



Career Trek Board of Directors  
Strategic Plan 2018 - 2021



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## MESSAGE FROM THE CHAIR

The next several years are going to be an important time for Career Trek as we do our part to respond to the changing economic, demographic and social circumstances in Manitoba.

According to the Business Development Bank of Canada, strategic planning helps an organization determine exactly where it is going and how it's going to get there. It is a coordinated and systematic way to develop a course and direction for the organization. Ultimately, strategic planning helps us to gauge what Career Trek is, exactly what it does, and why it does it, with a focus on optimizing future potential. Early in 2018, the Board of Directors of Career Trek along with the organization's senior staff, engaged with a contractor to take us through a number of facilitated sessions in order to establish the priorities for our 2018-2021 Strategic Plan.



Through our consultations, it became clear that continuing to ensure access to career development opportunities and supporting our participants to achieve success remains top of mind for all. Our discussions emphasized the importance of growing our programs throughout the province as well as strengthening our partnerships in the various communities and seeking more opportunities for collaboration.

Continued focus on Indigenous programming, assistance for learners transitioning to postsecondary education, and identifying alternative funding opportunities, were recurring themes. We also identified the need to ensure that the staff of Career Trek continue to feel engaged and empowered in their vital roles within the organization.

The strategic priorities outlined in this new Strategic Plan build on the priorities and achievements of the 2016-2018 Strategic Plan. The new goals will assist us in further differentiating ourselves as a career development organization of excellence that helps youth aspire to educational and career success as well as being an Employer of Choice. The four strategic directions of the current plan include: Programming; Human Resources, People and Culture; Growing and Diversifying Revenue Sources; and Partnerships.

The Board of Directors is proud to continue to work with the Staff of Career Trek to ensure Manitoba is a province “where all citizens are able to realize their full educational and career potential.” We will do our best to ensure a stronger, more prosperous Manitoba.

Sincerely,

Barbara Bowen, Chair  
on behalf of the Career Trek Board of Directors



## HISTORY OF CAREER TREK

Do you remember when you were in Grade 12 and you had a family member or friend who repeatedly asked you what you wanted to do when you grew up?

Did you have an answer or were you uncertain?

At Career Trek, we work to diminish uncertainty by providing students as young as 10 with hands-on career experiences in as many as 80 career paths in 17 career fields.

By exposing students to multiple careers, we hope to tap into their potential and passion to pursue post-secondary education. In other words, we work to show students what careers they like and don't like so they'll make informed decisions about their future.

Career Trek is a not-for-profit, charitable organization that began as a pilot project in 1996, founded by Darrell Cole.

Darrell recalls attending a career fair in high school, excited about the opportunities before him, only to find out that he really didn't have the slightest idea what he wanted to do. Darrell's uncertainty is where the concept of Career Trek originated.

Darrell came up with the idea of helping kids gain career clarity by giving them hands-on experience with careers, thus, Career Trek was born!

That was over 20 years ago.

Beginning with a single program, where students began exploring careers at The University of Winnipeg, University of Manitoba, and Red River College, Career Trek now has eight programs, over 20 Management Staff, almost 200 full and part-time staff, and the potential to expand into different national and international markets.

# CAREER TREK VISION AND MISSION

## **Our Vision**

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

## **Our 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 educational success.



# CAREER TREK STRATEGIC PRIORITIES

## **Strategic Priority #1**

Programming

## **Strategic Priority #2**

Human Resources, People and Culture

## **Strategic Priority #3**

Growing and Diversifying Revenue Sources

## **Strategic Priority #4**

Partnerships



## **Strategic Priority #1**

### Programming

- Explore and leverage opportunities to enhance Indigenous programming. The Indigenous community is projected to be the largest component of the Manitoba labour market by 2025. There is a great unmet need for education opportunities for Indigenous Youth.
- To embrace innovation and change; to offer a learning experience that keeps pace with changes in technology and other external influences.
- To provide appropriate care and support services for our students which will help to pave a pathway to successful post-secondary education and ultimately careers.



## Strategic Priority #2

### Human Resources, People and Culture

Create a working environment that creates employee engagement and empowers our employees to thrive in an environment of change, expansion, technological change and emerging client needs:

- Strive to provide ongoing support to our staff by ensuring an inclusive and respectful environment.
- Promote a culture where ongoing innovation and evolution is encouraged.
- Improve talent acquisition and retention.
- Raise awareness of career development.





### Strategic Priority #3

#### Growing and Diversifying Revenue Sources

- Access the available funding opportunities of the federal government that are aligned to Career Trek.
- Improve our potential vulnerability against the threat of provincial government restraints/reductions in spending by setting achievable annual revenue targets.
- Gradually increase the role of research to demonstrate outcomes for funding purposes.
- Significantly grow our revenue sources, in addition to existing funding channels, expand further into business to business partnerships and in attracting fee-paying clients and providing associated services such as consulting.



## **Strategic Priority #4**

### Partnerships

Identify opportunities for new partnerships to leverage available opportunities as career development is becoming increasingly important for/to schools, employers, general public, newcomers, government etc. competing for talent.

There are opportunities with School boards, municipal governments, post-secondary institutions, First Nations Communities and established and emerging industries with a focus being outside of the City of Winnipeg to lessen vulnerabilities for reliance on our current funding resources and partnerships by:

- Aligning initiatives with provincial and federal governments' objectives.
- Increasing Indigenous programming.



## SUMMARY | NEXT STEPS

The Strategic Plan is intended to be a concise, professional document outlining priorities and directions at a high level.

We consider that the Strategic Plan is considered an evolving road map that is periodically re-visited (e.g. annually).

The Strategic Plan provides direction and focus for Management to develop detailed actions/tactics flowing from the Strategic Plan over the next year. Management is responsible to develop the detail and execute on their business operational and financial plans that align with the Strategic Plan directions.

Career Trek is excited and energized about the future opportunities and changes over the next three to five years as we aim higher to get to the next level as an organization.



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