



Eastern Safety Group Meeting – November 28 MiHR update - November 2017

The Mining Industry Human Resources Council continues to lead the implementation, development and maintenance of a suite of National Occupational Standards (NOS) for the Canadian Mining Industry. National Occupational Standards establish clear, objective benchmarks of the skills and knowledge required for workers to perform in a particular occupation. National Occupational Standards are the foundation for workforce development, help drive curriculum within educational institutions, and ultimately align and manage training initiatives. Currently, NOS are the foundation of MiHR's Canadian Mining Certification Program. The CMCP is the measure of mining expertise, the industry-standard for validating the skills, knowledge, and experience of workers in the mining sector.

MiHR developed, piloted and launched three new NOS, adding **Frontline Supervisor**, **Industry Trainer** and **Hoist Operator** occupations to the existing suite. Previously, the NOS were exclusive to Underground Miner, Surface Miner, Mineral Processing Operation and Diamond Driller. In response to the increasing demand for certification, MiHR established the Examiner Panel Assessment process. The addition of the Examiner Panel process increases eligibility to be certified, while allowing individuals to apply independently of their employer for the three new occupations.

Recently, MiHR has been hard at work enhancing promotional and marketing materials, with the goal being to expand the overall reach and uptake of the CMCP. These materials include a new tagline and key messaging, accompanied by: digital imagery, promotional brochures, promotional videos and posters. As part of the new marketing strategy to build broader awareness and uptake of the CMCP, MiHR is currently implementing a targeted LinkedIn campaign to help rollout our new key messages and materials.

Furthermore, new step-by-step guides and videos have been developed to support program implementation. MiHR is in the process of finalizing a new online CMCP portal, currently being tested by program participants, and a strategy to help transition existing and new program participants to the new system by early 2018.

There are brochures here for those who are interested; should you wish to request any other or additional promotional materials or information, please contact Lorry Fortin at lfortin@mihr.ca or Taylor-Faith Munde at tmundee@mihr.ca by phone at 613-270-9696.