

My TRADES JOURNEY.ca

Happy New Year to all our Training and Apprenticeship Stakeholders!

Thank you for your support in helping us launch our ground-breaking research initiative on construction industry apprenticeship. With your assistance, we have recruited close to **1000 apprentices** to participate in the **OCS Longitudinal Study - MyTradesJourney**. We are making good progress in recruiting apprentices, but this task has proven to be more challenging than we anticipated.

Once again, **we are seeking assistance in connecting with your apprentices as we continue to recruit new apprentices to the study throughout 2016**. If you have new apprentices starting this year, please make them aware of our project and ask them to sign-up at www.mytradesjourney.ca.

Below is a draft email you can send to your apprentices. Feel free to alter the text as you see fit, but clearly emphasize the importance of clicking on the provided link and registering for the study. **This email can be sent to all apprentices** as we want to remind those who have already signed up for the study to continue to respond to any new surveys we send out. If you prefer sending physical copies of our poster to the apprentices, please contact me directly and I would be happy to send you some copies.

This email approach dramatically increased the number of apprentices who registered for the study last fall and we hope to see another major uptake in registrations over the next few months. The success of this project is dependent on the input from apprentices. Please help us make this project a success by strongly encouraging your apprentices to participate.

Should you have any questions, please contact me at: kjacobs@iciconstruction.com or 416-620-5210 x225.

Thank you for your support.

Katherine Jacobs
Director of Research
Ontario Construction Secretariat

DRAFT MESSAGE

ATTENTION ALL APPRENTICES

I strongly encourage you to join an exclusive research panel focussing on apprenticeship in Ontario's construction industry. **MyTradesJourney** is your opportunity to help shape Ontario's apprenticeship system by providing feedback on your experience as an apprentice. Registering for the panel takes only a few minutes and you will have a **1 in 20 chance of winning \$100**.

[Click here](#) to **REGISTER NOW!**

After you register for the panel, you will receive emails every couple of months inviting you to participate in brief online surveys. Make sure you participate so you are eligible for our monthly draw. **Each month, someone will walk away with \$250.**

With \$10,000 in prizes to win, you have great odds to be one of the lucky winners.

Ryan K. entered and now has an extra \$1000 in his pocket. Kyle M. and Cody W. have each won a \$250 gift card. Pretty good cash for a few minutes of your time.

REGISTER TODAY! (Click on the button to complete the registration survey)

PARTICIPATE NOW

ALSO: Don't forget to respond to the email from support@mytradesjourney.ca so we can verify your email and enter you into the prize draws.

If you are unable to click the link, please copy and paste the following URL address into your browser's location bar:

<https://ipsos.efmfeedback.com/se.ashx?s=4955B3F144D7E5BD>

**Thousands of dollars have already been awarded.
Maybe you will be next!
DON'T WAIT, REGISTER TODAY!**

P.S. If you have any questions, please email: support@mytradesjourney.ca.

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Thanks again for making a difference!