

Canadian Council of Directors of Apprenticeship (CCDA)

Strategic Plan 2022-2027

Our Vision

Canada has leading edge apprenticeship systems enabling a highly skilled, diverse, and mobile workforce.

Our Mission

The Canadian Council of Directors of Apprenticeship are the stewards of apprenticeship and the Red Seal Program, keeping it relevant for the future through a partnership among the Provincial/Territorial Apprenticeship Authorities and the Federal Government.

The Red Seal endorsement is a valuable recognition in the skilled trades across Canada. It promotes excellence and builds public confidence through an endorsement that stands for quality and competence in the skilled trades.

We enable meaningful careers in the skilled trades with national mobility contributing positively to the Canadian economy.

We Value

Collaboration

Only by working together can we provide the best possible programs to help our jurisdictions and all Canadians.

Quality

We believe in high standards for the work we do and for the Red Seal Program.

We Are

Industry Driven, Client-Focused and Committed to Innovation

Our Goals

Customer



1. Apprenticeship in Canada is valued, and the Red Seal endorsement is recognized as a standard of excellence.

Process



2. The Red Seal Program is publicly recognized, relevant, and held to a high standard.

People



3. CCDA has knowledgeable and sufficient human resources who are engaged in fulfilling its mandate.

Equity, Diversity & Inclusion



4. Apprenticeship and the Red Seal Program are reflective of the Canadian population and afford equitable, inclusive, and meaningful experiences for all.

Financial



5. CCDA's provincial/territorial and federal jurisdictions allot the financial resources to achieve its goals.