



## CANADIAN PRINTING INDUSTRIES SECTOR COUNCIL (CPISC) 2010-2013 Strategic Plan

**CPISC Mission Statement >>** 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.

**CPISC Guiding Principle >>** Inherent in all CPISC's work is partnership development through national outreach and communications activities. CPISC will work in partnership with industry stakeholders to achieve its objectives.

### OBJECTIVE 1: Industry Has Skilled Workers with Transferable Skills

#### GOAL 1: Consistent Skill Standards

**Activity 1:** Develop and review skill standards

**Activity 2:** Implement skill standards within training institutions, as well as with employers and employees

#### GOAL 2: Recognition for Attaining Skill Standards

**Activity 1:** Develop a certification / recognition model

**Activity 2:** Implement certification program

**Activity 3:** Create learning needs assessment tools for employers and employees

#### GOAL 3: Develop Training Curriculum and Delivery Models in Line with Skill Standards

**Activity 1:** Maintain a compendium of training programs and providers

**Activity 2:** Identify training needs and options

**Activity 3:** Conduct a feasibility study and plan for provision or contracting of training

**Activity 4:** Develop and implement accreditation model

### OBJECTIVE 2: Industry Retains Existing Workers and Recruits New Workers

#### GOAL 1: Improve Knowledge about Career Planning in the Printing Industry

**Activity 1:** Market the printing and graphic communications industry as a career destination to targeted groups

**Activity 2:** Continue career focus internships

**Activity 3:** Develop career pathway tools

### OBJECTIVE 3: Industry Adopts Strategic HR Management and Best Practices

#### GOAL 1: Provide Knowledge of and Assistance in Applying Best HR Management Practices

**Activity 1:** Develop HR tools for managers

**Activity 2:** Conduct feasibility study and plan for direct provision or contracting of assistance in implementing HR tools

#### GOAL 2: Provide Information on Labour Market and Implications of Technology for Strategic HR Management

**Activity 1:** Build LMI database and intelligence

**Activity 2:** Implement STRM

**Activity 3:** Conduct feasibility study and plan for guidance on HR implications of technology investment

### OBJECTIVE 4: Industry Takes Coordinated Action on Common HR Issues

#### GOAL 1: Create Partnerships with Other Organizations for Development and Delivery of Programs and Services

**Activity 1:** Develop partnership principles, frameworks and options

**Activity 2:** Engage in meetings with provincial and regional organizations

**Activity 3:** Develop pilot initiatives on service delivery and provincial funding

#### GOAL 2: Ensure Employees and Employers Understand What CPISC Is and What It Can Do for Them

**Activity 1:** Execute diversified broad-based communications to reach target audiences

**Activity 2:** Engage packaging, newspaper and graphic design industries in the work of the Council