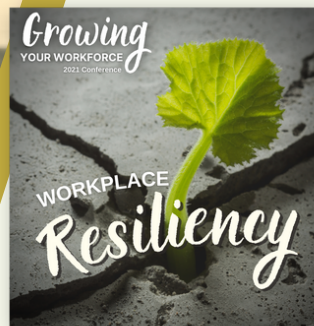


# Growing

## YOUR WORKFORCE

2021 Conference



November 2021  
Conference Summation

# Acknowledgements

Elgin Middlesex Oxford Workforce Planning and Development Board would like to extend our gratitude to a number of important organizations that were involved in supporting this Conference. We could not have delivered this Conference without you.

In addition, we would like to thank Jacqueline Demendeev for her captivating visualization of the Conference's discussions and conclusions. We highly recommend Jacqueline for live visualization projects. Her artwork will be throughout this summation.

**Committee Members:** Debra Mountenay, Jessica Gowers, Kate Burns-Gallagher, Tamara Kaattari, Andrea Dickinson, Heather Robinet, Sara Gill, Petrusia Hontar, Danette Dalton, Sylvia Hentz, and Charlene Hofbauer

## Our Sponsors:



This project is funded in part by the Government of Canada and the Government of Ontario.

# About Growing Your Workforce

---

Growing Your Workforce is an annual conference directed by a different employment organization every year.

Experts in all stages of one's employment journey sit on the planning committee of the conference, and the planning of each conference takes almost a full year's time.

The purpose of the Growing Your Workforce conferences is to provide strategic and current ways to attract, retain, and train local talents for the workforce. Growing Your Workforce understands that service providers, employers, non-profits, job seekers, and all other labour market stakeholders must network their way through the evolutions and constant changes of our socio-economic world.

The Growing Your Workforce Conference is about bringing together experts in their fields (ranging from employers, those working directly with newcomer talent, literacy experts, experts in implementing a living wage, and more) in order to grow in tandem with labour market needs in all respects, and to connect with each other.

## About the November 2021 Conference

---

The November 2021 conference was held over two mornings, from 9:00 AM to 1:00 PM to Tuesday, November 23, 2021 and Wednesday, November 24, 2021.



*Illustration by Jacqueline Demendeev*

In total, there were twelve committee members, twenty-two sponsors organizations, seventeen featured presenters, one live illustrator, five event hosts, fourteen presentations, and seven sponsor commercials.

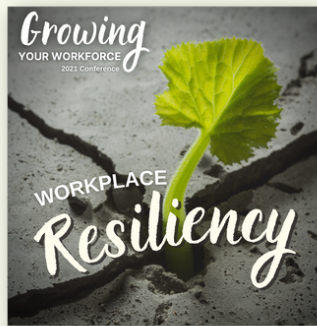
The theme for this year's conference centred upon new beginnings. At the time that planning for the November 2021 conference began, the committee was anticipating November to bring the workforce new beginnings, as we thought we'd be transitioning out of many restrictions from the pandemic. While the trajectory of the workforce in regards to the pandemic is still largely uncertain, the committee was of the mind we had already experienced the greatest thick of it and now we're transitioning to recovery mode.



With the above in mind, the conference was broken down into six main events: Workplace Resiliency, Partnership to Recovery, Innovative Retention and Stories, Discovery, Skilled Trades, and Dive-In.

## DAY 1

Tuesday, November 23, 2021



## DAY 2

Wednesday, November 24, 2021



## Recap of Each Event

### Workplace Resiliency (approx. 9:45 AM)

**Tricia Williams, *Skills to Thrive in a Changing Labour Market***

In the face of social and economic shock, Tricia and her organization, Future Skills Centre, have put a powerful foot forward when it comes to Workplace Resiliency. Looking to help inform training and career paths







**WE**  
**DATA TOOLS**.COM

**WESTERN REGION**

[www.workforcewindsorsex.com](http://www.workforcewindsorsex.com)  
[www.chathamkentjobs.com](http://www.chathamkentjobs.com)  
[www.slwdb.org](http://www.slwdb.org)  
[www.workforcedevelopment.ca](http://www.workforcedevelopment.ca)  
[www.connect2jobs.ca](http://www.connect2jobs.ca)  
[www.findyourjobs.ca](http://www.findyourjobs.ca)  
[www.workforceplanningboard.org](http://www.workforceplanningboard.org)  
<http://workforceplanninghamilton.ca/>  
[www.nwpb.ca](http://www.nwpb.ca)

**CENTRAL REGION**

[www.peelhaltonworkforce.com/hub](http://www.peelhaltonworkforce.com/hub)  
[www.wpboard.ca](http://www.wpboard.ca)  
[www.durhamworkforceauthority.ca](http://www.durhamworkforceauthority.ca)  
[www.workinsimcoecounty.ca](http://www.workinsimcoecounty.ca)  
[www.wdb.ca](http://www.wdb.ca)

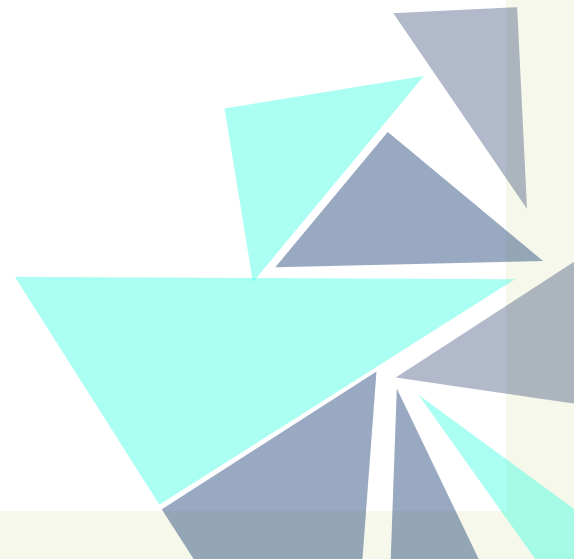
**EASTERN REGION**

[www.wdb.ca](http://www.wdb.ca)  
<https://jobs.ottawaemploymenthub.ca/>

**NORTHERN REGION**

[www.readysethired.ca](http://www.readysethired.ca)  
[www.planningourworkforce.ca](http://www.planningourworkforce.ca)  
[www.awic.ca](http://www.awic.ca)  
[www.nswpb.ca](http://www.nswpb.ca)  
[www.ntab.on.ca](http://www.ntab.on.ca)

## Accessing the Tools Near Your Location



or workers, especially those who face barriers based on geography, background or experience, Tricia's presentation used her own practical knowledge, expertise, and research to tell us how to get in front of the ever-changing labour market and prepare for what's to come... and the answer is innovative partnerships.

### Summer Burton, *Building Resilience Through Play*

Summer has led research looking at the power of play as a tool for skills development. Play is one of the easiest ways to practise skills critical to



Illustration by Jacqueline Demendeev

employability like teamwork, observation, communication, critical thinking and problem solving. But how does this apply to resilience in the workplace? As an expert, Summer told us us during her short ignite speech how important it really is to incorporate play in work, what it does for the employee and the workplace, and where to start.

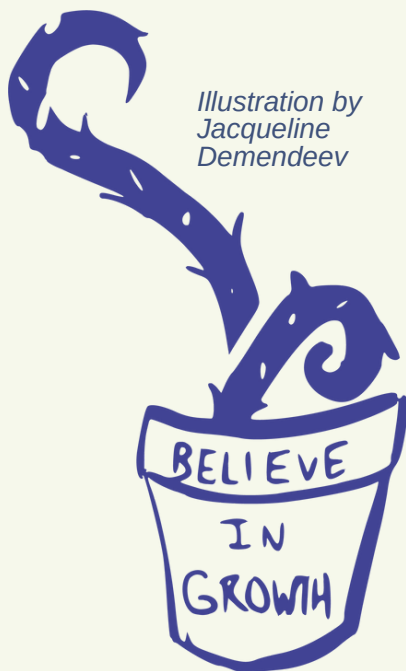


Illustration by Jacqueline Demendeev

### Bev Kobe, *Building a Resilient Workforce*

Bev's passion for providing wrap around services to persons with a variety of barriers, and her belief that individuals should have equal opportunity to be a contributing member of their community influences her perspective as to how to build a resilient workforce. As a respected expert in employee development, mental health, and anti-racism/anti-oppression initiatives, Bev's ignite speech brought an all-inclusive, intersectional approach to building a resilient workforce and introduced us to what Goodwill Industries is doing to ensure everyone has a fair chance.

## Chris Prosser, *Investing in Upgrading and Training – Workplace Needs Assessment*

Workplace Needs Assessments have been a pillar for meaningful workplace development. Chris' ignite speech focused on upgrading employee literacy and essential skill levels, and what the results would be of doing so. The benefits of literacy have been proven time and time again, resulting in a direct increase in quality of life. Remembering the dramatic variation of literacy from person to person, levels of literacy can often be something that is misunderstood and assumed. Workplace Needs



Illustration by Jacqueline Demendeev

Assessments work in tandem with understanding the disparity in literacy skills in a workplace, and is the path to a resolution.

## Partnership to Recovery (approx. 11:20 AM)



Illustration by Jacqueline Demendeev

### Aileen Murray, *Rural Workforce Challenges*

COVID-19 has amplified the workforce development trends and challenges facing employers and municipalities. In this session, Aileen Murray shared insights gained through the development of the regional workforce strategy for the Western Ontario Wardens Caucus (WOWC) 15 upper and single tier municipalities.





Aileen's session addresses preliminary insights into rural workforce challenges and opportunities including labour supply and demand, people attraction and retention and the relationship between workforce development and housing.

**Audrey Ansell, Crystal Ellis, and Nancy Heuther, *Workforce and Housing Challenges***

Join our panelists; Audrey Ansell, Crystal Ellis and Nancy Huether as they discuss the work they are doing in their Counties to address workforce and housing challenges.



*Illustration by Jacqueline Demendeev*

## **Innovative Retention and Stories (approx. 9:10 AM)**



*Illustration by Jacqueline Demendeev*

**Natalya Brown, *Innovative Retention Strategies for Newcomers to Small Centres and Rural Communities***

Newcomers to Canada often tend to settle in major cities, despite Canada being an open and diverse country that welcomes newcomers to all areas. The idea that larger cities offer a centralized variety of

employment services and opportunities, educational institutions, access to religious amenities, and more is what often attracts newcomers to these areas. Though, once smaller communities attract a newcomer/ newcomer family, retention is the key. Natalya shares her expertise with us during her presentation to kick off Day Two of the Conference.

# 2022

# IS YOUR YEAR.

Start your career today in manufacturing.

***Four-weeks of training, four-week paid placement, and guaranteed direct-hire.***

**CALL (226) 926-9320 TEXT**



This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario.



## Wessam Ayad, *The Workplace Inclusion Charter*

Inclusive practices in a diverse workplace are more than ethical – they present significant business advantages and opportunities for organizations that are willing to embrace them.

The Workplace Inclusion Charter is designed for businesses and organizations of all sizes and at all stages of advancing diversity, equity, and inclusion. By signing the Charter Declaration, organizations are taking the first step toward becoming more inclusive. All signatories commit to develop and implement an action plan for their organizations that will improve inclusion for a particular population over the course of one year.

Wessam, as the Project Supervisor, takes you through the benefits of the Workplace Inclusion Charter, and what it means for your business if you become a signatory going forward.



Illustration by Jacqueline Demendeev

## Sara Gill, *Career Ladders*

Career Ladders is a local initiative (Hamilton/Niagara/Grand Erie) developed for in-demand positions in the Manufacturing and Healthcare sectors.

These ladders show the skills you need for entry-level jobs and how they can lead to mid-level jobs. The goal of Career Ladders is to help people explore in-demand jobs and the skills and training needed to get those jobs and advance.

## Discovery (approx. 10:25 AM)

### Sienna Jae Taylor, *Leveraging Newcomer Talent: From Resumes to Retention*

Sienna Jae Taylor, Immploy Project Manager at WIL Employment Connections, held her session on Leveraging Newcomer Talent: From Resumes to Retention. Explore ways that you can access and attract internationally trained individuals, understand accreditation and international resumes and begin thinking ahead to inclusive onboarding strategies for greater retention of newcomer talent.

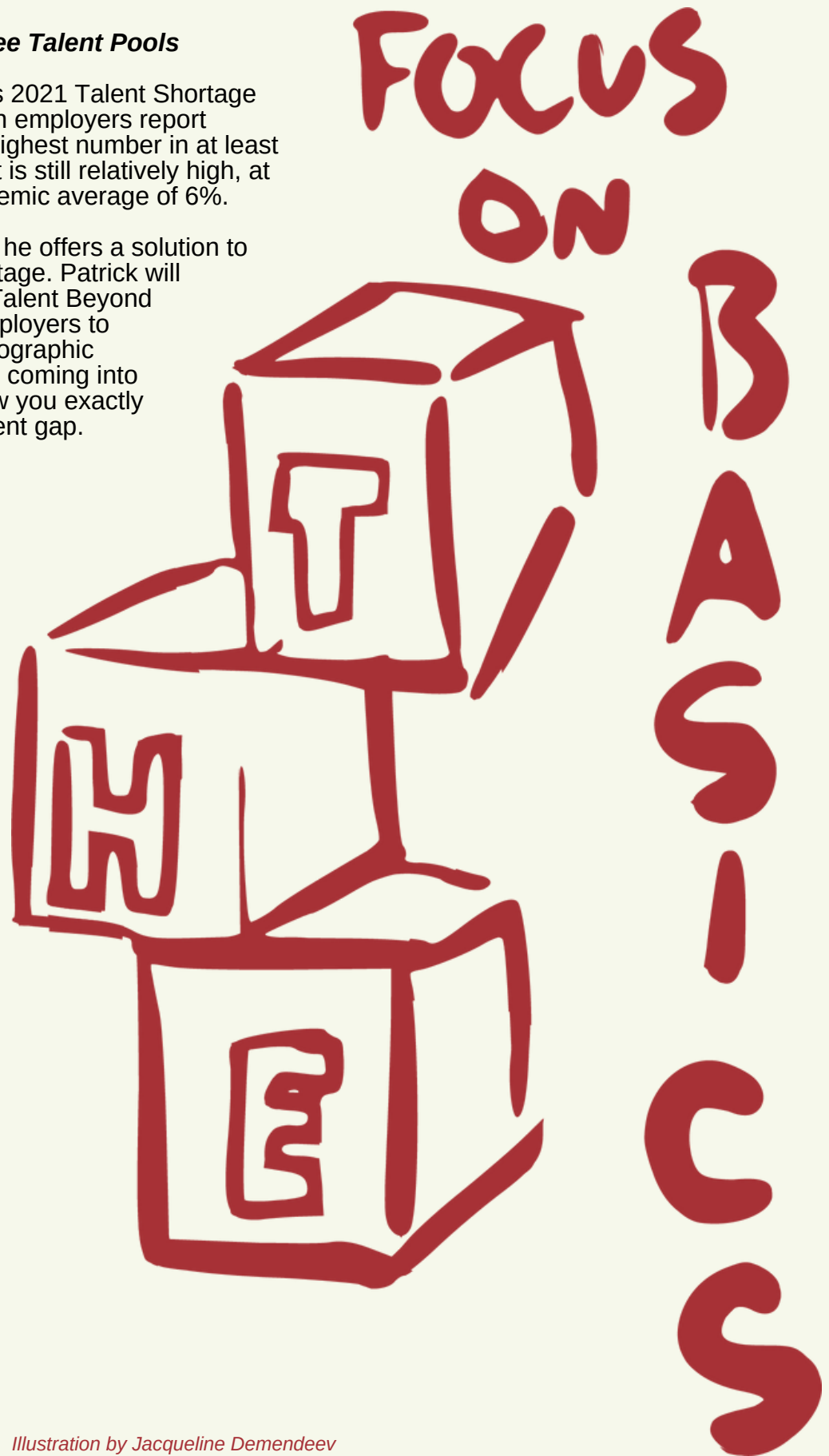


Illustration by Jacqueline Demendeev

## Patrick O'Leary: *Refugee Talent Pools*

According to Manpower's 2021 Talent Shortage Survey, 48% of Canadian employers report difficulty filling jobs, the highest number in at least 10 years. Unemployment is still relatively high, at 7.8%, versus a pre-pandemic average of 6%.

In Patrick's presentation, he offers a solution to the Canadian talent shortage. Patrick will introduce us to the way Talent Beyond Boundaries connects employers to refugee talent. With demographic statistics on the refugees coming into Canada, Patrick will show you exactly how to fill your employment gap.



*Illustration by Jacqueline Demendeev*



Workforce Planning Board of Grand Erie  
Commission de planification de la main-d'œuvre de Grand Erie

**SKILLS  
ADVANCE**  
MANUFACTURING - WAREHOUSING

Contact us today – Enrolment now open – Free Training

# Continuing Education

Future-proof your career with in-demand skills, knowledge and certifications for the Manufacturing & Warehousing industry.

6 weeks of FREE online training, paired with 1 week of hands-on certifications and 2 weeks of PAID placement to ensure you receive the skills to succeed.

- 3 Conestoga College Credits
- Forklift/Reach Truck Cert. Included
- CPR Training Included
- Expert instructors and staff

Serving residents of Six Nations, New Credit, Brant, Haldimand, Norfolk, and Oxford Counties, Cities of Brantford, Cambridge, Kitchener and Hamilton



Learn more:  
[www.skills2advance.com](http://www.skills2advance.com) or call 519-756-1116 Ext 223

Canada

EMPLOYMENT  
ONTARIO

Ontario

THIS EMPLOYMENT ONTARIO PROJECT IS FUNDED IN PART BY THE GOVERNMENT OF CANADA AND THE GOVERNMENT OF ONTARIO.





Illustration by Jacqueline Demendeev

## Skilled Trades (approx. 11:45 AM)

### Emily Arrowsmith, *Your Guide to Apprenticeships*

Emily gave us a guide to apprenticeships with her lens as Project Manager for the Canadian Apprenticeship Forum. Emily holds all the relevant knowledge on the current state of apprenticeships and what apprenticeships could look like going forward. Working to support and partner with innovative apprenticeship systems, Emily understands the bigger picture, and the whole picture of apprenticeships.

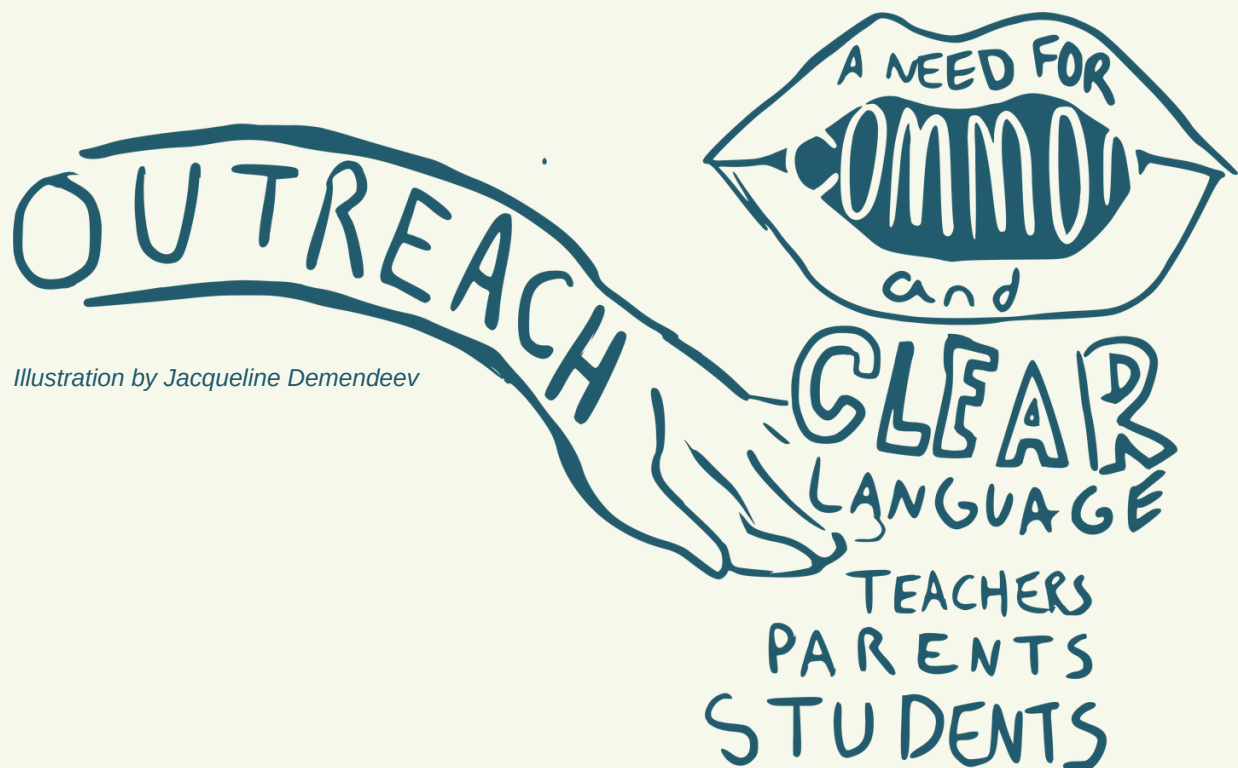


Illustration by Jacqueline Demendeev



Learning Networks  
of Ontario

The workforce is  
constantly changing.  
Job seekers and  
employees need to  
be able to adapt and  
learn new skills.



**To find out how adult upskilling programs can support job seekers and your employees, contact the learning network in your area.**

Adult Basic Education  
Association of Hamilton  
[www.abea.on.ca](http://www.abea.on.ca)

Peel-Halton-Dufferin  
Adult Learning Network  
[www.phdaln.on.ca](http://www.phdaln.on.ca)

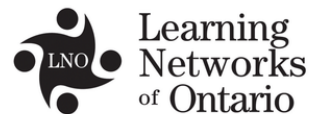
Tri-County  
Literacy Network  
Serving Chatham-Kent, Sarnia-  
Lambton, Windsor-Essex  
[www.tcln.on.ca](http://www.tcln.on.ca)

Literacy Link Niagara  
[www.literacylinkniagara.ca](http://www.literacylinkniagara.ca)

Project READ Literacy  
Network Waterloo-Wellington  
[www.projectread.ca](http://www.projectread.ca)

Literacy Link South Central  
Serving Elgin, Oxford, Middlesex,  
Brant, Haldimand and Norfolk  
[www.llsc.on.ca](http://www.llsc.on.ca)

QUILL Learning Network  
Serving Grey, Bruce, Huron, Perth  
[www.quillnetwork.ca](http://www.quillnetwork.ca)



Learning  
Networks  
of Ontario

For more information visit  
[learningnetworks.ca/workforce/](http://learningnetworks.ca/workforce/)

**EMPLOYMENT  
ONTARIO**

Ontario

Canada

These Employment Ontario programs are funded in part by the Government of Canada and the Government of Ontario.







# Thank You!

---

Finally, thank you to all the registrants and attendees. We couldn't have had such an incredible turn out without you. Your interest in bettering your workforce and your enthusiasm for the Conference is what motivates the annual committees and speakers to keep pulling this event together.

Stay tuned for next year's Growing Your Workforce Conference, and if you ever want updates, you can find all the current information at...

[www.growingyourworkforce.ca](http://www.growingyourworkforce.ca)



## Stay in Touch

---

### Featured Presenters

Mandi Fields: [mandi.fields@bellmedia.ca](mailto:mandi.fields@bellmedia.ca)  
Laura Greaves: [laura.greaves@slwdb.org](mailto:laura.greaves@slwdb.org)  
Tricia Williams: [tricia.williams@fsc-ccf.ca](mailto:tricia.williams@fsc-ccf.ca)  
Summer Burton: [summer@llsc.on.ca](mailto:summer@llsc.on.ca)  
Bev Kobe: [bkobe@goodwillindustries.ca](mailto:bkobe@goodwillindustries.ca)  
Chris Prosser: [chris@theliteracygroup.com](mailto:chris@theliteracygroup.com)  
Aileen Murray: [mellormurray@gmail.com](mailto:mellormurray@gmail.com)  
Audrey Ansell: [audrey.ansell@chatham-kent.ca](mailto:audrey.ansell@chatham-kent.ca)  
Nancy Huether: [nancy.huether@simcoe.ca](mailto:nancy.huether@simcoe.ca)  
Crystal Ellis: [crystale@wellington.ca](mailto:crystale@wellington.ca)  
Natalya Brown: [natalyab@nipissingu.ca](mailto:natalyab@nipissingu.ca)  
Wessam Ayad: [wessama@keys](mailto:wessama@keys)  
Patrick O'Leary: [poleary@talentbeyondboundaries.org](mailto:poleary@talentbeyondboundaries.org)  
Sara Gill: [director@abea.on.ca](mailto:director@abea.on.ca)  
Sienna Taylor: [siennat@immploy.ca](mailto:siennat@immploy.ca)  
Emily Arrowsmith: [emily@caf-fca.org](mailto:emily@caf-fca.org)  
Jacqueline Demendeev: [jacqueline.demend@gmail.com](mailto:jacqueline.demend@gmail.com)

# Committee

Debra Mountenay: [debra@workforcedevelopment.ca](mailto:debra@workforcedevelopment.ca)

Jessica Gowers: [jessica@workforcedevelopment.ca](mailto:jessica@workforcedevelopment.ca)

Kate Burns-Gallagher: [kburns@elgin.ca](mailto:kburns@elgin.ca)

Tamara Kaattari: [literacylink@llsc.on.ca](mailto:literacylink@llsc.on.ca)

Andrea Dickinson: [a.dickinson@cogeco.net](mailto:a.dickinson@cogeco.net)

Heather Robinet: [execdir.quill@gmail.com](mailto:execdir.quill@gmail.com)

Sara Gill: [director@abea.on.ca](mailto:director@abea.on.ca)

Petrusia Hontar: [phontar@stelip.ca](mailto:phontar@stelip.ca)

Danette Dalton: [danette@workforceplanningboard.org](mailto:danette@workforceplanningboard.org)

Sylvia Hentz: [sylvia@workforceplanningboard.org](mailto:sylvia@workforceplanningboard.org)

Charlene Hofbauer: [charlene@workforceplanningboard.com](mailto:charlene@workforceplanningboard.com)



*Illustration by Jacqueline Demendeev*