

# ENABLING REMOTE COMMUNITIES THROUGH DIGITAL LITERACY & UPSKILLING

A Component of Cameco's Digital Transformation

SPRING 2022

Cameco has a strategic commitment toward enabling and upskilling residents within northern communities. Leveraging our successful Power Bar solution, the teams at Cameco and WBM Technologies built an action plan, curriculum, and online learning support solution that will see an initial 150 residents across 3 northern communities access and complete skills development and training.

With this initiative, Cameco continues to make a difference in the places where we live and work - through community empowerment, human connection, and caring.



# CAMECO'S VISION AS A PARTNER FOR NORTHERN & INDIGENOUS COMMUNITIES

In 2021, Cameco made a pledge to strengthen our investment and engagement in the communities where we work. Guided by our values, a commitment to diversity and inclusion, and the principles of the Saskatchewan Chamber of Commerce Indigenous Engagement Charter, we set out to make a positive impact with people in Northern and Indigenous communities.

Our initial area of focus was on digital learning, and helping to empower and upskill residents in the North. This would:

- provide opportunities for community and skills development, aligned with our desire to be a great corporate citizen
- honour our commitment to the Indigenous Engagement Charter, of which Cameco is a proud signatory
- help us to meet the next wave of Cameco employees, fostering inclusion and a connection to the communities we operate in as we expand to energize a clean-air world

Both Cameco and our digital enablement partner, WBM Technologies, are signatories to the Indigenous Engagement Charter and are committed to the following actions:



**Indigenous  
Engagement  
Charter**  
*Signatory*

*Develop an internal  
Indigenous engagement  
strategy.*

*Educate their workplace on  
Indigenous history and culture  
through training.*

*Enhance HR practices to  
attract, hire and retain more  
Indigenous workers.*

*Implement procurement  
practices, actions and  
partnerships.*

*Reinforce relationships and  
support Indigenous  
communities through  
community involvement.*

*Provide clear annual reporting  
of actions undertaken in the  
Indigenous Engagement  
Charter Program.*

# THE CHALLENGE

Delivering education for people in northern communities is no easy task. Some of the challenges include:

- the remoteness of learners
- the types of technology they have access to
- different levels of digital understanding and confidence
- issues with connectivity
- time of day availability to fit work, school, and family schedules
- general trepidation of learners and barriers to engage

Learners need to be welcomed with support and flexibility - where they are at and when they are available. The educational institutions and organizations we approached recognized these challenges, but struggled to help.



*"This level of technical support is unlike anything I have ever experienced in more than 20 years working at Cameco. Well done!"*

**MIKE W.** Cameco Team Member



# THE OPPORTUNITY

At this same time, Cameco was undergoing our own digital transformation, introducing Microsoft 365 technologies and a Power Bar solution to drive productivity and enablement throughout the organization.



The Power Bar is a service innovation designed to enable Cameco employees around the world. Staffed by live agents from WBM's award-winning Technology Experience & Enablement Team, the Power Bar provides our team with "how to" technology assistance in a friendly, inviting, and live support environment via Microsoft Teams. In addition, the Power Bar team creates customized digital learning content for our staff to access on-demand, ensuring that learning resources are available at any time and from anywhere.

The Power Bar was embraced by our organization and its success hatched an idea...

***What if the same team, program, and technology enabling us at Cameco could be applied to enable people in Northern and Indigenous communities too?***

In answering this question, it became clear: Cameco's digital transformation could power our vision for remote community engagement and upskilling.

## CAMECO POWER BAR RESULTS



# CAMECO'S NORTHERN UP-SKILLING PROGRAM TAKES OFF

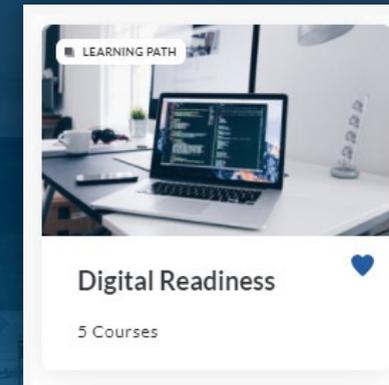
Leveraging the people and technology helping to make our own digital transformation so successful, Cameco and WBM built an action plan, curriculum, and online learning experience to achieve our vision. This consisted of multiple courses in 3 digital learning paths being delivered via the Rise online learning platform and supported by the Power Bar. **Our teams:**

- Engaged Bands and communities via promotional campaigns and community liaisons
- Gathered a roster of people eager to participate and learn
- Connected live with each learner via the Power Bar
- Provided a warm welcome and a walk through of what's next
- Helped learners to setup their accounts, access training, and enjoy a seamless digital learning experience
- Provided live and on-demand support via Microsoft Teams video and chat to answer questions at all times during each learner's journey

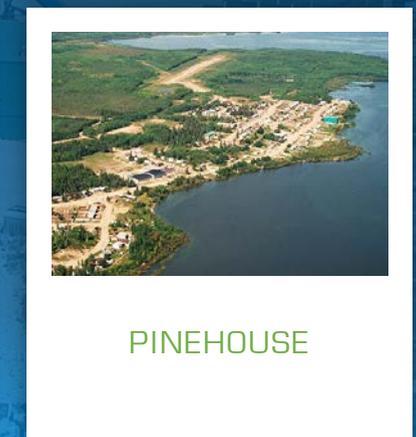
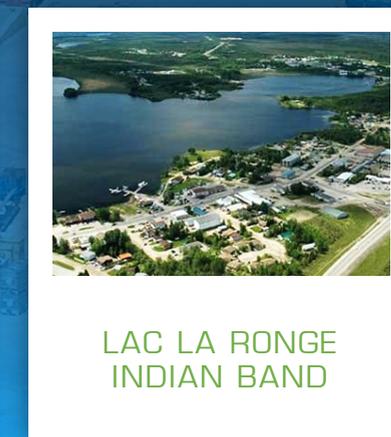
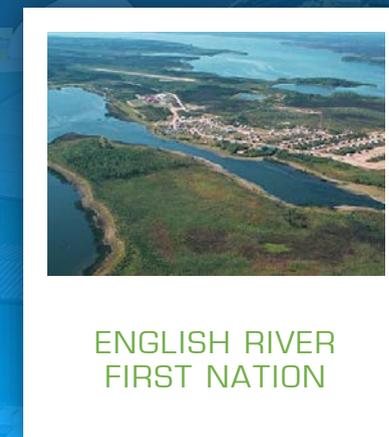
***The challenges of engagement, accessibility, and remote learning were overcome, and we started to track the results.***



## LEARNING PATHS OFFERED



## INITIAL COMMUNITIES ENGAGED

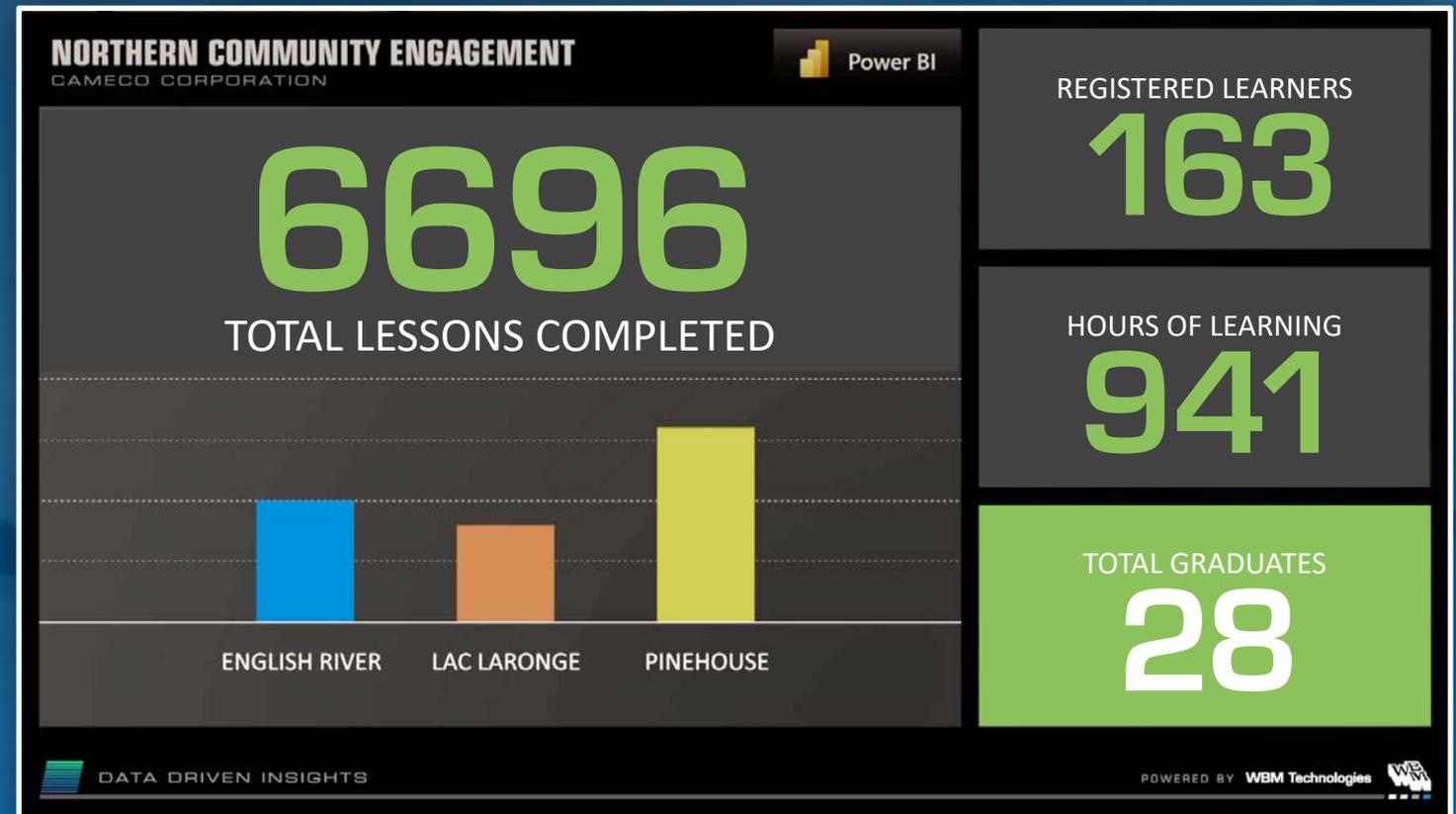


# NORTHERN UPSKILLING PROJECT OUTCOMES

Today, 15 courses are being delivered to 163 learners in the 3 communities. Participants have spent 941 hours learning and have completed an astonishing 6696 lessons.

When all learning paths are complete, participants receive a graduation certificate to celebrate their achievement, and they own a new resume highlight to include in job applications to Cameco or any other prospective employer.

28 people have graduated to date and this number continues to grow.



*“At Cameco, we believe passionately in giving back to the communities we serve by advancing digital literacy. Knowledge is power and building and certifying technical skills opens the door to opportunity for individuals and organizations.”*

**MARK LEACH** VP of Business Technology Services, Cameco



# FEEDBACK FROM LEARNERS & COMMUNITY LIAISONS

With the Power Bar at work helping students, the feedback from learners and community liaisons has been exceptional.

“The courses were very good, I enjoyed them. They gave me lots of knowledge about the mines and the way Cameco operates day-to-day.”

“Industrial courses gave me a lot of knowledge about the work Cameco does in the mine and how you need proper training to get the job done safely.”

“I completed all the courses that were offered...thank you for the opportunities and hope to work for Cameco soon.”

“With the digital readiness courses, I learnt how to use Microsoft and its apps way better than I did before... I felt like I learnt something new.”



“This is just a great example of how community partners (and technology) can come together to improve diversity and inclusion. It’s creating opportunities for everyone involved and it is a terrific initiative to be a part of.”

**ROBIN COOK**  
Community Liaison, Lac La Ronge Indian Band



“WBM and Cameco are lot of fun to work with. This program is so unique and innovative, and to see people taking to it and start to graduate is really rewarding.”

**BRENDA MCDONALD**  
Community Liaison, English River First Nation



“It is such a great honour and experience to work alongside WBM. You can tell that everyone is focused on making this program welcoming and engaging. This was a huge challenge to overcome, but it is exactly why people are getting involved. It’s working and it’s a great feeling to hear the positive comments.”

**CHELSEA IRON**  
Community Liaison, Pinehouse



# WHAT'S NEXT?

The success of this project is extraordinary and scalable, and an opportunity exists to expand the program.

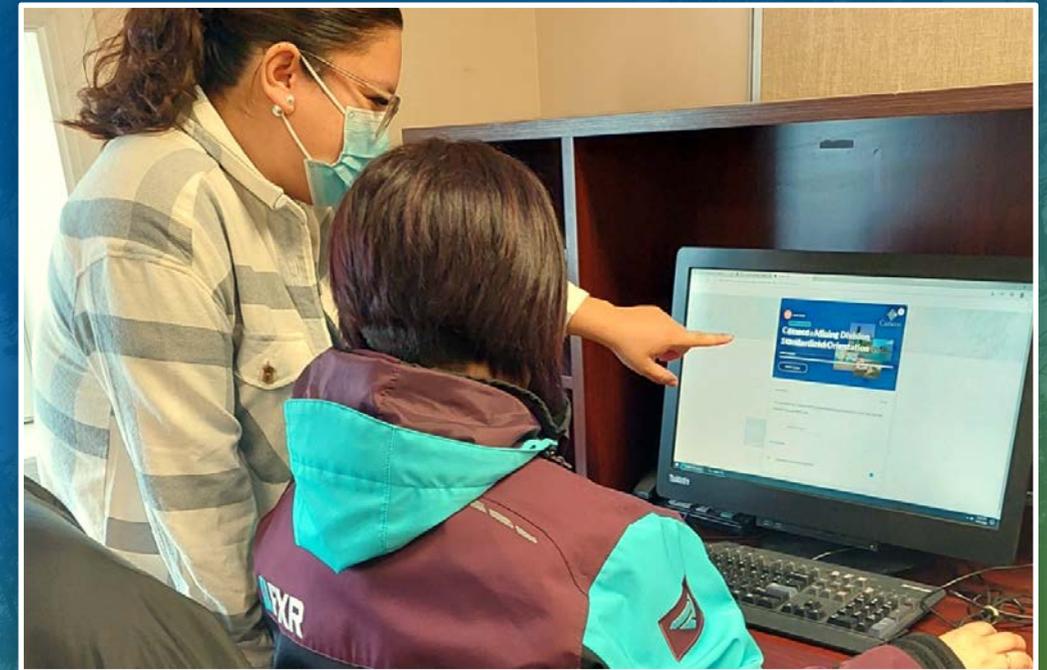
While we continue to work with liaisons at Pinehouse, Lac La Ronge Indian Band, and English River First Nation, Cameco has already identified four new communities to welcome to the initiative.

Taking lessons learned from the initial rollout, we are also capturing more data to help refine the Northern Upskilling program. Starting with a people-driven approach to the learning experience, we are now able to enhance the program with data-driven insights using Microsoft Forms and Power BI.

This includes information on:

- **gender**
- **Band**
- **community**
- **time spent in each course by learner**
- **number of Cameco applicants and hires**
- **specific courses graduated**
- **...and more**

We are incredibly excited about what's next and we can't wait to meet the next group of learners, the next class of graduates, and the next community members ready to join our Cameco team!



*“This is a strategic initiative for Cameco with a lot of momentum. From our Community and Indigenous Engagement team, to IT, to our top executives, there is a lot of collaboration here because the program is aligned to our corporate and personal values. It’s incredible to see our digital transformation not only connect us internally, but then bridge a significant gap to make this Northern Upskilling project possible. It’s people-centric technology enablement and I’m blown away by the opportunities it has created.”*

**KRISTIN CUDDINGTON**

Manager, Community and Indigenous Engagement, Cameco



## ABOUT CAMECO

Cameco is one of the largest global providers of the fuel needed to energize a clean-air world.

Our tier-one operations have the licensed capacity to produce more than 53 million pounds (100% basis) of uranium concentrates annually, backed by 461 million pounds of proven and probable mineral reserves (our share). We are also a leading supplier of uranium refining, conversion and fuel manufacturing services. Our land holdings, including exploration, span about 1.7 million acres of land, the majority near our existing Canadian operations.

Utilities around the world rely on our nuclear fuel products to generate power in safe, reliable, carbon-free nuclear reactors. Together, we are meeting the ever-increasing demand for clean baseload electricity while delivering safe, reliable solutions to today's clean-air crisis.

## ABOUT WBM TECHNOLOGIES

WBM Technologies (WBM) is a Western Canadian leader in the provision of outcomes-driven information technology solutions. WBM provides business solutions through 4 core practice areas: Data & Security, End User Computing, Managed Print Solutions, and Enterprise Service Desk.

Established May 1, 1950, WBM operates from Infrastructure Operation Centers located in Vancouver, Calgary, Regina, Saskatoon, and Winnipeg. We employ a team of over 400 IT professionals across Canada who are motivated to make a difference with our clients through the results we achieve together.

## CAMECO'S NORTHERN ENABLEMENT PROJECT

PROJECT UPDATE • SPRING 2022

