



Workforce Planning Board
of Waterloo Wellington Dufferin

Annual Plan

Workforce Planning Board
of Waterloo Wellington Dufferin

2011-2012

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Organization Summary

Background:

- Local Boards initiative launched in 1994 and was jointly funded by Service Canada and the Ontario Ministry of Training Colleges and Universities
 - WPB incorporated in 1997
- 25 Local Board areas situated across 4 Regions in Ontario - East, North, West and Central
 - WPB is part of the Western Region
- In 2007, responsibility for Local Boards transferred to Ministry of Training, Colleges and Universities (MTCU) through Labour Market Development Agreement between federal government and Province of Ontario
- Formerly known as the Waterloo Wellington Training and Adjustment Board
 - Took over responsibility for Dufferin County as of April 1, 2009 and the organization chose to change the name of the organization not just to incorporate Dufferin but also to more closely reflect what we do
- WPB is a not-for-profit, community-based organization with a volunteer board of directors representing business, labour, education and the community sector
- Staff comprised of an Executive Director, administrative support and special project staff as required
- WPB's role is to work with the local community to develop solutions for local labour market needs and issues identified through a consultative process
 - Disseminate research and labour market information
 - Develop strategies to address local workforce issues
 - Facilitate partnerships

Vision:

We envision the continuous development of a leading edge workforce.

Mission:

Our mission is to engage partners to find solutions to local workforce development needs.

Logo:

The design focuses on the challenge of bringing into alignment the skills and readiness of the workforce with the economic opportunities that are emerging in the economy. The globe image is divided into two hemispheres that are slightly misaligned. Like a Rubik's cube, one feels an impulse to give a slight "twist" to bring them into alignment. The globe itself reminds us that the drivers of economic change are essentially global. We have chosen green for several reasons. It is a compatible color to use with the image of a globe and it references a greener future, greener economy, green tech, as well as new growth.



Business Information

Company Name, Address, Phone, Fax

Workforce Planning Board of Waterloo Wellington Dufferin
218 Boida Ave, Unit 5
Ayr, ON, NOB 1E0
Tel: (519) 622-7122 Fax: (519) 622-7260

Contact Name: Carol Simpson, Executive Director

Type of Business: Not-for-Profit Organization

Date the business was registered: October 15, 1997

Office hours of operation: 8:30 - 4:30 Monday to Friday

Geographical Area: Waterloo Region, Wellington County, Dufferin County

The Workforce Planning Board of Waterloo Wellington Dufferin is a member of Ontario's employment and training network

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The views expressed in this document do not necessarily reflect those of Employment Ontario.

The Ontario Ministry of Training, Colleges, and Universities

www.tcu.gov.on.ca

contributes in part to operational funding on a renewable, annual basis with the following deliverables:

- the organization lead a local labour force planning process resulting in a Local Labour Market Plan¹
- the organization lead or facilitate a minimum of five partnerships that arise from the planning report.

Representatives from three levels of government (federal, provincial, and municipal) are invited to sit in an advisory capacity on the Board. The goal is to develop skills in the community, which local business and individuals can translate into jobs.

¹ Local Labour Market Plan – formerly known as the Trends Opportunities and Priorities (TOP) report

Workforce Planning Board

Primary Market:

The Workforce Planning Board's key client sectors include:

- Local job seekers
- Trainers and educators
- Community based organizations
- Equity groups
- Students
- Industry
- Labour
- Government at all levels

Secondary Market:

- Government representatives – local, provincial and federal
- Broader provincial organizations and associations

Priority Areas for 2011-2012

Providing quality labour market information which:

- Is recent/timely, up-to-date
- Is valid and accurate
- Is fair and neutral
- Is comprehensive
- Is presented with analysis and sound recommendations/advice that are clear, concise, readable, and easy-to-use
- Is equitable, inclusive and accessible
- Reflects local/community needs, issues and priorities
- Responds to present and future of work, education and training
- Identifies key issues, labour market needs (adjustments) and training requirements (training includes: training, re-training and skills up-grading) for each of the sectors
- Is for the purpose of achieving "the continuous development of a leading edge workforce".

The Workforce Planning Board will assist other organizations taking the lead in areas identified in the annual Local Labour Market Plan.

Deliverables

Key Deliverables and Timelines

There are two primary deliverables, which must be reported on under the MTCU Operating Agreement: Workforce planning and five partnerships.

Workforce Planning - Local Labour Market Plan (LLMP)

Workforce planning is a community driven planning process that involves key stakeholders and industry sectors which results in annual local labour market planning report.

Workforce Planning Board/MTCU Partnerships 2011-2012

All partnerships must be completed by mid-February 2012 and two updates must be provided as well as an evaluation report to be submitted to the Ministry of Training, Colleges, and Universities. Projects 1-5 in the following section are the current MTCU deliverables.

Complete List of Projects From All Sources

WORKFORCE PLANNING BOARD lead indicates we are the driving force. WORKFORCE PLANNING BOARD support means limited time involvement.

Indicates: WORKFORCE PLANNING BOARD is the lead **Indicates:** WORKFORCE PLANNING BOARD involvement

Indicates: Project completed **Indicates:** External Project - work limited to advisory committee

Project 1 - Growing the Food Continuum Conference

Reference	Partners	Action	Status
MTCU Deliverable LLMP Page 30	Workforce Planning Board OMAFRA Conestoga College University of Guelph Ontario Institute of Agrologists Agriculture Management Institute	One day conference to highlight how innovation across the entire continuum is impacting employment.	<ul style="list-style-type: none"> • Complete

Project 2 - Working in Rural Wellington

Reference	Partners	Action	Status
MTCU Deliverable LLMP Page 32	Workforce Planning Board Town of Minto Township of Mapleton Township of Wellington North	4 hour career showcase will highlight employment sectors in the rural communities and their relevant occupations.	<ul style="list-style-type: none"> • Underway

Project 3 - Engineering Network Events

Reference	Partners	Action	Status
MTCU Deliverable LLMP Page 33	Workforce Planning Board Xogen Industries Skillsinternational.ca Town of Orangeville	Two networking events will be held in Dufferin County for engineers and businesses who hire engineers.	<ul style="list-style-type: none"> Underway

Project 4 - Creative Class Research-Wellington Dufferin

Reference	Partners	Action	Status
MTCU Deliverable LLMP Page 30	Workforce Planning Board OMAFRA County Wellington Economic Development Committee Town of Orangeville	A research report for each county incorporating analysis of employment needs, synthesis of results and recommendations for local actions	<ul style="list-style-type: none"> Underway

Project 5 – Promotion of Manufacturing Industry to Youth

Reference	Partners	Action	Status
MTCU Deliverable LLMP Page 32	Workforce Planning Board City of Kitchener Manufacturing Innovation Network (MIN)	Development of 2 video vignettes to highlight local manufacturing opportunities to youth via social media outlets	Underway

Project 6 - Monthly Labour Force Survey

Reference	Partners	Action	Status
The survey is conducted every month in the first full week of the month. It is then distributed by the third week of each month.	Workforce Planning Board	This employer survey provides valuable information to the community on occupations in demand/decline by industry with month to month comparisons in Waterloo Wellington Dufferin. Also being done by other Local Board Network members in MTCU Western Region it will enable both local and regional reports.	<ul style="list-style-type: none"> ongoing

Project 7 - Youth Employment Research

Reference	Partners	Action	Status
Research HRSDC funded project	Workforce Planning Board HRSDC	WPB will develop a research report which will provide information and comparisons in employment success among regular youth and youth with disabilities in Waterloo Region and Wellington and Dufferin Counties.	Complete

Project 8 – Community Coordinator (ISE)

Reference	Partners	Action	Status
Research HRSDC funded project	Workforce Planning Board HRSDC	Community Coordinator will support access to local youth to Individual Skills Enhancement Program	Underway

Project 9 - Supply and Demand Study- Manufacturing Wellington

Reference	Partners	Action	Status
Research	Workforce Planning Board County Wellington City of Guelph	WPB will conduct a research study which will comprise the following components: -Supply and demand within local industry sectors -Shifting skill levels among growing industries -Labour market opportunities -How do these opportunities relate to local economic development priorities?	Underway

Project 10 - Making Cents of Abilities Coalition

Reference	Partners	Action	Status
	Workforce Planning Board Ontario Trillium Foundation	The coalition seeks to provide a central access point for local employers to find information to support them in the hiring/retention of persons with disabilities and to create community awareness of the skills and talents of persons with disabilities.	Year 1 of 3 underway, April 2011

Project 11 - Ontario Youth Apprenticeship Program

Reference	Partners	Action	Status
	Workforce Planning Board of Waterloo Wellington Dufferin (Lead) Guelph and District Labour Council Waterloo Regional Labour Council Waterloo Region District School Board Waterloo Region Catholic district School Board Upper Grand District School Board Wellington Catholic District School Board	Provide eight (8) \$500 scholarships annually to OYAP students in all four (4) WPB area school boards who are going into an apprenticeship after high school graduation.	Annual – Ongoing 2011 Complete

Project 12 - Lens on Local Industry Luncheon Series

Reference	Partners	Action	Status
MTCU Deliverable (LPF)	Workforce Planning Board Biotalent Canada	This is a luncheon series involving a keynote speaker followed by a discussion panel of experts. Each luncheon will focus on new areas of interest/concern in various industries including local industry, construction industry, etc.	2 events planned for 2011 in Biotechnology and Biomanufacturing

Project 13 - CURA – Community University Research Alliance

Reference	Partners	Action	Status
Community Outreach	Workforce Planning Board of Waterloo Wellington Dufferin McMaster University (Lead) Wilfrid Laurier University		In proposal stage

Project 14 - Enabling Change

Reference	Partners	Action	Status
	Workforce Planning Board Hamilton Training Advisory Board (Lead) Niagara Workforce Planning Board Workforce Planning Board of Grand Erie	This pilot project involves developing and conducting an outreach strategy for small employers with under 20 employees to assist them with ensuring compliance with the Accessibility Standards for Customer Service under the Accessibility for Ontarians with Disabilities Act.	underway

Project 15 - Wise5

Reference	Partners	Action	Status
	Workforce Planning Board Hamilton Training Advisory Board (Lead) Niagara Workforce Planning Board Workforce Planning Board of Grand Erie Workforce Windsor Essex Elgin Middlesex Oxford Workforce Planning and Development Board	Immigrant Entrepreneurship project across 5 communities	underway

Project 16 - Local Immigration Partnership Council – Guelph Wellington

Reference	Partners	Action	Status
	<p>City of Guelph (Lead)</p> <p>Workforce Planning Board (Advisory/Steering Committee)</p>	<p>The Local Immigration Partnership (LIP) is a one-year community planning process funded through Citizenship and Immigration Canada. The goal of LIP is to develop a newcomer/immigrant settlement strategy. Creating a caring and equitable community where everyone thrives is the focus of the Guelph Wellington strategy. WPB's Executive Director is Co-Chair of the Council.</p>	<ul style="list-style-type: none"> • Ongoing Co-Chair - WPB

Project 17 - SCWI - School /College/ Work Initiative

Reference	Partners	Action	Status
	<p>Workforce Planning Board</p> <p>Skills Canada, Conestoga College, Ministry of Training, Colleges and Universities, Wellington Catholic District School Board, Waterloo Region District School Board, Waterloo Catholic District School Board (Lead), Career Education Council, Business & Education Partnership, Foundation for Enriched Education, Avon Maitland District School Board, Upper Grand District School Board</p>	<p>The SCWI team works to expand and link more secondary school courses to college programs, and create communication pieces that encourage high school students to select college as a first choice post-secondary option.</p>	<p>ongoing</p>

Project 18 - WRIEN/Local Immigration Partnership

Reference	Partners	Action	Status
	<p>Workforce Planning Board of Waterloo Wellington Dufferin</p> <p>KW Chamber of Commerce (Lead)</p>	<p>WRIEN is a forum for local strategies, to help ensure that the skills of immigrants are more optimally used to benefit immigrants and their families, our economy and the community as a whole. WPB's Executive Director and other WPB directors actively participate in WPB's work groups.</p>	<p>ongoing</p>

Project 19 - Green Job Strategy

Reference	Partners	Action	Status
	Workforce Planning Board Four County Labour Market Planning Board Elgin Middlesex Oxford Workforce Planning and Development Board Community Futures Development Corporations (Lead)		Year 2 of 2 underway

Board of Directors 2011-2012

Co-Chairs

Business:

Susan Toth
Steve Sachs

Labour:

Directors

Business:

Lynne Bard Brian Taylor
Sheona Koroman

Labour:

Len Carter Derek Ferguson
Terry O'Connor Kim Valliere

Training and Education:

Tracey Kelly Greg White

Immigrant Employment:

Bardish Chagger

Dufferin County:

Lucy Kristan

Youth:

Karolina Rachtan

Rural:

Chris White

Community:

Carol Tyler

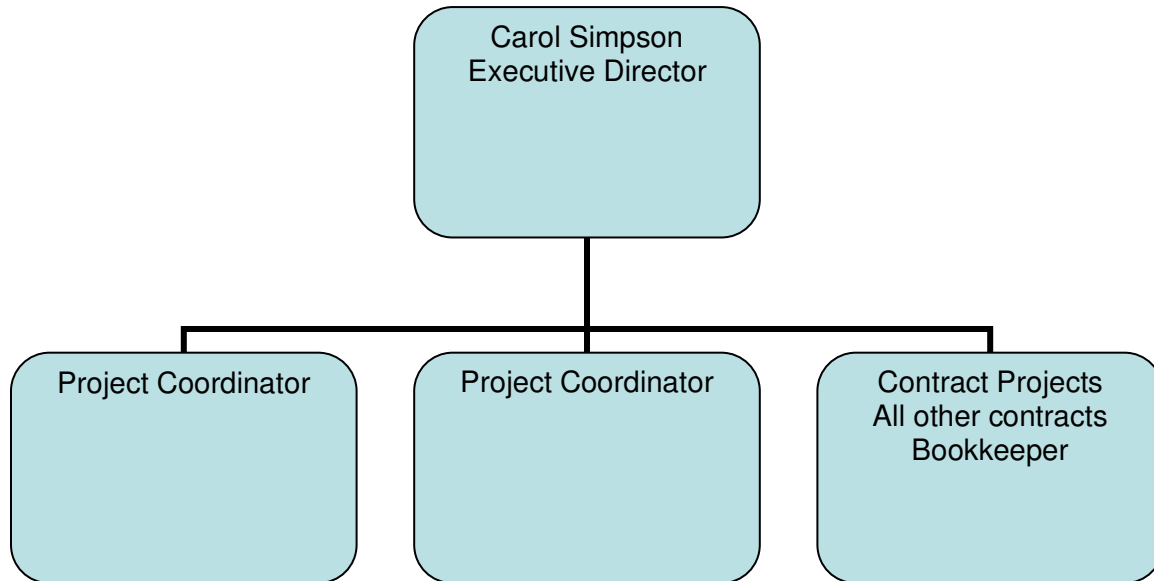
Government Representatives

MTCU:

Municipalities:

Rick Petersen, Liz Robinson,
David Dirks

Operations



Carol Simpson: Oversees all aspects of the corporation, F/T

Charlene Hofbauer: Project and partnership development and implementation, F/T

Brad Labadie: Project and partnership development and implementation, F/T

John Srigley: Community Coordinator, ISEP

Tom Kaufmann: Program Manager, Making Cents of Abilities Coalition

Acronyms

MTCU	Ministry of Training, Colleges and Universities
WRIEN	Waterloo Region Immigrant Employment Network
LIP	Local Immigration Partnership
OMAFRA	Ontario Ministry of Agriculture Food and Rural Affairs
HRSDC	Human Resources and Skills Development Canada – known as Service Canada
OA	Operating Agreement
PWD	Persons with Disabilities

NOTES:

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