

# Magnet Initiative: Progress & Next Steps

Mayor's Blue Ribbon Task Force  
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# Overview

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

# Year 1 Goals

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

# Expected Outcome

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

# 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:** TBC – meeting booked April 11
  - **ArcelorMittal Dofasco:** TBC – in follow-up
  - **City of Hamilton:** TBC – meeting booked April 11

# Progress to Date

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

# Progress to Date

- Met with 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](http://hamiltonmagnet.ca)
- Presented on Hamilton's plan and strategy in Ottawa at the Ottawa Employment Hub conference

# Onboarded Businesses

## ONBOARDED BUSINESSES (17):

- 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\*
- Driven Brands/Carstar
- YWCA\*
- Immigrants Working Center\*
- Stackpole International
- Infinitee Plumbing & Drains
- COCO NET Inc.
- Tiercon

## IN PROGRESS:

- Hamilton Port Authority
- National Steel Car
- McKeil Marine
- Maple Leaf Foods
- Georgian College
- March of Dimes Canada



# Next Steps

- Continue awareness and aggressive marketing campaign
- Continue nurturing existing relationships with onboarded businesses
- Explore Magnet's extension tools and select city partners to advocate for them
- Magnet Webinar for employers
- Interim report for MBRTF (June 2018)

# Contact

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