

BOARD MEMBERS & SPONSOR UPDATE ~ APRIL 2007

Inside

- ◆ Making Cent\$ of Literacy
- ◆ Niagara Employment Expo 2007
- ◆ NTAB Partnership Focus - Fiscal 07/08
- ◆ Niagara Trends, Opportunities and Priorities...at a glance
- ◆ Straight Talk from Employers/Unions
- ◆ Niagara Workforce Focus 2007-08
- ◆ Catalogue of Transportation, Warehouse and Logistics Careers
- ◆ Committees

Making Cent\$ of Literacy

the bottom line impact

Celebrating Literacy for a Healthy Economy Project was created to promote literacy to industry/business, labour/workforce and community partners as a viable solution to increase productivity in the workplace and flexibility in the workforce. Funded through Employment Ontario, the Niagara initiative was delivered by NTAB and Literacy Link Niagara.

Literacy in the Niagara Region is a report that provides an accurate up-to-date snapshot of literacy levels for the Niagara Region.

Making Cent\$ of Literacy: This easy-to-read publication makes a business case for workplace literacy and discusses the benefits of literacy and skills development from the employer's perspective. It highlights the "win-win" result that emerges through an investment in literacy and skills upgrading – as defined by the new definition of literacy

Employer Outreach: Short presentations to employer groups, associations and local employer meetings focused on raising awareness of the importance of workplace literacy and skills development.

NIAGARA EMPLOYMENT EXPO 2007 Connecting Jobs & Job Seekers

The theme of the Expo was "connecting jobs and job seekers" and we were pleased to be able to facilitate this connection! Acting in our role to 'identify labour force issues and develop possible solutions for labour force development' Niagara Training & Adjustment Board (NTAB) continues to initiate and lead local solutions to support Niagara employers.

Over 1,600 job vacancies were available for the 1,200 job seekers who attended!

35 employers participated across a broad range of sectors offering close to 1,000 full time positions!

NTAB is a member of:

NTAB Partnership Focus - Fiscal 2007/08**Mentorship Model Development - Supporting Skills Transfer**

Develop a mentorship model that supports transfer of knowledge and skills from experienced workers to new hires. The program should provide an understanding of the mentor and mentee role while valuing differences of the multi-generational groups now found in our workplaces. A business case to engage employers will result.

MedQuest Camp

Creation and delivery of a week-long summer camp providing youth an opportunity to explore health sector career options. There is a critical shortage of professional and technical health care workers in the local board area. This limits the quantity and quality of local health care delivery at a time when the population is aging and there is a demand for more health care provision. Recruitment activities are critical because of the sector's importance to the economy, business retention and expansion and the reality of population aging. High vacancy rates in the region exist for doctors, physiotherapists, pharmacists, nurse practitioners, speech and language pathologists, and psychologists.

Spreading the Word on Skilled Trades - Promoting Employer Engagement

This event will bring together stakeholders with an interest to increase employer engagement in the promotion of skilled trades as a career option. Emphasis will be placed on trades that offer viable employment opportunities across Niagara. Special keynote to be identified.

Developing Niagara's Talent Pool

Identify required job competencies for positions in sectors where high vacancy levels exist; develop educational tools for employers to promote the benefits of hiring under-represented populations - long-term impact, cost/benefits analysis, etc. Create a comprehensive cross-sector model that supports human resources transition from industry/sectors experiencing a decrease in employee demand to sectors that have vacancies.

Education-Business Forum 2007

Create a stronger linkage between economic development planning and workforce skills development for Niagara's labour force participants. This requires a greater understanding of local labour market needs among education stakeholders and increased collaboration with business/industry sectors, unions, and economic development to support labour force development that is linked to targeted economic sectors. This will support a stronger link between skills development and skills demand.

HR Directory - Supporting Employer Recruitment, Retention and HR Functions

This partnership will result in the publication of a Human Resources Directory that will be distributed throughout Niagara to local employers. The focus of the publication will be the dissemination of information related to supports and services for HR functions including recruitment and retention.

Niagara Trends, Opportunities & Priorities...at a glance

Driven by the increased emphasis on the link between workforce development and economic sustainability, this study identifies and responds to labour force trends, opportunities and priorities for the Niagara Region. Labour market research and local intelligence clearly depict five key trends that are impacting local labour force development:

- ◆ Economic restructuring
- ◆ Increased age of the regional population
- ◆ Low labour force participation among equity groups
- ◆ Lower education attainment at the university level
- ◆ Lack of inter-municipal transportation system

The implications of these trends are visible in the workforce and workplace, including composition and skills of the workforce, the nature of work, workplace arrangement and workplace learning. These present both challenges and opportunities at the local level.

Straight Talk from Employers/Unions...

NTAB conducted an on-line electronic survey directed at the employers/unions and designed to capture direct feedback in several key areas including:

- past and projected recruitment challenges
- current workforce skills and abilities
- identified strategies for addressing labour force needs
- top workforce issues by sector

And the respondents said...

- 63% anticipate challenges in recruiting new staff over the next year to three years
- 59% experienced difficulty sourcing qualified employees during the past two years
- 56% accessed co-op education
- 54% have a labour force development strategy that includes succession planning

Top areas for training/skills development:

Skills Training 62%	Communication Skills 45%
Interpersonal Skills 38%	Education Levels 33%
Math 19%	Life Skills 19%

Niagara Workforce Focus

The Southwestern Training Boards have partnered on this publication to have a scheduled release across all board areas with the local focus documented for the following topical areas:

May: Food Processing	July: Construction
Sept: Education	Nov: Not-for-profit / Voluntary
Jan: Tourism	Mar: Small Business

Additional bulletins will be released based on census data release:

Jan: Mobility and Migration Immigration and Citizenship
Feb: Aboriginal Peoples
Mar: Labour (including labour market activity, industry and occupation) Place of work and commuting to work (including mode of transportation) Education Language (including language of work)

For copies of completed publications please visit www.ntab.org

Catalogue of Transportation, Warehousing and Logistic Careers

The project is developed to promote the many challenging and lucrative careers in the goods movement cluster in Niagara with emphasis placed on survey results that specifically identify job opportunities. Partners will be brought together to assist in the development of this guide along with other related resources and events. NTAB will utilize primary and secondary research to help identify specific occupations that are in demand and employment projections for the next five – ten years. Emphasis will be on transportation careers related to air, road, rail, and marine.

Outcomes of Local Project:

- ◆ A catalogue of transportation, warehousing and logistic careers in the Niagara region listing comprehensive information on each occupation in a binder form
- ◆ 250 copies of the binder will be printed and distributed as noted above; the information will also be available on CD –ROM and on pertinent websites.
- ◆ A formal release of the Catalogue will be held to profile employment opportunities to an audience of 60-80 stakeholders as part of the NTAB Annual General Meeting.
- ◆ A local employer listing of all employers in Niagara operating within this sector and the projected job vacancies.

Committees

- **Niagara Executive Human Resources Leadership Council**
- **Niagara Newcomer Employment Council**
- **Leadership Niagara Steering Committee**
- **Motive Power Advisory Committee**
- **Niagara Constructor Sector Council**
- **Educators and Trainers Steering Committee**
- **Apprenticeship Strategy Group**
- **School to Work Advisory Group**
- **ODSP - Labour Market Partner Group**
- **St. Catharines Interagency Group**
- **Niagara Falls Interagency Group**
- **Welland Interagency Group**
- **Niagara Transportation Committee**
- **Local Board IPS Task Group**
- **Progressive Employer/ Employee Relationships Campaign (PERC)**
- **Blueprint for Learning**
- **Partners in Enterprise**

The Niagara Training & Adjustment Board is funded by:

**EMPLOYMENT
ONTARIO**

Ontario's employment & training network