

Minutes of Meeting
Mayor's Blue Ribbon Task Force on Workforce Development

Date: Monday, April 4, 2016

3:00 p.m.

Location: Room A104

Mohawk College, Stoney Creek Campus

Present:	Mayor Fred Eisenberger (MF) <input checked="" type="checkbox"/>	Councillor Terry Whitehead (TW) <input checked="" type="checkbox"/>	Councillor Judi Partridge (JP) <input checked="" type="checkbox"/>	Ron McKerlie (RM) <input checked="" type="checkbox"/>	Nick Markettos (NM) <input checked="" type="checkbox"/>
	Bronko Jazvac (BJ) <input checked="" type="checkbox"/>	Maria Clark (MC) <input checked="" type="checkbox"/>	Zoltan Tanacs (ZT) <input checked="" type="checkbox"/>	Richard Sexton (RS) <input checked="" type="checkbox"/>	Terry Kotwa (TK) <input checked="" type="checkbox"/>
	Judy Travis (JT) <input checked="" type="checkbox"/>	Cesare DiDonato (CD) <input checked="" type="checkbox"/>	Scott McCammon (SM) <input checked="" type="checkbox"/>	Darren Green (DG) <input checked="" type="checkbox"/>	Neil Everson (NE) (City Staff) <input checked="" type="checkbox"/>
	Norm Schleeahn (NS) (City Staff) <input checked="" type="checkbox"/>	Paul Vaccarello (PV) <input checked="" type="checkbox"/>	Laura Farr (LF) (Mayor's Office Staff) <input checked="" type="checkbox"/>	Hillary Dawson (HD) (Mohawk Staff) <input checked="" type="checkbox"/>	Hazaifa Saeed (HS) (Chamber of Commerce) <input checked="" type="checkbox"/>
	James Christianson (Magnet/Ryerson University)(JC) <input checked="" type="checkbox"/>	Drina Omazic (Mayor's Office Staff) (DO) <input checked="" type="checkbox"/>	Sean Conway, Chair, Premier's HSWEP Panel (SC) <input checked="" type="checkbox"/>	David Bartucci (Ontario Public Service)(DB) <input checked="" type="checkbox"/>	Adrienne Scott (Cabinet Office) (AS) <input checked="" type="checkbox"/>

= Present = Regrets

		Notes
1.	Welcome & Introduction	Ron McKerlie, Chair, called the meeting to order and welcomed those in attendance. Called to order, 3:09pm. Members were asked to introduce themselves to the visitors from the Premier's Panel.
2.	Approval of February 22, 2016 Minutes	RM asked if there were any amendments. None mentioned. Motion: PV/JT APPROVED.
3.	Presentation and Discussion with Shawn Conway	JT gave presentation on the data we have that helps understand the labour market. The BRTF has been looking at lack of skilled trades for new and expanding employers. Highly skilled workers generally, getting "cherry picked" by other municipalities. Companies moving to the US. Key clusters struggling to find workers. Taking a look at this issue and helps find solutions to problems employers are facing and provides community based and partnership solutions to this. Included was the role of higher education and the needs of Manufacturing, Transportation, Digital Media, Life Sciences and put all this together with recommendations will be going to Council (June 2016) and to start addressing those things that we as a community can accomplish. Hamilton has the second most diverse economy, according to Conference Board of Canada. Total unemployment rate in January it was 6.4, down last month to 6.1. Like other communities there decline in participation - young people staying in school longer and retirements seem to indicate that. 6900 jobs lost in goods producing. Entrepreneurship is hard to predict trends, but newcomers and youth is very strong here. 95% of businesses in Hamilton have less than 50 employees. Skills requirements are increasing all the time - 25% increase in jobs required 2001 -

2011 post-secondary education. Estimated 25% increase from 2011-2020. 76% of employers suggested that skills are increasing, and 49% of respondents said that they had one or more hard to fill position. 54% of available qualified workers as excellent or good. Soft skills are what employers are looking for - customer service, work ethic, and communications. Occupations in demand - Industrial electricians, labour manufacturing and utilities, professionals in education.

Challenges include retention of skilled workers, difficulty of finding entry level talent which has negatively impacted growth, lack of awareness of feeder programs.

SC noted that Hamilton has great housing stock, college, university geography and medical centres and asked if Regional Transportation was an issue, and if in IT sector there was more supply than demand, manufacturers locally accessing talent. Praised the efficiency of the GO bus to Hamilton.

JT responded that transportation to Industrial Parks, and image of Hamilton, though that is changing.

PV noted that transportation is an issue.

MF said that the external image of the industrial image and some in town haven't caught up to changes and renaissance. Not sure if it's pervasive.

HS said they've heard from members that they aren't 9-5 and want live-work-play. We are behind Toronto and Waterloo in terms of branding.

SC asked if someone is not at this table but engaged - how much would they know? In language, concept, and numbers and data that they understand?

PV said we don't do a good enough job marketing to our students to gear them to different industries. His daughter went to a partnership program and was hunted by companies. The program was dropped due to low enrollment. Good paying job not enough students knew it existed. There are all sorts of different paths that someone could take.

SC posed that there is always the issue of "whose job is that?" Has seen employers who tell employees they were good at things that mattered to their company. They invest in the entry level workers, and help them through school towards a job within their company.

TW asked subsequent to graduating, are we investing enough in knowing where the demands are? What are the linkages, and the dollars? They have great expectations of salaries, and I don't think that we do a great job of communicating what the entry level might be. What is currently working well between post-secondary and employers, and are we providing enough resources for them?

FE thanked SC for attending. Moving along on taskforce and issues is great collaboratively. So thinking of doing something, Hamilton is a great place. Lots of room for improvement but willing to be open. Groundwork has been laid here, and City is interested in working with Province.

SC explained about Premier's Panel to look at rapid changes due to technology and the nature of work and employment opportunities and to look at existing programs and make recommendations based on the opportunities and advise on strategies for youth and older workers. Key things we are looking at are partnerships around labour force

development. Where they are done well, they produce very great results. You then get the people who are receiving your graduates very invested in their success. And you need local leadership. We know it works, but why can't we do more of or to a better minimum standard across the province? Partnerships - what would a fundamental characteristic metric look like, and perhaps some kind of evolution and you need the following ingredients to ensure value? Again, local leadership. For cities that have come back - every one of the places has different things, but it always comes back to local leadership. It attaches to something - a lot of places in Ontario, we don't have scale. You have small to medium enterprises. Do sectoral arrangements help? Would regional things help? The agri-business sector has been very successful from where they were 20 years ago. A good pilot project might be this is a good example to take to the next level. So what do we do, and how do we apply the work here to say Timmins? That's our mandate.

RM: Questions?

BJ noted the challenges are not new. Other point experiential learning in place, but not universal. How do we get the government to see the value? SC said the urgency today that there has been a significant impairment to the wealth driving economy, but we have to take this seriously to fix. This time, London is not bouncing back. We don't think about the reality of how technology has changed. There is good stuff happening, but we have to keep up the pressure.

JT echoed Branko - employers don't pay attention to needs until they can't find someone. They want plug and play employees. They aren't in the business of investing in employees anymore. Dofasco does, some of our IT sectors do, but for the most part, there is no cross-training and only 35% have a succession plan. They wait until the need is critical.

SC asked if there was anything that gov't should be concerned about? Like hockey you have a farm team and you invest in it.

JT responded that the pool of employers supporting co-ops gets smaller all the time. 14000 employers in Hamilton, and we can't match the co-op with an employer.

SC asked how we could improve the participation rate.

SM doesn't think its millennials. It's precarious employment in general.

CD mentioned program - Passport to Prosperity - had execs reaching out to other companies. What it takes is a consistent third party, a larger company to convince the smaller companies to say it's okay to take students as a workforce development strategy.

SC: And there is research that backs that up. Almost like an event planner at a wedding. In my experience, but it's quite variable, but this is probably one of the best arrangements in the province, maybe the country. Is it a version of this table, some credibility? Many kids will be looking at starting their own opportunities. Mostly about risk-taking and failure. The pedagogue with middle class is "don't talk about failure". If

		<p>we are going to be an economy that is more enterprise related, think about that. If that is part of our future, what sort of pedagogical do we need to help people live with more risk taking?</p> <p>TW said there is often gov't incentive. We talk about the temp workers and is there a possibility to look at a model is making that a step up to employment? It would have to be locked in, and you'd need buy in from the employer to this model.</p> <p>SC said that one of innovations best friend's is adversity. We did some really innovative things in 1945 -1950. The business wealth-creation side - for many students, it's not school. What about a pathway? How much disruption would Ontario live with? But we should, at least on a pilot, we should incent that.</p> <p>RM said Mohawk has introduced entrepreneurial programs, international students will tell you what company they want to start, and domestic students will tell you the company they want to work for, 2:1. Other thing is that it's 5 years from start to finish to get a program up and running. 2 years minimum at the Minister's Office. Would anyone else like a chance to speak?</p> <p>SM said that matching the employers trying to find the right employees. I'd encourage you to find out more about Magnet.</p> <p>HS said that Chamber is ready to launch at Mayor's State of the City breakfast.</p> <p>SC said they are very interested if anyone has a sort of pathway for an entrepreneur. And also, if a person were to say I need a few good ideas for a pilot project based on your priorities - we are looking to build on existing architecture based on key success - what might that be?</p> <p>RM asked that the group send him the ideas.</p>
4.	Presentation to General Issues Committee – June 15 th	NE: Report to GIC for June 15. LF: It will need to be approved at next meeting for inclusion.
5.	Idea Generation	None.
6.	New Business	None.
7.	Adjournment	RM adjourned at 5:03, thanked Shawn for attending CD/PV motion to adjourn. Next meeting May 9th at, 3-5pm.

Minutes record by:
Laura Farr, Administrative Assistant to
Mayor Fred Eisenberger