and 'M' Project programming, 285 high school students have participated as mentors and "staff in training."

The main role of these young people is to engage and assist the younger participants in aspects of programming. The participants gain skills in mentoring younger participants and in turn are mentored by the part-time and management staff they work alongside.

The Junior Staff Mentorship Program has dual benefits for Jr. Staff members. They get to develop the soft essential skills working with younger participants and the participants learn to develop competence and self-esteem, helping them focus on goal setting.

As a leader in youth mentorship, Career Trek was invited to present on the topic at Cannexus 2013, Canada's preeminent career development conference. A presenter at the conference, who facilitates corporate consulting on mentorship, after viewing Career Trek's presentation, proceeded to mention Career Trek as a successful model of mentorship four times in their presentation to the assembled career development professionals.

Future Programming Initiatives

In addition to those programming initiatives currently underway, Career Trek is actively developing a wide range of expansion projects, enhancements to current offerings, and initiation of new project concepts.

Expansion of current work:

- Dauphin and Region
- Thompson and Region
- Victoria, BC
- Sudbury, Ont. (in discussion stages)
- The Philippines

New project concepts:

- Francophone Career Trek
- Adult Career Trek

Enhancements to current work:

- Design of programming components for grades 7 and 8
- Phase 2 summer program
- Career development training for all part-time staff
- Establishment and expansion of CT scholarships
- Greater integration of programming with the current education system
- Mentorship pilot project with Louis Riel School Division
- Partnership with the Canadian Scholarship Trust Foundation to sign up eligible families for the Canada Learning Bond.

Sustainability Initiatives

Career Trek prides itself in not only delivering quality programming, but doing so in a fiscally responsible manner. Career Trek has conducted its financial operations in this way through a combination of innovation and the implementation of sound financial practices.

With regard to innovation, the Career Trek program model utilizes significant in-kind support from its partners that is assessed to be in the hundreds of thousands of dollars. This in-kind support enables us to greatly reduce our operating cost per child.

Additionally, Career Trek is now implementing an ambitious sustainability plan that directs our efforts to stabilize, diversify, and grow our resource base. The following are some examples of initiatives currently under development.



- Hosting Manitoba's only career development gathering (Let's Get to Work Forum), which is dedicated to bringing together all professions with an interest in the world of work.
- Creating a fund development officer to initiate a charitable giving campaign and the creation of fundraising events.
- Developing a Career Trek Alumni Association to provide a vehicle for greater long-term involvement with Career Trek.
- Developing career development related products and services.
- Auditing resources connected to the hundreds of families and staff that we connect with each year.
- Establishing an organizational Marketing Committee to increase Career Trek's profile in the community-at-large.
- Establishing advisory groups to both advise and champion the work of Career Trek (groups currently being established are regional, Aboriginal, business, education, career development, youth, parent, and teacher).

Organizational Recognition

In 2013, Career Trek's Board of Directors consists of a diverse group of individuals from industry, post-secondary education, and the public service sector. Our organizational strength begins with this impressive group of professionals.

In 2013, upon challenge from Career Trek's CEO & Founder, Darrell Cole, the Winnipeg Chamber of Commerce organized an event to bring Winnipeg business leaders to Swan Lake First Nation.

In December 2012, the Career Trek Research Collective published findings in the areas of Parental Perspectives on Education during the period of time Career Trek has been actively programming in the community of Skownan First Nation.

In 2009, under the direction of the Honourable, Dianne McGifford, the Bright Futures Fund was established due to the successes of Career Trek Inc.



Awards

2009 Award for Excellence for Entrepreneurship in Career Development for Youth from Manitoba Aerospace

2006 The Michael Smith Award for Science Promotion from the Natural Sciences and Engineering Research Council of Canada (NSERC)

2006 The People Forward Award for Developing Tomorrow's Workforce

2001 Building for the Future Endowment Program Award from the Canadian Career Development Foundation and the Canadian Counselling and Psychotherapy Association

2001 Runner-up, The Peter F. Drucker Award for Canadian Non-Profit Innovation

2000 The National Campus and Community Radio Association Community Development Award



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