

# **A Vision in Action**

## **.... Community Consultation Report**

### **Niagara Consultation Discussions**

#### **.... Summary Report**

**Released: November 5, 2008**

**EMPLOYMENT  
ONTARIO**

**Niagara Region**  
*Building Community. Building Lives.*



**Niagara Workforce  
Planning Board**  
Our Vision is Working  
A division of Niagara Training  
& Adjustment Board

The views expressed in this document do not necessarily reflect those of the Government of Ontario, Niagara Region, or Niagara Workforce Planning Board... a division of NTAB.

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Facilitation and Writing: Strive!

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#### Limitations:

The Niagara Workforce Planning Board... a division of Niagara Training & Adjustment Board acknowledges the limitation of this document and will continue to seek out information in areas that require further analysis and action.

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### Executive Summary

Throughout the month of September, 2008 six community consultations, five facilitated in English and one facilitated in French, were held at a variety of times and locations in the Niagara Region. The objectives of consultations were to validate labour market trends and data for Niagara while seeking input about what needs to be place to support both employers and job seekers in this labour market environment. The consultations were attended largely by representatives of organizations who currently strive to improve labour market development as well as smaller proportions of target market populations (i.e. job seekers and employers.).

### Key Findings & Recommendations

The consultations identified several strategies for improving service and employment access to residents of Niagara Region. In priority order the top five areas recommended for regional coordination and emphasis are:

1. **Employee training**, including increased employer commitment to on-the-job training – emphasis on both knowledge transfer and soft-skills development are seen as key to achieving a better match between people who want jobs and the positions that are available
2. Achieve **employer engagement** – most believe that employers are best positioned to predict skills and competencies that will be needed in the future and that with better input from them, educational institutions can more accurately equip individuals with the right skills sets for the future.
3. **Economic development** – with several businesses recently announcing their move out of the region, the community is looking to regional government for creative ways to support the economy in Niagara.
4. Improve **transportation and infrastructure** – while not a new concern, participants observed that the lack of a coordinated regional transit system is a barrier to achieving a mobile labourforce that can fill positions as they become available.
5. **Employer training** – just as job seekers would benefit from training, participants observed that more might be done to help small businesses, in particular, with common challenges such as supervising a multi-generational and multi-ethnic work force, strategic planning, and skills recognition in candidates who have experience without credentials.

In all, 176 participants invested their time, ideas and input in the trust and belief that their efforts *will* make a difference for Niagara.

### Next Steps

Results from this project will form a key information resource that will be complimented with other research, statistical data, informant interviews, and targeted group/association input. This collection of knowledge, input and data will be analyzed by the Niagara Labour Market Planning Committee as it drafts a proactive, 'made in Niagara' strategic plan to support a competitive economy in the face of predicted labour shortages. This draft plan will be vetted through various channels for community input and comment, including a large community forum scheduled for April 7, 2009. At the end of this integrated local labour market planning process, Niagara will have a plan that is grounded in comprehensive input, current data, and directly linked to the Niagara economic growth strategy, and other related plans under development in this region.

### **The Background**

Annually, Niagara Training & Adjustment Board (now operating as Niagara Workforce Planning Board) has conducted community consultations as part of its research for the annual Trends, Opportunities and Priorities Report. These consultations have taken on many forms including on-line discussions, electronic surveys, one-on-one informant interviews and regional forums. Building on that framework for 2008, the consultation process and data collection/analysis was expanded to ensure the broadest possible reach, data pool, and inclusion from a region-wide basis.

This expanded approach supports a new planning model being tested in seven areas across Ontario, including Niagara. Niagara Workforce Planning Board is serving as the Secretariat for the Niagara demonstration pilot which is testing the Integrated Local Labour Market Planning (ILLMP) Framework funded by The Government of Ontario through the Ministry of Training, Colleges and Universities (MTCU). The government has recognized the need to enhance program and service delivery to facilitate quick and easy access to services at the local level. A necessary part of ensuring this type of positive change is the creation of processes at the local level for meaningful collaboration with government and its community partners. The ILLMP framework supports community engagement, and discussion with employers and individuals about what employment and training priority needs are for Niagara. The pilot is scheduled for completion in June 2009 at which time the Niagara Integrated Local Labour Market Plan will be released. This plan which will be endorsed by the Niagara Local Labour Market Committee may influence and inform government investment towards labour market development initiatives in Niagara. For more detailed information on the ILLMP initiative, refer to the Integrated Local Labour Market Framework – Niagara Fact Sheet, available at [www.niagaraworkforceboard.ca](http://www.niagaraworkforceboard.ca) – Vision in Action.

### **About Niagara Workforce Planning Board**

Niagara Workforce Planning Board ... a division of Niagara Training & Adjustment Board is a community directed, non-profit corporation leading Niagara in its approach to workforce development and labour market planning. NWPB NTAB functions as a neutral broker of research, disseminator of information, and facilitator of collaborative partnership development. Operating as part of the Local Boards Network of Ontario, NTAB is one of 25 local planning board areas mandated through Ministry of Training, Colleges and Universities to conduct and disseminate local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

This year NTAB is supporting the integrated local labour market planning demonstration pilot in a secretariat capacity. Niagara is one of seven areas in Ontario chosen by the Ministry of Training, Colleges and Universities to test this framework. Formation of a top level labour market planning committee will drive this integrated labour market planning process and will articulate strategic responses, key themes and priorities. In its end state this plan will serve to formulate actions that will respond to issues and opportunities that will strengthen Niagara's labour market capacity. It will be a plan that is targeted, focused, evidence-based and strategic.

## Community Consultation Process

Six consultations were held at a variety of locations and times across the Niagara region, including one facilitated in French. Sessions were scheduled during day and early evening to better accommodate varying schedules. Locations across Niagara included:

- Sept 3 - Welland, Civic Centre
- Sept 4 - Niagara Falls, McBain Centre
- Sept 4 - Jordan, Best Western
- Sept 11 - Fort Erie, Leisureplex Banquet Hall
- Sept 11 - Thorold, Four Points by Sheraton
- Sept 12 - Welland, Civic Centre (francophone session)

## Promotion of Consultations:

The consultation schedule and registration details were advertised in the following manner in order to garner participation.

Printed/Electronic advertisement:

- Niagara this Week (160,000 organizations)
- Community Papers (182,557 copies distributed throughout Niagara)
- Broadcast Fax (400+ agencies)
- Standard/Tribune/Review (153,067 readership)
- Niagara Employment News (450+ agency executive and staff)
- St.Catharines/Thorold Chamber of Commerce (1100+ members)
- Fort Erie Chamber of Commerce (500+ members)
- NTAB Database (530)

Other methods utilized:

- Personalized emails from municipalities to business owners/contacts
- Phone calls to contacts in municipalities to seek participants
- Individual one-on-one meetings with local mayors, economic development officers, municipal planners and CAO's, Chambers of Commerce

## Consultation Meeting Format:

Meetings were scheduled for two hours and were led in a facilitated process. Participants were provided with key labour market information and then asked to discuss a series of questions:

- |                          |   |
|--------------------------|---|
| <b>Current Situation</b> | Is this your view/experience - as an Employer? as a job seeker?<br>Are the skills changing that you seek in new hires? Need as a job seeker?                                    |
| <b>Trends/Issues</b>     | Looking at what we know today – from employers and employee/job seeker perspectives.<br>What are our predictions for type of jobs, content and structure of work in the future? |
| <b>Niagara's Plan</b>    | What needs to happen to better position Niagara for success?  |

The consultation itself was a combination of discussion and statistical information sharing (existing statistics, trends and programs - see Appendix A for presentation slides)

## Community Consultations Input

### The Current Situation - Community Experience:

Participants were asked to share their experiences in response to research findings shared in two slide presentations by Trudy Parsons, Executive Director, Niagara Workforce Planning Board... a division of NTAB. Their observations are summarized in this report. Highlighted below are experiences which differ from or are in addition to analysis that was presented in the Niagara Region, Trends, Opportunities and Priorities (TOP) Report 2008. Bracketed numbers at the end of statements indicate the number of times this was mentioned during the consultations.

As presented in <b>TOP Report 2008</b>	<b>Community Experience</b> (differences and additional observations)
Population Summary	<ul style="list-style-type: none"> <li>○ Older workers are opting not to retire, thus blocking opportunities for youth – no retirement options in voluntary sector (11)</li> <li>○ Older workers aren't valued as much, perhaps due to changing education requirements and thus they have difficulty finding employment with benefits (5)</li> <li>○ There are generational differences and expectations (e.g. tech savvy vs. "let's talk") (5)</li> <li>○ New Canadians are under-employed – highly educated individuals are in low-paying jobs (4)</li> <li>○ Mature workers are more loyal to employers (2)</li> <li>○ Aboriginal youth segment is rapidly expanding; this is an untapped resource for jobs (2)</li> <li>○ Generation Y (born since 1980) are multi-tasking, work-to-play types with differing expectations than currently offered by employers (2)</li> </ul>
Education Levels	<ul style="list-style-type: none"> <li>○ There is a perception that there is a fairer, quicker process for immigrants to credential in the US; the Canadian process is relatively expensive. (The US process is, in reality, costly and time consuming as well.)</li> <li>○ While getting better, there is still a perception that education and apprenticeship for trades are not valued as highly as post-secondary education. This has resulted in some businesses experiencing significant labour shortages, particularly for trades. (2)</li> </ul>
Youth Retention	<ul style="list-style-type: none"> <li>○ Given their mobility, youth typically just move to where the jobs and salaries are. (4)</li> <li>○ Available opportunities are not attractive to post-secondary graduates of Niagara College and Brock University. (2)</li> <li>○ The absence of public transit is a barrier for youth looking for jobs.</li> </ul>
Employment Patterns	<ul style="list-style-type: none"> <li>○ Participants perceive that municipal and regional government-related employers represent the biggest proportion of jobs in Niagara. (2)</li> </ul>

## Capturing Community Input

As presented in <b>TOP Report 2008</b>	<b>Community Experience</b> (differences and additional observations)
Top Areas for Training and Skills Development	<ul style="list-style-type: none"> <li>○ Skills/competencies being sought include:               <ul style="list-style-type: none"> <li>- Flexibility and adaptability</li> <li>- Initiative, work ethic</li> <li>- Multi-lingual</li> <li>- Innovation</li> <li>- Social marketing – communications (2)</li> <li>- Life-long learning ethic (6)</li> <li>- Ability to multi-task</li> <li>- Safety standards</li> <li>- Job maintenance skills</li> <li>- Dispute resolution</li> <li>- Problem solving (1)</li> <li>- Customer service training for youth</li> <li>- Management skills</li> </ul> </li> <li>○ There is a challenge recruiting:               <ul style="list-style-type: none"> <li>- ‘technical’ people</li> <li>- bilingual people (2)</li> </ul> </li> <li>○ There needs to be a shift from offering only knowledge training to also offering interpersonal skills training.</li> </ul>
Manufacturing Sector	<ul style="list-style-type: none"> <li>○ Displaced workers are in crisis due to unexpected job losses.</li> <li>○ Experience and soft skills such as supervisory talent, work ethic, safety, and discipline seem to be undervalued compared to education, thus increasing the frustration and desperation of second career job seekers.</li> <li>○ Sector workers are aging and have fewer skills; they lack high school education yet they don’t see its value and don’t want to return to school. (2)</li> <li>○ Manufacturing isn’t leaving Niagara, it is changing.</li> </ul>
Services Sector	<ul style="list-style-type: none"> <li>○ Lots of jobs but not usually well paid.</li> <li>○ Individuals with soft skills will be offered additional training; people can work their way ‘up’.</li> <li>○ Employment in hospitality sector was formerly a second income; now is the primary income source for many families.</li> </ul>
Other Sectors	<ul style="list-style-type: none"> <li>○ Jobs in the non-profit sector are often contract positions with no stability.</li> <li>○ Temporary jobs offer some stability but then the individual has insufficient time to seek full-time employment.</li> </ul>

**Other Observations of the Current Situation:**

Program Support Network — Agencies are competing for funding and many need to engage in fundraising activities in order to generate revenue to meet their goals. Frustrations amongst agencies are as follows:

- Project funding too often does not include an allocation for overhead (2)
- Submitting grants and proposals to varied funding ‘pots’ results in onerous administration and record-keeping, often in different formats for different funders. (2)
- Project funding is often very restrictive in terms of the assistance that can be provided to clients.

Lack of Financial Management Skills —Attitudes of young people towards debt (i.e. more accepting of debt) and their tendency to live beyond their means could compound economic and job mismatch concerns.

Government Programs — they are plagued by ‘red-tape’ required to participate in them. The process is long and complicated and employers sometimes lose candidates as a result. Requiring references is seen as an unnecessary barrier. (2)

Learning Disabilities — a high percentage of children are not being diagnosed. (2)

Selection Process — There is an emerging trend for employers to take more time to better understand applicants - their skills aptitude, personality type, and leadership capabilities.

Skills Transfer — transferring skills from one industry to another is challenging (e.g. John Deere to health sector). (3)

### **Impacts of Current Situation:**

#### Impact on Job Seekers and their Families

- Layoffs have a psychological and financial fallout that ripples through the whole family since 'left over jobs' are typically either lower paying or require significant skill upgrades to grasp (6)
- Fewer benefit packages are being offered or lower wages in exchange for benefits — thus increasing financial risk to employees (4)
- Wages are low and being driven down to point that two to three jobs per couple are required to raise a family (7)
- Decreasing job security (2)
- Child care availability is preventing mothers from accessing employment (4)
- Looking for work is more difficult - more people are being 'screened out'; interviews are tougher; employers aren't being specific enough in describing what skills they are looking for. (3)
- High use of temp agencies (2)
- The lack of public transit means fewer job options. (4)
- There is an increased demand for shift work and flexible hours outside of 9 to 5.
- Project funding approach leads to highly skilled people having short-term commitments for work
- There isn't pay equity between businesses and non-profit employers
- An entry level job is not entry level anymore, higher skills/credentials required for entry level jobs (6)
- Increased technical skills and education to begin apprenticeships
- Higher commuting costs are causing the shifts: (3)
- increased the demand for work close to home
- more home office work
- 4-day work weeks – which adjusts need to extended daycare hours
- Job seekers are looking for benefits and flexibility while employers are not willing to 'accommodate'. (5)
- There is an increasing emphasis on work-life balance – Generation Y tends to want a better match and baby-boomers are valuing this more.
- Apprenticeship programs have more qualifying criteria thus limiting the number of candidates.
- A conservative mentality – don't want to grow because community will change. (2)
- Loyalty both on the part of the employer and the employee seems to have deteriorated. (3)

#### Impact on Businesses and Other Employers

- Out-migration of families to find jobs is starting to impact infrastructure jobs such as education as fewer teachers are required (3)
- The relevant skill sets are not out there (e.g. Sitel and DMI are desperate for welders; ability to attract skilled workers was a factor in Canadian Tire Acceptance move from Welland to Burlington.) (5)
- When there is a surplus of labour, can ask for higher credentials from candidates. (3)
- Younger job seekers typically aren't as motivated and do not have a good work ethic and pride in a job well done. (7)
- There is a shortage of individuals who *want* to work. (3)
- Literacy is a growing issue since it is harder to hide with more online, self-help, and kiosk program delivery methods. "Only 50% of population is functionally literate." Grade 12 graduate isn't always literate. (14)
- Most employers are willing to look at transferable skills.
- Businesses are requiring more niche technical knowledge. (4)
- Work ethic generally seems to be lower yet employees have a sense of entitlement (12)

- On-the-job training offered less because don't have the time and concerned about retention after training provided (2)
- Increasing opportunities in health care
- Communication skills are lacking

### Impact on Both Employers and Employees

- Higher commuting costs are causing the shifts: (3)
  - increased demand for work close to home
  - more home office work
  - 4-day work weeks – which creates a need for daycare hours earlier and/or later in the day
- Job seekers are looking for benefits and flexibility while employers are not willing to 'accommodate'. (5)
- There is an increasing emphasis on work-life balance – Generation Y tends to want a better match and baby-boomers are valuing this more.
- Apprenticeship programs have more qualifying criteria thus limiting the number of candidates.
- A conservative mentality – don't want to grow because community will change. (2)
- Loyalty on the part of both the employer and the employee seems to have deteriorated. (3)

### **Priorities for Action:**

The following recommendations are ranked in priority. The recommendations which were identified as being among the three most important considerations were given 1.5 points while a suggestion that wasn't rated as one of the three most important elements was given 1 point. Where there are two rating numbers beside an element (e.g. 2-7) the first number is how many "top 3 suggestion" ratings it received (e.g. 2) while the second number is how many times it was suggested (e.g. 7) but not rated as one of the top 3 ideas.

#### **1. Employee Training**

- Continue employee training to **improve skills match to employer needs**. Type of training requested:
  - All training should include auditory, spatial, and visual-learning formats (0-2)
  - Offer more basic technical/computer skills training (2-7)
  - Provide 'technically forward' medical training (0-2), e.g. from PSW to Registered Practical Nurse (RPN)
  - Programs that cater to different age groups
  - Communication skills and other soft skills training (0-6)
  - Adult training/upgrading at 'all levels' (0-13)
  - Don't restrict to those on 'assistance' – others need financial support/access to training (0-9)
  - Resume writing and interview skills for youth and new Canadians (0-13)
  - Legislation, benefits, HR requirements, tax laws
- An important required element of employee training is **increased employer commitment to on-the-job training**. While the mechanism for achieving this wasn't suggested, many participants declared that "employers need to invest more money for retraining and upgrading" with career path development programs and on-the-job training for existing workers so they can position themselves for future jobs rather than becoming irrelevant in the changing employment landscape. (1-9)

#### **2. Achieve Employer Engagement**

- Try different tactics such as think tanks and focus groups to get their input and involvement. Engage leading-edge employers in order to *better anticipate future skill needs*. To date, there has been a disproportionate emphasis in liaising with employers of 'hard-to-serve' or under-

qualified job seekers. Also, with better information, the hidden job market will be more accessible by job seekers. (8-24)

### 3. Economic Development

- Attract/encourage job diversification in Niagara, e.g. wind power, photonics, and other research and development-type employers. (5-8)
  - offer training incentives to support the labour market including training for new Canadians (e.g. Convergys) (0-6)
  - promote bilingual skills available in the region
  - offer tax incentives or discounted utility costs for 1 to 2 years
- Market the positive aspects of Niagara (0-5)
  - to young people as a place where the cost of living is lower (0-4)
  - communicate the job opportunities that are available here; develop a skills strategy to maintain and attract industry (0-2)
- Need politicians with vision (0-2)

### 4. Improve Transportation and Infrastructure

- There is a need to plan for effective transportation and infrastructure. With an aging population and higher fuel costs, more people will be looking for public transportation, including specialized transit. Perhaps there could be short-term government stipends or employer participation to subsidize transportation costs. Childcare and affordable housing were also cited as infrastructure concerns needing attention. (7-22)

### 5. Employer Training

- Offer employer training to small to medium-sized employers (2) in:
  - hiring/recruitment practices including the ability to recognize transferable skills (1-7)
  - retention strategies – studies show that older workers are valuable for common sense, responsibility, reliability, knowledge, discipline, work ethic, and safety (2-2)
  - supervisory strategies for multi-generational and multi-ethnic staff mixes (1-5)
  - strategic planning (2-0)
  - ways to incorporate scheduling flexibility so workers can work multiple jobs; older workers can work less than a full week (0-4)
  - changes in legislation, benefits, HR requirements, tax laws (0-2)
  - about **WFS** recommendation for equivalency to achieve better understanding of skills and experience from other countries

### 6. Labour Market Planning

- Take a **multi-disciplinary approach to labour market planning** – include the education system so new programs of study can be developed in a more timely and proactive manner; communicate and share labour market information between stakeholders in order to identify gaps and then address them. Coordinate the efforts of government ministries, municipalities (7-10)
- Learn from best practices in other parts of the world for both labour market development and for enticing new business (e.g. Ireland, New Brunswick, etc.) (2-4)

### 7. Credentialing and Transferable Skill Recognition

- Establish guidelines for equating experience to education and in recognizing educational equivalency whether the individual's background is in Canada or another country. For example, experienced production welders don't necessarily have credentials. Offer opportunities for newcomers to prove their ability. Accept references from other countries. (2-14)
- Participants expressed a need for better skills amongst job seekers, agency support workers, and employers in identifying transferable job skills. (0-13)

### 8. **Awareness of Incentive Programs**

- Make employers and job seekers aware of incentive programs (4-8). Promote programs available to job seekers and displaced workers so they are aware of them. (0-12), See Appendix E for an assessment of how aware participants are of existing programs.

### 9. Improve the Referral System

- Provide one-stop access to employment services and resources so job seekers can access literacy and settlement services, etc., without a break in service and the need to re-tell their story multiple times. For example, a common assessment form could help streamline service delivery. Increase the human contact. Have information accessible in a variety of forms (i.e. internet, print, and in-person) since not all job seekers have computers.
- Improve system effectiveness by referring job seekers to the right place and program the *first* time. Stop referring French-speaking newcomers to Quebec. (4-15)
- Create a central database of employment opportunities for Niagara. (0-2)

### 10. Improved Link between Educational Institutions and Employers/Job Opportunities

- Suggestions include:
  - create and offer new courses to meet evolving workplace demands (e.g. prep. for management-level positions in local service sector; offer more skilled trades training (6-0))
  - offer night-school to allow continuing education for those with jobs
  - provide better career counseling advice to high school students, not just those in Grade 12, but along the way; partner with vocational agencies and employers for more relevant career advice (0-9)
  - cultivate job market for graduates of Niagara College and Brock so they stay; look at pre-apprenticeship programs offered at Mohawk College as a model (0-2)
  - connect with employers to increase the number of coop placements/opportunities (0-3)
  - provide all students with exposure to basic trades training in high school; increase the number of shop classes (0-4)

### 11. Re-work Apprenticeship Programs

- Revamp incentives and qualifications to make them more effective. Currently employers are sometimes reluctant to offer apprenticeships. So, while the trades are being promoted as a viable employment alternative, employers aren't interested in offering apprenticeships to complete the process. Some have been 'burned' by investing time and effort to apprentices only to have a competitor woo away the newly apprenticed individual with a higher wage when they finish their training. Some apprenticeship programs are described as being too rigid in description of acceptable applicants and in training that can be provided to qualify for the program. Perhaps establish a link with colleges to promote apprenticeships. There is a trend to raising the bar for apprenticeships perhaps due to demand. This is making this avenue not feasible for many. (1-12)

### 12. Elevate Status of Trades

- Reduce the stigma of working in the trades, both with youth and with their parents since technical/trade skills offer a viable employment alternative (1-7)

### 13. Cultivate Volunteer Placements

- New Canadians benefit from any opportunity to gain experience that can be transferred to job opportunities. Recognize volunteer participation through tax rebates. This will increase the number of volunteers. (3-3)

### 14. Promote Collaboration Amongst Employers

- Companies in like environments and interests could share services or the development cost of curriculum for their sector to achieve regionally-focused rather than province-wide programming. Perhaps large employers could mentor small business and offer temporary staff while employees of small organizations are being trained. (1-3)

### 15. Eliminate Municipal Governments

- Self-interests are a barrier rather than an asset for labour market development (1-1)

### 16. Flexible Funding

- Provide more funding flexibility; structure surrounding the training opportunities might intimidate those who could access them (1-0)

#### **Additional Suggestions:**

The following additional suggestions arose in conversation but didn't make the top 3 action list.

- Create a pool of skilled individuals for businesses to access for temporary needs. People with human resources expertise could be very helpful. (0-3)
- Tap into skill sets of retired seniors to help mentor youth. (0-3)
- Shift agency thinking from "shortest route to employment" to a better understanding of individual job seeker's 'wiring' and gifts in order to achieve a more sustainable 'fit'. (0-2)

#### **Conclusion**

We tell job seekers that in order for them to be successful, they need to be continuously learning as a means of increasing their flexibility and adaptability within the reality of a changing work environment.

The challenge, and opportunity, is for Niagara to do the same. In order for Niagara to be successful in positively shaping its labour market and economy for the future, it needs to continuously learn by studying the best practices of other regional economies, by taking action and by modifying approaches to achieve better results through time. At a regional level, the flexibility and adaptability of the overall work force can be achieved by elevating employer engagement so their future needs are understood and by priming education and training institutions to deliver on those needs. There are clear signs that a culture of collaboration is developing in the Niagara region. Fostering this will be paramount to achieving the kind of breakthrough that is possible and necessary to overcome the challenges inherent in a semi-rural geography. In our world of finite resources, goodwill amongst all stakeholder groups is critical. Goodwill can be fed by a compelling vision and ongoing supportive communication. Goodwill and hope have been shown to fuel amazing transformation. Niagara has a good brand and a culture of collaboration on which it can build through continuous learning, flexibility and adaptability.

## Appendix A

Consultation Power Point Presentation (visit [www.niagaraworkforceboard.ca](http://www.niagaraworkforceboard.ca))

<http://www.ntab.org/userfiles/file/Niagara%20Community%20Consultation%20Presentation.pdf>

## Appendix B

### Planning for Employment and Economic Prosperity for Niagara – A Vision in Action Community Consultation Agenda

<b>Agenda</b>	<b>Description</b>
Welcome LMPC Member	<ul style="list-style-type: none"> <li>➤ The Hook – why this meeting is important</li> <li>➤ Support pilot projects under MCSS funding</li> </ul>
Introductions	
Current situation	Setting the Context - Local Labour market – Current State/Demographics – highlights from the 2008 Trends, Opportunities and Priorities report
Table Discussions	<b>Is this your view/experience - as an Employer? as a job seeker? Are the skills changing that you seek in new hires? Need as a job seeker?</b>
Trends	Trends in the labour market -- Employee needs – employer needs – from 2008 TOP report
Table Discussions	<b>How are these trends impacting you/your business? What issues are resulting?</b>
Service awareness	Participants to complete questionnaire on service awareness Picture of current support system -- Services for employers and job seekers
Positioning Niagara for Success	<p><b>In light of the changes we anticipate in the labour market what could we do to respond to employers? To job seekers?</b></p> <ul style="list-style-type: none"> <li>- Do differently? – more of? – less of?</li> <li>- to facilitate a vibrant and appropriately skilled labour market in Niagara in the future?</li> </ul> <p><b>What are the top 1-3 actions you would take to improve labour market planning in Niagara?</b></p>
Closing	

## Appendix C

### Priority Ranking Summary

The actions which were identified by individuals as being one of their top three recommendations were given a weight of 1.50 and when participants made a suggestion but didn't rate it as one of their top three it was given a weight of 1.

Rank	Score	Topic
1	58 + 11	Employee training + increase employer commitment to on-the-job training
2	40	Achieve employer engagement
3	39	Economic development
4	36	Improve transportation and infrastructure
5	33	Employer training
6	32	Multi-disciplinary approach to labour market planning
7	31	Credentialing and transferable skill recognition
8	28	Awareness
9	25	Improve the referral system
10	25	Improved link between educational institutions and employers/job opportunities
11	14	Re-work apprenticeship programs
12	9	Elevate status of trades
13	9	Cultivate volunteer placements
14	5	Promote collaboration amongst employers
15	3	Eliminate municipal governments
16	2	Provide funding flexibility

## Appendix D

### Who Attended the Community Consultations

Agency Staff	75
Employers	21
Job Seekers	22
Municipal/Regional government representatives	33
Table Leads (staff)	25
<b>Total Attendance</b>	<b>176</b>

Appendix E

## 2008 Community Consultation Evaluation Location - Date

**Services in Niagara**  
**# of Participants = 143**  
**# of evaluations = 77 (54%)**

<b>Service</b>	<b>Are you aware of the availability of these services in Niagara? Please circle one.</b>	<b>Have you used or know of someone who as used these services? Please circle one.</b>
Apprenticeship	Yes = 58 (75%) No = 12 (16%) No Reply = 7 (9%)	Yes = 46 (60%) No = 21 (27%) No Reply = 10 (13%)
Career Decision Making	Yes = 60 (78%) No = 10 (13%) No Reply = 7 (9%)	Yes = 53 (69%) No = 14 (18%) No Reply = 10 (13%)
Employment Ready	Yes = 60 (78%) No = 11 (14%) No Reply = 6 (8%)	Yes = 45 (58%) No = 20 (26%) No Reply = 12 (16%)
Income Supports	Yes = 61 (79%) No = 5 (7%) No Reply = 11 (14%)	Yes = 53 (69%) No = 10 (13%) No Reply = 14 (18%)
Job Connect	Yes = 63 (82%) No = 8 (10%) No Reply = 6 (8%)	Yes = 51 (66%) No = 14 (18%) No Reply = 12 (16%)
Job Development	Yes = 58 (75%) No = 9 (12%) No Reply = 10 (13%)	Yes = 49 (64%) No = 13 (17%) No Reply = 15 (19%)
Job Search	Yes = 66 (86%) No = 4 (5%) No Reply = 7 (9%)	Yes = 60 (78%) No = 8 (10%) No Reply = 9 (12%)
Literacy & Basic Skills	Yes = 63 (82%) No = 4 (5%) No Reply = 10 (13%)	Yes = 52 (67%) No = 13 (17%) No Reply = 12 (16%)
Rapid Re-employment Training Services	Yes = 48 (62%) No = 19 (25%) No Reply = 10 (13%)	Yes = 35 (46%) No = 27 (35%) No Reply = 15 (19%)
Self Employment	Yes = 57 (74%) No = 13 (17%) No Reply = 7 (9%)	Yes = 49 (64%) No = 16 (21%) No Reply = 12 (15%)

## Capturing Community Input

Service	Do you know where you would go to access these services? If so, please indicate below. Please use back of sheet if required.
Apprenticeship	Apprenticesearch.com (11) BEC (3) Career Planning Club 2000 EHC (3) Employment Agencies (2) Employment Ontario (3) High schools Internet (2) Job Connect (2) Job Gym (5) Local Board Ministry of Labour of St. Catharines MTCU apprenticeship office (16) Niagara Peninsula Aboriginal Area Management Board Niagara College (16) Niagara West Employment & Learning Centre Port Cares Reachback
Career Decision Making	BEC (13) Brock (3) Canadian Mental Health Association Career Counselling Career Planning Services (20) Educational institutions EHC (10) Head Hunters Job Connect (2) Job Gym (3) John Howard Society Niagara College (8) Niagara West Employment & Learning Centre NPAAMB Port Cares Port Cares (2) School Boards YMCA (5) YWCA
Employment Ready	BEC (7) Canadian Mental Health Association Career Planning Services Club 2000 EHC (11) Employment Agencies Grand River Training & Employment Centre Job Banks Job Connect (2) Job Finders Club (2)

## Capturing Community Input

	<p>Job Gym (8)          John Howard Society          Kelly Services          Niagara College (5)          Niagara West Employment &amp; Learning Centre          Niagara Peninsula Aboriginal Area Management Board (NPAAMB)          Ontario Works          School Boards          Service Canada (2)          YMCA (4)          YWCA</p>
Income Supports	<p>BEC (3)          CRA          EHC          EI (12)          EO          March of Dimes          Multicultural Centre          NPAAMP          ODSP (4)          OGI          Ontario Works (11)          OSAP          OW (13)          Port Cares (3)          SAEO (3)          Service Canada          WSIB          Niagara West Employment &amp; Learning Centre</p>
Job Connect	<p>BEC          CAIPS          Club 2000 (2)          EHC (19)          EO (2)          Job Connect          Job Finders Club          Job Gym (19)          John Howard Society          Multicultural Centre          Niagara College (20)          Niagara Region (2)          YMCA</p>
Job Development	<p>BEC (7)          Brock          CAIPS (5)          Canadian Mental Health Association          Club 2000 (2)          EHC (17)          EI (3)          Folk Arts Council          Job Connect (3)          Job Gym (10)          March of Dimes</p>

## Capturing Community Input

	<p>Multicultural Centre  Niagara College (9)  Niagara West Employment &amp; Learning Centre (2)  Niagara Peninsula Aboriginal Area Management Board  NTAB  OMOD  OW (4)  Port Cares (4)  Region  Worklink  YMCA (4)  YWCA (2)</p>
Job Search	<p>Action Centre  ALRCNW  BEC (5)  Brock University  CAIPS (3)  Canadian Mental Health Association (2)  Club 2000 (3)  DSBN (4)  EHC (21)  EI  Employment Counselling Niagara – HRDC  Employment Help – Adult Literacy  EO  Internet  Job Finders Club (5)  Job Gym (18)  Multicultural Centre (2)  NCDSB  NCIL  Newspaper  Niagara College (7)  Niagara West Employment &amp; Learning Centre (3)  Niagara Peninsula Aboriginal Area Management Board (2)  NRLC  NRNC  NTAB  OMOD  Port Cares (7)  Service Canada  Worklink  YMCA (6)  YWCA (3)</p>
Literacy & Basic Skills	<p>Adult Learning Centre – Beamsville (3)  Folk Arts Council (2)  Fort Erie and Niagara Native Centres (2)  Literacy Council (5)  Literacy Link Niagara (14)  Multicultural Centre (1)  Niagara College (15)  Ontario March of Dimes  School Boards (4)</p>

## Capturing Community Input

	St. John's Centre ABC Communautaire (3) Adult Education Heritage Councils Niagara Regional Native Centre (NOTL) Niagara West Employment & Learning Centre Employment Help Centre
Rapid Re-employment Training Services	BEC (4) EHC (2) EO (2) Job Gym MTCU (2) YMCA Community Services Niagara West Employment & Learning Centre
Self Employment	BEC (4) Business Self Help CMHA EI (3) Employment Help Centre EO Folk Arts Council Fort Erie BDC Multicultural Centre Niagara College (26) Niagara Women's Enterprise Niagara Peninsula Aboriginal Area Management Board Ontario Office Works Inc. (6) OW Port Cares SAEO (2) Small Business Club (3) YMCA (2) Niagara West Employment & Learning Centre

**Notes:**

- If I was an employer, most of my answers would be "no". Do not know where all services are located, small business owner can't take time to source out information.
- This is the problem. There needs to be a one stop shop to help persons who are unemployed or underemployed. We work in this sector and we find it hard to understand who does what.

Appendix F

Integrated Local Labour Market Planning Framework - Fact Sheet  
(visit [www.niagaraworkforceboard.ca](http://www.niagaraworkforceboard.ca))

<http://www.ntab.org/userfiles/file/ILLMP%20Fact%20Sheet-web%20version%20FINAL.pdf>