

# ANNUAL REPORT 2015-16

This report shares accomplishments of the Four County Labour Market Planning Board's delivery of Strategic Plan.



**Gemma Mendez-Smith**

**6/8/2016**

# Annual Report 2015-16

Leveraging resources for collective impact has been the overarching theme of our activities over the 2015-16 fiscal period.

Maintaining our mission of working with our community partners, we will proactively advocate and pursue local solutions to overcome training and employment barriers in order to ensure the development of a skilled workforce.

The Board of Directors is working to ensure we have a strong strategic direction and plan for activities that realize goals of developing a strong workforce, supporting of a vibrant and skilled workforce and continuing current research that is a strong foundation for evidence-informed decision making.

## Acknowledgments

### To Our Supporters

Your continued support of our  
work drives us to excellence

Thanks to you! Our community partners, stakeholders, and supporters.

Without you the work we do will not adequately serve our community. Your diligent commitment to the success of our workforce, students and employers is what makes our adventures worthwhile. You help us identify the most pressing needs for both our supply and demand sides. We can then work with those groups to ensure the most appropriate actions are undertaken. We would like to thank the Ministry of Training, Colleges and Universities for your funding that is such a huge benefit and value to our community in support of workforce development.

## How we serve you

Using various tools we ensure you can have the most up-to-date information available for the region. Evidenced by this is the use of Vicinity Jobs and Labour Mobility data in addition to the various sources from Statistics Canada.

Working with feedback received from our stakeholders we are able to find new perspectives that help build a strong rural Ontario voice. Below is a sample of some of the projects we delivered in 2015-16.

- EmployerOne Survey was conducted in January 2016. Participation almost doubled and offered valuable information from employers. EmployerOne Survey Observations was released in March 2016. A Local Lens has been created for each county highlighting some of the key findings. We discovered what skills employers need in their workforce, how they recruit, and the education level required for the types of jobs they hired. There is also a Local Lens for each of the top 4 employment sectors that was released. You will see a local lens for Manufacturing, Retail Trade, Construction and Agriculture.
- The quarterly Hiring Trends report is distributed helping our region get the most up-to-date hiring trends in the area. It offers an additional resource for connecting with the labour market in the four county region as people consider their options for work in Bruce, Grey, Huron and Perth counties.
- The Labour Market Intelligence workshop was designed to help people learn how to use labour market information from several sources to make career and training decisions. The feedback has been overwhelmingly positive. 88% of participants either strongly agreed or agreed the workshop was of interest. Additionally, 96% believed that the workshop achieved its goal. There were 129 participants over 11 workshops across the four county region. If you are interested

“We released the Labour Mobility Report in September. The first release of its kind using a new data set.”

in having this workshop presented to your client group contact us to book your session.

Several other projects in support of labour market information and development made up the 2015-16 menu of services. Through these projects the Planning Board was able to leverage over \$45,800 in funds to address workforce development issues in the four county region. We were busy, collaborated on 15 projects in the fiscal year 4 of which were core deliverables led by the Planning Board.

Information sharing is a key resource we offer and over the fiscal year requests kept growing.

- Over 25 presentations made in 2015-16.
- We had 65 media placements in 2015-16 highlighting positive workforce news in the area.
- Radio Program **Workforce Focus** is on-air every other Tuesday 6-7 pm. The uptake continues to be very positive and most programs are recorded and posted to the Board's website. We focus our discussions on what is happening to support local workforce sustainability and resiliency. You can listen on 91.3 FM Bluewater Radio or live stream at [www.bluewaterradio.ca](http://www.bluewaterradio.ca) If you have any suggestions for guests please send along their contact information to Dayna: [dayna@planningboard.ca](mailto:dayna@planningboard.ca)

Our reach into the community is grow and 2015-16 proved to be trending towards this growth. Social Media statistics ended at the following numbers in March 2016.

- Twitter – 325 followers
- Facebook - 145 likes; our post from January 12, 2016 had the most impressions for the year with 918 and was based on our EmployerOne highlights from the previous year

## Board of Directors

Commitment to the mission and mandate of our organization is the marquee of our Board of Directors. Ensuring we have a strong strategic direction and current action plan for delivering our work is what the members most value. Annually they review the key performance indicators to ensure our focus is achieving the results we anticipated. Measuring our activities for value and impact is a main emphasis for the board. Meet the individuals that committed their time to ensuring our success in 2015-16.

Andrew Coghlin – Business in Perth & Treasurer

Jim Diebel – Business in Grey

Deb Hotchkiss – Persons with Disabilities

Gillian Keays – Aboriginal Peoples

Vince MacDonald – Education & Training Huron-Perth

Philip Maier – Business in Huron & Co-Chair

Jayne Parker – Business in Bruce & Secretary

Savanna Schaus – Youth & Co-Chair

Richard Yun – Education & Training Bruce-Grey

Saying goodbye is always hard. Jayne Parker has served the Planning Board for nine years. We could not be a success without you Jayne! We will miss you.

## Staff

We have an amazing and dedicated team here at the Four County Labour Market Planning Board. With sighs of sadness, on her retirement, we said goodbye to Marg Wettlaufer, Project Coordinator in December 2015. Thank you Marg for your wonderful service to our organization and our community.

A heartfelt thanks to our steadfast team:

Dayna Becker – Administrative Assistant

Debbie Davidson – Project Coordinator

Sarah Pelton – Project Coordinator

Kay Uitvlugt – Project Coordinator

**“WHAT WE NEED TO BE SUCCESSFUL IN AN EVER  
CHANGING ECONOMY IS  
RELENTLESS ADAPTABILITY”**

**Gemma Mendez-Smith**

---