



# Outreach Report

Outreach Activities for Youth in Canadian Aviation and Aerospace



## Interviews with Experts

- Manitoba Cluster Outreach Development – Barbara Bowen
- Montreal Cluster Outreach Development – Marie- Josee Kasparian
- New Cyber-Security Technologies in Aviation – Marc Fricker
- Air Cadets of Canada – Sarah Matresky Executive Director



## Outreach Resource Inventory

- Career Fairs and Open Houses
- Career Websites
- Scholarships, Endowments and Contests
- High School Programs – AAOP, Ready to Fly
- Popular Culture: Ice Pilots, MayDay

## Outreach Resource Inventory

- Specialist High Skills Majors, SHSM, in Ontario for Aviation & Aerospace
- Canadian Forces Initiatives
- Achieve Anything Foundation
- Aviation and Aerospace Technical Trade Schools in Canada
- Further Avenues of Outreach

## Career Fairs and Open Houses

- University of Moncton Career Fair
- AeroMontreal Projects
- Manitoba Aerospace Week
- Aviation and Aerospace in Manitoba Day – Learning experiences for students in Grade 6
- COPA Dreams of Flight – Winnipeg
- Girls in Aviation Day
- Manitoba Space Adventure One week camp at U of M Engineering Building
- AAA Recruitment
- Wings Magazine's Careers in Aviation Toronto and Calgary Job Fairs
- British Columbia Aviation Council
- Space Day in Quebec

## Career Fairs and Open Houses

- ENA Open Houses
- ETS in Montreal
- AME Conferences
- Air Cadet Events
- ADSE Career Fair
- Skills Canada Events
- IAMAW Events
- CAF Events
- PAL Kite Day on the East Coast
- SWILP Partner Conferences
- Canadian Space Agency
- Regional Airshows such as the Annual Vintage Wings Airshow in Gatineau, or CFB Bagotville

## CCAA Youth Programs - 1995

- High school programs
- Air cadet league partnership
- Supported career day events
- Produce and distribute career information

## CCAA Outreach Resources

- Aviation & Aerospace Orientation Program, AAOP
- Online materials for AAOP - IMLT
- Logbooks 2-6, and 7-8 (One and Two)
- Essential Skills books



# Aviation & Aerospace Orientation Program



# Aviation & Aerospace Orientation Program



## CCAA Outreach Resources

- Careers in Aviation and Aerospace Book
- Aviation Career Videos (online and CDs)
- Networks through groups such as ACADA, CAMAQ, OAC, NATA, AeroMontreal, Manitoba Aerospace, AIAC, AIAC-Pacific, ATAC, etc.

## Social Media & Magnet

- CCAA is implementing Magnet, a social innovation network founded by Ryerson University bringing together educators, government, labour, not-for-profits and industry sectors
- 30 plus educators, 90,000 job seekers, and 9,000 employers – so far
- Real-time LMI, matches employers to job-seekers

## Social Media & Magnet

- Finds gaps between employers' needs and individuals' skills sets
- Directs to training and re-training in specific industries
- CCAA is fronting the roll-out to the aviation and aerospace sector
- Webinar for employers and organizations in late November 2017



# Canada Wide Aviation Day

## Aviation and Aerospace Outreach Panel

- Barbara Bowen; Special Programs Manager, Manitoba Aerospace
- Marie-Josée Kasparian; Director – Strategic Planning, Financing and Workforce, Aero Montreal
- Scott Lawson; Special Projects and Event Management, Air Cadet League of Canada