



City of Hamilton

MAYOR'S BLUE RIBBON TASK FORCE ON WORKFORCE DEVELOPMENT ADDENDUM

Meeting #: 18-001
Date: April 19, 2018
Time: 9:30 a.m.
Location: Room 192, 1st Floor
71 Main Street West

Lisa Chamberlain, Legislative Coordinator (905) 546-2424 ext. 2729

Pages

7. PRESENTATIONS

7.2 Magnet Implementation

*7.2.a Revised document

2

Magnet Initiative: Progress & Next Steps

Mayor's Blue Ribbon Task Force on Workforce Development
Hamilton City Hall • April 19, 2018 • 9:00 AM



Overview

1. Goals
2. Update - Progress to Date
3. Next Steps



Year 1 Goals

- Launch a platform in Hamilton that supports employers in the recruiting and selection process *(a Mayor's Blue Ribbon Task Force action item)*
- Build strong awareness and uptake of Magnet in Hamilton; active participation and engagement from key employers/job seekers
- Begin collecting local labour market information



3

Partner Goals

- Strategy includes achieving the goals of the key funders:
 - **McMaster University:** Increase number of hired McMaster students in the city; connecting students to employers who have never hired a Mac grad before; Alumni focus
 - **Mohawk College:** To be defined by Mohawk College
 - **ArcelorMittal Dofasco:** To be defined by AMD HR
 - **City of Hamilton:** To be defined by City of Hamilton HR



4

Expected Outcomes

- Use Magnet to institutionalize labour market demand forecasting and workforce planning
- Reaching a critical mass of users to create a strong business case for expanded, ongoing revenue; sustainability of the initiative
- A centralized hub for job seekers and employers in the Hamilton area



5

Progress to Date

(Jan 2018 - April 2018)

- Earned funding from 4 key funders (City of Hamilton, McMaster University, Mohawk College, ArcelorMittal Dofasco)
- Hired Project Manager to lead local initiative
- Underwent extensive training on Magnet platform
- Developed a comprehensive project plan for 2018



6

Progress to Date

(Jan 2018 - April 2018)

- Met with 4 key funders to address key priorities and goals with Magnet
- Project plan underway and in execution (Q1 complete)
 - 1-on-1 meetings with local businesses and organizations; career fairs; job developer network
 - Customized Hamilton Landing Page Portal hamiltonmagnet.ca
- Presented on Hamilton's plan and strategy in Ottawa at the Local Employment Planning Council conference



7

Onboarded Businesses

ONBOARDED BUSINESSES (20):

- ArcelorMittal Dofasco
- Mohawk College*
- McMaster University*
- City of Hamilton
- Hamilton Tiger-Cats
- McMaster Innovation Park
- St. Joseph's Home Care
- Nix Sensor
- PeopleReady
- Redeemer University College*

- Driven Brands/Carstar
- YWCA*
- Immigrants Working Center*
- Stackpole International
- Infintee Plumbing & Drains
- COCO NET Inc.
- National Steel Car
- Tiercon
- Maple Leaf Foods
- Copley

IN PROGRESS:

- Hamilton Port Authority
- McKeil Marine
- Georgian College
- March of Dimes Canada
- Hamilton Health Sciences



8

Next Steps

- Launch widespread targeted marketing campaign
- Continue awareness and nurturing relationships with onboarded businesses
- Explore Magnet's extension tools and select city partners to advocate for them (e.g. EcDev & Export Portal)
- Magnet Webinar for onboarded employers
- Interim report for MBRTF June 2018



9

Contact

Cassandra D'Ambrosio

Project Manager, Hamilton Chamber of Commerce

905.522.1151 x 242

c.dambrosio@hamiltonchamber.ca

hamiltonmagnet.ca



10