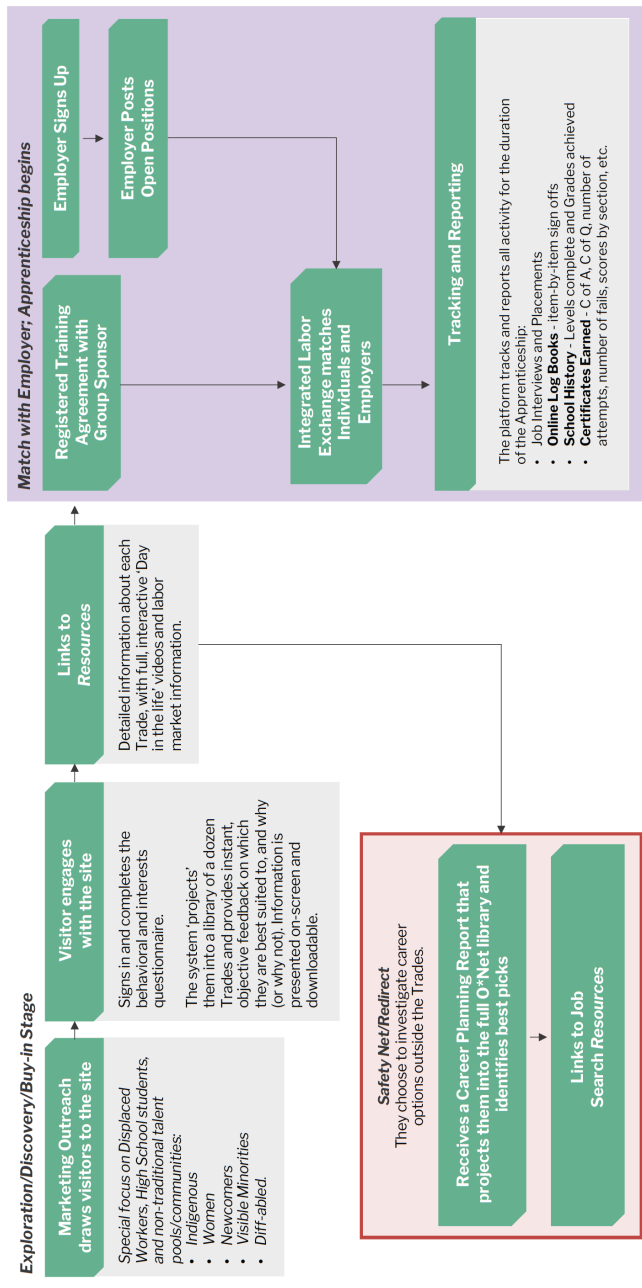


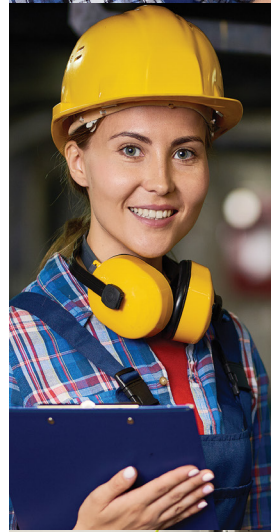
User Journey

(Apprenticeship in Skilled Trades - GSP)

GROUP SPONSOR PROJECT - USER JOURNEY

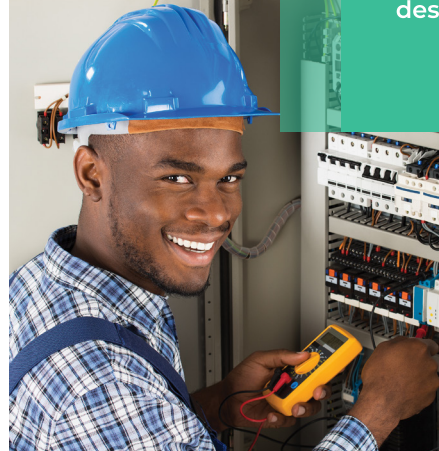


**SUPPORT
ONTARIO
YOUTH**



Group Sponsor Project

Ontario Electrical League is an industry Association with membership of small-mid-sized electrical contractors who were facing desperate skill shortages.



1.800.513.7277
info@fitfirstttech.com
www.jobtimize.com

jobtimize®
 Powered by **FitFirst**
 TECHNOLOGIES
www.jobtimize.com



SUPPORT
ONTARIO
YOUTH

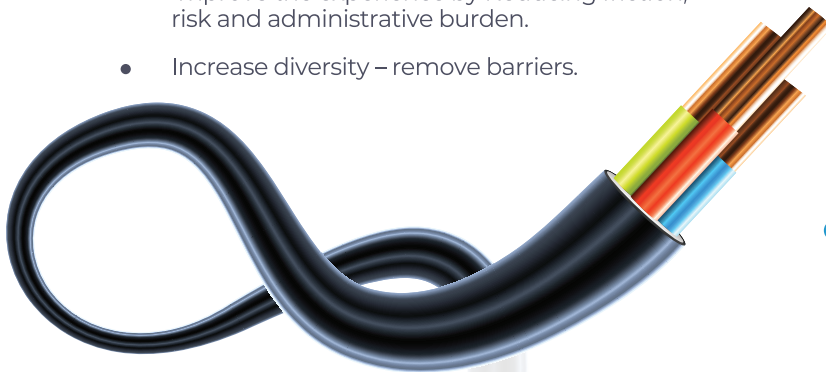
Apprenticeship in Skilled Trades



Ontario Electrical League received a grant to build a new apprenticeship model within an antiquated, deeply flawed framework. They established a not-for-profit (Support Ontario Youth – aka SOY) as a Group Sponsor.

Objectives:

- Boost participation (attract more apprentices and employers).
- Boost completion rates (reduce attrition).
- Improve the experience by Reducing friction, risk and administrative burden.
- Increase diversity – remove barriers.



In the words of the client,



When we leave the résumé out of the first step of the selection process and allow the algorithms to instead identify those with the right aptitude, fit and potential, you can't help but find a bigger, better and more diverse candidate pool"

Approach:

- Put the process online.
- Engaged a marketing company to draw people who were curious about the Trade to a landing page.
- Visitors complete a behavioral questionnaire that gives them immediate, objective feedback on the trades to which they are best suited (and not); then
- Visitors gain access to realistic, informative 'day-in-the-life' resources to help them better understand the realities of the job.
- Those who show interest are engaged in conversation; if they advance, a Registered Training Agreement is issued.
- Employers also sign up on the platform, and the system matches Apprentices with Employers.

Outcomes:

- Consistently hitting 200% of their hiring objectives.
- Satisfaction rates are consistently above 90% (both apprentices and employers).
- Attrition has dropped from mid-40s to 7%.
- 24% of hires comes from populations that had previously faced barriers to entry (Women, Newcomers, Minorities, Indigenous, Diff-abled).