

Understanding your Community Labour Market

One of the most important things we do at the Centre for Workforce Development is identify what is happening at the local level in the labour market and then work with the community to address the identified issues.

In February 2022, we released a new three-year strategic Local Labour Market Plan (LLMP) that identified ongoing workforce development issues happening in Hastings, Prince Edward and Lennox and Addington Counties. Over the duration of this LLMP, CFWD will either lead, partner or provide input to the actions that were identified through the LLMP planning process. As part of the ongoing labour market planning process, CFWD reviews the current LLMP through community discussions. These conversations can help guide the implementation of the actions as well as identify any new areas of concern since the three-year plan was released.

The 2022-2025 LLMP is a living document that should take into consideration changes within the labour market that need to be addressed if not already identified. In February 2023, we will be releasing an update to the current three-year strategic plan. The purpose of this document and the upcoming consultation sessions will be to seek community input and validation of the current LLMP actions as well as share issues and solutions that may not be in the current LLMP.

To help guide you through this process, the tables below identify the issues that the community identified, the areas of focus to address the issues, suggested actions and updates on whether an action did take place in the 2022-23 Business Planning year.

Following the tables, there are a series of questions that we will look to the community for input on at the consultation meetings being held in January or early February.

We look forward to your input to this labour market planning process.

Long Range Actions – Year Three Implementation 2022-2025

2023 Update

Identify opportunities, gaps and challenges between education and job market demands.

Focus	Activity	Partners	2023 Activity Update
Identify specific gaps and skill sets missing. Build upon shared successes.	Conduct consultations and host roundtable discussions with employers.	Centre for Workforce Development (Co-Lead) Loyalist College (Co-Lead) Chambers of Commerce Business Associations	A breakfast event involving roundtable discussions between employers and senior Loyalist College staff is planned for Mid-February 2023.
Regional coordination to break down silos with all education, training providers and data holders in community.	Engaging with all levels of education and training providers in the community to develop cooperative response. Engagement activities could include LMI workshops, implementation of Job Developers group and re-establishment of Regional Workforce Group.	Centre for Workforce Development (Lead) Employment Ontario Service System Manager Employment Ontario Literacy and Basic Skills School Boards Loyalist College Municipalities (Senior Leadership)	No action in 2022-23
Address the language disconnect between post secondary educators and business needs.	Marketing campaign by post secondary institute supported by community stakeholders to promote and engage employer involvement in Program Advisory Committees.	Loyalist College (Lead) Centre for Workforce Development Chambers of Commerce Quinte Home Builders Association Quinte Economic Development Commission	No action in 2022-23

Long Range Actions – Year Three Implementation 2022-2025

2023 Update

Identify opportunities, gaps and challenges between education and job market demands.

Focus	Activity	Partners	2023 Activity Update
Employer validated micro credential programming	Industry sector focus groups with employers to provide input and include in Post Secondary curriculum development	Loyalist College (Lead) Centre for Workforce Development Chambers of Commerce Business Associations Economic Development	No action in 2022-23
Better use of Labour Market Information (LMI) data at local, regional & provincial levels to shape course changes.	Host workshops for Loyalist College Program Advisory committee members	Centre for Workforce Development (Lead) Loyalist College	No action in 2022-23 Has been recommended as a partnership for 2023-24
	Implementation of monthly LMI reports for the community.	Centre for Workforce Development (Lead) Loyalist College	No action in 2022-23

Identify opportunities, gaps and challenges in the manufacturing and construction sectors.

Focus	Activity	Partners	2023 Activity Update
Employers provide a better understanding of both entry level and management level opportunities.	Host events for both high school students as well as job seekers for both sectors. Examples include Manufacturing Day and Construction Trades Day	Quinte Manufacturing Association (Manufacturing Lead) Quinte Home Builders Association (Construction Lead) Centre for Workforce Development	No action in 2022-23 This has been recommended as a 2023-24 partnership that would see 2 days - one related to construction trades and one related to manufacturing trades
	Marketing of career path within each sector.	Quinte Manufacturing Association (Manufacturing Lead) Quinte Home Builders Association (Construction Lead)	No action in 2022-23
Develop an adult literacy program with a manufacturing focus that can address skills the sector indicates are needed by potential workers.	Host manufacturing literacy workshops/programs for job seekers and current employees.	Employment Ontario Literacy and Basic Skills (Lead) Centre for Workforce Development Employment Ontario Employment Services Business associations	No action in 2022-23

Long Range Actions – Year Three Implementation 2022-2025

2023 Update

Identify opportunities, gaps and challenges in the manufacturing and construction sectors.

Focus	Activity	Partners	2023 Activity Update
Improve employers understanding of on-line advertising compared to word of mouth and implementation best practices.	<p>A variety of activities could take place including:</p> <ul style="list-style-type: none"> • Chamber focused presentations to their members • Employer workshops • Distribution of CFWD's HR Toolkit with online advertising guide 	<p>Chambers of Commerce Business Associations Employment Ontario Service Providers Centre for Workforce Development</p>	<p>Webinars and in-person events will have been completed in 2022-23 - this also covers actions identified under another section.</p> <p>Updated Toolkit will be released in February 2023.</p>
Develop enhanced ways to retain international students.	Support/lead the activities identified in the "opportunity through international students" section.	<p>Manufacturing associations Loyalist College Centre for Workforce</p>	No action in 2022-23

Workforce growth opportunity through international students.

Focus	Activity	Partners	2023 Activity Update
Develop an understanding of international student needs and motivations in order to develop events, programs and initiatives to support student retention after graduation.	Conduct research with the international students to gain a better understanding of their challenges, strengths as well as the opportunities they can provide.	<p>Loyalist College (Co-Lead) Centre for Workforce Development (Co-Lead) International Student Organizations Bay of Quinte Regional Marketing Board Business Associations</p>	No action in 2022-23
	Host a day for Internationally Trained Professionals to share local industry best practices, Canadian employment culture and networking development.	<p>Centre for Workforce Development (Lead) Quinte Immigration Services Bay of Quinte Regional Marketing Board Employment Ontario Employment Services Industry associations and</p>	<p>No action in 2022-23</p> <p>Possible community partnership for 2023-24 is being discussed but needs several funding partners to make this happen - referred to as Global Skills Conference East</p>

Long Range Actions – Year Three Implementation 2022-2025

2023 Update

Workforce growth opportunity through international students.			
Focus	Activity	Partners	2023 Activity Update
Develop and implement Bay of Quinte engagement strategies to connect the business community with the international student community.	<p>There could be a variety of activities associated with this goal including:</p> <ul style="list-style-type: none"> • Hosting cultural events specifically for employers participation • Support and promote the cultural events taking place for the community • Invite international student leaders to participate in the local Employment Networks • International student leaders promote ongoing labour market related events and research 	<p>International Student Organizations (Co-Lead)</p> <p>Bay of Quinte Regional Marketing Board (Co-Lead)</p> <p>Centre for Workforce Development</p> <p>Business Associations</p> <p>Chambers of Commerce</p>	No action in 2022-23
Develop cross cultural awareness and diversity training for employers.	Development and delivery of a series free workshops for employers.	<p>Loyalist College (Lead)</p> <p>Centre for Workforce Development</p> <p>Business Associations</p> <p>Chambers of Commerce</p> <p>Employment Ontario</p> <p>Service Providers</p>	No action in 2022-23

Business/Job Seeker attraction, connection and retention opportunities.			
Focus	Activity	Partners	2023 Activity Update
Educate employers on better use of digital technology to promote their businesses and the job opportunities within them.	<p>Develop and deliver a series of workshops for employers that will inform employers about:</p> <ul style="list-style-type: none"> • On-line job posting (places, methods and thinking outside the box) • Website development best practices • Sharing corporate culture 	<p>Centre for Workforce Development</p> <p>Loyalist College</p> <p>Business Associations</p> <p>Chambers of Commerce</p>	Webinars and in-person events will have been completed in 2022-23 - this also covers actions identified under another section.
Employer education workshops on Employment Ontario Employment Services and Literacy and Basic Skills that are available for them to access free of charge.	Develop a marketing campaign that will inform employers about the services available. This could include print, radio and social media advertising as well as workshops.	<p>Employment Ontario</p> <p>Service Provider Network</p> <p>Centre for Workforce Development</p>	No action in 2022-23

Long Range Actions – Year Three Implementation 2022-2025

2023 Update

Business/Job Seeker attraction, connection and retention opportunities.

Focus	Activity	Partners	2023 Activity Update
Develop a regional strategy to attract talent to Quinte and area to live, work, play and raise family. Regional coordination and integration of the strategy among all partners.	Review the Regional Immigration Strategy already developed for Hastings, Prince Edward and Lennox and Addington Counties. Create actionable steps with milestones to implement key strategy initiatives.	Centre for Workforce Development, Trenval City of Belleville City of Quinte West County of Hastings The Corporation of the County of Prince Edward County of Lennox and Addington Quinte Economic Development Commission Bay of Quinte Regional Marketing Board	No action in 2022-23 Awaiting new RED funding to proceed - ongoing discussions with original partners about next steps

Identify workforce revitalization opportunities, gaps and challenges in tourism and hospitality sector.

Focus	Activity	Partners	2023 Activity Update
Create new 1 & 6 month short training programs for Hospitality and tourism (Similar to the PSW Training implemented by Ontario Government)	Develop training criteria and reasoning and implement a training pilot.	Loyalist College OTEC Hospitality and tourism business leaders/ associations	No action in 2022-23
Develop marketing of local Hospitality and tourism sector job opportunities including career paths in the industry and transferable skills.	Build upon work already done by OTEC and the CFWD Edge Factor Community Labour Market Information Hub to create a local marketing campaign that could include print, radio and social media, workshops and career development events.	OTEC (Lead) Centre for Workforce Development Hospitality and tourism business leaders/ associations Employment Ontario Service Provider Network	No action in 2022-23

Long Range Actions – Year Three Implementation 2022-2025

2023 Update

Remote work and the impact on workforce.

Focus	Activity	Partners	2023 Activity Update
Educate employers about the merits of Work from Home programs.	Develop a series of in-person and/or virtual workshops for employers where experts can share benefits about Work from Home opportunities. Information could include: <ul style="list-style-type: none"> Physical health and wellness Mental health and wellness Work/life balance 	Chambers of Commerce Centre for Workforce Development Business associations	No action in 2022-23
Leadership program on managing a remote workforce. (creating positive environment in hybrid models, check-ins, team-building etc)	Develop a leadership training program for employers on managing a remote workforce.	Loyalist College (Lead) Employment Ontario Employment Service Provider Network Centre for Workforce Development Chambers of Commerce Business associations	No action in 2022-23
Conduct Research about the effects that working from home has on workers.	Conduct in-depth research and share the report with the community.	Centre for Workforce Development (Co-Lead) Enrichment Centre (Co-Lead) Chambers of Commerce Business associations.	No action in 2022-23

CFWD Labour Market Consultations - Guiding Questions

Updating the 2022-2025 Strategic Plan

The following question is seeking your input on the review of the existing issues there were outlined in the 2022-2025 Strategic Plan

1. Having reviewed the Issues, Focus areas and suggested activity to address them, do you feel that the Issues and Focus areas are still valid subjects that the community should continue to develop activities to address them?

The following questions relate to changes, challenges and workforce issues experienced over the past year.

1. What are your biggest challenges now? What will they be in six months?
2. How will that impact your business or organization?
3. What do we do in the next year (or promote if it already exists) to move the needle towards meeting needs? What requires longer than a year, and how can we get started now?