



Celebrating 80 years of apprenticeship



SKILLED **NB** **MÉTIERS**
TRADES **SPÉCIALISÉS**

1

Highlight
excellence, highly
skilled & sought
after and pride

2

Elevate skilled
trades

3

Change the
narrative

4

Leverage post-
secondary
institution

5

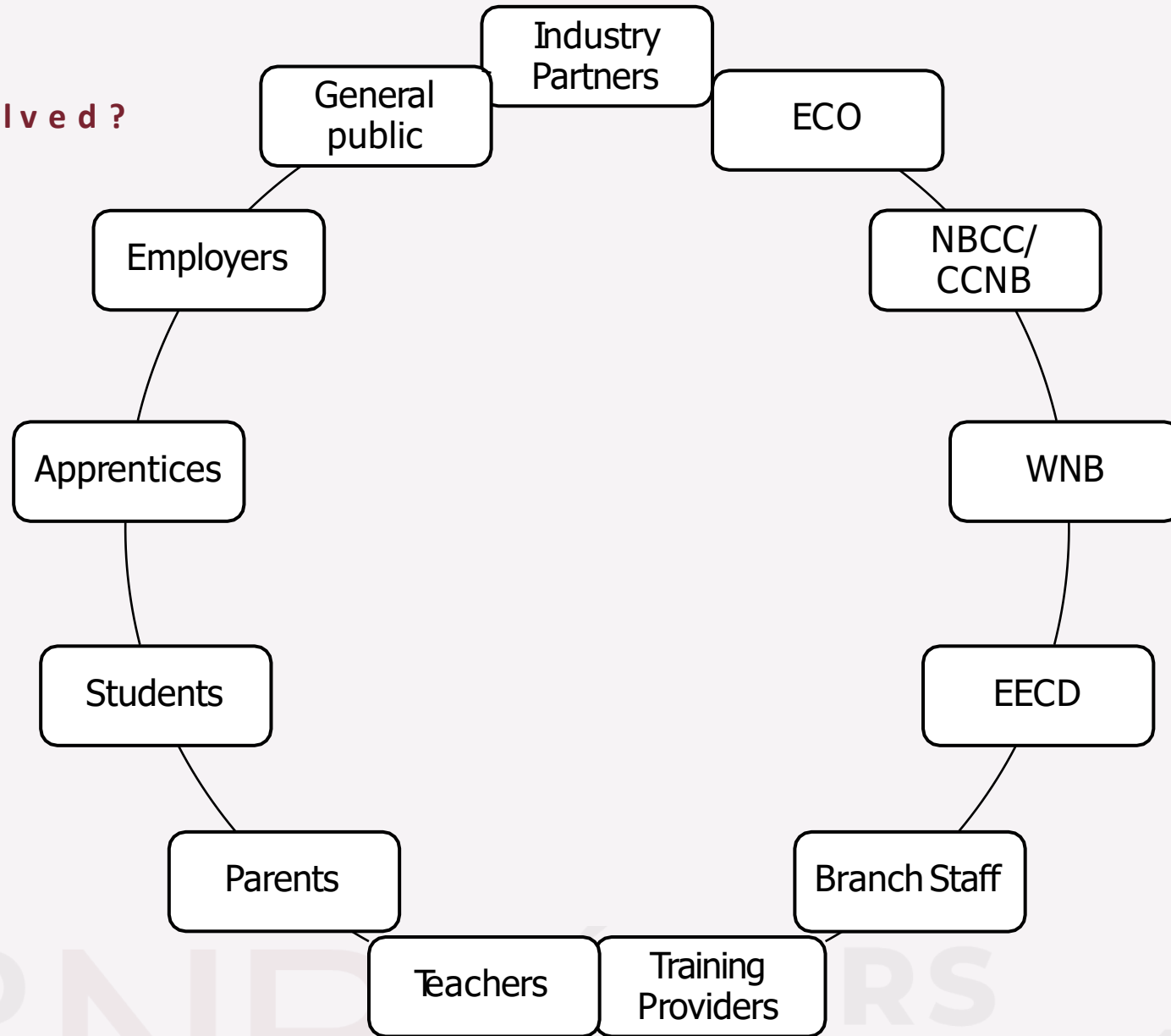
Maintain
connection with
Skilled trades
industry

Objectives





Who was involved?





MISSION

Through skilled trades,
we are building a better
New Brunswick





VISION

To be a leading post-secondary program,
delivering excellence in **apprenticeship training**,
occupational certification and raising the profile
of a **successful career** in the **skilled trades**.

SKILLED TRADES NB MÉTIERS
SPÉCIALISÉS



BRAND VALUES

Collaboration

We are built on partnerships between industry and government. Collaboration is the key to delivering excellence in apprenticeship training and occupational certification.

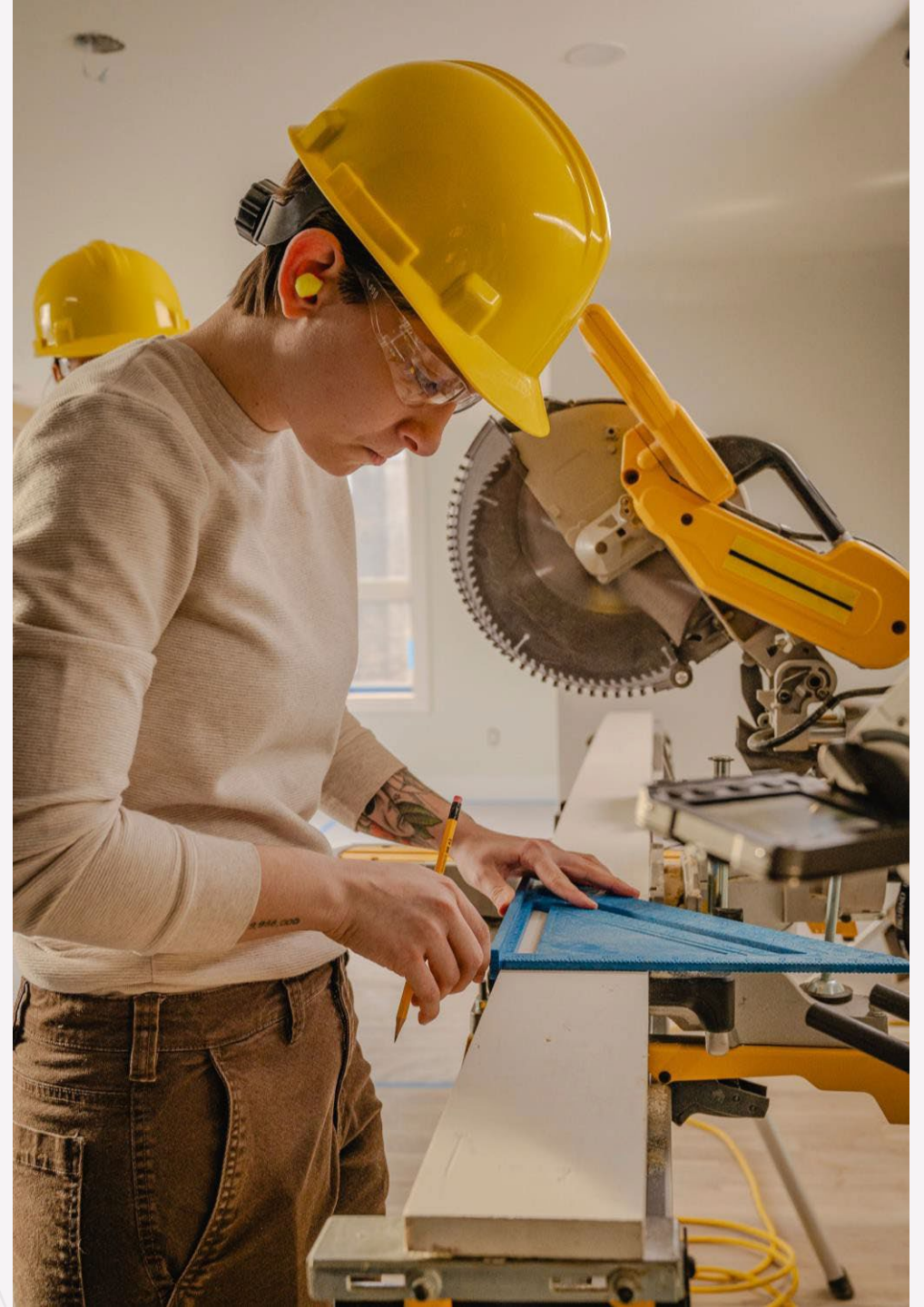




BRAND VALUES

Empowerment

We see today's apprentices as tomorrow's industry leaders, and we foster an environment that enables apprentices to succeed in their chosen avenue to certification.





BRAND VALUES

Accountability

We are accountable to our apprentices and our partners through the *Apprenticeship and Occupational Certification Act* and to the nationally harmonized Red Seal Standards.

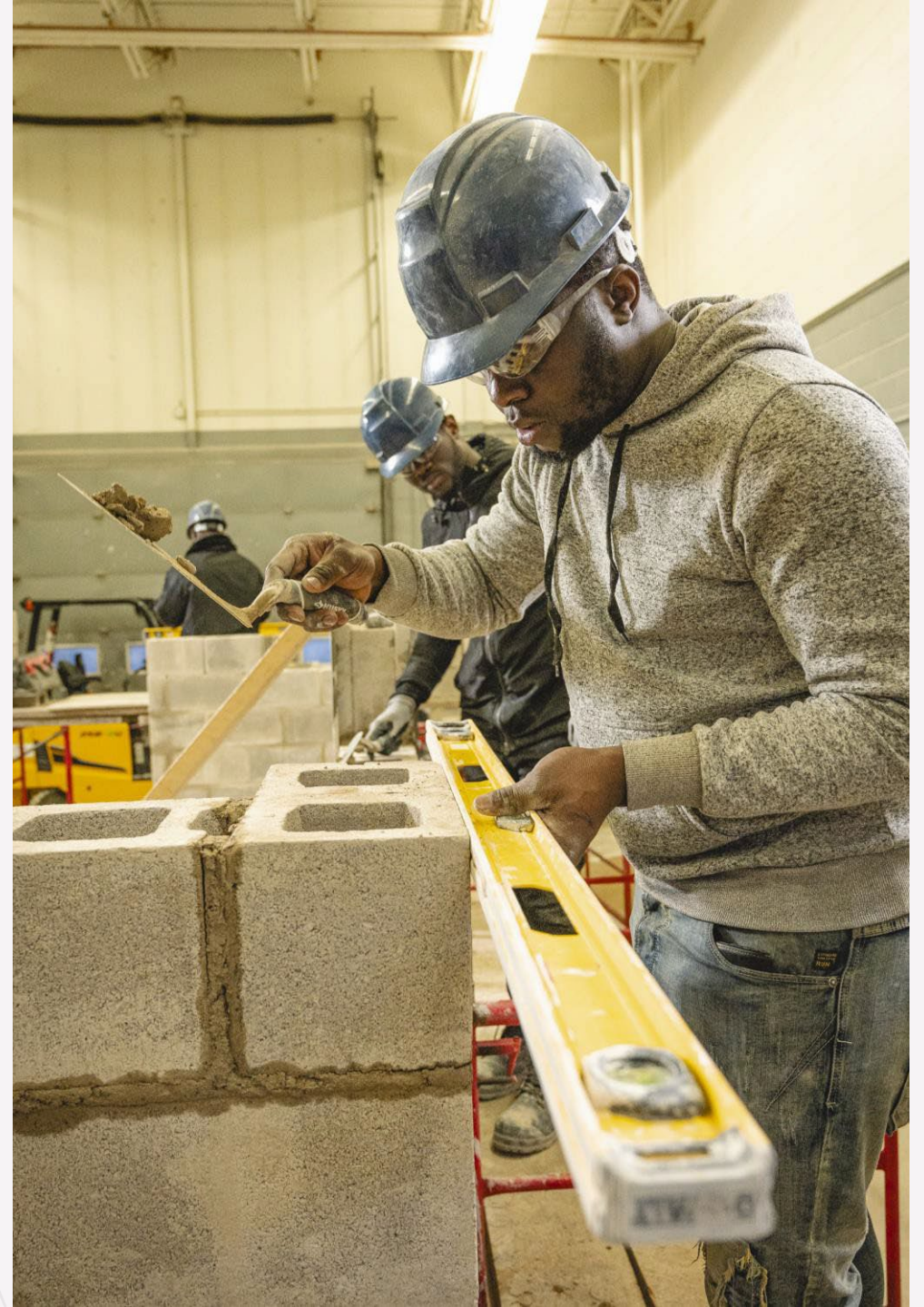




BRAND VALUES

Diversity and Inclusivity

We work to create and support equitable opportunities for diverse skilled trade professionals in New Brunswick.

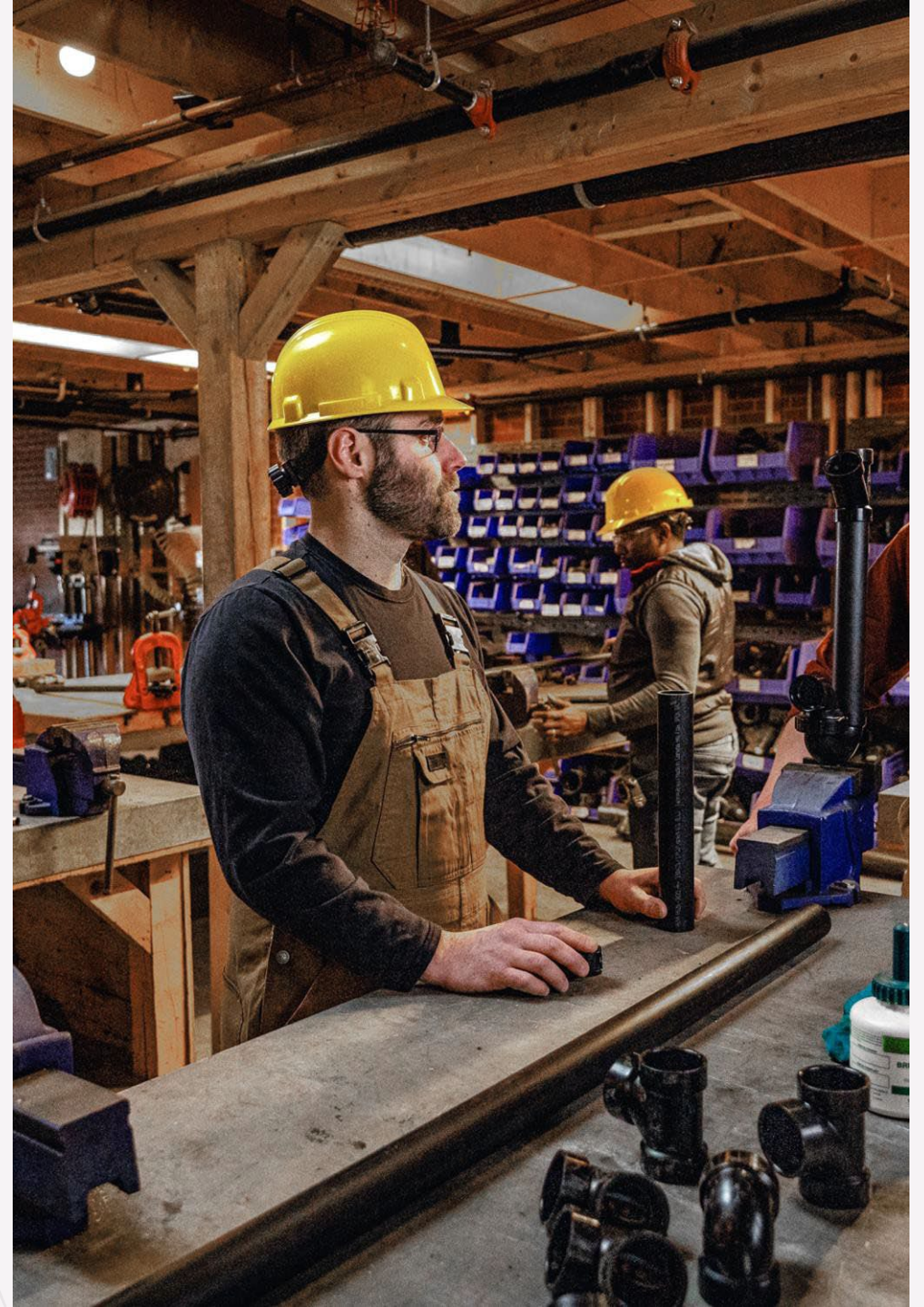




BRAND VALUES

Respect and Pride

We have respect for the skilled trades and the abilities of every apprentice and skilled trade professional. We are proud of the work we do in partnership with Industry for the skilled trades and how it impacts the lives of individuals, our communities, and our province.



Bringing the
brand to life



SKILLED
TRADES **NB** **MÉTIERS**
SPÉCIALISÉS