

Northwest Training and Adjustment Board



Report to the Community

2009



and Adjustment Board
NTAB

Local Boards Network

Local Boards Network Champions of Ontario Labour Market Solutions

Local Boards continue to collaborate and share ideas, strategies and strive to maximize resources. Our projects and partnerships are great examples of our local capacity to bring people together to identify, plan and implement labour market solutions. This publication showcases the activities of the Northwest Training and Adjustment Board.

We lead our communities by:

- Interpreting local data
- Providing "on-the-ground" intelligence and connections
- Strengthening relationships in our community
- Leveraging community strengths to address common issues, among and across geographic boundaries
- Demonstrating our neutrality
- Bringing community stakeholders together to discuss, examine and build solutions to address local labour market challenges
- Knowing how business is done in our communities
- Connecting people to strengthen outcomes
- Understanding our communities, knowing the demographics, creating labour market planning approaches that work for our areas

Local Boards of Ontario, as a cross-provincial network, have collectively delivered over 1,000 partnerships since 1997.

Visit us today at www.localboards.on.ca

**EMPLOYMENT
ONTARIO**

**EMPLOI
ONTARIO**

This Employment Ontario project is funded by the Ontario government.
Ce projet Emploi Ontario est financé par le gouvernement de l'Ontario.

The views expressed in this document do not necessarily reflect those of Employment Ontario.

About NTAB

(Northwest Training & Adjustment Board)

The Northwest Training and Adjustment Board was established in 1997 and is one of twenty-one Local Boards in the Province of Ontario funded by the Ministry of Training, Colleges and Universities.

Each Board is an independent, not-for-profit organization that is governed by a volunteer Board of Directors. Directors are recruited to represent specific sectors including business, labour, education/training, women, aboriginals and other equity groups. All are dedicated to identifying and working together to address the labour market needs in Northwestern Ontario.

NTAB covers a huge geographic area made up of the Districts of Kenora and Rainy River, with a combined total land area of 163,192.1 square miles (422,665.6 km²). The Kenora District alone comprises almost 38 percent of Ontario's land mass and is larger than the state of California. Permanent roads only reach about halfway to the northernmost point in the Kenora District, with the provincial highway network ending at Pickle Lake, although some more northerly communities have access to a seasonal winter road network. Year-round air and summertime river transport are the only means of reaching the most remote parts of the District.

The total combined population of both Districts is 85,983 (2006). Population Density in the Kenora District is 0.5 people per square mile (0.2 people/km²) and Rainy River is higher at 3.6 people per square mile (1.4 people /km²).

NTAB operates with two (2) full-time equivalent staff members and a total operating budget of approximately \$250,000.00.

NTAB also manages the Passport to Prosperity program for the Kenora and Rainy River Districts which is funded by the Ministry of Education. One (1) part-time equivalent staff member coordinates this program with a total operating budget of approximately \$50,000.00.

The NTAB office is located in Dryden.

Liz Norman
Executive Director

For more information visit us today at www.ntab.on.ca



Partnership Activities

April 1, 2008 - March 31, 2009

FI:RE 2008

Trend 1 – Shift in Key Employment Sector

Creating and nurturing a culture of innovation was the purpose of the FI:RE 2008 Conference held in Dryden on October 2nd & 3rd. Fueling Innovation: Reigniting Entrepreneurship 2008 was a two day conference on innovation and entrepreneurship that featured knowledgeable, dynamic keynote speakers. Seasoned entrepreneurs, both from within the region and beyond were a part of this exciting event and participants heard from regional entrepreneurs about lessons they learned in starting and operating their businesses.

Attendees had the opportunity to network with resource people who had the expertise to assist individuals and small businesses realize economic opportunities. The FI:RE Conference was a collaborative effort supported by Community Future Development Corporations, Chamber of Commerce, Ministry of Training, Colleges and Universities, Northwest Business Centre, Dryden Development Corporation, Dryden Marketing Association, Dryden Municipal Telephone Services and the Northwest Training and Adjustment Board to name a few. In total, 135 individuals attended the two day event.

LABOUR MARKET INFORMATION

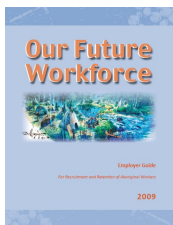
Trend 1 - Shift in Key Employment Sector



Communicate labour market information and current and emerging employment opportunities to labour market supply groups via brochures, newsletter, placemats, posters, etc. Over 900 publications were distributed throughout the region. Over 600, 2009 Calendars were distributed. Calendars included different labour market trends found in the region, statistics and local data. Over 200 Job Loss Brochures were distributed through the Dryden Labour Adjustment Group as well as at public events.

OUR FUTURE WORKFORCE

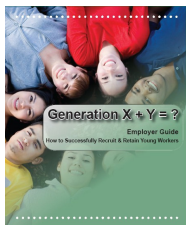
Trend 2 – Aboriginal Workforce – Marginalized



Developed an employer focused publication on how to attract and retain Aboriginal workers. This document profiles the skills and abilities of the Aboriginal workforce – including hiring best practices and includes Aboriginal workforce materials and hiring/promotion best practices. Over 500 copies were distributed throughout the region.

GENERATION X + Y = ?

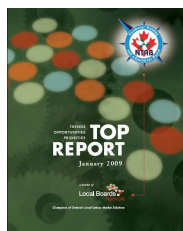
Trend 5 – Intergeneration Life-Work Expectations



Created an employer focused document that provides information and tips on attracting and retaining young workers. This publication includes information on the life-work balance shift and expectations of young workers including suggestions and sample benefit/work flexibility policies to improve youth attraction and retention successes. As part of this project, identified and highlighted “employer champions” within the Kenora and Rainy River Districts and highlighted their successes in hiring and retaining younger workers. With the assistance of Dryden High School Teacher Bob Beatty, surveyed over sixty (60) high school students to gather input about youth expectations of potential employers. Over 500 copies were distributed throughout the region.

Research

TRENDS, OPPORTUNITIES & PRIORITIES (TOP) REPORT



The TOP Report (Trends, Opportunities and Priorities) provides a snapshot of the Kenora and Rainy River District's demographic profile and significant changes that have occurred across key labour sectors over the past year. This report enables NTAB, in consultation with community stakeholders, to develop a labour market action plan and to identify projects and partnerships. TOP provides an action plan that results in targeted activities being implemented.

KENORA & RAINY RIVER DISTRICTS LABOUR MARKET STATUS, DATA & ANALYSIS



A pre-community consultation package was developed and distributed throughout the region to introduce local labour market issues and stimulate discussion during community consultations about the labour force. The package was developed to highlight labour market trends and included selected local labour market data such as; labour force trends, industry shifts, employment changes, industry concentrations, employer and occupation changes, educational attainment, migration and labour force activity.

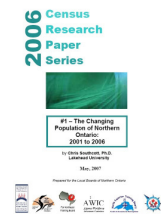
WORKFORCE FOCUS



Workforce Focus is a bi-monthly insight into the labour market of the Kenora and Rainy River Districts. This publication provides labour market information on trends and issues and presents an evidence-based overview of the regional workforce, statistics and a local snapshot by sector or demographics. NTAB is pleased to present the following topics for 2009 - 2010.

- Population Profile
- Youth-Out Migration Profile
- Occupational Profile
- Education Levels Profile
- Promising Occupations
- Changes in the Employment Landscape (Work Structure, Wage Trends, etc.)
- Opportunities in the public service (government)
- Sectoral analysis
- Labour Force Participation
- Small Business and Self-Employment

2006 CENSUS RESEARCH PAPER SERIES



A series of reports commissioned by the six Northern Local Boards on various topics. Reports were based on 2006 Census data and included the following topics;

- Changing Population of Northern Ontario
- Youth Out-Migration Trends in Northern Ontario
- Aging Population Trends in Northern Ontario
- Migration and Mobility Trends in Northern Ontario
- Labour Force Participation Trends in Northern Ontario
- Changing Industrial Structure of Northern Ontario
- Changing Occupational Structure of Northern Ontario
- Trends in Northern Ontario's Education Levels
- Trends in Northern Ontario's Income Levels
- Women and the Economy of Northern Ontario
- Francophones and the Economy of Northern Ontario
- Aboriginals and the Economy of Northern Ontario

Publications

April 1, 2008 - March 31, 2009

NTAB NEWS - QUARTERLY E-NEWSLETTER



NTAB NEWS

Second Quarter - 2009

Volume 3, Number 2

NTAB News is a quarterly electronic newsletter providing information on the local and provincial workforce, as well as labour market and economic development news. Links to articles and websites will help our regional partners stay informed on the latest developments, research, events, workshops and reports. **To subscribe, please send an e-mail to ntab@ntab.on.ca with the word "Subscribe" in the Subject Line.**

ANNUAL REPORT - 2009 CALENDAR



2009 CALENDAR

NTAB Annual Report was produced and over 600 copies distributed throughout the region. In addition to the Board Annual Report, this publication also included a 2009 Calendar depicting each month a different labour market trend found within the Kenora and Rainy River Districts, an explanation of the issue and supporting local statistics. The original concept was developed by the Niagara Workforce Planning Board.

TAKE THE STEPS FROM "I LOST MY JOB" TO "I WILL GET THROUGH THIS"

Take the steps from
"I LOST MY JOB"



to
"I will get through this!"

A simple, user-friendly brochure on local (Dryden) resources to assist laid-off workers and their families cope with the impact of unemployment. The original concept was developed by the Grand Erie Training and Adjustment Board and allows organizations throughout the region to add local content and resources to the core message and customize for their own community.

LABOUR MARKET INFORMATION - WHAT IS IT AND HOW CAN IT HELP ME?

Highlighting four (4) key audiences - **Laid Off Workers, Employers, Youth and Employed Workers** - cards were created which explained what Labour Market Information is, why it is so important when making future and current life decisions and a scenario for each group. Cards were distributed at Job and Career Fairs and other public events throughout the region.

www.ntab.on.ca/helping
LAI D OFF WORKERS

MEET KEVIN.

Kevin is 27 years old and has been permanently laid off from his job after 15 years of service. He has a high school diploma and has two children at home. He has not been successful in finding a new job because employers are looking for people with a post secondary education. Kevin did not continue his long training opportunities while employed because he thought he would be a "fit" with the company, like the his Dad. Kevin is reevaluating these children and wants to stay in the hometown.

Find out how NTAB's resources can assist Kevin in making informed decisions.

www.ntab.on.ca/helping
EMPLOYERS

MEET Elizabeth.

Elizabeth owns a small business and has been operating for two years. Up until now, she has been the sole employee. The business has been so successful she is ready to open her business as a sole proprietor. To do this, she needs information on current wage rates, recruitment, training and worker retention and is looking for information on employment in the area. Elizabeth knows the economy is changing and must update her business plan. To do this, she needs information about her community, such as income, age and educational levels, as well as financial and community resources.

Find out how NTAB's resources can assist Elizabeth in growing her business.

www.ntab.on.ca/helping
YOUTH

MEET GARY.

Gary is a high school student who will be graduating next year. He has chosen selected for next semester's business courses to explore his options in the field when he finishes university. He also wonders how much money he can expect to earn. He knows he can expect to do a different job by the time he is 25 so he needs transferable skills that can be used in a variety of jobs. Gary's parents want him to take a year off and work until he feels ready when he can pay the expenses to take his first business idea. He needs information on how to start a business.

Find out how NTAB's resources can assist Gary in planning his future.

www.ntab.on.ca/helping
EMPLOYED WORKERS

MEET Sarah.

Sarah has an interest in a career move. She feels she is under-employed and is evaluating career options such as a new job or complete career change. If pursuing a career change, she wants to choose a career that she is passionate about and has good long term employment prospects so she cannot afford to continually retrain for new careers.

Sarah is also curious about the demographics of her community and changing economic environment. This worries her because she has family who wants to immigrate to her area. She wonders if there will be jobs for them when they arrive.

Find out how NTAB's resources can assist Sarah in successfully re-evaluating her career.

Partnership Activities

April 1, 2009 - March 31, 2010

AFFECTED WORKERS WEBSITE

Trend - Human Need (Shift in Key Employment Sector)

Create an Affected Workers Website to be hosted on the Northwest Training and Adjustment Board's current website. Identify key regional partners, collect information and keep the website simple and user-friendly. Develop marketing and advertising within the region to promote the site and educate the public as to what resources are available within the region.

Partners may include: Action Centres, community resources such as Family Health Teams, Hospitals, financial resources, education and training providers, Job Connect, Community Adjustment Programs, etc.

Link to TOP Report – Due to the downturn in the forestry/manufacturing sectors, there have been large layoffs in many communities in the region. Individuals are seeking information on local programs and services. **Status: In Progress**

GAP ANALYSIS OF SERVICES (ATIKOKAN)

Trend - Labour Force Diversification

Complete a Gap Analysis of current community services in Atikokan. This will result in a better understanding of "where you are and where you are not", resulting in a better serviced community. Note – this is a pilot project that can be adapted to other communities within the region.

Partners may include: NTAB, Family Health Team, Municipal Council and First Nations

Link to TOP Report: A Gap Analysis will identify strengths and weaknesses in the community of Atikokan. This information could be used by entrepreneurs looking for business ideas and/or existing businesses looking to expand. **Status: In Progress**

CULTURAL AWARENESS STRATEGY

Trend - Under-Represented Workforce (Aboriginal)

Host a meeting between members of Aboriginal communities and representatives from Kenora District municipalities, school boards and others stakeholders to explore the development of a cultural awareness strategy.

Partners may include: Aboriginal community representatives, service provider representatives, Municipal representatives, School Boards, etc. **Status: Complete**

CAREER & EMPLOYMENT EXPOS (REGIONAL)

Trend - Labour Force Diversification

One (1) day Career and Employment Expos held within the region.

Partners may include: NTAB, service providers, economic development corporations, Chambers of Commerce, local business community, etc.

Link to TOP Report: Encourage individuals to attend and educate themselves on support services and career opportunities available as well as assisting small businesses in filling available job vacancies and accessing support services for employers.

Status: Complete

REGIONAL ENTREPRENEURSHIP DEVELOPMENT

Trend - Economic / Labour Force Diversification

Develop an entrepreneurship development series of speakers, workshops, information sessions and business planning assistance of interest to existing and potential new business owners.

Partners may include: Development Thunder Bay, Small Business Centre, Confederation College, etc.

Status: Complete

Passport to Prosperity

2008 - 2009

WOMEN'S NETWORKING DINNER



In partnership with Skills Canada-Ontario, Passport to Prosperity was a sponsor and mentor at the annual Women's Networking Dinner on November 6th, 2008. The event was hosted in Fort Frances at La Place Rendez-Vous and hosted students from Fort Frances, Atikokan and Rainy River. The goal of this event was to increase awareness of apprenticeship opportunities for students through networking with women employed in the trades. The evening included a presentation from Skills Canada over dinner followed by rotating stations in which students were able to meet and interact with mentors in smaller groups. Passport to Prosperity gave the opening remarks of the evening as well as assisted with mentor recruitment prior to the dinner. Passport to Prosperity has committed to sponsoring the 2009 Women's Networking Dinner on **November 5, 2009** in **Dryden**.

CHAMPION EMPLOYER CAMPAIGN

Passport to Prosperity supports the provincial Employer Champion campaign that recognizes five provincial employers that have shown outstanding commitment to providing school-work opportunities to students in their area. Five nominations from educators were submitted from the Kenora and Rainy River Districts.

Passport to Prosperity also sponsored and presented two awards at the Sioux Lookout Chamber Choice Awards. The Champion Employer award was presented to Victor Lyon of Wawatay Communications for his outstanding commitment to the community by offering work experiences to students. A Champion Youth award was presented to a student that has shown outstanding improvement as a result of participating in cooperative education. The awards were presented on June 15, 2009 at the Sioux Lookout Golf & Curling Club.

2009 JOB FAIR - KENORA



Kenora's 8th annual Job Fair was held Thursday April 23, 2009 at the Kenora Curling Club. Job Fair is a great opportunity for face-to-face contact with over 70 employers, trainers and employment support professionals in a one-day event. Job Fair 2009 hosted over 1000 visitors. Passport to Prosperity was a Platinum Sponsor and an Exhibitor.

EMPLOYER APPRECIATION

Passport to Prosperity partnered with area schools in their year-end employer appreciation activities including luncheons, newspaper ads, mugs, bags and plaques. These efforts were acknowledging employers that opened their doors to high school students over the past school year.

Passport to Prosperity

Projects for 2009 - 2010

EMPLOYERREGISTRY.CA

The logo for Employer Registry, featuring a stylized 'e' icon followed by the text 'employer registry.ca'.A banner for Employer Registry with the text 'Connecting Employers to Tomorrow's Workforce' and a 'Register Now!' button. It also features a small image of a laptop displaying the website interface.

Register Now!

Employer Registry is an online community of employers that support school-work programs in their area. Employer Registry is supported by the Ministry of Education. Local employers can log-on to the site if they are interested in participating in Ministry programs (OYAP, Specialist High Skills Major), hosting a workplace tour, being a guest speaker or offering a cooperative education placement. Registration takes five minutes and employers are instantly connected to the high school in their area.

Passport to Prosperity coordinators from across Ontario maintain and promote this provincial website. Recently, Employer Registry has been updated to include local mini-sites (found on the side-bar under "News"). The content of these sites include local news and upcoming events, opportunities to connect with students, videos, event photos and resources (students, educators and employers). This site will reflect positive relationships between business and education and will highlight Champion Employers from this area. Populating the website with interested employers and maintaining the local website will be a priority for Passport to Prosperity 2009 - 2010.

CERTIFICATION DAY 2009

This project is in partnership with regional high schools to deliver a one (1) day training program for high school students. The event will be hosted in Dryden, Kenora and Fort Frances (dates/locations TBD). This activity will feature a variety of training courses that students can attend that will complement their cooperative education training, Specialist High Skills Major or as additional qualifications to present to employers when job searching. Courses may include (but are not limited to): First Aid, WHMIS, Customer Service, Safe Food Handling, Smart Serve, Fall Arrest and more. Passport to Prosperity will be working with three school boards to deliver programming that is relevant to the region and their individual economic environment.

NORTHWEST SPEAKER'S BUREAU

The Northwest Speaker's Bureau is a volunteer service extended to the elementary and secondary schools in Northwestern Ontario. It provides a first-hand opportunity for young people to learn about career experiences and expertise from people within their own community. These volunteers are a wonderful addition to the classroom and greatly enrich the educational experience of students. Passport to Prosperity will continue to promote this initiative.

BUSINESS AND EDUCATION PARTNERSHIPS

Passport to Prosperity is the link between business and education and will continue to develop and maintain business-education partnerships. The campaign will continue to create awareness through broad based marketing, support and participation in local initiatives and communication with business groups and education partners.

Board Members In Your Community

Contributing to NTAB's Success

Cathy Argue - Kenora

- Promoted NTAB and distributed Generation X + Y = ? and Our Future Workforce publications at customer service and other training workshops held within the region (Dryden, Sioux Lookout and Fort Frances).

Krista Ballard - Fort Frances

- Shared labour market information with clients.

Carmela Bergagnini - Kenora

- Continually highlights and advocates the benefits and value of NTAB and their role in regional workforce development.
- Distributes labour market resources and data produced and collected by NTAB as a valuable resource to the business community and regional stakeholders.

Debbie Ewald - Rainy River

- Has raised NTAB's profile by engaging the local Chamber of Commerce and other local organizations.
- Brought to the attention of the NTAB Board, local activities that would promote NTAB, such as the Rainy River Trade Show.

Gary Gamsby (Co-Chair) - Stratton

- Displayed NTAB products and publications in the municipal office.

Jennifer Greenhalgh - Fort Frances

- Promoted NTAB to various stakeholders in the Rainy River District.
- Promoted NTAB and its products to staff and stakeholders involved in the employment and training area and to individuals looking for local labour market information.

Sandra Marshall (Co-Chair) - Red Lake

- Assisted with hosting information session in Red Lake (June 2009).
- Personally delivers reports and labour market information to community stakeholders.

Garry McKinnon - Atikokan

- Active member of the Atikokan Local Labour Adjustment Action Centre providing assistance and support to displaced workers.
- Has made presentations to Atikokan High School students and Atikokan Inter-Agency Committee on the work of NTAB.

Rick Moore - Kenora

- As a member of a training and education committee, promotes NTAB as a source for local workforce data.

Siobain Moore - Dryden

- Shared labour market information with staff.

Wendy Olson - Dryden

- To promote NTAB, has shared TOP reports, marketing products and other labour market information resources with the Dryden Literacy Association and Literacy Northwest Board of Directors at monthly and quarterly meetings.
- Products such as the bi-monthly Workforce Focus publication are much appreciated as it provides relevant, current labour market information for Literacy and Basic Skills agencies and regional networks.
- Copies of NTAB reports and products are displayed in an information and referral centre at the Dryden Literacy Association office and are included in community presentations and events.



Northwest Training and Adjustment Board
113 – 100 Casimir Avenue
DRYDEN, Ontario
P8N 3L4

www.ntab.on.ca