

From April 2017 through March 2018, Sarnia Lambton Workforce Development Board led **5** projects. Projects were formulated with community partners and through consultations conducted the previous year.

SLWDB is committed to continuous improvement performance measurements. We ask our partners (those that collaborated or assisted in the project) and participants (those who read the report or attended an event/workshop or presentation) to rate their satisfaction with our products and services. The overall satisfaction rating for each of the projects is listed beneath the project outcomes below.

1. Local Labour Market Plan Update

The purpose of this annual report is to provide local labour market information, identify issues, and outline strategies for action through community partnerships. The report is evidence-based and community-driven.

Outcomes:

- Consulted with local Employment Ontario network, businesses and other community stakeholders.
- Provided data for prescribed indicators, including: population and migration numbers, educational attainment, number of employers by industry, job distribution and income.
- The release date for the Local Labour Plan changed this year from October to the end of February because of census data release dates. As of March, The Local Labour Market Plan has been sent out to our partners, our mailing list and to agencies that we know use it with their clients. The data will be an essential component in upcoming labour market presentations given to community agencies and their clients.

92%

Partner
Satisfaction

91%

Participant
Satisfaction

2. EmployerOne Survey

The annual EmployerOne Survey is conducted to gain local demand side labour market information.

Outcomes:

- Completed surveys 20% more than in 2017 EmployerOne Survey (143 to 170).
- Maintained 20 partners with signed Memorandums of Understanding.
- Distributed results through partner network, SLWDB subscriber list, social media.
- Received specific requests for this information from diverse community partners.

97%

Partner
Satisfaction

92%

Participant
Satisfaction

3. Profile of Finance and Insurance Jobs in Sarnia Lambton

Past SLWDB EmployerOne results and employer consultations indicate that some local jobs in the finance and insurance industry are not only in-demand but also hard-to-fill. This project intended to gain further understanding about the recruitment difficulties and training needs of employers and to offer recommendations for supporting careers in these fields to help balance the supply and demand of these jobs.

Outcomes:

- A report was developed to help employers, job seekers and the general public understand the local labour market for jobs in finance and insurance. The report included the current distribution of jobs in finance and insurance in Sarnia Lambton, online jobs posting data and employment outlooks. It identified some in-demand and often hard-to-fill finance and insurance jobs and offered a community action plan (involving employers, service providers, educators and job seekers) to address recruitment/retention and training needs.
- 5 job profiles of in-demand jobs in this field were created to offer individuals an opportunity to learn about the type of work, education/training needed, salary, progression opportunities, etc.
- Presentations were delivered to local job seekers to provide an overview of report findings and potential pathways for individuals to explore careers in this field.

95% Partner
Satisfaction

89% Participant
Satisfaction

4. Report on Management Positions in Construction and Engineering

As identified in past SLWDB Labour Market Review reports, the workforce in Sarnia Lambton is getting older. Management positions have a large proportion of workers 45 years and older. Job seekers may need leadership and management training in order to fill management positions that become available over the next 20 years. In 2011, females represented almost half of the entire labour force yet only 36% of all management occupations. This project reported on local management positions with a focus on occupations in fields with a low proportion of female employees, specifically construction trades and natural and applied sciences.

Outcomes:

- A detailed report was produced which describes a general overview of these management occupations including local labour market information and:
 - information for job seekers on the requirements of and pathways to these management positions
 - an identification of the qualities and skills required for management positions
 - resources outlining where job seekers can gain management skills and job search information
 - 4 local labour supply/demand issues and a corresponding community action plan
 - Job profiles for Construction, Engineering and Home Building Renovation Managers

- The report was shared with EO clients, high school students, the Lambton College Home Renovation courses, and community partners/stakeholders.
- It was presented at workshops that SLWDB delivered to job seekers through the Employment Ontario Network.

91%

Partner
Satisfaction

88%

Participant
Satisfaction

5. Workforce Planning Workshop: Recruitment & Retention for Small Business

As identified in the SLWDB 2016-17 Local Labour Market Update, local employers need to be engaged in recruitment and retention planning in order to address potential workforce issues resulting from an older population (i.e. retirements). Some local businesses may not take the time for, see the value of, or have much knowledge of workforce planning. This barrier may be especially true for smaller firms because human resource matters are likely the responsibility of an owner or a manager. Small firms with fewer than 50 employees make up 94% of all businesses with employees in Sarnia Lambton. This project will engage small business in workforce planning in order to help grow the local workforce.

Outcomes:

- A 1.5 hour breakfast workshop for 32 small business owners. The event included:
 - a presentation outlining the definition of workforce planning; the importance of workforce planning for small business; why workforce planning is a priority in the Sarnia/Lambton community; best practices from local small business owners related to the recruitment and retention of qualified workers to support the goals of the organization now and into the future
 - opportunities for participants to share first-hand accounts of successes and challenges related to workforce planning, recruitment and retention
 - a focus on resources and information from the local Employment Ontario Network
- A Resource Guide was produced detailing best practices related to workforce planning, recruiting and retention and including a checklist which outlines concrete suggestions and resources with a focus on community partners.

94%

Partner
Satisfaction

92%

Participant
Satisfaction



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