

# DRUPA 2012 presentation

M. Gillian Mothersill

Associate Dean, Faculty and Student Affairs Faculty of Communication & Design

Associate Professor School of Graphic Communications Management

Ryerson University, Toronto, Canada

- Chapulation: 34,300,083 (July 2012 est.)
  - Land Mass: 9,984,670 sq km (2<sup>nd</sup> largest in the world)
  - Two official languages, French and English
  - Natural hazards: Permafrost
  - Unemployment rate: 7.2 (March 2012)
  - Home to hockey players, polar bears, maple syrup, the "double double", and the Royal Canadian Mounted Police

## Facts about the Canadian Printing Industry

- Close to 26,000 printing and related companies
- Most companies have fewer than 25 employees





- CPISC was incorporated in April 2006 through the Sectoral Partnerships
  Initiative of Human Resources and Social Development Canada.
- The organization is run by an Executive Director (Marie Eveline) and a small office staff.
- CPISC is a non-profit organization
- There are 13 Board Members Union, Management, Education (non-voting member)
  - Co-Chairs represent Union and Management
  - Equal members representing Union and Management



- Funding is provided by the Federal Government in Canada
- In 2009-10 CPISC received news that core funding would be provided for a three year period in the amount of \$1.4M
- In 2011 CPISC was informed that core funding would not be continued (more about this, later)

### Mission

"CPISC's mission is to assist employees and employers in the Canadian printing and graphic communications industry in developing and maintaining a skilled workforce and progressive human resource management in order to maximize the career potential of every employee and to support the industry's prosperity."

## **Highlights of Activities**

- Determined Basic Skill Standards for major areas in print-related employment, and established Core and Operating Skills:
  - Sales Representatives
  - Estimators
  - Customer Service Representatives and Production Coordinators
  - Prepress
  - Colour Specialist
  - Output Specialist
  - Bindery
  - Finishing
  - Press
- Each skill standard was validated by a working group, surveys, and input from industry members
- Produced occupational profiles for each of the above. All materials are downloadable from the CPISC web site



- Guide to National Skill Standards for Production Managers
- Guide to National Skill Standards for Print Executives
- Occupational Profile: <u>Production Managers</u>
- Occupational Profile: <u>Print Executives</u>
- Produced an HR Toolkit (available on the CPISC web site)
- Funded "Career Focus" an incentive program providing up to \$12,750 per employer, per year, to hire graduates from post-secondary education



#### What is LMI?

Descriptive and statistical picture of occupations, wage rates, unemployment rates, employment outlooks, education and training, and economic trends and conditions. It includes information concerning employment descriptions, industry growth/decline, required skill sets for the job market, wages and working conditions, standards and qualifications, job openings and unemployment rates, labour market programs and labour regulations.

Published three years ago. Committee revived in 2012 and the survey was sent to industry members across Canada last week.



- Annual forum
- Web site (over 760,000 visitors in 2009-10, with over 230,000 page views)
- Sixteen issues of an electronic update
- Issues of People in Print (print publication)

## The Future of CPISC

- In 2011, the organization received the news that core funding would not be renewed beyond the three year mark.
- CPISC continues to bid on projects, and hopes to become self-sustaining
- In 2011, the organization commenced discussion with the CPIA to explore the possibility of closely linking the two organizations. Discussions are ongoing, and as a Board Member (Education) for CPISC, I will not comment further at this time.

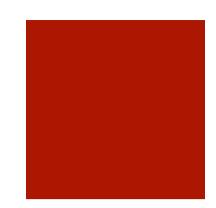
## For more information...

- Web Site
  - www.cpisc-csic.ca
- Email
  - info@cpisc-csic.ca
- Contact Gillian:
  - gmothers@ryerson.ca





## **Questions and Discussion**



## **Bibliography**

- The Power of Print, Canadian Printing Industries Sector Council
   2009-2010 Annual Report
- List of Canadian Sector Councils (and url links for each):
  - http://www.councils.org/sector-councils/list-of-canadas-sector-councils
  - http://www.hrsdc.gc.ca/eng/workplaceskills/sector\_councils/ funding.shtml
- Government of Canada information related to Sector Councils
  - http://www.hrsdc.gc.ca/eng/workplaceskills/sector\_councils/ information.shtml
- Economic and financial indicators, The Economist magazine,
  April 21<sup>st</sup>, 2012