

Workforce Strategy Goals

- Collectively create a policy framework and a community infrastructure that supports improvements in both quality and quantity of the labour supply pool.
- To ensure that Elgin-St. Thomas has the workforce it needs to achieve its economic development goals.



“Helping build communities!”

Elgin Workforce Development Committee Members

St. Thomas Economic Development Corp

- Sean Dyke

County of Elgin Economic Development

- Alan Smith

Elgin Business Resource Centre

- Marilyn Crewe

Elgin Middlesex Oxford Workforce Planning & Development Board

- Debra Mountenay

Elgin St. Thomas Public Health

- Janet Baker

Employment Services Elgin

- Cynthia Moniz

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- Michael Amato

Libro Financial Group, St. Thomas

- Jesse Terpstra

Ontario Ministry of Agriculture Food and Rural Affairs

- Valerie Clark

Ontario Ministry of Agriculture Food and Rural Affairs

- Jeff Kinsella

Ontario Ministry of Training, Colleges and Universities

- Catherine Upfold

St. Thomas and District Chamber of Commerce

- Bob Hammersley

YWCA St. Thomas-Elgin

- Shelley Harris



Elgin & St. Thomas
Labour Force
Development Strategy

Operational Plan
2011

Key Priority 1

Create opportunities to retain our youth, attract skilled workers, and increase the participation of under-represented groups.

Strategy 1.1

- Improve communication about local career opportunities.
- Organize occupation and/or industry focused work fairs
 - Develop student to business connections
 - Increase high school/post-secondary co-op placements
 - Deliver interactive career presentations in schools
 - Support Talbot Teen Centre and EBRC's Summer Company Program
 - Exchange job ideas through social networking sites
 - Host post-secondary business plan competition

Strategy 1.2

- Attract the younger workforce, families, women, First Nations, and new Canadians.
- Establish community as affordable with high quality of life
 - Create a Newcomers Initiative/ Welcoming Committee
 - Develop 'skilled labour profile' on agency websites

Strategy 1.3

- Gain maximum benefit from those present in the region.
- Advocate for increased funding and support to career development programs geared to diverse groups
 - Assist employers to recruit diverse groups
 - Enhance social and employment resources that support diverse groups

Key Priority 2

Increase educational attainment through lifelong learning.

Strategy 2.1

- Develop locally accepted standards for essential skills such as literacy and numeracy.
- Link online work-ready assessment toolkits for workers through Employment Services Elgin
 - Pilot outreach to peer worker volunteers for action centres
 - Create inventory on the availability of skilled workers
 - Develop a team to promote essential skills strategy

Strategy 2.2

- Innovative approach to assisting mature students in studies.
- Map local educational opportunities
 - Showcase business compensation programs based on continued learning and customer service
 - Market local scholarship opportunities

Key Priority 3

Provide support to entrepreneurs and small business operations.

Strategy 3.1

- Expand entrepreneurial and small business support.
- Create 12-month series of news articles
 - Develop workshops and courses aimed at businesses ie. Global Experience @ Work and Youth Internship Program
 - Showcase the success stories through job fairs and local websites
 - Develop business incubator for industry priorities
 - Emphasize Elgin Business Resource Centre as a 'go to' for entrepreneur and small business development

Key Priority 4

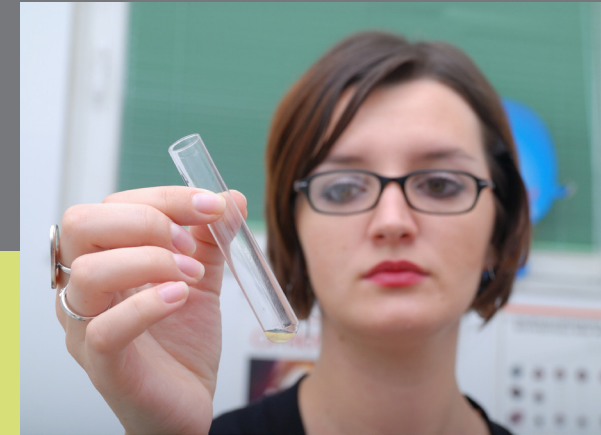
Maximize labour market by creating a collaborative environment between business, government, and education.

Strategy 4.1

- Create more effective partnerships around workforce.
- Develop detailed understanding of growing industries
 - Strengthen connections between business and training institutions
 - Increase connections between business and employment service agencies to expand prescreening of candidates for training programs and future employment
 - Meet with industry sectors to discuss future skills

Strategy 4.2

- Increase understanding of labour force needs for skilled workers.
- Prioritize training needs of business
 - Map the current training system in Elgin-St. Thomas
 - Provide ongoing input to Fanshawe's program efforts
 - Fill in missing gaps in knowledge and information
 - Establish the business leadership council
 - Conduct questions on employers' labour force needs
 - Host a business leadership conference
 - Explore concept of a local unemployed labour force database



Targeted Sectors:

From St. Thomas Economic Development Strategy:

- Green Collar Economy
- New Food Economy
- Entrepreneurship and Business Diversification

From Elgin County Economic Development Plan:

- Energy and Environment
- Agriculture and Agribusiness
- Manufacturing
- Transportation and Logistics
- Tourism