

Minutes / Procès-verbal

Southeast Labour Market Partnership / Partenariat du marché du travail du Sud-Est Council / Conseil	
Date	Tuesday, June 29, 2021 / Le mardi 29 juin 2021
Time / Heure	9am – 11am / 9h00 – 11h00
Location / Lieu	Microsoft Teams Call / Conférence Microsoft Teams
Chairperson / Présidente	Susy Campos
Coordinator / Coordinatrice	Keyana Strzechowski

#	Agenda / Ordre du jour	Who / Qui
1	Welcome & Call to Order / Bienvenue & ouverture de la réunion	Susy Campos
1.1	Call to Order / Overture de la reunion	
1.2	Declaration of Conflict of Interest / Déclaration des conflits d'intérêt	
2.0	Agenda Overview / Aperçu de l'ordre du jour	Susy Campos
2.1	Agenda Adoption - June 29, 2021 / Adoption de l'ordre du jour - 29 juin, 2021	
2.2	Approval of Meeting Minutes - May 21st, 2021 / Adoption du procès-verbal - 21 mai 2021	
3.0	Updates from Chair / Mises à jour de la Présidente	Susy Campos
3.1	SLMP Logo / Logo PMTSE	
3.2	SLMP Annual Report / Rapport annuel du PMTSE	
3.3	Internal Communication Process / Processus de communication interne	
3.4	Terms of Reference Changes / Changement au mandat du Partenariat	
3.5	Live for the Moment NB / Vivez dans le moment NB	
3.6	Talent Development Working Group Chair / Président du groupe de travail de développement des talents	
4.0	Updates from Working Group Chairs / Mises à jour des groupes de travail	
4.1	Labour Market Information / Information du marché de travail	John Wishart
4.2	Attraction	Kevin Siliker
4.3	Retention / Rétention	Guy Leger
4.4	Talent Development / Développement des talents	Kari Cheyne
5.0	Other Items / Autres points	All / tous
6.0	Next Meeting / Date de la prochaine réunion	Keyana Strzechowski
6.1	Partnership Agreement / Entente du Partenariat	
7.0	Adjournment / Adjournement	Susy Campos

Minutes / Procès-verbal

Present	Regrets
Susy Campos (Chair), 3+ Corporation	Rene Côté, CBDC
Guy Léger, Expansion Dieppe	Tahlia Ferlatte, Town of Riverview
Angelique Reddy-Kalala, City of Moncton	Kathie Ouellette, ONB
Kari Cheyne, 3+ Corporation	Natalie Gallant, CBDC
Patrick Richard, ONB	Camille Bourque, ACOA
Anne McGraw, GSCC	
Kevin Silliker, City of Moncton	
John Wishart, CCGM	
Ghislaine Boudreau-Grant, WorkingNB	
Keyana Strzechowski (SLMP Coordinator), 3+ Corporation	

1.0 – Welcome & Call to Order / Bienvenue & ouverture de la réunion

1.1 – Call to Order / Ouverture de la réunion

1.2 – Declaration of Conflict of Interest – Déclaration des conflits d'intérêts

- The Chair of the Southeast Labour Market Partnership, Susy Campos, called the meeting to order at 9:03am.
- No conflict of interest was declared.

2.0 – Agenda Overview / Aperçu de l'ordre du jour

2.1 Agenda Adoption – June 29, 2021 / Adoption de l'ordre du jour – 29 juin, 2021

2.2 Approval of Meeting Minutes – May 21st, 2021 / Adoption du procès-verbal - 21 mai, 2021

- Motion to adopt the June 29, 2021, Agenda: Approved by Guy Léger, Seconded by Kevin Silliker.
- Motion to approve the meeting minutes from May 21, 2021: Approved by Anne McGraw, Seconded by John Wishart.

3.0 – Updates from Chair / Mise à jour de la Présidente

3.1 SLMP Logo / Logo PMTSE

- Motion to approve the SLMP Logo: Moved by Kari Cheyne, Seconded by Angelique Reddy-Kalala.



Minutes / Procès-verbal

3.2 SLMP Annual Report / Rapport annuel du PMTSE

Susy Campos confirmed that the SLMP Annual Report is now complete, both the English and French version. Next step is to do a press release presenting the above accepted logo alongside the report, which will be executed by John Wishart.

Changes suggested:

- Guy Léger will be sending an email with a few suggested changes to the report – more to come.
- It was suggested that we make edits to the first paragraph to tie back to the provincial workforce development strategy, as it is part of the WorkingNB mandate. Once changes are made, we should confirm with Ghislaine Boudreau-Grant that the language matches the strategy.

3.3 Internal Communication Process / Processus de communication interne

Keyana Strzechowski reviewed the Internal Communication Process that was shared with the Council ahead of the meeting. This document details the different levels of communication to be lead and executed by the SLMP Coordinator.

Changes suggested:

- Change language to reflect that the SLMP Coordinator and Chairs do not necessarily need to meet monthly; more of an on-a-need basis.
- Eliminate quarterly meetings amongst Chairs and SLMP Coordinator (updates can be made at a Council level).

3.4 Terms of Reference Changes / Changement du mandat du Partenariat

Susy Campos reviewed the changes identified in the Terms of Reference document, which included the following:

- A minimum of 6 meetings, maximum of 8 meetings, per year.
- Change terms of Chairs to 2 years rather than 1 year.
- Allow working group members to Chair working groups, if nobody at a Council level is available.
- Added an addendum explaining the accepted Internal Project Management Process.
- Added an addendum explaining the Internal Communication Process presented at this meeting.

Changes suggested:

- The Terms of Reference does not talk about the Workforce Strategy. It was suggested that we add some background to explain this strategy, which is overseen by economic development team, why there is a desire for a workforce strategy, and why the SLMP was created to oversee this workforce strategy.

Minutes / Procès-verbal

Motion to approve the changes to the Terms of Reference (once above changes have been completed):

Moved by Kari Cheyne, Seconded by Angelique Reddy-Kalala.

3.5 Live for the Moment NB / Vivez pour le moment NB

Susy Campos provided an update on Phase 1 of the Remote Workers Campaign (Live for the Moment). She will share the full report once it becomes available.

- Presentations/reports can be shared in both languages, if interested.
- The campaign went well and very satisfied with results after Phase 1.
- Traction was primarily through Facebook and LinkedIn, and the majority of outreach was through the website. Also had a lot of organic media that generated leads.
- Precampaign: Lack of knowledge / negative view of NB. More awareness / positive view of NB after campaign.
- 21 families moved to New Brunswick (34 adults and 9 children) through this campaign. There were 336 "Qualified Leads" (remote workers) and 150 "Hot Leads" (individuals that completed assessment).

Pilot learnings:

- Target audience was 25-35 years old; ended up attracting other people (retirees, skilled workers without a job, and younger immigrants).
- Needs assessment was too long (despite fantastic information gathered). Looking to tweak this to make it slightly shorter.
- Campaign brought issues to light: Bilingualism, affordable housing (rural NB'ers versus people living in urban centers have different opinion), New-Brunswickers lack pride in their province, and there seems to be a lack of awareness of what is New-Brunswick. Things to work on in the future.

Next steps/recommendations:

- *Short term:* We had a lot of people show interest but then not complete process – why? Working on finding that out – follow up. Looking to also focus on Western targets.
- *Long term:* Creation of onboarding service online. Looking to use a "chat box" on the website so there is always someone to reach, increase communication in NB, build culture identify within value proposition (increase pride/belongingness in NB'ers), financial incentive, and update questions asked during assessment. The next phase will target different locations to get better results (starting in August 2021).

Minutes / Procès-verbal

3.6 Talent Development Working Group Chair Update / Président du groupe de travail de développement des talents

Susy Campos announced that Tahlia Ferlatte from the Town of Riverview has accepted to Chair the Talent Development Working Group. She will be taking over as of the September 2021 working group meeting.

Motion to accept Tahlia Ferlatte as the incoming Talent Development Working Group Chair:

Moved by Guy Léger, Seconded by John Wishart.

4.0 – Updates from Working Group Chairs / Mises à jour des groupes de travail

4.1 - Labour Market Information / Information du marché de travail

John Wishart provided an update on behalf of the Labour Market Information Working Group. The group has 6 initiatives due by end of 2021 (confident they will complete in time). A lot of ongoing work, primarily led by Meaghan Beale. Keyana Strzechowski will send the group the “1-page Chair Update” sheet after the meeting for details.

4.2 – Attraction

Kevin Silliker provided an update on behalf of the Attraction Working Group. The group is beginning to work on tangible items. Keyana Strzechowski will send the group the “1-page Chair Update” sheet after the meeting for details.

4.3 - Retention / Rétention

Guy Léger provided an update on behalf of the Retention Working Group. They are working on submitting funding request for a consultant to focus on 2 of the priority retention initiatives (as well as some attraction initiatives) – More to come. Keyana Strzechowski will send the group the “1-page Chair Update” sheet after the meeting for details.

Note from Ghislaine Boudreau-Grant (WorkingNB): She would like to receive all funding requests at the same time, with all pertinent details. Susy Campos & Kari Cheyne will send her a quick snapshot of what the scope of work is and what they are needing, ahead of sending an official proposal.

Definitions:

- **Diversity and Inclusion:** Angelique Reddy-Kalala has sent over some suggested edits to this definition, to include Equity as part of it. This will be added to the definition.
- **Flexible Workplace:** The group approved this definition.

Minutes / Procès-verbal

4.4 - Talent Development / Développement des talents

Kari Cheyne provided an update on behalf of the Talent Development Working Group. Work is going well in this group, and they are tackling a lot of action items throughout the summer. Keyana Strzechowski will send the group the "1-page Chair Update" sheet after the meeting for details.

5.0 Other Items / Autres points

- **Call to Action NB Workforce Summit:** This event will take place in St. John in October (no dates confirmed yet) – NBCC/CCNB locations will be used for virtual hub. Target audience are employers. Looking to get regional partners involved and have activities going on locally. Ghislaine Boudreau-Grant to share more information in next months (expectations, how to participate, specific activities that could be offered, etc.).

Suggestion – Diversity, Equity and Inclusion piece: Should find a way to link this with the work related to this summit.

- **Retirement Announced:** Ghislaine Boudreau-Grant announced that she will be retiring in the fall and will inevitably need to step down from the Council and Working Groups. Whoever takes over her position is intended to begin transition in September and would be introduced during the next Council meeting.

6.0 Next Steps / Prochaine étapes

6.1 – Partnership Agreement / Entente du Partenariat

- Next Council meeting: Last week of September (in person). Keyana Strzechowski will send out a Doodle to the group.
- Partnership Agreement: Must be signed by September meeting.

7.0 - Adjournment / Ajournement

The meeting was adjourned at 11:01am.

Minutes / Procès-verbal

Action Items – Southeast Labour Market Partnership	Who
Make changes suggested to Internal Communication Process – To be approved at next Council meeting.	Keyana Strzechowski
Make changes suggested to Terms of Reference – To be approved at next Council meeting.	Keyana Strzechowski
Make changes suggested to SLMP Annual Report	Susy Campos
Make changes the Diversity and Inclusion definition – To be approved at next Council meeting.	Keyana Strzechowski & Guy Léger
Share more information regarding the Call to Action NB Workforce Summit (how to participate, activities, etc.)	Ghislaine Boudreau-Grant
Send a snapshot of consultant needs (retention/attraction initiatives) to Ghislaine Boudreau-Grant for her review.	Susy Campos & Kari Cheyne
Send Doodle to Council to schedule the September Council meeting (in person).	Keyana Strzechowski