



**Workforce Development Community Consultation
South Essex County (Harrow, Kingsville, Leamington)
November 9, 2006
Summary: Flip Chart Notes**

Trend: There is an aging population in Windsor and Essex County	
Priority	Comment
2 dots	More late-career initiatives needed to retain people in a field in a less physical environment, e.g. nursing (**)
	Out-migration of youth dictates a need to connect youth with employers in our local area
	Need to assist older population continuing to work. Includes more supportive jobs (lower skilled industries coming in) and infrastructure
	Culture in a community
Trend: There is a growing population of immigrants, visible minorities and aboriginals in Southern Essex County.	
	A need for a faster means of evaluating credentials
	There is a disconnect between what immigrants are told before coming to Canada the reality of entry into the Canadian labour force
Trend: Rising knowledge and skills required to thrive in a knowledge-based, global economy	
3 dots	Enticing knowledge workers requires a cultural-base. People are out-migrating to neighbouring communities to obtain cultural, quality of life aspects. Municipal governments need to make a conscious decision to support these priorities (***)
3 dots	Educate students early about career opportunities (***)
1 dot 1 name	Re-initiate training board concept (*)
1 dot	Offer incentives for workplace education for employers – Support employers willing to invest in employee training, hire youth, immigrants, etc. (*)
	More needs assessment to ensure statistics really reflect our community. Stats Can data may be skewed
	If survey data is true, need programs to address, e.g. incentive programs that link employer with the student.
	High school visits to the workplace to see opportunities first hand for teacher “influencers” like guidance counselors, but need a student package that goes with it. Give the counselors “tools”
	Educate employers and parents about changing skills requirements, emerging industries, variety of programs
	Educate parents of the opportunities
	Market programs like OYAP to students at the family level. Make sure parents understand the apprenticeship “roadmap”
	OYAP programs exist, but need employer participation and parent promotion.
	Enhance/extend OYAP to age 18, not 16, where student is more likely to be looking at longer-range career opportunities
	Need to speak directly to employers, eg employer forum about opportunities and threats

	There is a Catch 22. Can't attract employers because of skill gaps. Can't keep kids in school because of the perception there is a lack of jobs. If students don't find what they want, then leave
	Ensure people know what education is required to create the lifestyle they want
Trend: Decreasing Manufacturing Base and an emphasis on diversification	
4 dots	Address infrastructure requirements like transportation, broadband/high speed internet access, cable, cellphone, etc. (****) 4 dots
1 dot	Make area more attractive to people who can work anywhere. Promote what's here to attract more, plus spin-off industries, e.g. spin-offs of agriculture. Agri-sector: enhancing/promoting opportunities already here, what spin-off opportunities exist (*)
COMMUNITY COLLABORATION AND ACTION	
Trend: Rising knowledge and skills required to thrive in a knowledge-based, global economy	
6 dots 1 name	Create an employer board with representatives from sectors so they form a link to their sector. Need to hear from employers directly to know what their barriers are. Could be done via online survey (*****)
5 dots 1 name	Bridging programs between employers and students (*****) Mentorship programs matching employers and students, e.g. Junior Achievement
1 dot 1 name	Educate employers on return on investment in skills development. Reach out via a forum. Get their thoughts re how to engage, funding, what's in it for me. (*)
3 dots	More localized gap analysis re labour market statistics. Use this to create an action plan (***)
2 dots 3 names	Re-initiate "Economics of staying in school" (**)
3 dots	More localized gap analysis re labour market statistics. Use this to create an action plan (***)
1 dot	Need "structure" for employer with forms to be completed like WSIB, etc. Make it easy for them to get involved
1 dot	Expand technical education into local schools. Depends on educational funding for tech classes which are expensive to run
	Make sure youth know what's available. What jobs are open with a grade 12, college, university, etc.
COMMUNITY COLLABORATION AND ACTION	
Trend: Decreasing Manufacturing Base and an emphasis on diversification	
8 dots	Create a "reality check" for youth and the unemployed re what realistic wage expectations are (*****)
	Windsor Essex County Development commission Regional Board members from a number of different sectors. Make a good resource.