

2019 – 2020

# IMPACT REPORT



This year has been an unprecedented one, with the COVID-19 pandemic impacting all aspects of our lives and work at Skills Canada - Nova Scotia. For the first time ever, we were forced to cancel the Nova Scotia Skills Competition, our premier event. However, thanks to our incredible partners, supporters, and volunteers, we were able to overcome the challenges of the pandemic. We innovated and adapted quickly, with a change of focus to a digital delivery method, and a little creativity we've been able to continue to provide opportunities for Nova Scotian youth to explore skilled trades and technologies.

## IN SCHOOL PROGRAMMING

Discovering Skills:



Essential Skills:



Disability Services:



During the 2019-2020 school year, up until March we were able to deliver in school programming through our traditional methods. In that time frame through *Discovering Skills*, we delivered **147 presentations at 90 different schools** in the province **reaching 5,522 students**. With our Essential Skills Program, we managed to deliver **102 presentations at 45 different schools reaching 2,836 students**. Our programming was also able to reach more underrepresented communities, engaging with **1,299 students with a disability, 1,950 students that identify as a visible minority, and 1,009 indigenous youth**.

## WORKSHOPS & COMPETITIONS

Skilled Futures Workshops:



2020 Nova Scotia Skills Competition:



Until March, we hosted **58 Skilled Futures workshops at 7 separate events, engaging 500 students from 81 different schools**. We also had already **registered 297 competitors for the 2020 NOVA SCOTIA SKILLS COMPETITION** prior to its cancellation.

## INNOVATIVE NEW ONLINE CONTENT

A Skills Chat ft. Small Cat



Meet The Family



The Weekly Essential Skills Show  
ft. Rowan and Ethan



With safety being our top priority in 2020, we shifted our focus to online content. We created three brand new web series: *A Skills Chat featuring Small Cat*, *Meet the Family* – an alumni focused web series, and *The Weekly Essential Skills Show ft. Rowan and Ethan*. Across all platforms, the three series (30 total videos) have **reached an estimated ~153,000 feeds, and have been watched ~71,000 times**.

## SOCIAL MEDIA

This year with our shift to a digital focus we were able to reach more people than ever before with our social media content. With all of our newly developed content, we managed to connect with over **721,000 people** across our social media platforms.



Total Followers  
**2,643**  
Total Impressions:  
**476,390**  
Total Engagements:  
**26,658**



Total Followers:  
**1,564**  
Total Impressions:  
**117,000**  
Total Engagements:  
**1,368**



Total Followers:  
**1,822**  
Total Impressions:  
**122,062**  
Total Engagements:  
**2,230**



Total Followers:  
**292**  
Total Impressions:  
**5,774**  
Total Engagements:  
**340**

## OUR 2019 – 2020 PARTNERS

### PRESENTING PARTNERS



### PLATINUM PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS

Canadian Coast Guard College (Cape Breton)  
CARSTAR Canada  
Faculty of Engineering at Dalhousie University  
Irving Shipbuilding

Kent Building Supplies  
Maritimes & Northeast Pipeline (M & NP)  
Milwaukee Tool (TTI Group)  
Nautical Institute | NSCC

Nova Scotia Construction Sector Council  
THRSC (Trucking Human Resources Sector Council) Atlantic  
WISE (Women in Science and Engineering) Atlantic  
Workers' Compensation Board of Nova Scotia

### BRONZE PARTNERS

Acadia University  
Carpenter Millwright College (CMC) – Nova Scotia  
Coast Tire & Auto Service  
Construction Association of Nova Scotia  
COVE (Centre for Ocean Ventures & Entrepreneurship)  
CWB Welding Foundation  
Encana  
Fix Automotive Network  
Florcor  
Graybar Canada  
IBEW Local 1852

L.E. Cruickshanks Sheet Metal  
LKQ Corporation  
Lockheed Martin  
McCORDICK (A Bunzl Company)  
Merit Contractors  
Mulgrave Machine Works (MMW)  
Nova Scotia – Joint Apprenticeship Training Committee (UA & Contractors)  
Nova Scotia Pipe Trades  
Nova Scotia Sprinkler Systems Joint Apprenticeship Training Fund  
O'Regan's Automotive Group  
Rexel

Russel Metals  
Stellar Industrial Sales  
Shaw Brick (The Shaw Group)  
The Stone Depot  
ToromontCAT  
Truro & Colchester Partnership for Economic Prosperity  
UA Local 56 (United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting)  
Velocity Machining & Welding (VMW)