

# Magnet Initiative: Progress & Next Steps

Mayor's Blue Ribbon Task Force on Workforce Development  
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## 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](http://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
- Infinitee Plumbing & Drains
- COCO NET Inc.
- National Steel Car
- Tiercon
- Maple Leaf Foods
- Coppley

### 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

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10