



# Canadian Dairy Commission Workforce Development Initiative

## CAREER PROMOTION PROGRAM GUIDE



# WORKFORCE DEVELOPMENT INITIATIVE<sup>1</sup>

## Background and Objective

The Canadian Dairy Commission (CDC) is committed to supporting a highly skilled, diverse<sup>2</sup> workforce that is well adapted to meet the current and future needs of our dairy producing and processing sectors. The CDC will meet this objective by financially supporting programs under the Workforce Development Initiative (WDI).

This initiative encourages productivity, competitiveness, and innovation in the Canadian dairy industry by supporting the education and recruitment of a qualified workforce.

## WDI Programs

The WDI is composed of four key funding programs:

1. **Scholarship Program:** scholarships for graduate students in fields related to the dairy industry
  2. **Career Promotion Program:** promotion of careers in the dairy industry
  3. **Education Program:** creation of government-certified, full-time educational programs in order to train qualified staff to work in dairy plants
  4. **Continuing Education Program:** opportunities for continuing education for current dairy plant and farm staff
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## Career Promotion Program

### Purpose

The purpose of the Career Promotion Program is to encourage and support the development, production, and distribution of material that promotes career and education opportunities for the benefit of the Canadian dairy industry. Examples of promotional material include, but are not limited to, internet documentation, videos, posters, and printed material.

### Budget and Term

A budget of \$300,000 has been committed on a matching fund basis. This program took effect on April 1, 2018, for a term of 3 years and is subject to the availability of funds. The second round of this program started on February 1, 2019.

### Eligible Organizations

Canadian dairy producer and processor associations as well as recognized learning institutions and technology centres may apply for funding.

### Administration of Funds

The funding provided to successful applicants will be administered according to the terms and conditions set out in the *Career Promotion Program Agreement* which will be signed once an application has been approved. The successful applicants will be entitled to 25%

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<sup>1</sup> The components of the initiative and its programs are subject to change.

<sup>2</sup> A workforce reflective of Canadian society, which includes women, Indigenous persons, persons with a disability, and members of a visible minority group.

of the approved funding at the beginning of the project to cover various start-up costs. All eligible expenses will need to be supported by relevant documentation.

### Eligibility Criteria

To be eligible for this program, applicants must:

- contribute 50% of the direct costs associated with the development, production, and distribution of new promotional material; and
- be able to enter into a legally binding agreement with the CDC.

### Evaluation Criteria

Applications will be evaluated based on the following criteria:

- clear and measurable objectives
- relevant promotional material
- clearly identified target audience
- targeted promotional plan
- experience and expertise of the applicant and contractors, if applicable

### Eligible Expenses

The following are examples of costs eligible under the Program:

- content development
- design and layout
- web page construction
- design and establishment of promoted social media pages
- printing
- video production
- video equipment rental
- talents
- editing
- translation
- salary and travel costs of people attending job fairs
- paid advertising
- mailing

### Ineligible Expenses

Overhead and administration costs associated with the development, production and distribution of the promotional material will not be funded.

### Application and Review Process

Applications **must be submitted by August 1, 2019**<sup>3</sup>. They must meet all of the evaluation criteria. Projects will be evaluated and approved by a selection committee. Applicants must use the *Career Promotion Application Form* to submit their project.

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<sup>3</sup> If there are remaining funds after this round, there may be a subsequent round.

## **Reporting and Auditing**

Successful applicants will be required to sign a *Career Promotion Program Agreement* with the CDC. In addition, they will need to submit progress reports related to the creation and distribution of the approved material. Other conditions such as maintaining and providing detailed accounting records and giving the CDC audit access rights are also set out in the Agreement.

## **CDC Contact for the Career Promotion Program**

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