



Employee Attraction

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Project Status Report

The initial Phase 1 program for Employee Attraction and Retention has come to an end. Phase 1 consisted of assessing public and industry opinion of careers in the pipeline industry as well as how we currently attract people to our industry.

Specific initiatives included:

1. Online Survey of People currently within the industry (851 participants)
2. Focus Group Assessment – Calgary, Edmonton & Montreal
3. Survey of Current industry Best Practices for Recruitment
4. CEPA Foundation Member input via two working group assessments facilitated at CEPA Foundation Conferences

Phase 2 Program Overview

Phase 2 of the Employee Attraction and Retention initiative consists of the following initiatives:

- 1. Participation in Career Fairs** – This is being done in collaboration with YPAC. In 2016, two(2) events were attended by CEPA Foundation/YPAC members. One was held at the U of A and one was held at SAIT. Factsheets on various CEPA and YPAC initiatives and were distributed.
- 2. Speaker Series** - We are currently working on developing key messages and speaking materials to initiate speaking events, which will be targeted to commence in Q4-2016. The objective here is to have CEPA Foundation member company representatives available to present on the career opportunities in the pipeline industry to schools and other similar forums. It would be targeted at any organization or group that wants to learn more about working in our industry.
- 3. Provide support to University and Trade school Pipeline Engineering Programs** - Identify Universities and trade schools in Canada that currently have pipeline education programs of various types and implement support to these institutions to help attract people to their programs in addition to helping to make these programs more effective. (development of course content, funding Capstone projects, internships, scholarships, etc.)

Current Activities and Call for Support

The work group current activities include the following:

1. Continued attendance at career fairs. Please let us know of any career fairs in your region where the Foundation/YPAC presence would add value.
2. With the cooperation of the Communications work group we will be developing materials for our speaker series which will be targeted at schools. We are looking for more volunteers to help develop and deliver this program.
3. Our initial activity on Support to Universities and Trade School pipeline programs is to identify all the institutions that have or are planning to offer education directly related to pipeline engineering, construction or operations. Kim McCaig has already initiated the support of U of A , U of C and UBC as well as SAIT and NAIT. Our desire is to discover and focus on institutions that are not yet directly participating with the Foundation.