



JABC

TechWorks

An exploration of technology careers for youth



PROGRAM REPORT

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At a Glance

305
students

185 Male

120 Female



14 Participating Companies

7 Breakout Sessions

Virtual Reality
TELUS

Fun with IoT and SAP
SAP

Powering BC
BC Hydro

It's not Rocket Science
(Actually, it is!)
MDA

Super Hero Plasmids
Genome BC

Women in Technology
Deloitte

Visual Effects and Animation
Sony Pictures Imageworks

5 Demos

Altumview
BC Hydro

Canada Youth Robotics Club
Finger Food Studios
Tinkerine

9 Guest Speakers

Shaun Wysiecki
Master of Ceremonies


Arleen King, TELUS
Rocky Ozaki, BC Tech
Association

Irina Belova, Clio
Finger Food Studios
Mark Cunningham, Stytch
Jeff Smith, Mobify


Gordon Li, Min. of Education
Dr. Sarah Lubik, SFU

Program Overview

Technology has transformed the business landscape and will continue to do so at an accelerating pace. Every industry has been impacted and the demand for innovative, highly skilled minds and leaders that can create and apply new technologies is growing. Yet more than ever, both tech and traditional industry leaders report students are not prepared for these careers and there are not enough qualified candidates to meet employer demands.



Access to talent remains the biggest issue for most tech companies....BC post-secondary institutions graduate fewer engineering and technology-related degrees, on a per capita basis, compared with other Canadian provinces.




- 2016 BC Technology Report Card.


The reality is, too many high school students opt out of rigorous math and science courses without understanding the consequences. As a result, JABC perceived an urgent need to make BC's youth aware of the dynamic nature of technology careers and of the knowledge and skills required to secure these jobs. The response to this urgent need was *JABC TechWorks*.

Working with our industry partners, JABC designed the *JABC TechWorks* pilot to address the awareness gap and talent shortage by reaching out to Grade 9 and 10 students in the *JA Economics for Success* program. In this program, students learn to map their interests, skills & passions to possible careers and explore post-secondary options. *JABC TechWorks* was a capstone program experience for these students and aimed to capture their imaginations and begin the discussion as they choose next year's high school courses and plan an educational roadmap toward attaining future career success.

Three hundred teens from five high schools in Metro Vancouver attended the full-day program at SFU's Downtown Campus. The day started out with a morning plenary featuring dynamic speakers, a DJ, technology demos and a live polling activity where students voted through their smartphones. The interactive afternoon breakout sessions hosted by companies introduced students to a wide variety of elements related to the new world of work that technology has created. The impacts of *JABC TechWorks* were evident throughout the student survey results (p. 4) that were completed after the program. But, nowhere were the far reaching implications for the students better illustrated than through the feedback from this teacher:



Quite a few parents approached me during Parent/Teacher interviews a week after JABC TechWorks to talk about how powerful and impactful the field trip was for their child. Their children are now seriously thinking of a career in technology and they were very supportive of it. This is proof of how education and exposure can provide interest/guidance/direction into shaping a future career for my students.



Thank you for enabling this life altering opportunity for BC's youth. Your support has made a significant impact on these students' future aspirations and successes.

[Watch the JABC TechWorks highlight video](#)

[View photos from the program](#)



Impact

We are truly grateful for the opportunity to host this valuable pilot for students in Metro Vancouver and aim to expand it to other areas of the province in the future. Teachers, students, volunteers and our sponsors provided positive and constructive feedback and are supportive of this initiative as an annual program.

We surveyed the participants before and after the program, and the results below demonstrate that *JABC TechWorks* provided valuable, eye-opening lessons for students as they begin to decide on their post-secondary and career options.

Knowledge of training required



59%
increase

In the post-program survey, **59%** more students said they now possessed an understanding of the educational pathway and training required to attain a job in technology after participating in *JABC TechWorks*.

Knowledge of earning potential



138%
increase

In the post-program survey, **138%** more students said they are now familiar with the earning potential offered by careers in technology after participating in *JABC TechWorks*.

Interest in technology career



67%
increase

In the post-program survey, **67%** more students said they now have an interest in working in the technology sector someday as a result of participating in *JABC TechWorks*.

Awareness of employment opportunities



89%
increase

In the post-program survey, **89%** more students cited they are now aware of employment opportunities in the technology sector after participating in *JABC TechWorks*.



In the post-program survey, **117%** more females said they now have an interest in working in the technology sector someday as a result of participating in *JABC TechWorks*.

117%
increase

Morning Plenary

The morning plenary at SFU's Goldcorp Theatre was a high energy introduction to the world of technology with a DJ, engaging speakers from technology-focused firms and an interactive polling activity with lessons from the JA Economics for Success program, the precursor for JABC TechWorks. The speakers raised awareness of the increasing number of tech companies and startups that exist in BC and connected with the students by outlining their own paths, inspiring them to consider careers in the industry.



Arleen King
SVP, Customer Experience
TELUS



Rocky Ozaki
VP, Community
BC Tech Association



Shaun Wysiecki
Master of Ceremonies
JA Volunteer



I actually really loved this! And it made me more open to a job in tech.

I can't believe that some of the movies that look so realistic are actually made by systems and software.



Its interesting and I think I may think about work in tech in the future.



Finger Food Studios

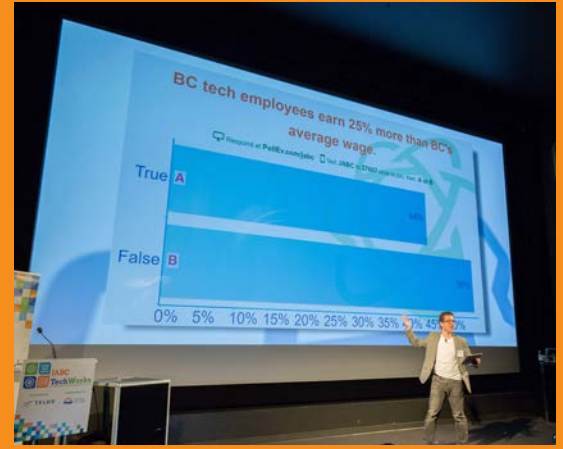


DJ Avstin James



Irina Belova
Senior UX Designer
Clio

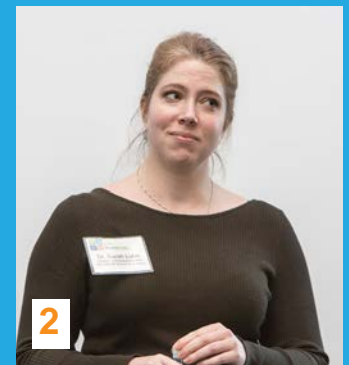
Interactive polling activity where students vote or answer questions using their smartphones. Questions were based on the JA *Economics for Success* program and the career possibilities related to technology.



Lunch & Demos

An action packed break took place in the early afternoon complete with speakers and technology demos from various tech firms.

1 Gordon Li, Superintendent of Technology, Ministry of Education; Mark Cunningham, Founder & CEO, Stytch; Jeff Smith, COO, Mobify | 2 Dr. Sarah Lubik, Director of Entrepreneurship, SFU | 3 BC Hydro | 4 Finger Food Studios | 5 Tinkerine | 6 Canadian Youth Robotics Club | 7 Altumview | 8 SFU Beedie School of Business



Breakout Sessions

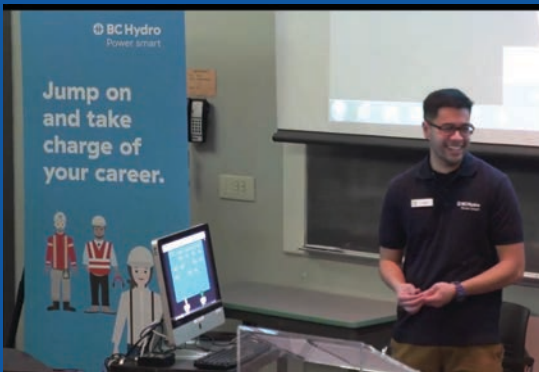
The **breakout sessions** consisted of interactive presentations from some of the largest tech companies in BC representing key sectors of the industry: Information & Communications Technology, Interactive & Digital Media, Cleantech, IT/Engineering Services and Life Sciences. The students learned about the expertise, experience and skills currently needed in BC's tech companies.



Virtual Reality
Presented by TELUS



Fun with IoT and SAP
Presented by SAP



Powering BC
Presented by BC Hydro

Learning about how many job opportunities there are in BC involving technology was important.

Breakout Sessions cont'd

Women in Technology Presented by Deloitte

Panelists:

Shaheen Rehmat, Manager, Risk & Performance Management, BC Hydro

Janet Wood, Global Head Talent & Leadership, SAP

Erica Pretorius, Partner, Risk Advisory, Deloitte

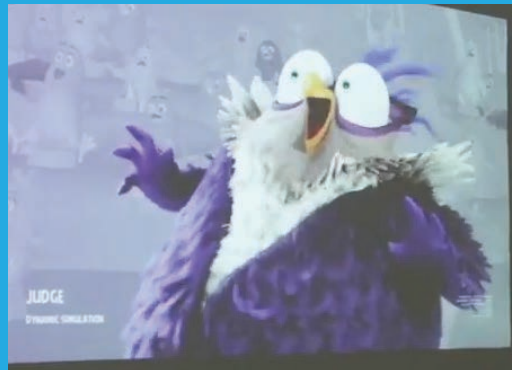
Lori Guetre, VP of Business Development, MDA

Ainsley Robertson, Product Manager, Clío

Amira Obradovic, IT Manager, TELUS



It's not Rocket Science (Actually, it is!)
Presented by MDA



Visual Effects & Animation
Presented by Sony Pictures Imageworks



Superhero Plasmids
Presented by Genome BC

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on behalf of John McLernon

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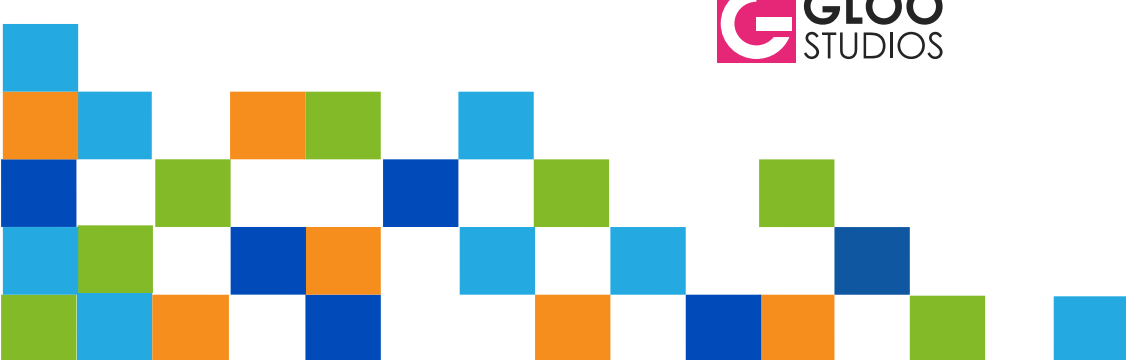
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www.jabc.ca

360 - 475 West Georgia Street
Vancouver, BC V6B 4M9
T: 604.688.3887 | info@jabc.org

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