

“More than Hammers & Nails”

Deconstructing Stereotypes in Construction

Agenda

- Stereotypical Messages

- History Lessons

- Ancient Times
- Middle Ages
- Industrial Period
- Late 1900s
- 2000s
- Skilled Trades Today (video)
- Manitoba Labour Market (2014 – 2020)

- MCSC's Role

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- TradeUp Manitoba Website
- YouTube Channels
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- Social Media
- MCSC Project Activities (2015 – 2016)
- Questions
- Evaluation & Handouts
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STEREOTYPICAL MESSAGES

Trades are
physically
demanding!

Construction is
a dirty job!

Trades are not
for men!

He's going
with...

You can't make
a good salary in
construction!

He's not smart
enough for
university, so...

Ancient Times



Source: <http://www.history.com/news/history-lists/11-things-you-may-not-know-about-ancient-Egypt>;
<http://quatr.us/greeks/economy/>

Did You Know?

- In Ancient Egypt, construction workers were a mix of skilled artisans and temporary hands who took great pride in their craft. Being honoured for their work, many pyramid builders were buried near the pyramids.
- In Ancient Greece, construction workers, including teachers, doctors, etc. were slaves of free people (until the Archaic period).

Source: <http://www.history.com/news/history-lists/11-things-you-may-not-know-about-ancient-Egypt>; <http://news.discovery.com/history/ancient-egypt/pyramids-tombs-giza-egypt.htm>; <http://www.historyforkids.org/learn/greeks/people/slaves.htm>

Middle Ages



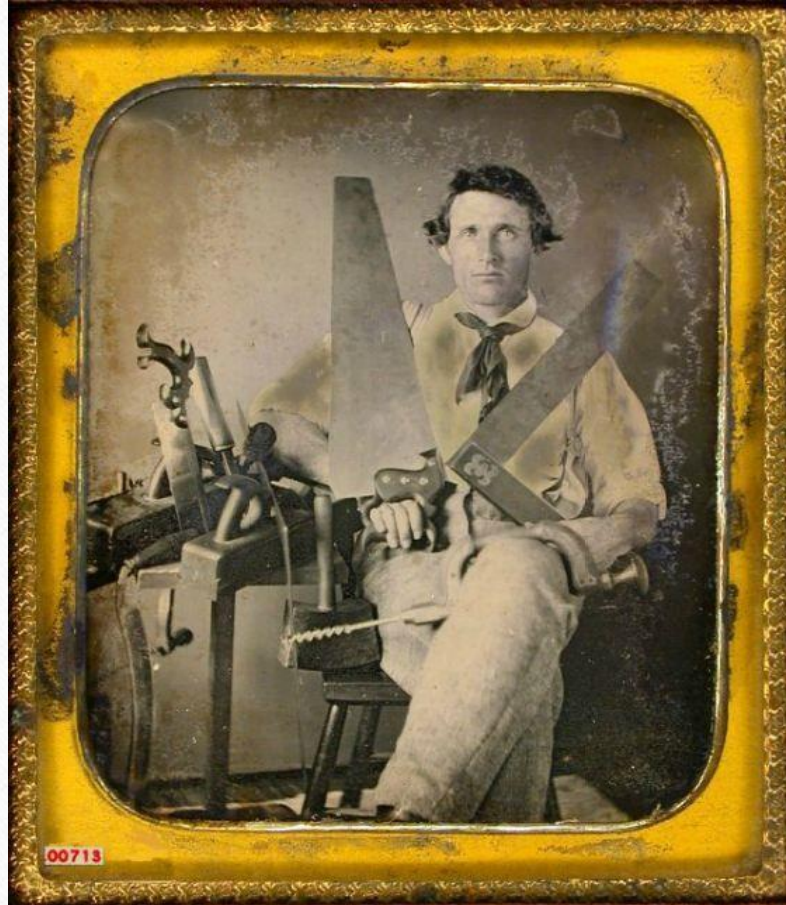
Source: http://shissem.com/Hissem_Thomas_Heysham_Line.html

Did You Know?

- In the Middle Ages, there were two types of apprenticeship.
 - An **instructional form** that began in guilds and was practiced by wealthy merchants, professionals, and artisans.
 - An **economic form** where modest artisans and small landholders apprenticed or contracted out their children to families for financial reasons.
- Regardless of the 'form' of trades training, economics and education played an important role!

Source: <http://www.encyclopedia.com/topic/apprenticeship.aspx>

Industrial Period (1760 -1840)



Source: <http://www.artofmanliness.com/2014/11/24/reviving-blue-collar-work-5-benefits-of-working-in-the-skilled-trades/>

Did You Know?

- The introduction of machines changed our lives. It meant that both skilled workers (machinists and engineers) and unskilled workers were needed to build cities and the economy.
- As a result, apprenticeship became important as trade unions grew to ensure quality standards.
- Also, schools began to offer various apprenticeship programs.

Source: <http://www.britannica.com/EBchecked/topic/30748/apprenticeship>

Late 1900s



Source: <http://www.artofmanliness.com/2014/11/10/reviving-blue-collar-4-myths-about-the-skilled-trades/>

Did You Know?

- After WWII, the U.S. government offered veterans the opportunity to pursue post-secondary education for free!
- The rest of society saw a college degree as a way to improve their lives financially and socially.
- “Even teachers and counsellors guided the best and brightest students towards prestigious 4- year institutions while shuttling poorer performing students towards tech or vocational schools.”

Source: : <http://www.artofmanliness.com/2014/11/10/reviving-blue-collar-4-myths-about-the-skilled-trades>

2000s



IN 1977, THIS POSTER WAS HANGING IN MY GUIDANCE COUNSELOR'S OFFICE. I THINK IT'S QUITE POSSIBLY THE WORST ADVICE I'VE EVER SEEN. I HATED IT SO MUCH, I CHANGED IT.

- Mike Rowe, Dirty Jobs

Did You Know?

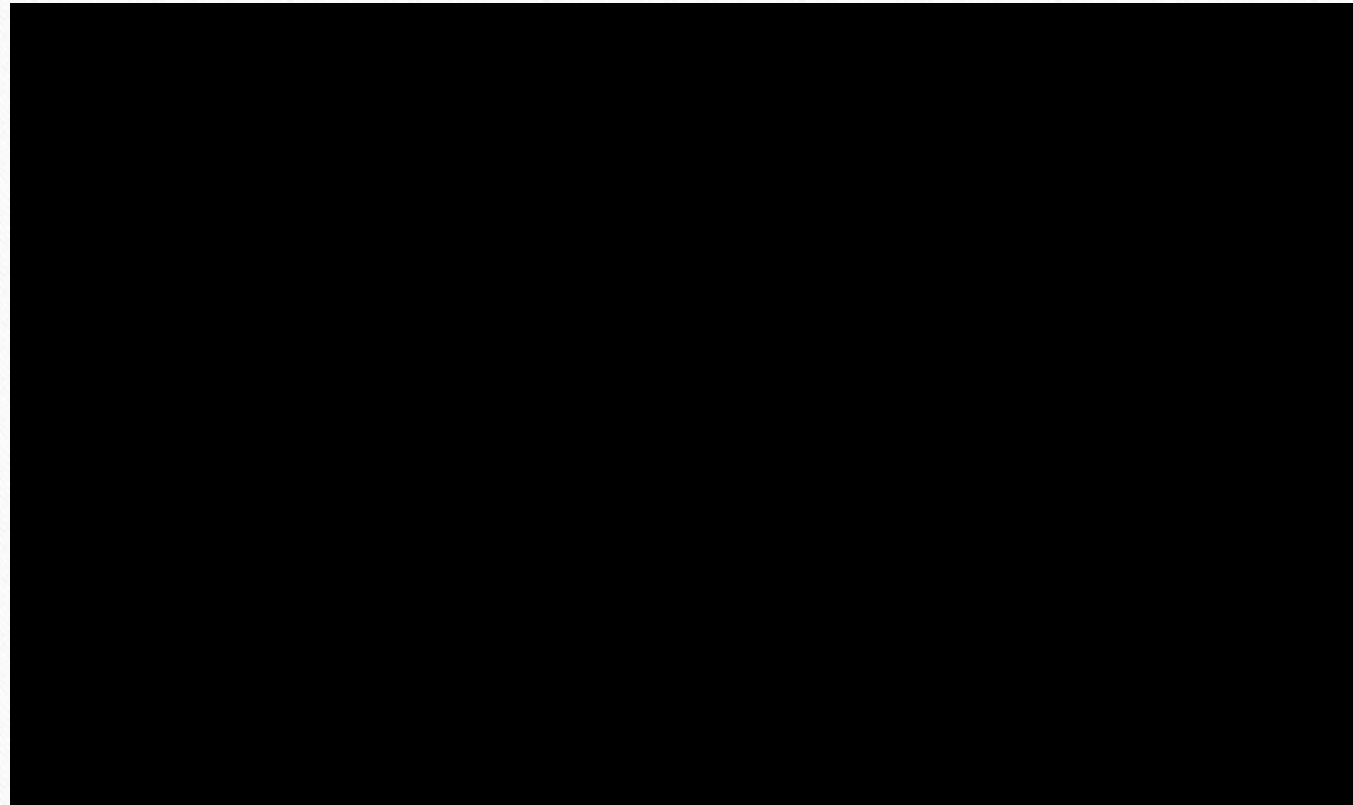
- Actually, it is very common for skilled tradespeople to use technology in the workplace.
- For example:, **automotive service technicians** rely on computers to diagnose and repair the brake system before they work under the hood (CBC article Nov. 11, 2013)

Other examples of technology in the trades include:

- **3-D technology and Simulations**
- **AutoCAD (computer-aided design) software**
- **Diagnostic equipment**
- **Tablets and mobile devices**

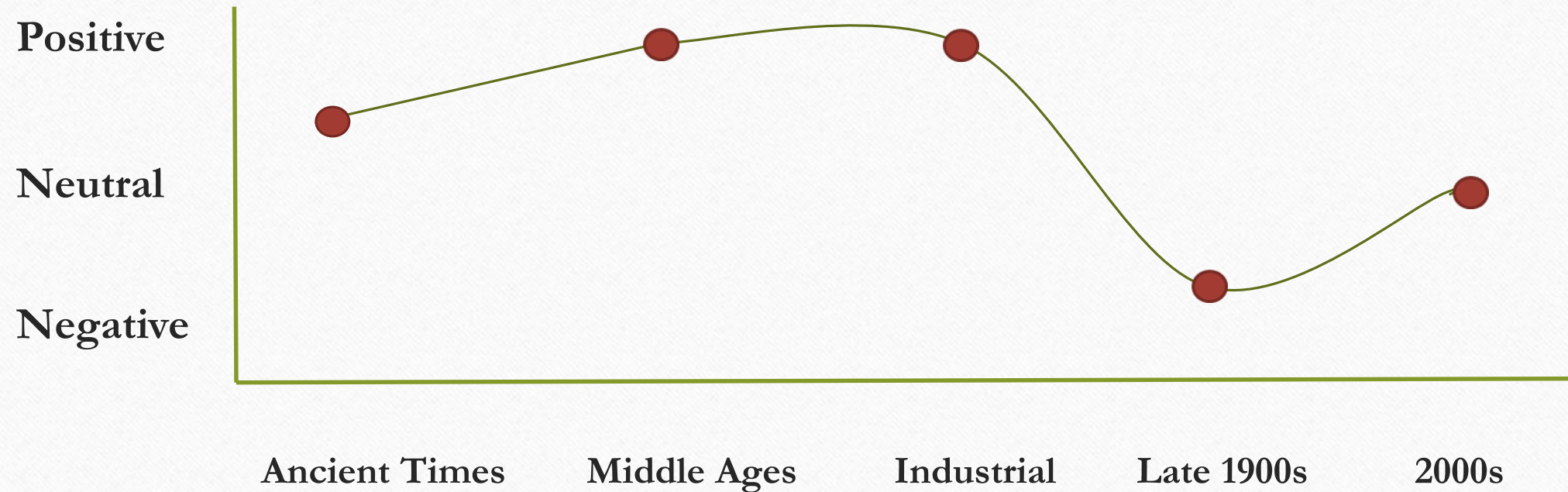
Source: www.mining.com article Technology changing the nature of the skilled trades- March 28, 2013)

Skilled Trades Today



Source: MCSC: Your Life's Work, 6:51

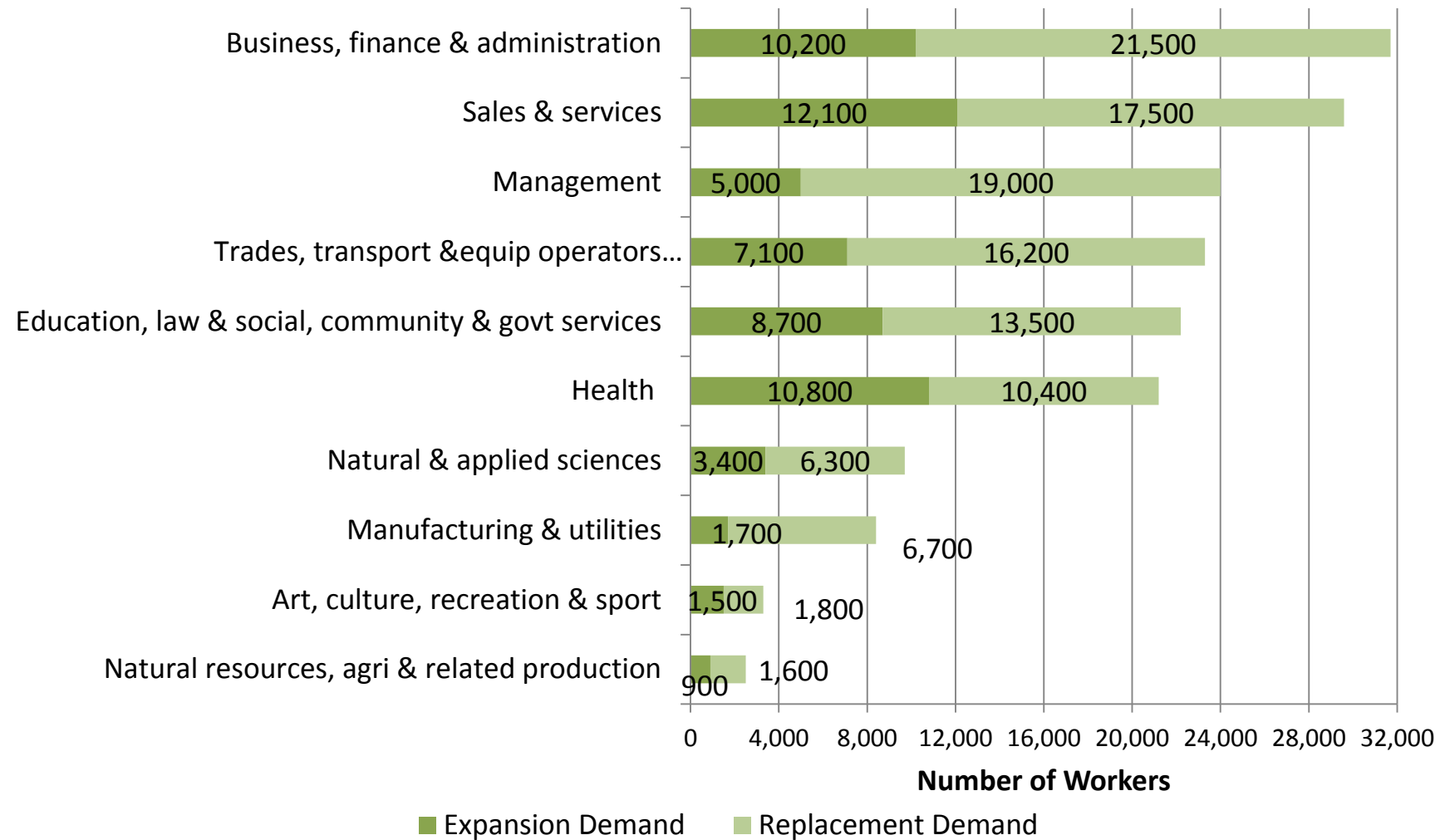
Perceptions of Construction Over Time



Manitoba's Labour Market (2014 – 2020)

- On November 4, 2014, members of the Labour Information Unit-Policy, Planning and Coordination (Manitoba Jobs and the Economy) shared the following statistics at the Career Development PLG.

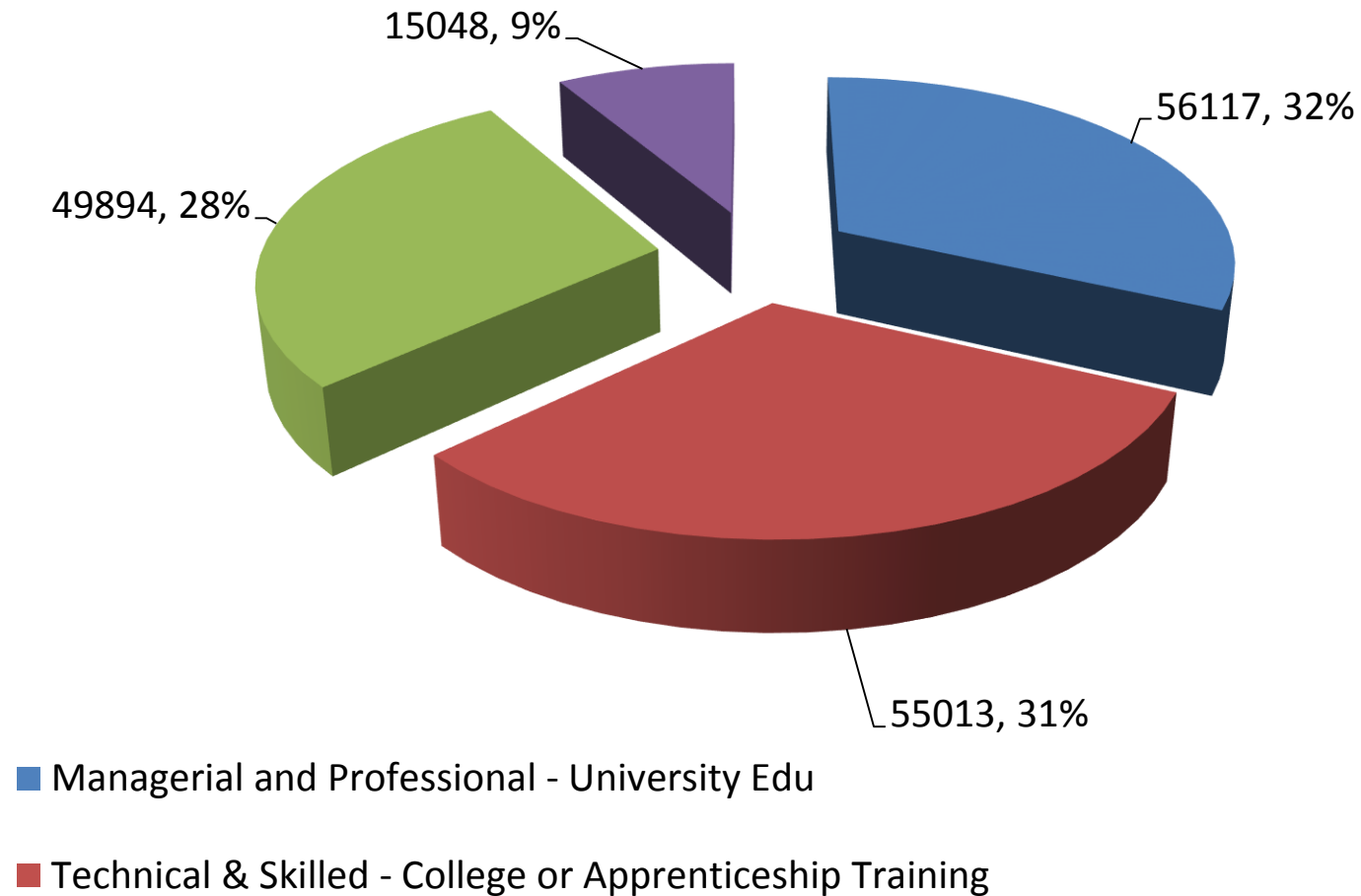
Job Openings: Source of Demand



Job Openings: Detailed Occupational Groups

NOC 0: Management Occupations	
Managers in agriculture, horticulture and aquaculture	5,105
Retail and wholesale trade managers	3,965
Legislators and senior management	2,431
Managers in construction and facility operation and maintenance	1,802
Administrative services managers	1,663
NOC 7: Trades, Transport and Equipment Operators and Related Occupations	
Motor vehicle and transit drivers	3,619
Machining, metal forming, shaping and erecting trades	2,234
Machinery & transport equip mechanics (except motor vehicle)	2,079
Electrical trades; electrical power line & telecomm workers	1,734
Carpenters and cabinetmakers	1,712

Job Openings by Skill Requirements



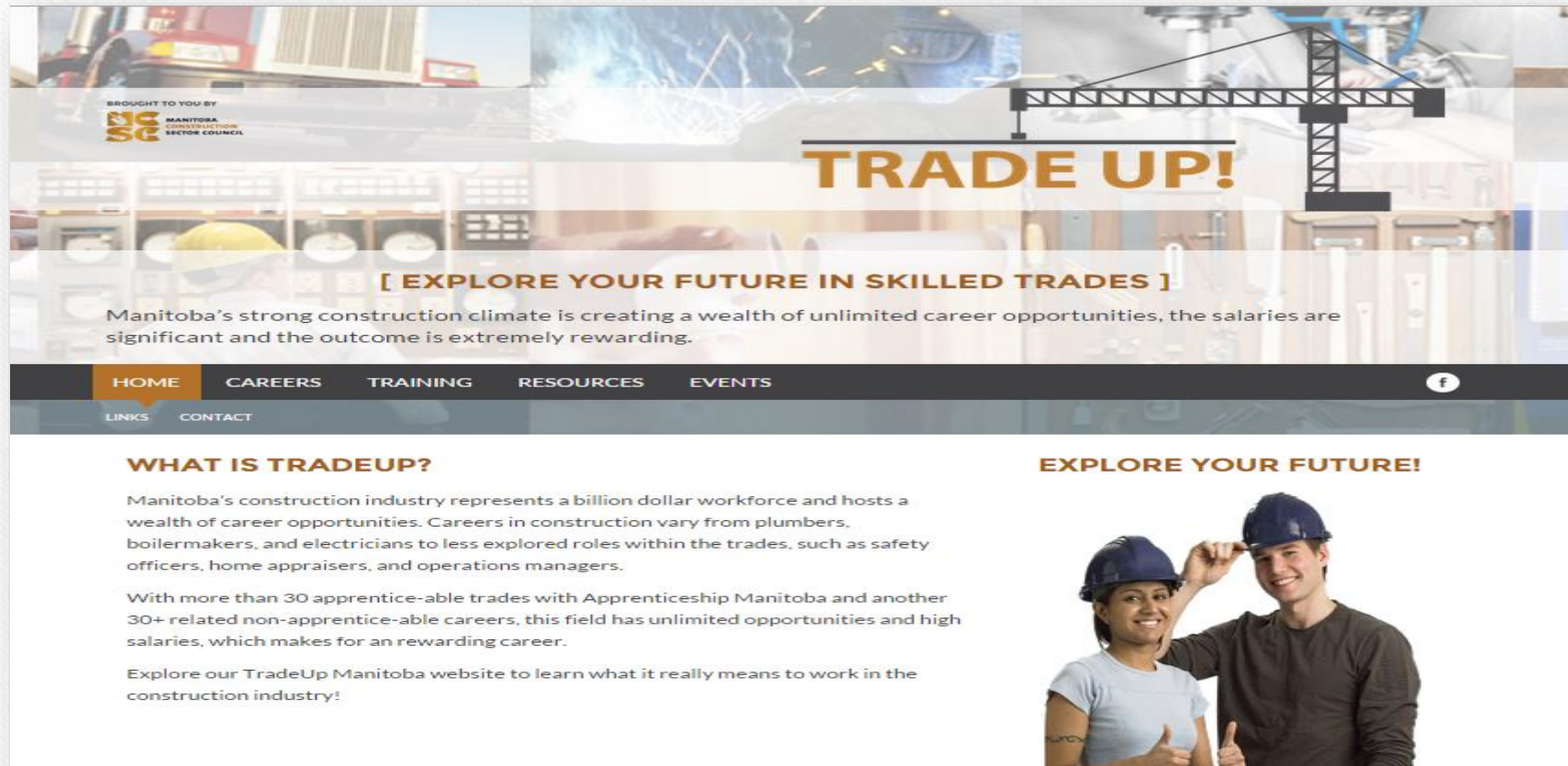
MCSC's Role

- Manitoba Construction Sector Council (MCSC) is provincially mandated to promote awareness of construction careers, as well as provide education and training to the construction industry.

Resources

- TradeUp Manitoba website
- YouTube Channels: MCSC and TradeUp Manitoba
- Additional Career Videos
 - CareerTrek BC,
 - Canadian Welding Association (CWA)
 - Techsploration (Nova Scotia), and
- Board Members: Five Associations
- Social Media: MCSC and TradeUp Manitoba on FaceBook

tradeupmanitoba.com



The screenshot shows the homepage of the TradeUp Manitoba website. The header features a collage of construction-related images including a fire truck, a crane, and a construction worker. The main heading "TRADE UP!" is prominently displayed in large, bold, orange letters. Below this, a sub-heading "[EXPLORE YOUR FUTURE IN SKILLED TRADES]" is shown in a smaller, bold, orange font. A paragraph of text describes the construction climate in Manitoba. A navigation bar with a dark background contains links for HOME, CAREERS, TRAINING, RESOURCES, and EVENTS. Below the navigation bar, the page is divided into two columns. The left column is titled "WHAT IS TRADEUP?" and contains three paragraphs of text. The right column is titled "EXPLORE YOUR FUTURE!" and features a photograph of a smiling man and woman wearing hard hats.

BROUGHT TO YOU BY
DS SC MANITOBA
CONSTRUCTION
SECTOR COUNCIL

TRADE UP!

[EXPLORE YOUR FUTURE IN SKILLED TRADES]

Manitoba's strong construction climate is creating a wealth of unlimited career opportunities, the salaries are significant and the outcome is extremely rewarding.

[HOME](#) [CAREERS](#) [TRAINING](#) [RESOURCES](#) [EVENTS](#)

[LINKS](#) [CONTACT](#)


WHAT IS TRADEUP?

Manitoba's construction industry represents a billion dollar workforce and hosts a wealth of career opportunities. Careers in construction vary from plumbers, boilermakers, and electricians to less explored roles within the trades, such as safety officers, home appraisers, and operations managers.

With more than 30 apprentice-able trades with Apprenticeship Manitoba and another 30+ related non-apprentice-able careers, this field has unlimited opportunities and high salaries, which makes for an rewarding career.

Explore our TradeUp Manitoba website to learn what it really means to work in the construction industry!

EXPLORE YOUR FUTURE!



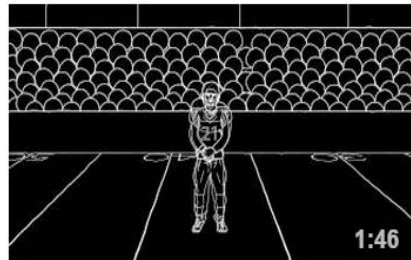
YouTube Channel: TradeUpManitoba



- Eric Rehume



- Stephanie's Story



- James Murphy



- Women in Construction

Videos: CareerTrek BC

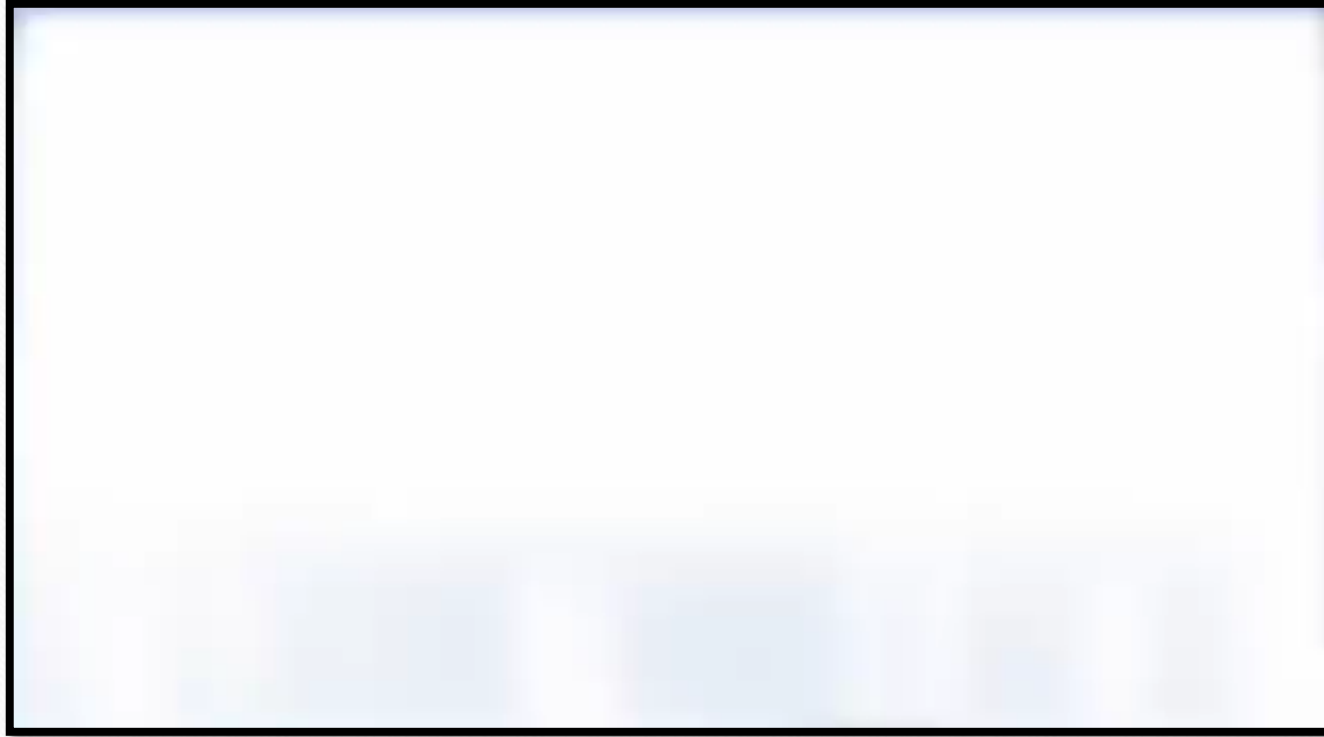
Apprenticeship-able Trades

- Carpenter Foreman
- Electrician
- Heavy Duty Equipment Mechanic
- Instrument Mechanic
- Ironworker
- Landscape Horticulturalist
- Machinist
- Pipefitter
- Refrigeration & Air Conditioning Mechanic

Non-Apprenticeship-able Trades

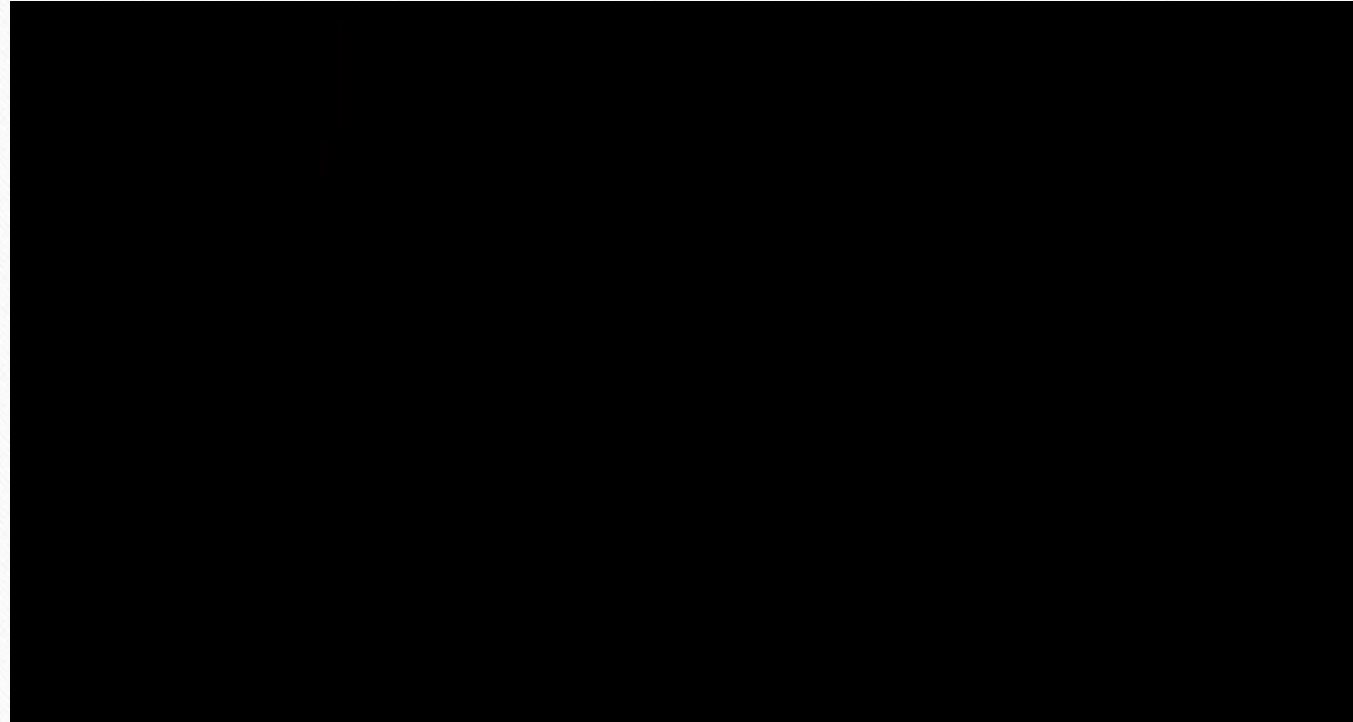
- Building Inspector
- Civil Engineer
- Community Planner
- Designer, Furniture maker
- Facility Operator
- Land Surveyor
- Lead hand-Warehouse Department
- Mine Manager
- Realtor
- Truck Driver
- Well Site Supervisor

Electrician



Source: : [CareerTrek BC](#), 4:57

CWA Video: Female Welder, Manitoba



Source: CWA Careers in Welding, 56 secs

Videos: Techsploration

Apprenticeship-able Trades

- Carpenter
- Electrician
- Heavy Duty Technician
- Pipefitter
- Welder

Non- Apprenticeship-able Trades

- Drilling Engineer
- Landscape Architect
- Power Engineer
- Safety Advisor
- Technical Manager

Jen Willis: Heavy Duty Technician



Source: [YouTube](#), 2:28

Board Members: Associations

Construction Association of Rural Manitoba

Telephone: (204) 727-4567

Email: carm@wcgwave.ca

Manitoba Home Builders' Association

Telephone: (204) 925-2560

Email: info@homebuilders.mb.ca

Manitoba Heavy Construction Association

Telephone: (204) 947-1379

Email: info@manitobaheavy.com

The Manitoba Building & Construction Trades Council

Telephone: (204) 956-7425

Email: office@mbctc.mb.ca

Winnipeg Construction Association

Telephone: (204) 775-8664

Email: wca@winnipegconstruction.ca

Social Media

For Teachers

- www.mbcsc.com
- <https://www.facebook.com/ManitobaConstructionCouncil>

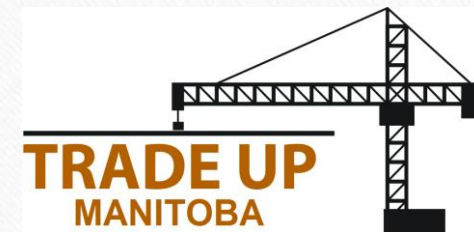


**MANITOBA
CONSTRUCTION
SECTOR COUNCIL**



For Students

- www.tradeupmanitoba.com
- <https://www.facebook.com/TradeUpMB>





Meet Karl

Project Activities



Meet Lisa

- Develop and pilot interactive, on-line 3D Job Profiles for 44 trades
- Develop and pilot an on-line, interactive activity (First Day at Work) to allow students to understand what it means to work in construction and encourage further career exploration
- Interview and film 16 tradespeople at work to create video clips for educational purposes
- Continue to deliver school presentations and attend career fairs to promote careers in construction

Image Source: http://www.learntheworkplace.ca/en/lesstwo_3.html

Questions?

Evaluation & Handouts

Contact Us

James Murphy

Workplace Development Coordinator

1000 Waverley Street

Winnipeg, MB R3T 0P3

T: (204) 272 – 5093

E: jmurphy@mbcsc.com

La Donna Ogungbemi-Jackson

Director of Education and Training

1000 Waverley Street

Winnipeg, MB R3T 0P3

T: (204) 272 – 4595

E: logungbemi@mbcsc.com