

# **Southeast Labour Market Partnership Talent Development Working Group 2020-2021 Work Plan**

Submitted to:  
Southeast Labour Market Partnership Council

Submitted by:  
Shane Thomson, Chair  
Talent Development Working Group

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## Introduction

Historically, access to a skilled workforce in Greater Moncton and southeastern New Brunswick has been one of the region's top competitive advantages. People moved here from across New Brunswick and the country to take advantage of career opportunities in a wide variety of industries from manufacturing to business support services to health care.

In 2020 and moving forward, the region needs to act more proactively and in a more coordinated way to ensure we continue to have access to the talent needed to foster continued economic growth and prosperity. This will be key to the area's competitive position relative to other urban centres across Canada and beyond.

The Greater Moncton Regional Workforce Development Strategy released in November 2019 was the roadmap to ensure the region has a strong talent pipeline in the years ahead. The strategy has four foundational pillars and 10 objectives with an overall vision of connecting the right talent to the right jobs. Recognizing the integrated nature of the regional workforce and economy, it was decided to expand the scope of the strategy beyond Greater Moncton to include the wider region including the populations of Westmorland, Kent and Albert counties.

The Southeast Labour Market Partnership (SLMP) was established to implement the new strategy and an SLMP Council made up of key stakeholders from across the region was recruited to provide oversight, direction and accountability to the implementation of the strategy.

**Figure 1: The Southeast New Brunswick Workforce Strategy's four pillars and 10 objectives**



## The Partnership Approach

There are dozens of organizations that influence the development of southeastern New Brunswick's workforce including governments, educational institutions, business groups, training companies, immigration support organizations, among others. All of these organizations have their own missions, staff, budgets and key performance indicators (KPIs).

The purpose of the Southeast Labour Market Partnership (SLMP) is to bring coordination to this broad ecosystem. If done right it will ensure there are no gaps in the talent pipeline and limited duplication of effort. It will ensure there is proper labour market information supporting both the actions of individual organizations and the ecosystem as a whole. An effective SLMP will ensure partnerships are developed to solve particular challenges and ensure ongoing communication and dialogue between the key organizations in the ecosystem.

## Implementing the Strategy: Four Working Groups

For each of the 10 objectives in the workforce strategy a series of initiatives were developed to help achieve the objectives and ensure the region continues to have a strong talent pipeline moving forward. Four working groups were established to work on the key objectives of the strategy and report back to the Council on a regular basis. The chair of each working group is a Council member. The four working groups are:

1. **Attraction** – involves efforts to attract workers to the region (from elsewhere in Canada and beyond) – aligned with the Local Immigration Partnership (LIP) activities in this area (Chair: Kevin Silliker)
2. **Retention** – involves efforts to retain workers in the region. In a typical year, around 4,600 people move out of the Moncton CMA to other destinations in New Brunswick and the rest of Canada. However, this is offset by around 5,200 who move each year. This working group will work on initiatives to help employers retain workers and encourage young people and others to stay and build their careers in the region (Chair: Guy Leger).
3. **LMI** – involves efforts to increase the amount of timely and relevant labour market information (LMI) available to industry, government and community stakeholders (Chair: John Wishart).
4. **Talent Development** – involves efforts to ensure the local talent pipeline is turning out graduates with the interest and skills to start and advance their careers (Chair: Shane Thomson).

### Definition: Working Group

The four committees are called working groups as they are meant to work on and be responsible for the development and implementation of specific initiatives to address the 10 objectives. They are not just discussion or advisory committees.

## The Talent Development Working Group

The Talent Development working group has an important role in the implementation of the regional workforce strategy. Every year some 2,100 people graduate from high school across southeastern New Brunswick and hundreds graduate from post-secondary educational institutions.

The talent development working group is tasked with ensuring the local education and training system is turning out graduates with knowledge of, and related skills for, the career opportunities on offer across the region.

### **Talent Development Working Group Chair:**

Shane Thomson, Town of Riverview

### **Talent Development Working Group members:**

Shane Thomson, Town of Riverview

Kari Cheyne, 3+

Dan Martin, ONB

Jessica Hughes, Sackville 20/20

Chris Ryan, Anglophone East School District

Mila McMackin, Anglophone East School District

Alain Poitras, District scolaire francophone Sud

Micheline Leger, District scolaire francophone Sud

Xavier Infantas, CCGM

Lucie Aubé, Working NB

Chair of Future Ready Sub-Committee (TBC)

### *Notes*

- 1 – For the Postsecondary Educational Institutions, there will be another sub-committee established to invite all stakeholders in that sector.*
- 2 – Other organisations not identified above will be asked to sit on a sub-committee when needed.*

### **Goals of the Talent Development working group:**

- To work on the initiatives identified for this working group.
- To work with the SLMP Council if there are new resources required to successfully implement an initiative.
- To report back to the SLMP Council on the progress of each initiative.
- To identify other Talent Development-related issues that may arise and make recommendations to the SLMP Council on how to address them (e.g. Covid-19).

### **Frequency of meetings:**

- Minimum of six (6) times per year but perhaps a need to meet more frequently in response to impact and emerging needs related to COVID 19.

## Talent Development Working Group: 2020-2021 Work Plan

The 2020-2021 work plan is grouped into a series of initiatives which are then provided with deliverables to be developed over the course of the year – divided into Spring/Summer 2020, Fall 2020 and Winter 2021 (through March 31 of next year).

For each initiative, the following information is provided:

- Summary: A brief description of the initiative and how it ties into the overall strategy.
- Strategic theme: Aligning the initiative to one of the four strategic themes.
- Strategic priority: Aligning the initiative to one of the 10 objectives.
- Owner: What organization has agreed to 'own' the initiative. They are responsible for reporting back to the working group on progress and working with the working group when new resources or funding may be required.
- Supporting partners: Other organizations that agreed to play a support role in the development and implementation of the initiative.
- Immigration alignment: A determination if there is alignment with the Greater Moncton Immigration Strategy and the Local Immigration Partnership annual work plan.
- Sub-committee: If there is a sub-committee identified, it is listed here.
- Actions 2020-2021: A summary of the key actions to be completed in 2020-2021.
- Outcomes/indicators: Expected outcomes from the initiative and indicators to assess if we are making progress.

INITIATIVE #1	Talent development support during and post the pandemic
SUMMARY	<p>It is not clear yet how Covid-19 will impact the Greater Moncton workforce moving forward. The Talent Development Working Group should discuss its potential role related to developing the local talent pool in the wake of Covid-19. Potential questions:</p> <ul style="list-style-type: none"> <li>• How will Covid-19 disrupt post-secondary education flows in Fall 2020?</li> <li>• Will there be a need to retrain workers that are not able to find employment in their previous occupation (i.e. will there be new, structural unemployment)?</li> <li>• Could more experiential learning be facilitated virtually until the risk of Covid-19 is gone?</li> </ul> <p>There is a Covid-19 Southeast Economic Recovery Task Force (SERTF) in place. The Talent Development Working Group should engage this committee to see if there are any implications moving forward related to talent development. There is also a Future Ready Provincial Recovery Task Force in place.</p>
STRATEGIC THEME	N/A
TIMING	SHORT TERM
OWNER	3+ Corporation
SUPPORTING PARTNERS	Working NB, ONB, CCGM, ACOA, municipalities.
IMMIGRATION ALIGNMENT	International students in PSE.
SUB-COMMITTEE	Existing Covid-19 SERTF in place
ACTIONS 2020-2021	▪ TBD
OUTCOMES/INDICATORS	<p>Outcomes <i>TBD</i></p> <p>Indicators <i>TBD</i></p>

<b>INITIATIVE #2</b>	<b>Demonstrate the ROI for local business owners to participate in experiential work term opportunities (internships, co-ops, apprenticeships) for local secondary and post-secondary students</b>
SUMMARY	The regional workforce development strategy recommended that more SMEs be involved in providing experiential learning for high school and post-secondary students. We need to make the case that this is good for the SME and for the student. The high school system in the region is looking to place considerably more students into experiential learning as are post-secondary education institutions.
STRATEGIC THEME	CONNECT
STRATEGIC_PRIORITY	Objective 1: Connect Education & Industry
OBJECTIVE	1.1 Increase student exposure to local workplaces to expand their awareness and build connections by engaging with educational institutions (leadership, teachers, and students) to develop a greater understanding of local sectors, current work opportunities and the skills, education levels and knowledge needed to succeed.
TIMING	SHORT TERM
OWNER	Working NB/Future Ready NB
SUPPORTING PARTNERS	3+ Corporation, CCGM, ONB, JEDI (Joint Economic Development Initiative), Secondary and Public Post-secondary, NB Tap (Teen apprentice program), Private Career Colleges, Private Universities
IMMIGRATION ALIGNMENT	YES
SUB-COMMITTEE	Potential Regional Future Ready Sub-Committee could be engaged here.
ACTIONS 2020-2021	<i>NOTE: Covid-19 might affect the timeline</i> Action 2.1 Spring 2020: Confirm Working NB/PETL ownership of this initiative. Working NB to provide data on program use in the region. Action 2.2 Summer/Fall 2020: Develop report/document clearly articulating the value of SME involvement in experiential learning. Action 2.3 Winter 2020 onward: Promote to SMEs through industry groups, Chambers, and ONB/ACOA/PETL clients.
OUTCOMES/INDICATORS	<i>Outcomes</i> A document (value proposition) targeting business owners that makes a strong case for offering experiential learning opportunities.  <i>Indicators</i> A clear case for experiential learning. Number of people taking part in experiential learning.

<b>INITIATIVE #3</b>	<b>Work with Future Ready NB to identify and strengthen strategic partnerships and promote knowledge exchange between industry and education institutions</b>
SUMMARY	This initiative builds on #2 and is focused on building stronger relationships between industry and education institutions. These relationships are already in place for some institutions and industries but not others. Both Anglophone and Francophone school districts are eager to expand experiential learning for students.
STRATEGIC THEME	CONNECT
STRATEGIC_PRIORITY	Objective 1: Connect Education & Industry
OBJECTIVE	1.1 Increase student exposure to local workplaces...
TIMING	SHORT TERM
OWNER	3+ Corporation
SUPPORTING PARTNERS	PETL/Future Ready, Education Institutions, Industry Associations, CCGM; ONB; CENB
IMMIGRATION ALIGNMENT	YES
SUB-COMMITTEE	3+ to organize a private sector employer subcommittee
ACTIONS 2020-2021	<p>Action 3.1 Spring 2020: Based on LMI data on specific labour sector support shortages convene a group of private sector employers as a subcommittee.</p> <p>Action 3.2 Spring 2020: Engage the Regional Future Ready Committee about developing a model to support the coordination between industry and education.</p> <p>Action 3.3 Summer/Fall 2020: Develop a plan with Private Sector Subcommittee to address this initiative. How do we formally strengthen these relationships?</p>
OUTCOMES/INDICATORS	<p><i>Outcomes</i> Stronger linkages between industry and education related to experiential learning.</p> <p><i>Indicators</i> Number of institutions involved in experiential learning and number of students involved.</p>

<b>INITIATIVE #4</b>	<b>Collaborate with Anglophone &amp; Francophone school districts and FutureReadyNB to facilitate ‘Familiarization Tours’ of local businesses for educational leaders, guidance counselors and faculty members, for the purpose of exposing educators to local workplaces</b>
SUMMARY	This was identified as a gap in the regional workforce strategy. There are some efforts to expose high school students and educators to local industry, but this could and should be expanded. One idea put forward was the potential of doing this virtually at least during the period of the Covid-19 pandemic. Could students do virtual tours of employers in the region. What sectors would be highlighted? Ideally those that would not be familiar to the students but are strategically important to the regional economy.
STRATEGIC THEME	CONNECT
STRATEGIC_PRIORITY	Objective 1: Connect Education & Industry
OBJECTIVE	1.1 Increase student exposure to local workplaces...
TIMING	SHORT TERM
OWNER	3+ Corporation
SUPPORTING PARTNERS	PETL/Future Ready, Education Institutions, Industry Associations, CCGM; ONB; CENB
IMMIGRATION ALIGNMENT	NO
SUB-COMMITTEE	
ACTIONS 2020-2021	<i>NOTE: Covid-19 might require an innovative approach including virtual fam tours</i>  Action 4.1 Spring 2020: Confirm roles of 3+ and supporting partners.  Action 4.2 Summer/Fall 2020: Develop a plan to address this initiative. Can we use technology to facilitate these tours?  Action 4.3 Winter 2020 onward: Expand the number of high school students exposed to career opportunities right here in southeastern New Brunswick.
OUTCOMES/INDICATORS	<i>Outcomes</i> Familiarization tours developed.  <i>Indicators</i> Number of educators involved in the familiarization tours.

<b>INITIATIVE #5</b>	<b>Create a Speakers Bureau of local business representatives who are supportive of engaging with students and sharing their career story and profiling their work experiences</b>
SUMMARY	The goal is to expose more high school and even PSE students to speakers who have developed successful careers right here at home. We want to counter the narrative that young people have to move away to be successful. The Attraction and Retention working groups have similar initiatives.
STRATEGIC THEME	CONNECT
STRATEGIC_PRIORITY	Objective 1: Connect Education & Industry
OBJECTIVE	1.1 Increase student exposure to local workplaces...
TIMING	SHORT TERM
OWNER	3+ Corporation
SUPPORTING PARTNERS	PETL/Future Ready, CCGM, ONB, Industry and Business, Education Institutions
IMMIGRATION ALIGNMENT	No.
SUB-COMMITTEE	Work with the Attraction and Retention working groups to coordinate the development of speakers and their career stories. Engage Private Sector Subcommittee.
ACTIONS 2020-2021	Action 5.1 Spring 2020: Confirm roles of 3+ and supporting partners. Action 5.2 Summer/Fall/Winter 2020: Start developing a roster of speakers and their stories (again could be aligned with the Attraction Campaign focused on success stories). Action 5.3 Winter 2020 onward: Get these speakers into the schools (physically or virtually).
OUTCOMES/INDICATORS	<i>Outcomes</i> Speakers Bureau developed/roster in place.  <i>Indicators</i> Use of speakers during the year/number of students reached.

<b>INITIATIVE #6</b>	<b>Explore a coordinated approach for hiring fairs at convocations, or similar gatherings that bring business and graduates together</b>
SUMMARY	This type of connection is happening already – typically by faculty and occupation – but a broader approach is needed to ensure all PSE graduates in the region are exposed to job and career opportunities at here at home.
STRATEGIC THEME	CONNECT
STRATEGIC_PRIORITY	Objective 1: Connect Education & Industry
OBJECTIVE	1.1 Increase student exposure to local workplaces...
TIMING	SHORT
OWNER	TBD
SUPPORTING PARTNERS	PETL, 3+ Corporation, ONB, CCGM, Municipalities
IMMIGRATION ALIGNMENT	YES
SUB-COMMITTEE	Establish a post-secondary institutions subcommittee – Initiative ties back to LMI Initiative #2 – Conduct an analysis of post-secondary programming and its alignment to local sector talent needs and employment opportunities, strengthening the alignment of graduates to local demand.
ACTIONS 2020-2021	<i>NOTE: Covid-19 might affect the timeline</i> Action 6.1 Spring 2020: Confirm roles of 3+ and supporting partners. Action 6.2 Summer/Fall 2020: Develop a plan to address this initiative. How do we formally strengthen these relationships?
OUTCOMES/INDICATORS	<i>Outcomes</i> A stronger relationship with educational institutions  <i>Indicators</i> Number of hiring fairs Number of students reached

<b>INITIATIVE #7</b>	<b>Create and maintain an interactive, centralized calendar to promote scheduled professional development opportunities, and available workforce support resources to employees and employers across the region</b>
SUMMARY	This initiative is meant to broaden access to professional development, training and related resources to help employers strengthen their human resources capacity.
STRATEGIC THEME	CONNECT
STRATEGIC_PRIORITY	Objective 2: Connect Employers with Resources
OBJECTIVE	2.1 Promote employer utilization of available training services & initiatives that support retention and career advancement for existing employees
TIMING	LONG
OWNER	PETL
SUPPORTING PARTNERS	3+ Corporation, ONB
IMMIGRATION ALIGNMENT	NO
SUB-COMMITTEE	
ACTIONS 2020-2021	As this is a long-term initiative, purpose postponing until 2021-2022.
OUTCOMES/INDICATORS	<p><i>Outcomes</i> Calendar in place and promoted throughout the region</p> <p><i>Indicators</i> Use of the calendar</p>

<b>INITIATIVE #8</b>	<b>Explore pathways and opportunities to link employees or job seekers to language training</b>
SUMMARY	<p>This has two components: 1) addressing the short term need to ensure that Francophone post secondary students have access to language training to improve their labour market integration; and 2) addressing the longer term goal of expanding the number of bilingual (French and English) workers.</p> <p>There could be a “language lens” associated with experiential learning so that students have an opportunity to practice their second official language in the workplace.</p> <p>Encourage ways to promote the benefit to employers to offer language training to employees as part of their benefits package.</p>
STRATEGIC THEME	INCLUSION
STRATEGIC_PRIORITY	Objective 6: Increase Bilingual Workforce
OBJECTIVE	6.1 Leverage the region’s language resources
TIMING	SHORT TO MEDIUM
OWNER	PETL
SUPPORTING PARTNERS	Education Institutions, Industry Associations, CCNB Language Centre, CENB
IMMIGRATION ALIGNMENT	YES – the LIP is working on immigrant and international student language training initiatives.
SUB-COMMITTEE	
ACTIONS 2020-2021	<p><i>NOTE: Covid-19 might affect the timeline</i></p> <p>Action 9.1 Spring 2020: Confirm PETL’s role as owner and supporting partners for this initiative.</p> <p>Action 9.2 Spring/summer 2020: Prepare an inventory of current and proposed initiatives in the region to address language training (particularly English language training for Francophone PSE students).</p> <p>Action 9.3 Fall 2020: Develop a multi-year plan to ensure this initiative is addressed.</p>
OUTCOMES/INDICATORS	<p><i>Outcomes</i></p> <p>A document providing a summary of all language training resources, costs, availability, etc. – promoted to all seeking training in a second language (English/French)</p> <p><i>Indicators</i></p> <p>Number accessing training in second official language</p>