

YOUR GUIDE TO CAREER COLLEGES ■ SPRING 2012

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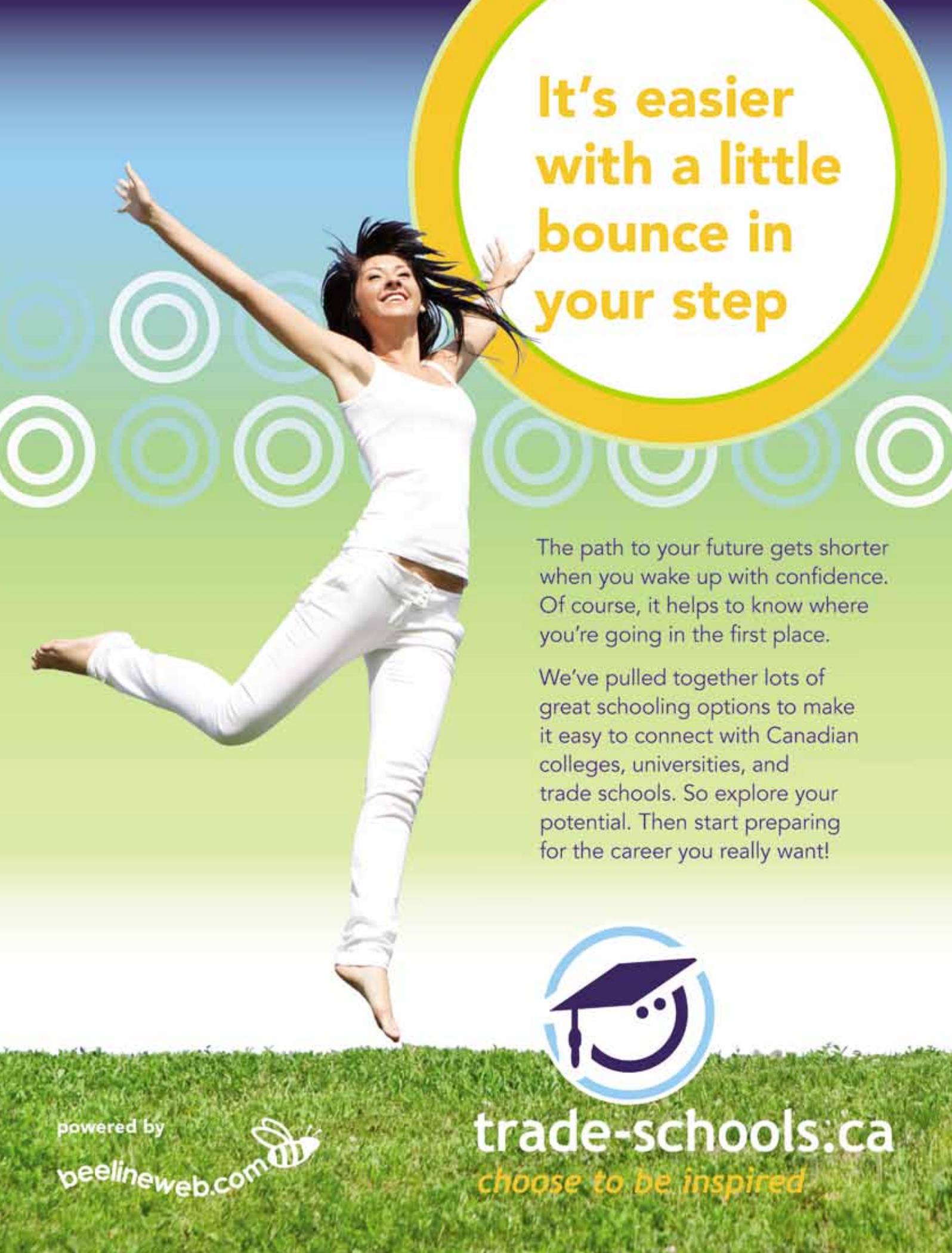
Working Out the *Kinks*

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SPARK OF LIFE

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HOPEFULS

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bounce in
your step**

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We've pulled together lots of great schooling options to make it easy to connect with Canadian colleges, universities, and trade schools. So explore your potential. Then start preparing for the career you really want!

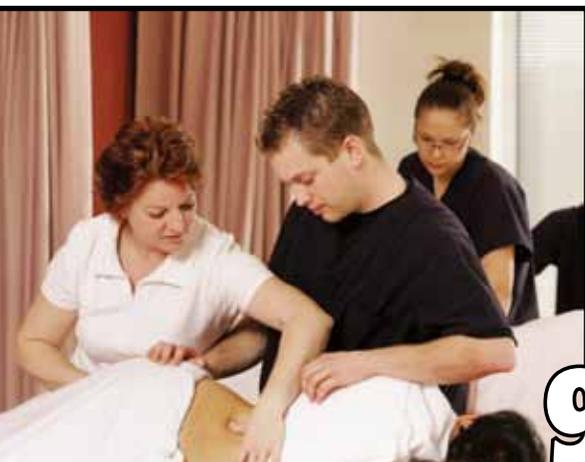


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WORKING OUT THE KINKS

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Gente Bella Beauty Academy, an Accredited Education Institution

Find a Career that Fits Your Personality

Deciding which path to take to reach your career goals can be difficult and time-consuming but it is one of the most important things you will ever do and should not be taken lightly. Many things can affect which profession you choose—salary, duties, level of interest, what type of co-workers you will have, if you have to re-locate once you receive training—but one of the biggest things that can affect the success you achieve with your career is whether or not the profession fits your personality.

If you are a caring person or enjoy helping others, perhaps a career in health care

is a good option to consider. In this issue of *Career Connections*, we look take a look at the medical and dental professions that are available across Canada and the determination and consideration it takes to excel in the field.

For those who use the right side of their brain more often, a career in the creative arts—whether it's in media arts, design, fashion, event management or culinary arts—could be right up your alley. In this issue, you'll find out what it takes to be a 3D animator/modeller and why this vocation isn't always just fun and games.

Removing stress from everyday life and drastically improving one's well-being is a wonderful gift you can give to a complete stranger; massage therapists do this on a daily basis by healing the body through massage touch, helping them maintain optimum health. Being a successful RMT requires that you be outgoing and able to work easily with the public.

No matter what career you are considering, it's important to think about who you are, what you want and whether or not it will be the right fit for you, at this point in your life and 10 years down the road. **cc**



Correction: In the Fall 2011 issue of *Career Connections*, we ran an article called "Take Your Apprenticeship Into Your Own Hands!" No byline appeared but this article was written by Michele Pressé, Salon + Spa Career College. Thank you for contributing to the magazine, Michele!

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MEDICAL *Esthetics*

Where healthcare meets the beauty industry, a new occupation has emerged—medical esthetics. Estheticians are training to go beyond the traditional beauty service skill set and nurses are taking courses in laser technology to add to their list of skills. With health and beauty services merging, a whole new world of job opportunities has opened up.

One of the key findings from the 2009 International Spa Association Spa Industry Update is that when looking at spas by type, the number of medical spas continues to grow at the fastest rate. Since July 2007, the number of medical spas has grown by 85 per cent. In fact, less than 10 years ago, the medspa industry was virtually nonexistent. According to the International Association for Physicians in Aesthetic Medicine (IAPAM), "Aesthetic medicine continues to be a billion dollar industry fueled by over 11,000 people turning 50 every day."

Growth in the spa industry, initially fueled by baby boomers, has become a trend with ever increasing demand for services including non-surgical, anti-aging treatments, hair-free skin and body contouring treatments from all age groups. This demand has created opportunities within both the medical field and in spas and salons.

By definition, medical spas are cosmetic medical facilities that offer services such as laser hair removal, photo rejuvenation, → [page 8](#)

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← page 7 wrinkle reduction, skin tightening, Botox, derma fillers, chemical and mechanical exfoliation and microdermabrasion in a spa-type setting. These types of spas look to hire medical estheticians trained to go beyond the traditional list of services, who can offer clients more results-based type treatments.

Plastic surgeons, dermatologists, and general practice doctors are capitalizing on the demand and expanding their practices. By offering a variety of non-invasive, beauty-enhancing services to an already loyal patient base, it is often an instant success. Services offered in a medically-supervised environment go beyond those that are offered at a Medispa. When working under the supervision of a doctor, treatments are generally more intense and can include spider veins, intense chemical peels and/or laser treatments. Prices are generally higher, too, which means you are likely to get paid more working in a medical environment. According to Skin Inc. Magazine, "Medical estheticians, on average, make \$7,000.00 more per year than traditional estheticians."

Choosing the right training program in this new field can be difficult to navigate; as with any emerging occupation, the demand is there long before regulations. Many companies, non-registered educators and unapproved programs are vying for the students. Do your research and ensure you go to a registered school with some history in the industry; they should have expert instructors with years of industry experience in medical esthetics. Look out for and do research on the type of equipment and products they use. The brands that you learn on or with can be great links to fantastic jobs in the industry and the people you study, learn from or work with can provide a solid network of professionals to associate with.

And most importantly, ensure you are getting loads of hands-on practice on real clients throughout your training. This is vital as you will see many different clients and patients with varying skin types and conditions. Working on real clients during your hands-on practice will also allow you to see a multitude of possible contraindications for different treatments. You want to be able to go into a job with the confidence and competence you need to succeed. **cc**

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Photo courtesy of Wellington College of Remedial Massage Therapies.

Massage therapists help people escape the stresses of daily life by healing the body through massage touch and drastically improving their well-being, helping them maintain optimum health.

WORKING OUT THE

Kinks

Health and wellness is a booming industry, as increased awareness and interest in personal well-being has exploded all across North America. The increased demand for specialists provides a great opportunity for students who are passionate about maintaining personal health and (pardon the pun) love hands-on work, with training programs to become a Registered Massage Therapist (RMT) appearing in career colleges all over the country.

Massage therapy is not regulated nationally, although certain provinces (Ontario, British Columbia and Newfoundland) have worked towards establishing a national training standard, based off of a program of 2,200 training hours and a set of core competencies to be mastered by prospective RMTs. Other provinces are regulated individually, although most training programs seek to match, if not exceed, those standards. → page 10

CHECK OUT A MASSAGE THERAPY PROGRAM AT A CAREER COLLEGE NEAR YOU!

For a complete list of NACC member colleges and links to those colleges' websites and programs, check out www.nacc.ca.

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Institute of Complementary & Alternative Therapies
International Academy of Massage, Inc.
Shiatsu Academy of Tokyo
The Salon & Spa Career College
Trillium College
Wellsprings College of Massage Therapy & Esthetics
Westervelt College

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Wellington College in Winnipeg, Manitoba is an example of one such school; its owner and principal, Randy Ellington, has been involved in the massage therapy field for 30 years. Wellington offers a two-year full-time program, which runs 2,560 training hours. Ellington began his long association with massage therapy after working as an orderly in a seniors' facility and found he enjoyed the rehabilitation work he did with clients. Looking to pursue that line of work, he found he enjoyed massage since "it is a practice from which most of the public actually benefits."

Students at Wellington learn 164 core competencies, which furnish graduates with a wide array of useful skills. Not only do students learn massage techniques and the knowledge and ability to perform

treatments but they are also schooled in assessment protocol, anatomical knowledge, exercise program design and other direct knowledge skills for the profession. There are also lessons in more tangential skills, like the running of businesses, the legalities of a massage practice, standard fee levels, counselling and other essential skills to fully equip students for operating their own practice upon graduation.

Once they have completed their training, new RMTs have a wealth of job possibilities before them. "We cannot fill our job offers," states Ellington. "On average we have two to three jobs for each student graduating from our program." Options include the conventional, such as working in massage therapy clinics, alongside chiropractors or physiotherapists or practising in health spa environments, to

more specialized and adventurous possibilities, like practising sports massage with professional athletes or earning a living on cruises or at resorts.

Depending on the particular workplace, it can also be a highly flexible job as most RMTs work around 20-25 hours a week. Once a practice has been built up—a process that takes around two to three years—full-time workers make between \$39,000-\$45,000 a year, provided they put in the time to build their practice and connect with their clients.

"People who are passionate about health can do very well but a big component is personality," says Ellington. "You have to be outgoing to sell yourself and work with the public. If you have those skills and desires, it's a very rewarding career."

For students looking to get involved in the industry, it's highly suggested to understand what aspects of massage therapy appeal to you when deciding which school to attend. "Make sure you look for your different options," Ellington advises. "In Manitoba, there are two or three schools that offer massage and each are slightly different. You have to find what fits for you and your perception of a massage therapist."

Most major cities will have multiple schools, with over 25 being listed as members of the Canadian Council of Massage Therapy Schools, a non-profit organization that aims to help massage therapists self-regulate within the profession. "We recommend that you go to the public clinic—go there, get a massage from the students in the program. Make sure to interview graduates of the program to get a good feel for what the program was like. We want you to love this career!" **cc**

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CREATING THAT Spark of Life

3D Animators/Modellers use their artistic talents to bring movies, video games, fashion, interior design and architecture to life.



3D animators and modellers can take nothing and turn it into, well, a ninja.
Photos courtesy of the Digital Arts Technology Training Institute.

Ever wonder who gave the Kung-Fu Panda his punch? Or brought toys to life, added fire to the explosions in the latest action movie and created the heroes in your favourite video game?

3D animators and modellers are the ones responsible for these creations. They may just have one of the coolest jobs on the planet.

"Being a 3D animator is super fun. There's something so cool about creating something out of absolutely nothing—this work is almost magical and it's very satisfying," says Gayle Bird, Senior Instructor of Digital Arts at the Digital Arts Technology Training Institute in Nova Scotia.

While many 3D animators get jobs in the movie, television and gaming industries, Bird says that there are many "hidden" jobs available in the field.

"A lot of commercials are rendered in 3D now. Most cars in television ads aren't real cars—they're animated," she explains. "Most simulations (for manufacturing or design) are done in 3D."

Working as a 3D animator would appeal to those who are comfortable working in a less-structured, artistic environment. The hours can be long but they're not necessarily nine-to-five, says Bird.

"People think this job is all fun and games. It's not. It's hard work and it takes a long time. Computer software can take hours or days to render your work," she adds. "I don't know when animators sleep. These are the kind of people who will stay up all night to meet a deadline but they also work for fun, casual companies—these are the types of places that have foosball tables in the lunchroom."

Russell Heyman is the Chief Instructor for Animation at the Vancouver Visual College of Art and Design. Before becoming an instructor, Heyman was an animator for Disney, working in both Vancouver and Australia. → [page 12](#)

"Visual F/X is a big, booming industry and animators can work for MGM, Universal or other big companies. Animators make the scenes we know and love (in movies) more exciting," he says. "But these skills are also in demand across all design fields, including fashion, interior design and architecture."

← page 11 “Visual F/X is a big, booming industry and animators can work for MGM, Universal or other big companies. Animators make the scenes we know and love (in movies) more exciting,” he says. “But these skills are also in demand across all design fields, including fashion, interior design and architecture.”

The industry is highly competitive, so finding work right after graduation can be challenging. 3D animators also have to stay familiar with the latest technology, which changes constantly.

“The top talent always finds work but you have to be motivated. The pay can vary. When you’re starting out, expect to make \$10,000 to \$15,000 over minimum wage. Students have this expectation that they’re going to make \$70,000 at the start and that’s not the way it is,” says Heyman.

However, a senior animator who has been with the same company for some time will often pull in a six-figure salary, Bird says. There is also the excitement of walking down a red carpet and seeing your name in the credits of major films.

Successful 3D animators are extremely creative, artistic and comfortable with computers. They are able to work well independently but also be a contributing part of a team.

“The people who are the most passionate about this kind of work are more likely to do what it takes to be excellent,” Bird says. “The more practice you have, the better you get. The thing that gets people hired in this industry is talent.”

One way to find out if this career is for you is by experimenting with free, video game level editing software, such as Torque 3d by Garage Games.

“The best students we have are the ones who have been digging into it on their own before coming to us,” says Bird. “Level editors like Torque use different tools, but it’s enough to give you a taste for what 3D animators do.” **cc**

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Trebas Institute
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QUEBEC

Trebas Institute

By Kirsten Mangin

If you plan your schedule around shows like *Grey's Anatomy* and *Private Practice*, a career in the health field may just be what the doctor ordered. However, doctors, surgeons, nurses and dentists are not your only career options. The evolution of the health care field has created a need for various positions such as medical transcriptionists, pharmacy technicians and dental assistants—vocations you may never have considered.

Career colleges across Canada offer a multitude of health care programs that suit many personalities, strengths and interests. Medical and dental assistants are key cogs in the health care field. Many of these positions not only represent stable career opportunities but are also expected to be the fastest growing professions in years to come. Fortunately for potential students, the training is widespread across Canada and in many cases the demand in the job market already exists.

Over the last two years at Keyin College in St. John's, Newfoundland, the Dental Assisting Level II program has had a 100 per cent employment success rate. According to Joan Lamswood, Keyin College's Program Director, dentists are utilizing Level II Assistants now more than ever. "We have dentists looking for staff and we can't assist them," she explains. "We have more employers than students at this time." → [page 14](#)

Health Care *Hopefuls*

**CONSIDER
ALL OF YOUR
OPTIONS**

For those who enjoy helping others, a medical or dental profession is a great path.

Students in the practical nursing program at Discovery Community College. Photo by Michael Fountain.



← page 13 Keyin College's comprehensive training program is equipped with a modern day dental practice that is supervised by a dentist, allowing students to develop their skills in a realistic setting. In addition, students are trained for the national scope of practice. The curriculum covers the necessary areas in order to write the National Dental Assisting Examination and meets all training requirements listed by the Commission on Dental Accreditation. "Our graduates are eligible to write

the exam and then work in any province; it's a highlight of our program."

Students interested in the program should also take note of the extensive practicum opportunities. "We do an in-house clinical practicum where students can develop skills such as exposing x-ray and taking impressions," explains Lamswood. "They work on a mannequin, then each other and then the public."

The program also includes two practicum portions where students are placed

in a dental clinic to develop their techniques. Lamswood says the practicum portion of the program allows for important networking in the profession. "It is a critical means for finding employment. A large portion of students find work at their work term sites."

According to the Dental Assistants' Association Salary and Benefits Survey, the average hourly wage for dental assistants working in a private practice varies between \$22.28 and \$24.09 per hour. Work setting, years of experience, geographical location and employment position will impact compensation.

Ever-rising health care positions aren't just limited to the dental industry. There are numerous other options to explore. Discovery Community College, with several locations on Vancouver Island and one campus on the mainland, offers a broad spectrum of health care training, including Health Care Assistant, Practical Nurse and Medical Dental Office Management programs. Michael Fountain, the Communications and Marketing Manager for the college explains that a minimum of 95 per cent of the college's graduates are finding employment in the health care field, something he attributes to the quality of the training they offer. "What I find amazing about Discovery Community College is the hands-on training and the commitment to helping the students find success," explains Fountain. "On average, we have one instructor to every eight students. By keeping the classes small, the training is intense and we can offer one-on-one student training."

According to Fountain, Discovery Community College has strong ties with its community, which helps students get involved in the field. Their graduates find employment in public hospitals, long-term care facilities, mental health facilities, homecare and assisted living facilities and centers for people with developmental disabilities.

The Health Care Assistant program in particular is a 38-week program that combines course theory, laboratory learning and practicum experience. Much of the training is done in a real-world setting and emphasizes the learning-by-doing process. Graduates can anticipate a \$15 to \$20 per hour starting wage, which would increase over time. According to BC Work

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Monique Pines,
CDED Graduate



David McKay,
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"I had already gone to university for another degree before CDED, and I enjoyed the experience of distance education much more. I found online learning less difficult because each lesson was to the point and did not have the impractical filler that I found most of my university classes had."

The instructors were very supportive throughout my program and were genuinely interested in helping me progress along the way.

I thought it was great that CDED prepared you to jump right into work after graduation!"

"I am really happy with my experience in the graphic design program. I felt it gave me a good base of fundamentals to build upon. Typography is a big part of design for me and knowing how to use it effectively is probably the most predominant skill I learned... At the moment I'm doing some freelance work."

Futures, the health care industry is the second largest workforce of any industry sector in British Columbia. "With the ever-changing demographics, we are seeing a lot of retirement," says Fountain. "Also, as the population ages there is a big need for trained health care providers."

Career colleges across Canada offer a multitude of health care programs that suit many personalities, strengths and interests.

Fountain also explains that due to demographic shifts, governments are providing more funding and are exploring strategies to meet the changing demands placed on the industry, creating many new roles for trained health care providers.

Another option at Discovery Community College is the Practical Nursing program, which is a 48-week program broken up into theory and laboratory study, clinical practice and preceptorship practice. Admission requirements are grade 12/GED or mature student status. As well as a CPR certificate (level C). Again, this program emphasizes hands-on training and prepares work-ready graduates who can anticipate a starting wage of \$24 per hour and increases with experience.

Other colleges across Canada offering health care programs include Dan Robert College of Health Care located in Toronto, which specializes in Personal Support Worker and Early Childcare Assistant programs. The National Academy of Health and Business, located in Mississauga and Hamilton, Ontario offers dental programs and health care training. Programs include Medical Office Assistant, a 28-week long program that prepares students for administrative careers in medical office settings. The college offers a 40-week Pharmacy Assistant program that trains in all aspects of the pharmaceutical industry

and includes an 8-week job placement. Another option, a 36-week Physiotherapy Assistant program, is designed to provide students with a strong foundation to work under a physiotherapist.

Evidently, college programs, comprehensive training and employment opportunities are widespread. If a career in the health care field sparks your interest, taking a closer look at your personality is just as important as researching job descriptions, post secondary institutions and tuition fees. Fountain explains that health care is

a diverse field that suits many personalities but critical thinking, passion and the ability to deal with stressful situations are to be considered assets. "Health care professionals are dealing with individuals that are facing serious life challenges so the ability to deal with stress tolerance is important."

Lamswood agrees that excellent communication skills are an asset, along with a nurturing personality and a positive attitude. "A lot of patients are fearful when they come in for their appointments; you need to be able to put them at ease. **cc**

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CLINICAL TRIALS



Shany Loukiantchenko, Clinical Research Coordinator at Toronto Western Hospital.

Juela Sejdo and Shany Loukiantchenko took Oxford College's post-graduate program, which is open to people with medical, dental or scientific backgrounds and has been very popular with internationally-trained health care professionals.

Like Juela and other students, Shany was attracted to the idea of having a placement in one of Canada's leading hospital research institutes.

Juela Sejdo and Shany Loukiantchenko both came to Canada in 2006, having been trained professionals in their home countries and initially hoping to continue on with their health care careers here. But like many other internationally-trained physicians and health experts, they soon discovered that their credentials were not acceptable in Canada and that the road to their professions was difficult and long.

Instead, both have chosen another way to use their professional knowledge and now work as Clinical Research Associates/Coordinators. Juela and Shany are among 60 men and women who have graduated from the Clinical Research Associate program at Oxford College, a private-career college in Toronto. The 12-month program trains people to work in the field of clinical studies and trials, most of which is carried out by hospitals, pharmaceutical companies and research centres.

Clinical research is a big industry in Canada, especially Ontario, where having a (genetically) diverse and well-educated population makes it much easier to recruit participants and run clinical trials. Over \$8.5 billion is spent annually in Ontario

on Research & Development, mostly directed to hospitals and research centres.

Directing the Clinical Research Associate program at Oxford has been the passion for Dr. Nicholas Herten-Greaven for over 12 years. The retired physician left his job in international health care consulting to teach the various aspects of managing clinical trials and helping dozens of medical and other professionals get trained in a new field.

"I feel like I made a difference with people who I see as colleagues of mine," says Dr. Herten-Greaven. "You can see how they use their medical training to get into the clinical research environment and, for many, to better integrate into Canadian society."

This post-graduate program is open to people with medical, dental or scientific backgrounds and has been very popular with internationally-trained health care professionals. The program teaches a wide variety of topics, from genetics and immunology to statistics and the Canadian Health Care system. Along with programs at McMaster University and Humber College, the

Clinical Research program at Oxford is considered to be one of the best in the country.

"Our clinical research program at Oxford is unique as it follows a planned sequence of courses and builds on solid fundamentals so as to provide the future coordinator, manager or trialist with a good set of hard and soft skills," says Dr. Herten-Greaven. "Trainees often discover that the courses have surprisingly little to do with a background in clinical medicine or nursing care and that the materials in fact cover completely new areas."

A major attraction of Oxford's Clinical Research program is the three-month placement that students have, which usually takes place in a hospital setting. Most of the students have done their placements in major Toronto hospitals, such as Toronto General, Princess Margaret and the Hospital for Sick Children. Lindsay Butt, placement officer at Oxford College, explains that the students give her a wish list of places they want to work in and she then contacts the various researchers and institutes to gauge their interest. Her last two placements have been with the Women's College Hospital Research Institute and the Canadian Centre for Clinical Trials. "I usually have a really good reception from hospitals and research centres," says Lindsay.

The use of placements is a feature at Oxford College, focusing on health and pharmaceutical education. The college, which has been operating since 2003, combines academic teaching with "hands-on training" to give students a more balanced education.

Dr. Herten-Greaven finds that the placements are also a great way for the students to transition from college to the real world. "It gives them an opportunity to apply the skills and knowledge they spent nine months learning and to practice the tasks they have been trained to do."

From college to the real world

When Juela came to Canada after finishing her medical residency in Albania, she was discouraged by the long process to get licensed. After considering other programs, Juela decided on enrolling in Oxford College's Clinical Research program. "I wanted to see myself doing something in my field," she says.

Before entering the program, Juela contacted some of the program's first graduates and learned about the opportunities available by going to Oxford. One of the opportunities she learned about was the chance to have a placement at Toronto's Hospital for Sick Children. She insisted on getting a placement at that hospital, where she spent four months. "During the work placement, I had a chance to do medical chart review, data entry and also designed databases using MS Excel and MS Access."

From there, she moved onto further work and has been employed full-time since November 2010 in the TARget Kids project, which is currently collecting evidence on common nutrition and health problems affecting urban Canadian children. Reflecting on her time in the program, Juela says she is "extremely happy" with her education and her new career.

Meanwhile, Shany has had more of a struggle with her career. Having been a dentist in Israel before coming to Canada in 2006, Shany was initially hopeful that she could quickly begin her practice in her new country. But after trying for several years to become licensed, Shany found out how difficult it was to have her dentistry credentials recognized. She decided to look for a

new career. "I wanted to stay in the medical field; it is something I like and know."

An online search turned up Oxford's Clinical Research program and Shany quickly enrolled. Like Juela and other students, Shany was attracted to the idea of having a placement in one of Canada's leading hospital research institutes. She was able to work for several months with Dr. Aaron Schimmer, a hematologist working at Princess Margaret Hospital. Her placement involved writing six documents, including the trial protocols, where she had to find and analyze pharmaceutical data for an investigational drug.

Unlike many other students, Shany's placement did not transition into a job with Princess Margaret and once it was complete, she spent several months looking for work. "It was very difficult," Shany says, "I sent out about a thousand resumes to hospitals in the GTA." Volunteer work at Toronto Western Hospital has led her to a one-year contract as clinical research coordinator, where she is currently working on clinical trials.

But Shany remains concerned about her career prospects and hopes that she will find a more stable job. "It is a very interesting field," she adds, "if you can work without worrying about your job status."

Dr. Herten-Greaven comments that the employment rate for graduates is close to 100 per cent and that the future remains bright in the industry. Funding from the government and private sector into clinical research is still increasing, he says, "even in the face of the economic slowdown, research really hasn't been affected. Anyone who is motivated enough will have a great future ahead of them," he adds. "They are well prepared and there is no stopping them." **cc**

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Whether it is to share life thoughts, make plans for the night or keep in touch with distant friends, social media has become ubiquitous in our society. It has even been ingrained in our vernacular with expressions like, "I'll Facebook you," or "I saw your tweet."

Managing your digital footprint can be challenging, especially when trying to balance social and professional life. It is easy to unintentionally promote an image of yourself that is not parallel to the professional code of conduct.

Here are a few easy ways to manage your image to avoid those potentially awkward moments in the workplace.

High school is over, time to retire your first e-mail address

Simply put, you were given a name at birth: use it. Most people would never dream of putting a racy e-mail account on their resume but continue to use one on their Facebook profile. Remember that an email address like ladies_man0101@hotmail.com or partygirl_xoxo@live.com can do critical damage to your professional image.

Tag, you're it: avoid photo no-no's

You would never post compromising photos on your own profile but what about your friends? Are they uploading a

night's worth of digital pictures or videos on their profile? It would be best to be aware of what your friends post before it attracts the wrong kind of attention. Remember that when a camera comes out at a social gathering, try to keep your behavior as PG as possible. A picture could be worth a thousand words you don't want to say.

Your life: commentary – off

You may feel life is treating you unfairly, you may be having the time of your life at a keg party or you may be furious with Jenny who keeps sticking her nose where it doesn't belong. The bottom line: none of these comments belong on your social media account. Being perceived as a complainer, a party animal or someone who airs out their dirty laundry can be a turnoff for potential employers.

You CAN choose your friends

Similar to having an open profile, accepting all friend requests may not be the best course of action. Online privacy is challenging enough as it is, you don't need unknown followers having access to your personal life. Also, as much as you may like your boss, it would be best to keep personal and professional life separate. Even the most harmless profile muddies the water.

Google yourself if you haven't already

What comes up when you type your name into Google? Although most people won't admit to doing it, "googling" your name can unmask some valuable information. If you come up in any controversial images or sites, you may want to look into getting the information removed. Google searches are simple; any employer could effortlessly find you floating around in cyberspace.

Keep a low profile

You would never put anything controversial in a resume so it should be the same with your profile. Your potential or current employer does not need to see "Beer Pong," "Guns" or "Girls Gone Wild" in your interests. Also consider limiting your political and religious views, as extremism can be a turnoff. This may make your profile seem ordinary but you can't offend anyone with the basics.

Social media can help you stay connected but irresponsible use can result in unwanted attention. It may be cliché to say that it's a small world but it's impossible to account for all mutual friends and strange coincidences. As a general rule, if you are so comfortable with your profile that "friending" your grandmother doesn't scare you, you will probably be fine. **cc**

“HOW TO SAY, *Pick Me*”

After years of saving, studying and sacrificing, you’ve finally completed your degree. Contributing to the workforce may be the next step but first you have to go through the gruelling interview. With so many students graduating each year, you need to find some way to distinguish yourself and stand out among the rest.

Preparation is essential. It may sound silly to drive out to the interview site to scope out the parking situation but if the area is unfamiliar, you may want to get to know the surroundings. Remember, if you show up late on your big day, consider it game over.

Similar to your degree, doing your homework is the key to success. Memorizing the corporate website is definitely excessive but it never hurts to study the company’s mission statement and their current projects. This simple research will help you answer questions like, “How do you see yourself contributing to this company?”

What to wear is often top of mind for many aspiring employees. As a general rule, you should dress one or two steps above the company’s dress code. Make sure to pay attention to the finer details, such as polished shoes and an ironed shirt. You want to send a clear message to your prospective employer that you are a professional and detail-oriented person.

As a general rule, you can never over-prepare. Always bring a copy of your resume so you can follow along with your potential employer. If you have a portfolio, make sure to bring it along. It may help you reference past projects and visual aids will impress most interviewers. Also, if you draw a blank, it acts as a safety net.

Practicing answers to potential interview questions is never a bad idea, as long as you don’t over-rehearse. You need to show some kind of spontaneity and personality during your interview.



Similar to your degree, doing your homework is the key to success.

When it comes to the questions, a quick internet search can help you out. There are only so many questions a prospective employer can ask and most can be found on various career websites.

Everyone has their own level of preparation for interviews. Some prefer to cover all the bases and others prefer to wing it. You must prepare yourself so that you enter the interview with confidence. Remember, your goal is to convince an employer that you are the ideal candidate for the job. **cc**

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Mentors: HELPING TO *Bridge the Gap* FROM STUDENT TO PROFESSIONAL

At the beginning of a new career, things like networking, e-mail etiquette, working with difficult people, the value of a positive attitude and the range of many other “soft skills” that come with experience can sometimes be tricky lessons learned. It is helpful to have someone show you the ropes—to offer concrete examples, lessons learned and to help guide you through the transition from student (or junior employee) to professional. And this is where a mentor comes in.

Mentorships for mining

The Mining Industry Human Resources Council (MiHR), through the “Explore for More” career outreach initiative, has developed programs to increase the attraction, retention and transition of tomorrow’s mining and mineral exploration workforce. One of these programs, the Virtual MineMentor Program (VMMP), pairs enthusiastic industry volunteers with post-secondary students or new-to-Canada career seekers interested in mining and mineral exploration to provide advice and guidance, to share experiences and to help create valuable connections in the sector.

Pairs communicate using whichever medium they prefer—e-mail, Skype, online chat, telephone or in person. Frequency ranges from every two weeks to once a week or more, depending on school and work demands. The more pairs connect, the better the experience.

Blake Schreiner, a fourth-year geological sciences student at the University of Saskatchewan, is a current mentee. Schreiner previously obtained a diploma in chemical technology from the Saskatchewan Institute of Applied Science and Technology. He worked for six years in this field before returning to

school. Schreiner has been involved with the VMMP since 2010 and believes the program and its dedicated mentors have been instrumental in preparing him for a career in the mineral exploration industry.

“Mentorship is important for many reasons. It teaches you things you can’t find in books because it’s based on people’s actual experiences. You are talking to a real person and that connection makes a huge difference,” explains Schreiner.

Each mentor brings his or her own messages to the partnership. Rick Hutson, a senior consultant with C.J. Stafford and Associates, was Schreiner’s first mentor and encouraged Schreiner to get involved with various conventions, associations and membership groups and to meet as many new people as possible.

“I developed solid networking skills and learned everyone has something in common; it’s about getting out of your comfort zone, saying hello, extending your hand and building a relationship,” recalls Schreiner.

“I would never have done that—gone beyond my comfort zone—and I have met so many different people now. I know CEOs at some companies; many people I can call up when I have a question or need advice.”

Think about the future

With his second mentor Ryan Posnikoff, a mechanical engineer at BHP Billiton, Schreiner says an important topic was that of legacy and determining what he wanted for his future job and how he wants to be remembered as he goes through his career. Attitude was another big one.

“Ryan helped convey the importance of establishing valuable working relationships with colleagues. Being in the industry for

years before, I didn’t always work as well with people as I could have,” says Schreiner.

The pair discussed the importance of work-life balance, since many exploration operations are fly in, fly out, and how priorities may shift as you move through stages of life.

“I learned about taking a job for your risks—how much are you comfortable with? For example, taking a job with a junior exploration company, it’s a young company starting out, less job security, fewer benefits, etc. Ryan compared it to financial investing and your comfort level with risk. I feel I am better equipped to weigh the pros and cons, to make the right decision,” Schreiner affirms.

Concentrate your focus

Blake is now working with a third mentor—a strategy he adopted to make as many industry contacts as possible. With Peter Wollenberg, director of exploration at Areva Resources, Schreiner says the discussion is much more directed and career-focused, specifically on mineral exploration.

“The Virtual MineMentor Program provides you with many advantages and better prepares you for what to expect when you are ready to enter the workforce; it helps smooth the transition from student to professional,” explains Schreiner, who says he will become a mentor once he transitions into the workforce.

“I have taken so much from this program; there is no way I would be where I am without the advice and support of my mentors.”

To learn more or get involved with the Virtual MineMentor Program, please visit www.acareerinmining.ca. **cc**

BRITISH COLUMBIA

Canadian College of Performing Arts grads perform around the world! Michael Shewchuk



Michael Shewchuk began his studies in theatre at an early age, being mentored by wonderful drama teachers through elementary and high school and participating in such events as ArtWorks For Kids, The Eastern Ontario Drama Festival and The Ottawa Fringe Festival. While attending Carleton University (1999-2004), where he attained his first degree in Business Law, Michael studied theatre with the Ottawa School of Speech and Drama and various workshops in Ottawa, Toronto and Montreal. Combining his BA with a Concentration in Arts Administration from the University of Ottawa (2003-2004), he performed with several companies in Eastern Ontario, including

the U of O Theatre Department.

Michael moved to Victoria, B.C. to continue his theatre training, completing the intensive multi-disciplinary certificate program at CCPA (2004-2005). Since graduating, Michael has remained very active in the Victoria performing

arts scene, garnering many accolades including nominations and wins in the Victoria Critics' Spotlight Awards and the Monday Magazine "M" Awards six years' running.

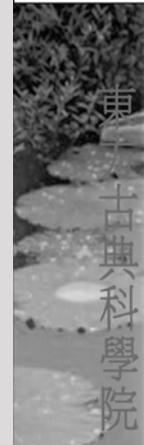
Most recently, he had the privilege of performing the role of Simon in the West Coast premiere of Wajdi Mouawad's "Scorched" in Victoria and Vancouver, which was selected as Best Community Production by the Victoria Critics' Spotlight Awards, as well as joining the musical ensemble "Z-Day," which earned Best of the Fringe & Best Musical at the 2010 Victoria Fringe Festival.

Michael was very happy to return to Theatre Inconnu, with which he has done some of his favourite work, in the spring of 2011 for Graham MacDonald's production of "Pornography" by Simon Stephens. → page 26

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BRITISH COLUMBIA

Amanda Kind



Amanda Kind, who graduated in 2004, released her debut pop rock album "Hello Heartache" in August 2011. She was featured on the cover of Echo Magazine on CBC3 and her singles "What Do You Want Me to Say" and "Distant Memory" are receiving radio airplay across Canada. The album is available on iTunes at itunes.apple.com/ca/album/hello-heartache/id458506573.

This eclectic album blends elements of rock, R&B, folk, jazz, country and alternative, all under a pop umbrella. The songs are a diverse mix of driving rock tunes and mysterious ballads with catchy hooks and tongue-in-cheek lyrics that appeal to Top-40 and alternative rock lovers alike. To learn more about Amanda, go to www.amandakind.com.

BRITISH COLUMBIA

Garth Richardson, Nimbus, grant wish for Children's Wish Foundation of Canada

Legendary Producer and Nimbus School of Recording Arts co-founder Garth Richardson recently granted a wish for an Ontario teen with cancer.

When told that he was being granted his most heartfelt wish, Rob informed Children's Wish that he would love to work with world renowned record producer Garth Richardson.

Children's Wish, which grants wishes to children coping with life-threatening illness, reached out to Garth and was able to work with him to secure top-level recording services with Garth and engineer Ben Kaplan.

Rob's band, Under the Thunder, was flown to Vancouver, B.C. and spent the week recording their record.

"The energy that Rob showed us and gave to us has changed my life forever", says Richardson. "He never played a single note of music prior to being diagnosed with cancer. It opened up a valve to where he began writing lyrics, learned piano, now he is playing bass. I didn't think that somebody could smile that much so that the corners of his mouth were up over his ears. Rob should be an inspiration to us all."

We would like to thank Armoury Studios and Paul Silveira for their support in this project.

The Children's Wish Foundation of Canada works tirelessly to grant exceptional wishes to more than 17,000 children and their families. Each wish is an individual adventure, carefully structured to meet the needs of a particular child and family, and with the help of volunteers and generous donors, Children's Wish is able to grant nearly three wishes every day.



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ALBERTA

Business Management Program achieves accreditation

Columbia College is pleased to announce the Association of Chartered Certified Accountants (ACCA) has completed a formal review of its Diploma in Business Management Program and granted it accreditation. This prestigious body was founded over 100 years ago and is the largest and fastest-growing international accountancy body in the world.

"We take this recognition by the ACCA with immense pride," comments Dr. J.T. Snell, president of Columbia College. "It provides yet another convincing demonstration of the quality of our education programs and the high-calibre of our faculty and staff."

Ben Ontuca, Program Chair of the Business Management Department, says, "the ACCA is an excellent alternative for students who want to obtain a recognized professional accounting designation at a reasonable cost. We could not be more pleased."

The ACCA Qualification is recognized by thousands of well-established employers worldwide. Many universities and colleges throughout the world have courses recognized by the ACCA. In Canada, post-secondary educational institutions where course exemption accreditation with the ACCA may be available include the University of Alberta, University of Calgary, Athabasca University, University of Toronto, Queen's University, Royal Roads University and University of Victoria. As well, the Canadian Institute of Chartered Accountants (CA) recognize ACCA as having the Canadian equivalence of a bachelor's degree (4 years) in Accounting.

The ACCA and the Certified General Accountants of Canada (CGA) have a current Mutual Recognition Agreement which provides a mechanism through which members of one association can be recognized by the other and vice versa. The ACCA also has similar agreements with other national accounting bodies in various countries.



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ALBERTA

Alberta Basic Security Training Course now available online

The Alberta Solicitor General's Department started requiring anyone who wished to be employed in many security positions to complete its new Alberta Basic Security Training (ABST) course and pass a new provincial exam.

The Alberta Solicitor General approved Columbia College in Calgary to deliver the course online. Even though completion and pass rates tend to be low for online learning, it seems Columbia is having great success. Since providing online education on June 1, 2011, 86 per cent of its students have passed the provincial exam. Columbia is offering this internet-based course for free and it receives no government funding. All students pay is \$99 to write the provincial exam. Other providers are charging as much as \$600.

Gazmend Begaj, who passed his provincial ABST exam this summer, was relieved when he passed; it meant he could work while completing his two-year diploma in Criminal Justice at Columbia. "I can start working in the field and get some real life experience," says Gazmend. "Probably the greatest benefit will be to start connecting with employers. This will allow me to start networking in this industry. I hope if I do a good enough job, I will get a reference for future employment"

"This is only the first of many free web-based products we are developing," says Snell, president of Columbia College.

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MANITOBA

Herzing College Health Care Aide students polish and shine in community

For many of us, doing laundry is a routine task that requires little forethought. But for someone who has never used an American standard washer or dryer, the task can seem insurmountable.

On December 12, 2011, health care aide students from Herzing College – Winnipeg visited Wolseley Family Place in the Misericordia Health Centre, a community centre that offers support and activities for young families including music circle, story-telling and something self-explanatory called, “Wiggle, Giggle and Munch.”

Local residents in need are invited to attend classes on parenting skills and cooking, have their clothes washed for minimal cost and even enjoy low-cost meals.

It is the right environment for Herzing students to learn about the basic tasks that will help make them employable, according to Nancy Scott, Herzing Health Care Aide instructor.

“One of the biggest complaints from community agencies and their clients is that the HCAs sent to their homes don’t know how to cook, do laundry or use common household items such as a dishwasher, microwave or iron,” Scott says. “Many of the students have never used measuring cups and spoons, followed a recipe or cooked anything other than their traditional dishes. Reading recipes, laundry labels, sorting clothes and using electric washers and dryers help them gain valuable experience.”

Scott hopes the students will continue to take advantage of the relationship with Winnipeg’s Wolseley Family Place. She knows she’s landed on a sweet setup for student success.

“I will be posting a WFP board in our student lounge...and I will post their schedule to inform students of volunteer opportunities.”

MANITOBA

ABC graduates inundate Evanov Radio in Winnipeg

Congratulations to Barry Hansen who has been hired by Evanov Radio as Senior Producer at Energy 106. Barry will also be doing the afternoon news with the Breeze 100.7.

Other graduates, employed with Evanov include Mark Harding, Executive Producer at the Breeze (which includes The Morning Breeze with Don Percy); Lendyll Soriano is a Producer at CKJS AM 810. Percy Smith also helps out in production. And of course there’s JD Francis on-air afternoons, 3-6pm on Energy. These four graduated from the same class at ABC.

ABC grads working in Sales include Debbie Blunderfield, Charley Spert and Jay Desrossier. Jonathan Lesany is at Energy and Kristen Brown works there in Promotions.

Our newest graduate (February 2012) Mandy Shewchuk has also been hired at Energy! Way to go everyone!



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ONTARIO

A leap of faith led to a rewarding career

Erika Findlay is very content these days. The determined twenty-three year old has settled into a full-time Dental Hygienist role in a Saskatoon, Saskatchewan clinic with a mainly aboriginal clientele. Erika says her new job is “rewarding in many ways and personally gratifying,” and that the Dental Hygiene Diploma program she completed at the Canadian Academy of Dental Hygiene (CADH) in Mississauga, Ontario, prepared her well for the workplace.

It was Erika’s first time living away from home and she basically took a leap of faith. She had heard admirable things about CADH from a couple of graduates she knew in Saskatoon and a family friend on the Saskatchewan Board of Dental Hygiene who inspired her to follow her dream and apply. Despite her apprehension, she did just that. Upon being accepted into her only choice of school, she prepared herself for her adventure, including blindly renting an apartment online in an unknown area.



Erika reveals that her ultimate greatest satisfaction these days is feeling significant to her community and society and making a difference in the lives of her clients.

The CADH has a new operating name: The Canadian Academy of Dental Health & Community Sciences, a Division of The Canadian Academy of Dental Hygiene. For more information, go to www.cadh.ca.

Less than two years later, Erika graduated, returning to her hometown and found a full-time Dental Hygiene position within six months. She looks back on her training at CADH and says that the program was “dense and difficult.” That being said, although she did not think so at times, she adds that she feels that all the hard work provided her with the crucial knowledge to become the sole full-time Dental Hygienist in the clinic.

Erika admits that her rocky journey was not glamorous by any means—from schooling to funding to earning a job in a competitive market. Nonetheless,

ONTARIO

Fashion show success for students of Woburn Collegiate Institute

In June 2011, Make Up Artistry and Hair Styling students from Salon + Spa Career College generously donated their time to a Fashion Show at Woburn Collegiate Institute. The fashion show was held to showcase the individual creative designs from the students of Woburn Collegiate Institute.

The assistance from the Salon + Spa Career College students helped make the fashion show “even more glamorous” said one of the instructors at Woburn. It also encouraged “real world connections” between the students, showing them

various opportunities that the future will hold for them. All students involved had a great time and thoroughly enjoyed this opportunity to showcase their work.



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ONTARIO

Willis College partners with Fortinet to create and fill jobs in Ottawa

Willis College has announced an innovative job creation program with Fortinet, a leading network security provider and the worldwide leader of unified threat management solutions. The college intends to expand its staff and grow its Ottawa campus security curriculum with the help of Fortinet product training, research and development and technical support teams.

Fortinet provides end-to-end security solutions to enterprises, service providers and government entities worldwide, including the majority of the Fortune 100™.

"Most of the job growth we've seen at our Ottawa headquarters has been in the area of technical support and our new professional and educational services," says Michael Anderson, vice-president of services at Fortinet. "We look forward to working with Willis College on its security program and recruiting their best and brightest students as soon as they graduate."

Fortinet has provided Willis College Ottawa with a number of enterprise-grade network security solutions and collaborated on a comprehensive classroom curriculum that will provide students with complete network security installation and configuration experience. Willis College is in the process of establishing a Fortinet-specific classroom at its O'Connor St. Campus.

"We are honoured to have been chosen for this opportunity," says Rima Aristocrat, president of Willis College. "It is a testament to and recognition of our excellence in IT education, which we strive to achieve and maintain. This partnership will put our graduates at the forefront of their competition and generally benefit our community."



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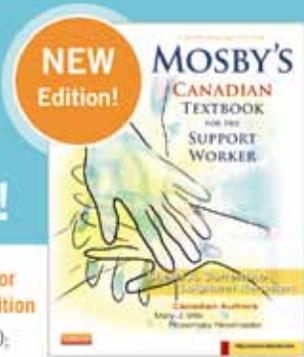


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QUEBEC

The identity of the new members of ISI Sec is unveiled

To participate in the competition of Hackfest 2012, five new team members have been chosen for the Institut supérieur d'informatique.

Several students showed keen interest to contribute and a committee of officers and teachers met to determine who would be the new team.

After deliberations on specific criteria, the names of elected officials have been disclosed and they are: Stephane Thivierge, Jean-Philippe Dubois, Olivier Belzile, Patricia Bourret and David Lord.

The team practice will begin in February and run until Hackfest, held annually in November in Quebec City. The group will be ready to represent the Institute. Congratulations to the selected students and thank you to all applicants for their participation!

QUEBEC

Words of wisdom from a CRTQ graduate

What I find fabulous about CRTQ is the proximity! Whether you graduated in 2002 or 2005, never denigrate the power of contacts between alumni! Who says it is not them that will give you your next job? The CRTQ is everywhere, in almost all stations in Quebec. Enjoy your contacts! And do not forget to dare, to surprise, to always research the insane, always know what you mean. CRTQ is the best school in which to do so.

Joanie Duquette, CRTQ Graduate

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NEW BRUNSWICK

Medes College, Dieppe New Brunswick grad represents Canada at world competition



After high school graduation, Jenica Bubar worked at Walt Disney World before beginning her studies in esthetics at Medes. Jenica's instructors saw great potential and encouraged her to enter Skills New Brunswick competitions, a not-for-profit organization devoted to the promotion of the career opportunities in the trades and technical careers to youth.

In March 2010, Jenica became the NB Gold Medal winner in her category, qualifying her to compete in the national competition. In May, Jenica competed in Waterloo, winning the Skills Canada Gold medal in her profession; she also won the award for "Best of Region."

Jenica's skills, attitude and love for what she does took her to the top. Yet, her journey continued. Jenica, began intense training for World Skills in London, England under the guidance of Isabelle Collin, another Medes graduate and Silver medalist in Skills World competitions. Jenica talks about the commitment and dedication to her training saying, "you need to be 100 per cent all in." As time drew close, Jenica describes feeling like a tsunami of emotions crashing over her but then describes a feeling of calm that came over her as she arrived in London. She focused her energy and was ready to compete.

The pressure was huge. Jenica competed in an area surrounded by great crowds who watched her every move: taking videos and talking about her. Meanwhile, the judges were critiquing her work. Jenica focused, demonstrating a great attitude, pride in her professional appearance and high skill levels.

She stood proudly on stage at the closing ceremonies, where she accepted the Bronze Medal as she represented Canada at the world competitions. France Bouchard Michaud, president of Medes College and SPA, is proud to know her college graduates are world-class students. Jenica now works at Medes SPA.

We want to hear your interesting news stories!

We are currently looking for news stories for the Fall 2012 edition! We're looking for news that is interesting to potential and current career college students—awards won, new programs, new campuses, biographies of students who have moved on to cool careers after their training, involvement in charities, etc.

Space will be limited, so you are encouraged to submit your news stories as soon as possible. All stories are subject to review by NACC and will be edited for grammar, spelling, etc.

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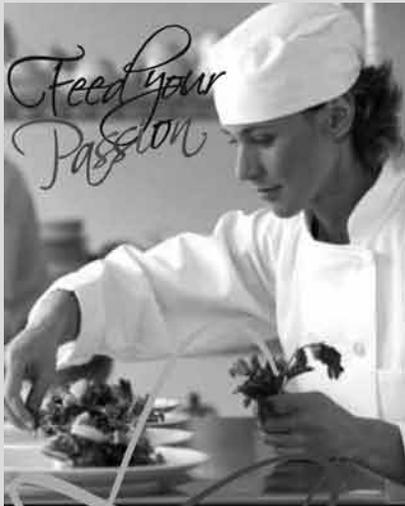
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NOVA SCOTIA

Centre for Arts and Technology student earns "Technical Quality Award" in Telio's Canada's Breakthrough Designer Competition

Centre for Arts and Technology is pleased to announce that Fashion Design and Merchandising student Mitchell Gilroy was named in the Top 5 at Canada's Breakthrough Designers competition held in February at Montréal Fashion Week. The 20-year-old who grew up in Nova Scotia's Musquodoboit Valley was awarded the \$2,000 Technical Quality Award for his versatile garment.

"My piece is transformable," he says. "It can be worn as a jacket, a dress or 30 other ways."

Gilroy, who was the only student from Atlantic Canada chosen to compete as a finalist, is in his second year of the Fashion Design & Merchandising program at the Centre for Arts and Technology. More than 500 participants submitted sketches of their garment design for this year's theme: Rouge + Red. A panel of five acclaimed fashion designers selected the 25 finalists in November. "We want our finalists to be right at the heart of the action and that they remember what they learned during this experience for the rest of their promising career," says Télió's André Télió.

The Fashion Design & Merchandising program, offered at the Centre for Arts and Technology's Halifax, NS and Kelowna campuses, focuses on garment design for the commercial fashion industry and includes extensive study in business, finance, merchandising and retail.

NOVA SCOTIA

A letter to Centre for Distance Education – Sydney from a recent graduate

"My company gave me the opportunity to upgrade my skills and paid for it. I am from an art background and had graduated from the NSCAD in Halifax. I wanted a school to reflect the same type of education I received there but emphasizing on the technology aspects of the changing graphics field. I also have office training that needed to be upgraded and your school has great flexibility and variety of programs to offer to the students.

Where I work full-time, I did not have the schedule or time to take individual courses in the city because I live so far away. This school gave me the opportunity to continue working and upgrade my skills without interfering with my schedule. This school also has a whole section of its home study program that is dedicated to graphics or creative industry, which I have not seen in any other home study program. They have people who actually have worked in this industry instead of people just teaching you how to use software."

Sincerely,
Denise Grandy, Multiple Courses,
Nova Scotia

NEWFOUNDLAND & LABRADOR

Academy Canada wins "Outstanding Private Sector Contribution to Regional Economic Development" award

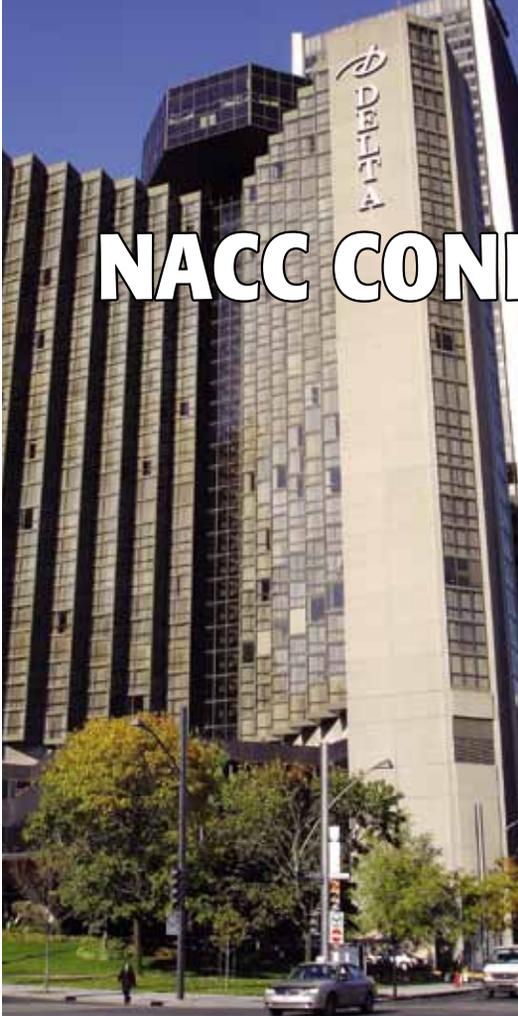
On November 25, 2011, Academy Canada Career College proudly received the "Outstanding Private Sector Contribution to Regional Economic Development" award during the Community Economic Development – Excellence in Youth Leadership banquet held in Gander.

Former Canada AM host, Seamus O'Regan, presented the award to Academy Canada Director of Community Relations James Loder.

As a proud Newfoundland and Labrador-based college, we were excited to receive this honour since it recognizes "individuals or businesses that have demonstrated a strong commitment to regional economic development and a willingness to engage with community to develop local solutions to economic challenges."

We were particularly proud to be selected given the award nominees' calibre—individuals and organizations that give their time and energy freely to make Newfoundland and Labrador a wonderful place to live.





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Photos courtesy of Tourisme Montréal.

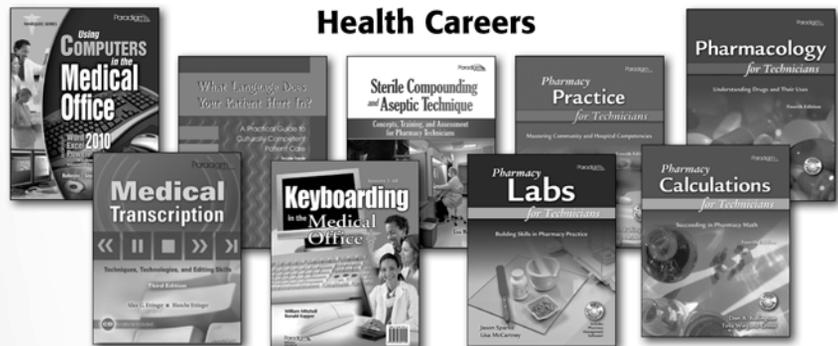
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The Petroleum Human Resources Council of Canada is a non-profit, national sector council that seeks to understand and address the workforce issues in our country's petroleum industry. The organization has been in operation for 10 years, partners with Human Resources and Skills Development Canada—a department of the federal government—provincial governments and the oil and gas industry.

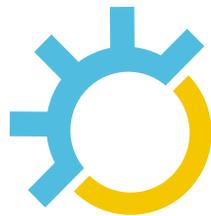
"We develop strategies, solutions and products to address the industry's short-, medium- and long-term workforce issues. We facilitate the exchange of ideas and information among stakeholders—industry educational facilities, immigrant serving organizations, etc.—and provide information on workforce opportunities," says Cheryl Knight, Executive Director and CEO.

"We work on some of the key issues the oil and gas industry has, like labour market information; we develop and share labour demand information and analyses that help folks make decisions about what occupations are available or where the

resources are available for students. Once students receive training, the job prospects are quite high.

"Broadly speaking, we're expecting to hire nearly 130,000 workers by 2020 due to growth and that 30 per cent of the industry is expecting to retire by then. Those are not all entry-level jobs but there are certainly entry-level jobs available," says Knight. "There will be jobs in regulation and logistics, environmental management, engineering, geology, geophysics, chemical technologies, a variety of trades—industrial electricians, steamfitters/pipefitters, welders—and plant operators or steam engineers/power engineers."

Knight adds that the oil and gas sector is a regional industry and while there are head office jobs, many of them are also in field locations, whether that's offshore on the east coast or in rural areas in Alberta, British Columbia or Saskatchewan. To learn more about the jobs available in Canada's petroleum industry, please go to www.careersinoilandgas.com. **cc**



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industry is experiencing shortages. We identify critical skill shortages and help industry with strategies and approaches to approve attraction and retention. We also promote industry careers and provide a variety of information to potential career seekers, like education training requirements, where the industry is located and so on."

The Petroleum Human Resources Council of Canada's website (www.careersinoilandgas.com) explains what training is necessary and what educational



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With today's economy being what it is, it's never been more important to arm our workforce with practical skills that are in demand, and which the local business community needs to remain vibrant. It's true on a macro economic level, and it's true on an individual level, where a trade or other professional skill can mean the difference between feeding your family and lining up at the food bank. Naturally, giving people a means to acquire marketable career skills isn't an issue that's unique to any one community. In fact it was recently addressed at the highest level in the U.S., when president Barack Obama outlined a plan to reduce unemployment through partnerships with community colleges, which he praised as "places that teach people skills that businesses are looking for right now." The recognition that hands-on career training provides a direct path toward meeting a community's labour needs is a concept that resonates today. People are migrating toward focused, career-training programs. In the past six months, for example, enrollment in many of our programs at Discovery has doubled. Graduates are leaving the college career-ready and are landing jobs that pay substantially more than minimum wage. In fact, 100 per cent of a recent class of health care assistant grads had been hired within the field even before their graduation ceremony. Private career training providers are small and flexible enough to adapt to the needs of the community; if there's a skill shortage, new programs can quickly be established to fill the need. And with rigid standards set by the Private Career Training Institutions Agency (PCTIA), private colleges are highly accountable to students. At Discovery Community College, we know how important it is to make sound career choices to achieve the success one deserves. We strongly believe in the "learn by doing" philosophy and our focus is on graduating fully-skilled, work-ready employees. The specialized career training programs from Discovery College are designed to equip you with all the knowledge and practical experience you need to achieve your career goals in a short period of time. That means you can be earning more money in a career you care about – without spending years in a classroom. At Discovery Community College our professional faculty will work with you to help you discover your potential and develop the skills you need to succeed in today's job market. Discovery Community College currently offers professional career training in the following exciting fields:

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- Community Support Worker
- Practical Nurse
- Dental Assistant Level II
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- Business Admin Office Administration Certificate
- Residential Construction Program
- Advanced Commercial Web Development Diploma Program

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-Cindy MacIsaac, Graduate, Health Care Assistant

"I was able to practice skills in the classroom due to the small class size and found employment right out of graduation."

-Lee Smith, Graduate, Practical Nurse Access

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-Ernie Scow, Graduate, Carpentry, Forming and Framing

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-Ana McManus, Graduate - Community Support Worker



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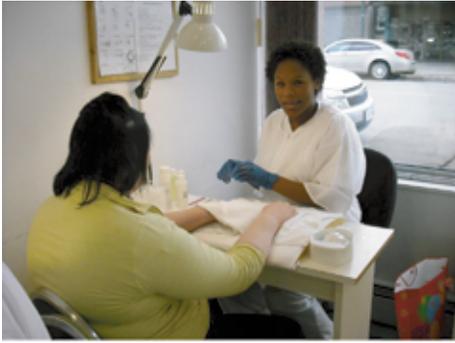
-Ernie Scow, Graduate
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