

ATTRACTION, RECRUITMENT, RETENTION:

Establishing an HR Strategic Partnership between
Coast Forest Products Manufacturers and BCIT
— Executive Summary

Prepared for CFPA



April 15, 2009



SCHOOL OF CONSTRUCTION
AND THE ENVIRONMENT
bcit.ca/construction

Forest Products Manufacturing in BC

Workforce Challenges:

- Aging Demographics
- Shrinking Labour Pool
- Increasing Need for Knowledge-Based Workforce in a Value-Driven Economy

Opportunities for Growth

... in higher skill, more innovative and higher margin activities paving way for product differentiation and niche strategies.

Workforce Needs Have Changed ... and Will Continue to Change!

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Within the Coast Industry,
Firms Have Varying Needs



How can BCIT serve CFPA's Coastal Member Companies?



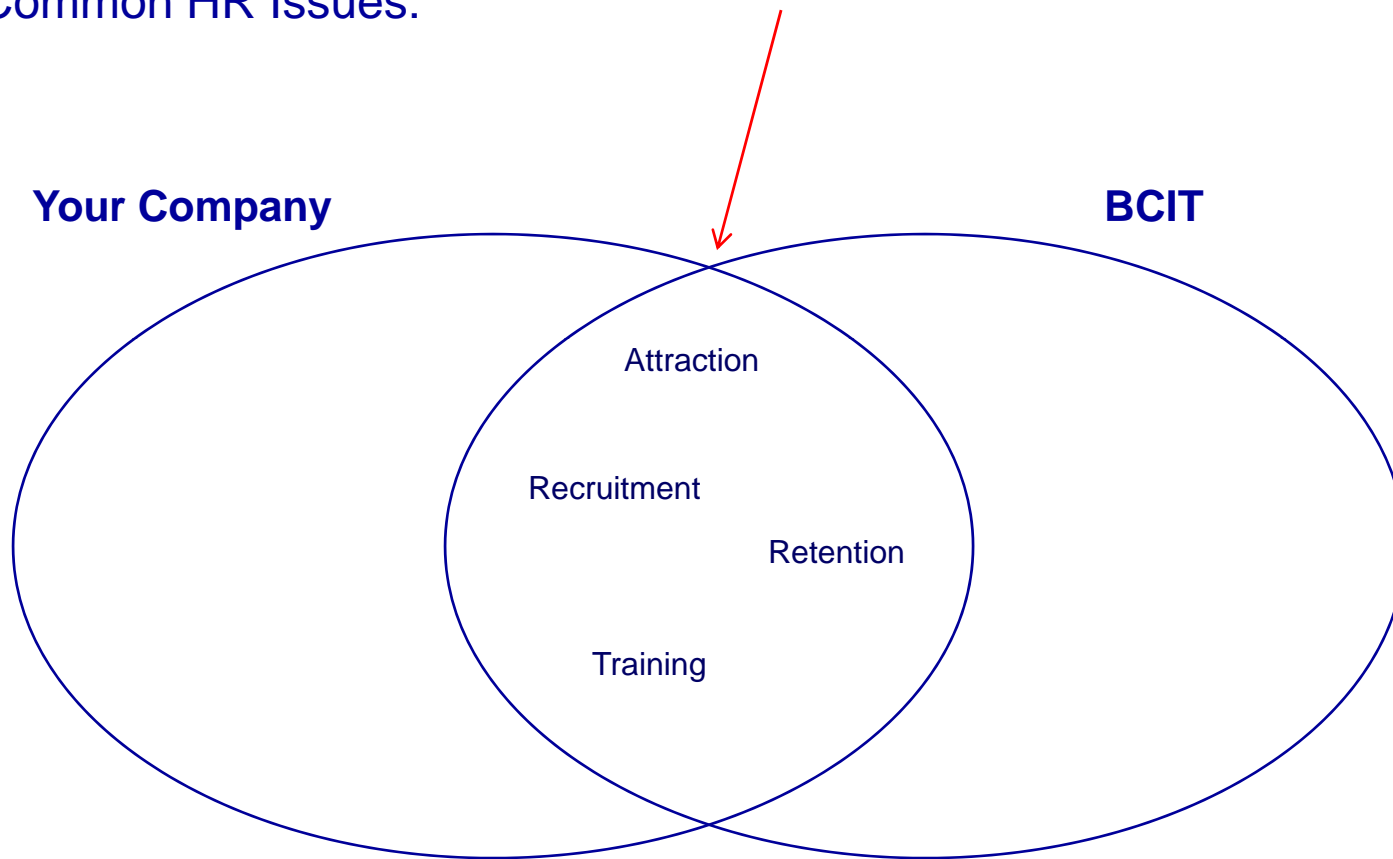
Prepared for Discussion with Coast Forest Products Association



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Some Common HR Issues:

BCIT Can Add Value to Your Operations!



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BCIT is in the Business of Enhancing Workforce Productivity!

Our Commitment to You

Existing Workforce:

- On-site, immediate productivity gains
- Distance learning, broadening employees' skills base & minimizing cost to company
- On-campus learning & networking

Potential New Recruits:

- BCIT trains the industry's future workforce
- Multidisciplinary, sectoral approach to training
- BCIT supports a 'wood first' culture

Workforce Planning & Development:

- Close working relationship with industry and companies
- Senior management inputs into planning 'industry level' future workforce
- Advance the state-of-practice
- Attract 'best in world' talent from a global population

BCIT at a glance

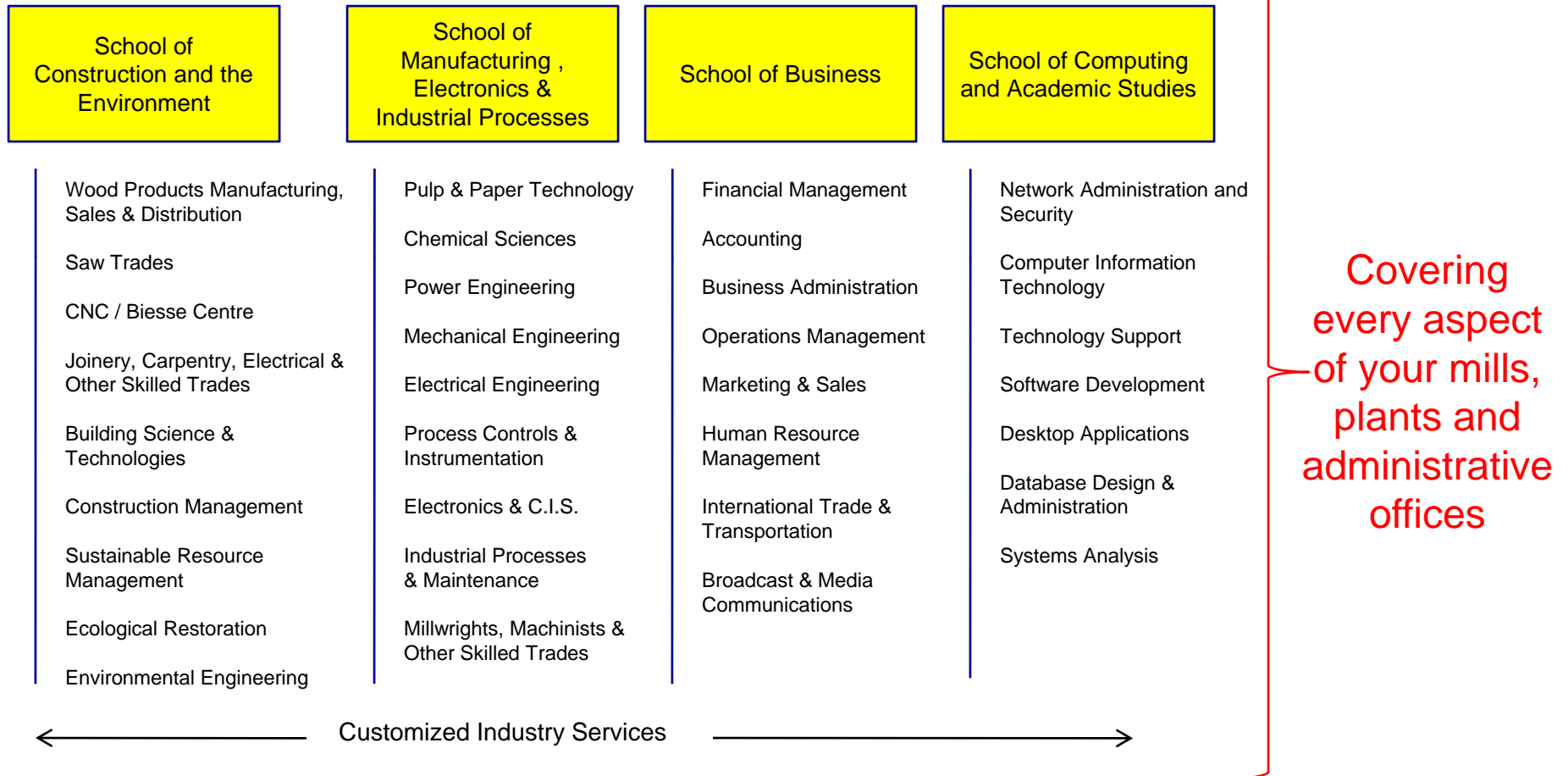
Most of BCIT's programming and services for the wood products industry reside in four schools:

- Construction and the Environment
- Manufacturing, Electronics & Industrial Processes
- Business
- Computing & Academic Studies

Providing Opportunities for
Lifelong Learning
and Career Development
for BC's Forest Sector
Workforce

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Overview of BCIT's Forest Sector Programs (partial list)



BCIT's Forest Sector Programs & Services: Three Highlights

Industrial Wood Processing & Management (IWPM)

- Online-Driven, Blended Model of Training Delivery
- Convenient, Cost-Effective & Flexible
- Training is accessible to the communities where manufacturing takes place!

Sustainable Resource Management (SRM)

- Also an Online-Driven, Blended Model of Training Delivery
- Forest Management Diploma Graduates are Eligible to Apply for RFT Registration through ABCFP!

Attraction, Recruitment, Retention (ARR)

- A strategic alliance with forest sector employers to help train and retain your best people
- Upgrade and broaden employees' skills to help drive the upturn
- BCIT takes an active, and pro-active, role on some longstanding issues such as Attraction, Recruitment and Retention.

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To follow up on what BCIT can do for your company,
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