

Summary Report of the North Central Labour Market Committee Meeting of October 25, 2011

1. Welcome and Introductions

There were 25 people in attendance representing a broad spectrum of labour market partners including educational institutions, employers, community employment programs, Aboriginal stakeholders, government representatives and others. In addition, there were 7 people present acting as resources and/or speakers.

2. Overview of the Regional Labour Market Strategy for the upcoming Year.

Jonathon Theaker of NCER provided an update on the overall Labour Market Strategy under the following areas:

- Goal 1: DIVERSITY- Increase the workforce participation rate
 - Nov 15 and 16 in-business session on Best Practices in Aboriginal Employee Recruitment and Retention – 2 session still available
 - Chamber Luncheon with John Lagimodiere – on Best Practices in First Nations and Metis Employee Recruitment and Retention - November 16th – tickets are available at the chamber office
- Goal 2: MIGRATION- Increase Inter-Provincial In-Migration
 - Implementation of the Ambassador program has begun
- Goal 3: IMMIGRATION - Increase International Immigration
- Goal 4: Increase the training capacity in the region
 - This Goal was identify as important by the committee and as such is now a project that will be discussed in Item 3 of the agenda
- Goal 5: Execute an effective labour market process
 - February Forum planning in the works.

(Refer to power point presentation on www.ncer.ca for more information)

3. Forecasting the Future Workforce and Training Demands Project – James Leier

- John Ondrusek, CEO of NCER, introduced James Leier from Preferred Choice as the successful bidder on the RFP for Consulting Service. The RFP process took place in August/September and work is already underway. The purpose of the project is to measure the workforce demand/training requirements from the standpoint of regional employers and analyze and increase the region's training capacity.
- James Leier provided an update on goal of the project and progress:

Goals:

1. To facilitate group discussions/meetings with area training institutions regarding the project components;
2. To collect and analyze the primary training and labour demand requirements from a standpoint of regional employers;

3. To collect and develop an inventory of training programs offered by all training institutions in the region – taking advantage of existing sources;
4. To measure and assess the current training capacity in the North Central Saskatchewan Region including the identification of gaps in training demand versus training programming available in the region.

Progress to date:

1. Employer Demand Survey
– Information and survey has been distributed through business associations via the Chamber. The Employer survey has been on-line over the past week. Survey available at www.ncer.ca
2. Reviewed the labour market steps from project initiation to updating and initiating Labour Market Training Development Plans.
3. Reminded Committee of the Labour Market Committee Objectives:
 - a) Diversity
 - b) Migration
 - c) Immigration

(Refer to power point presentation on www.ncer.ca for more information)

4. Networking Break

5. Tourism Guest Speakers:

Diane Cohoon, Manager of Training, Saskatchewan Tourism Education Council (STEC)
Claudia Baptiste, Front Office Manager, Travelodge Saskatoon

Diane Cohoon:

- 1 in 10 people in Saskatchewan work in Tourism (64,000)
- 7 out of 10 young people's first work experience is in one of the areas of tourism, and while not all stay, they acquire their first set of work skills
- Challenge will be to be able to fill the work shortages with qualified people.
- Development of Tourism Standards: the knowledge, skills and attitudes to do a job for more than 40 occupations. The importance of training for transferability, mobility and quality service. National exam for certified tourism professional.
- Canadian Compensation Survey – they have identified the salary ranges for 14 critical jobs using 2010 data. This survey includes stats from both rural and urban and is based upon industry participation
- A variety of employer tools can be found at www.emerit.ca
- Essential Skills – workbooks available and conducting a pilot
- Tourism Careers for Youth Ready to Work – started in 1999 and is a very successful program (75% success rate). Includes workshop, practical work experience, includes essential skills and provides supports such as work coaches.
- Tourism Learning System- the value of internships whereby students work for 6 weeks and obtain a credit.

- Reference to IEC futurepath site as an excellent resource on careers for youth for all industries and sectors www.futurepaths.ca
- Qualification framework in 3 tourism careers – career pathways
- Apprenticeship certification and trades. Have 608 registered this year with the goal to be 1,000 registered per year.
- Employer of Choice designation

Claudia Baptiste:

- Shared personal history: attending high school in North Battleford, took tourism Ready to Work Program, work experience at Gold Eagle Lodge and then hired on immediately following program as a front desk agent. Within 1 year promoted to manager of front office and in 2009 acquired guest representative journey person qualification. Recently took on Front Office Manager at the Saskatoon Travel Lodge.
- Very committed as a First Nations person to recruit and retain Aboriginal individuals.
- Won Ambassador Award in 2009
- Very community minded: on the Saskatchewan Young Professional and Entrepreneurs club, facilitator for STEC on Service Best Program, On Journey person committee, etc.
- Shared views on selection of employees, preparing for interviews, and why Gold Eagle Lodge is nominated for the Canadian Tourism Human Resource Council Award of Excellence in Human Resource Development. Some of these included initiating a training culture, becoming a “service best” property, 60% of employees nationally certified as front desk agents, and becoming an employer of choice.

6. February Forum

- Date has been determined for the full day forum to be held on Wednesday, February 1, 2012.
- Broke into small groups to discuss potential topics for the forum. Ideas included:
 - Share the results of the Employer Demand Survey
 - Learn more about ASEP
 - Immigration Process and Supports – assist employers to track immigration and educate employers on the hiring and retention of workers and identify supports for second generation immigrants.
 - Educate Employers on how to hire and support new immigrants
 - Tips or tools on how to attract and retain Aboriginal Employees
 - Workforce Development for First Nations – specific speakers were identified who could provide information on the resources, programs (i.e. PAGE, LMI) and solutions to employment barriers (e.g. drivers license and transportation, childcare, housing) and on Awareness training for employers. Andrew Douglas from PA Grand Council agreed to assist in the identification of people who could speak to this topic.
 - Immigration – what kinds of mechanisms can we create/tap into to make them succeed as a student
 - Partnerships that are working (e.g. Cumberland college in trades, FN and Highways)
 - Work placement/work experience
 - Labour market information from the various sector councils.
 - Update on the Training demands Project

- Recommend getting speakers from a few of the industry sectors from Pulp and Paper, Energy and Resources.
- Seek out speakers who could encourage Best Management/HR Practices
- How to build optimal workplace culture to retain employees.

NOTE: Should anyone have additional ideas for topics and/or speakers for the Feb 1, 2012 forum, please contact Jonathon Theaker at North Central Enterprise Region office: 953-4030.