



Strengthening the Red Seal Program

Ensuring the Relevance of the Red Seal

Request for participation: Strengthening the Red Seal initiative

Dear Sir or Madam,

The purpose of this letter is to provide some background on the Strengthening the Red Seal initiative, the projects currently underway, and to request your support and participation in these projects.

Over the past three years, the Canadian Council of Directors of Apprenticeship (CCDA) has been engaged in the Strengthening the Red Seal initiative, which is designed to strengthen the Red Seal standards and certification program by exploring enhanced forms of assessment. The concepts that underpin the initiative are informed by international best practices with input and participation from industry to ensure that the Red Seal Program maintains its status as the industry-accepted standard for competency in the skilled trades in Canada.

The CCDA has not been doing this work alone. Over the past 18 months, the CCDA met with more than 300 individuals in face-to-face consultations to inform them about the Strengthening the Red Seal initiative and to collect their ideas and input. In addition, the CCDA hosted an online survey that collected input from more than 1300 representatives from the trades, employers, educators and labour. Finally, the CCDA sponsored pilots in four provinces to test enhanced forms of assessment beyond the current multiple-choice examination, and learned first-hand about the challenges and opportunities involved.

The consultation approach marked the most significant outreach to stakeholders in the CCDA's history. A final report summarizing the input and key learnings from both the national consultations and pilots will be available shortly.

The CCDA has developed next steps in the Strengthening the Red Seal initiative based on input and feedback received during the consultations and pilots.

A CCDA Taskforce has been formed to oversee the next phase of the Strengthening the Red Seal initiative. Over the next 12 months, the CCDA will explore models of occupational standards that can provide consistent, industry-defined standards of competency and that support, among other things, the development of assessment tools beyond the current multiple-choice examination. In addition to written examinations, these tools could include practical assessments, portfolios of evidence and interviews with subject matter experts trained in assessment.



As well, a number of stakeholders raised concerns about costs associated with enhanced forms of assessment, and the CCDA is now undertaking a Cost Analysis that will compare current costs to costs associated with other models. The CCDA is also undertaking a Feasibility Study to investigate the opportunities and barriers that exist in each jurisdiction that could potentially impact the delivery of enhanced assessments.

The CCDA is committed to keeping its partners and stakeholders informed about the progress on the Strengthening the Red Seal initiative, and continuing to find ways to collect their input. Over the coming months, you may be contacted to provide information as part of the Enhanced Standards Research, Cost Analysis or Feasibility Study, by either one of the external consultants contracted to perform that work (WDM Consultants - Enhanced Standards Research, or MNP - Cost Analysis) or a Taskforce representative.

We are counting on your participation and willingness to share your knowledge for either or all of these projects.

If you have any questions regarding the Strengthening the Red Seal initiative, please contact one of the Taskforce co-chairs:

- Jeff Nugent can be reached at jnugent@itabc.ca, and
- Josée Landry can be reached at josee.landry@hrsdc-rhdcc.gc.ca.

Additional information on the Red Seal Program or the CCDA can also be found on the Red Seal website at www.red-seal.ca.

Thank you for your continued interest in the Strengthening the Red Seal initiative.

Kevin Evans, Chair

Canadian Council of Directors of Apprenticeship