

Southeast Labour Market Partnership Labour Market Information Working Group – Council Update

Chair: John Wishart

Last Meeting: Wednesday, Sept. 8, 2021

Coordinator: Keyana Strzechowski

Information / Update(s):

- LMI Working Group reviewed the group's Dashboard to get an update on initiative progress;
- **Initiative 2 – Post-Secondary Education Survey:** Results of the survey were shared, and the group discussed the Top 5 Gaps in the talent pipeline.
- **Initiative 4 – Labour Demand Forecasts:** The group reviewed the Labour Demand Forecast Report. Five gaps in talent pipeline were identified (skilled trades, automotive technicians, transportation logistics, data scientists / developers, skilled IT workers). Additionally, it was recommended that the Partnership play an advocacy role for the following 2 sectors: **Healthcare Occupations** and **Education**, as these are provincially led sectors.
 - Important to share the above Top 5 Gaps with the other working groups for their own 2022 workplans. LMI Group members will do an inventory scan of recruitment and training initiatives at the provincial and federal levels for recommended Top Gaps.
- **Initiative 5 – Develop Sector Growth Profiles:** We reviewed a sample of a sector growth profile for healthcare. Will share this with the Attraction Group to help with their marketing and recruitment initiatives. Sample profile document was approved by the Working Group.
- **Initiative 7 – Employer Survey:** The Working Group reviewed the results of the employer survey completed by 263 businesses. Communication back to the employers who participated is planned and action items identified by the LMI Working Group will be included on the flip side of a one-page Infographic created to summarize the data.
- **Initiative 8 – Top 5 Employment Barriers:** LMI Group agreed to survey Working NB employment counsellors to collect data on barriers. Timeline to achieve this initiative by the end of 2021 was defined.
- **Initiative 9 – Market Research for National and International Recruitment Initiatives:** Initiative will be co-led by Denise Thibodeau-Blanchard of Working NB and Katie Ouellette from ONB. A shared calendar on recruitment initiatives will be available and the LMI Group agreed our role should be to provide the right data for our priority sectors to leverage the national (Working NB) and international (ONB) recruitment missions. Also, close coordination needed with Attraction Working Group since the execution of these missions is among their initiatives.
- Next LMI Working Group meeting planned for the Week of November 8th.

Recommendation(s):

1. It was recommended that IT be considered a priority sector, along with the five short-term priorities previously identified, due to its importance to the region.
2. LMI Working Group recommends the same basic data be used for marketing materials related to sector growth profiles, but different versions can be created based on target audience (i.e. immigrants, youth, etc.)