



Partners for Jobs

Progress Report

April 2000

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Executive Summary

The purpose of this report is to present an update on the status of the recommendations contained in the *Partners for Jobs* Final Report of the Task Force on Employment.

The *Partners for Jobs* Action Phase, comprised of a broad cross section of community representatives, was mandated to support and implement the strategic directions, priority actions and pilots identified in the Final Report of the Task Force which was completed in June 1999. The Action Phase also had a mandate to identify and develop additional partnerships and opportunities for employment development.

This Progress Report summarizes the status of the strategic directions and the priority actions. In addition, the Progress Report identifies new partnerships and opportunities for employment development that have evolved.

Partners for Jobs has brought community representatives together to identify and implement local solutions to the complex issues of unemployment and underemployment. The network of people involved in the initiative have shared their expertise and their resources. Members have demonstrated a collective commitment to our workforce by developing a range of supports for people who are unemployed and under-employed and linking them to concrete employment opportunities in our community. In addition, the members have not only focused on the existing employment opportunities in our community but also the emerging employment opportunities that the economy will generate. The energy and commitment of the *Partners for Jobs* members has been exceptional throughout this process.

Introduction

The Final Report of the preliminary phase of the *Partners for Jobs* Task Force on Employment was released in September 1999. One of the recommendations in the Final Report was to create an Action Phase for a 6 month period of time in order to implement the strategic directions and priority actions and to prepare a Progress Report in April, 2000.

This is the Progress Report of the subsequent phase of the *Partners for Jobs* initiative. This phase is referred to as the Action Phase.

Background

In January 1999, the Task Force on Employment was established with the co-chairs: John Kelly and Andr e Lortie, community leaders representing the business sector and the educational/training sector. The Task Force and Working Group had broad community representation including the following: the Board of Trade; business industries; the Caledon Institute; community agencies; community members; economic development agencies; the federal government; the francophone community; health services; labour; literacy; the local training board; the provincial government; the regional government; regroupement des gens d'affaires and the Task Force on Poverty.

The mandate of the Task Force was to develop an Employment Strategy within six months which included both short term projects and longer term initiatives targeted to unemployed and under-employed persons, with a primary focus on social assistance clients.

The goals of the Task Force were to:

- (1) reduce poverty through the development of employment opportunities;
- (2) develop partnerships in the community;
- (3) develop a range of employment opportunities;
- (4) initiate pilot programs which remove barriers to employment;
- (5) identify short and longer term initiatives which improve employment opportunities for residents of the Region.

The Task Force and Working Group members consulted within their respective networks, developed a web site and telephone access line, distributed information in community newspapers and also organized several focus groups with the public in order to identify issues and barriers related to employment. As a result of the feedback, members identified the following key issues related to employment: policy barriers; training; job retention; supports for employers and employees; self-employment development; community economic development; labour force development and a community framework to sustain employment development.

The Task Force and Working Group members developed nine pilot initiatives, nine strategic directions and thirty-four priority actions intended to address various barriers and issues related to employment.

Partners for Jobs - Action Phase

In October 1999, the Action Phase was established with a mandate to implement the Strategic Directions and Priority Actions identified in the Final Report. The mandate of the Action Phase also included identification of new partnerships and initiatives to further support employment development opportunities; identification of emerging issues and recommendations for action; strengthening the existing networks and partnerships; reporting on the progress/outcomes in achieving the strategic directions and priority actions; linking with The Ottawa Partnership (TOP) initiative and development of recommendations to sustain the momentum of the *Partners for Jobs* Task Force and Working Group Action Phase.

The Action Phase included representation from various sectors of the community including: community agencies, the employer sector, economic development agencies, advocacy groups, the cooperative sector, the francophone community, an agency serving immigrants, an agency serving the aboriginal community, an agency serving the disabled community, the local training board, the local labour council, the Task Force on Poverty and the Provincial and Federal governments. In addition, several of the members from the original Task Force continued to support *Partners for Jobs* in an advisory capacity.

The Action Phase members met seven times during the period October, 1999 to April, 2000. Dick Stewart, Commissioner of Social Services, chaired the Committee and provided overall leadership. All of the members actively contributed to the initiative and many of the members volunteered to lead sub-groups to further develop and implement the recommendations.

Progress Report

This section of the report presents a summary of the Strategic Directions and Priority Actions and a description of the activities implemented to date, the status of progress and achievement of the objectives.

The *Partners for Jobs* Action Phase has made significant progress in the following areas:

Areas of Significant Progress

Information & Policies	Training	Employment
<ul style="list-style-type: none"> identified public policy and program rules that need to be changed to support job creation 	<ul style="list-style-type: none"> improved the labour information system by developing outcome data for training, and identified customized training requirements 	<ul style="list-style-type: none"> implemented the pilot projects to help job seekers find jobs and employers fill positions
<ul style="list-style-type: none"> developed the Emergency Assistance and Employment Transition Fund to help job seekers and low income working persons with the financial costs related to taking a job and keeping a job 	<ul style="list-style-type: none"> identified quality assurance standards for training to ensure low income persons are able to make informed choices and to get the training they need to compete for jobs in today's labour market 	<ul style="list-style-type: none"> developed job retention strategies to help low income working persons get the supports they need to remain in the workforce and help employers to retain employees
<ul style="list-style-type: none"> identified opportunities for technology to increase efficiencies and help job seekers get the information they need to research and find employment 		<ul style="list-style-type: none"> initiated new/emerging partnerships
<ul style="list-style-type: none"> developed a comprehensive marketing/public awareness strategy for 		<ul style="list-style-type: none"> coordinated the development of alternative funding arrangements for a range of supports to

Information & Policies	Training	Employment
workforce development		employment development (e.g.: micro loan funds and individual development accounts)

Areas of Moderate Progress

The *Partners for Jobs* Action Phase has made moderate progress in several areas. This means that while progress has been made, continued effort is required to achieve the overall objective. These areas include:

Information, Policies	Training	Employment
<ul style="list-style-type: none"> exchanging information / communication with l’Outaouais and organizing meetings with local MP/MPP’s to discuss workforce development 	<ul style="list-style-type: none"> advocating for adequate funding of local adult education programs 	<ul style="list-style-type: none"> integrating labour force development and economic development
<ul style="list-style-type: none"> reviewing Regional services to reduce barriers 	<ul style="list-style-type: none"> promoting broader public access to training and employment services 	<ul style="list-style-type: none"> developing more work experience/placement opportunities
<ul style="list-style-type: none"> defining and implementing the components of a local labour force information system, defining core competencies of current/future employment opportunities in a centralized inventory. See Appendix D for details 	<ul style="list-style-type: none"> ensuring that training is tailored to address the changing needs of the local labour market 	

Information, Policies	Training	Employment
<ul style="list-style-type: none"> strengthening the links with the educational sector (research) 		

Summary of Outcomes

There are various employment development initiatives which have been implemented during the past year which have created significant opportunities for people receiving social assistance, the unemployed and the under-employed. These initiatives are summarized below and include the initial nine pilots identified in the Final Report.

<i>Employment Development Initiatives</i>		<i>Brief Description of the Initiative</i>
1.	Home Support Worker Health & Home Care Services	<ul style="list-style-type: none"> Provides employment and training certification. Reduces barriers, provides employment opportunities.
2.	Adecco Employment Services Ltd. / Compaq/ LearnQuest / La Cité	<ul style="list-style-type: none"> Provides assessment and customized training to work in a customer support call centre. Improves job skills, provides employment.
3.	Adecco Employment Services Ltd. / Fibre Optic Assembly	<ul style="list-style-type: none"> Provides assessment and employment in entry level optic assembly positions.
4.	Malkam Consultants Ltd.: Customer Service	<ul style="list-style-type: none"> Provides assessment and short term training in customer service.
5.	PricewaterhouseCoopers	<ul style="list-style-type: none"> Provides employment in a call centre customer support environment.
6.	Youth at Risk Employment Skill Internship: Somerset West Community Health Centre	<ul style="list-style-type: none"> Provides youth-at-risk with technical and employment skill development for entry level positions in the high tech sector. Reduces barriers, provides employment opportunities.
7.	Rideau-Carleton Raceway	<ul style="list-style-type: none"> Provides a range of employment opportunities.

<i>Employment Development Initiatives</i>		<i>Brief Description of the Initiative</i>
8.	Region of Ottawa-Carleton: OC Transpo	<ul style="list-style-type: none"> • Provides an opportunity to consider individuals receiving Ontario Works who are qualified for various positions before an external recruiting process is used. • Provides employment.
9.	Region of Ottawa-Carleton: Administrative/Clerical	<ul style="list-style-type: none"> • Provides an opportunity to consider individuals receiving Ontario Works who are qualified for various positions before an external recruiting process is used. • Provides employment.
10.	Region of Ottawa-Carleton: Homes for the Aged	<ul style="list-style-type: none"> • Provides an opportunity to consider individuals receiving Ontario Works who are qualified for various positions in health care services before an external recruiting process is used. • Provides employment.
11.	Foreign-Trained Teachers	<ul style="list-style-type: none"> • Provides support to obtain certification requirements to teach in Ontario and support to access various school board teaching opportunities for qualified teachers. • Identifies alternate employment options for individuals who do not meet certification criteria.
12.	Hidden Skills Project	<ul style="list-style-type: none"> • Provides an opportunity for entry level hotel staff to consider other career options. • Reduces barriers, provides job opportunities.
13.	Youth Internship-to-Employment Project: LASI	<ul style="list-style-type: none"> • Will provide internships and employment to 60 youth. • Will provide pre-employment preparation, mentoring etc.
14.	Computers in the Community: Millennium Learning Centres	<ul style="list-style-type: none"> • Provides low income earners with access to computers and technology skill development in a range of accessible and user friendly sites across the region. • Reduces barriers to employment.

<i>Employment Development Initiatives</i>		<i>Brief Description of the Initiative</i>
15.	La Clé de l'opportunité	<ul style="list-style-type: none"> • Provides training to francophones 25+ years of age who have significant barriers to employment. • Reduces barriers and improves job search capacity.
16.	Career Tool for Literacy Learners	<ul style="list-style-type: none"> • Will provide a career tool for individuals who have literacy barriers.
17.	Human Resources: Biotechnology Sector	<ul style="list-style-type: none"> • Provides a summary of the short and long-term human resource requirements in the field of biotechnology in this region.
18.	Community Economic Development (CED)	<ul style="list-style-type: none"> • A Community Economic Development Network has been established. • Provides potential opportunities to develop CED initiatives.
19.	Government Policy Barriers	<ul style="list-style-type: none"> • Caledon Institute prepared a report which identifies a range of governmental policies that act as barriers to employment.
20.	Customized Training and Quality Assurance	<ul style="list-style-type: none"> • A template for customized training and quality assurance standards for training are being developed for this community.
22.	Individual Development Accounts	<ul style="list-style-type: none"> • A proposal has been submitted to the Coalition of Resource Centres. The South- East Centre will administer the Individual Development Account Initiative.
23.	Micro Loan Fund	<ul style="list-style-type: none"> • The final stages of the implementation plan have been developed for the micro loan fund which will be operational by June, 2000.
24.	Essential Health and Social Supports	<ul style="list-style-type: none"> • Developed, implemented and communicated supports available to low income people to assist with their transition into and retention of employment.

<i>Employment Development Initiatives</i>		<i>Brief Description of the Initiative</i>
25.	Foreign Trained IT Professionals	<ul style="list-style-type: none"> • A partnership between OCRI, World Skills, a private trainer and employers has been developed to provide customized training and employment interviews for skilled professionals.
26.	Fashion Design	<ul style="list-style-type: none"> • Provides training in fashion design for immigrant women. • Provides self-employment development.
27.	Personal Support Worker	<ul style="list-style-type: none"> • Provides customized training in the personal support health care sector.
28.	Job Retention Supports	<ul style="list-style-type: none"> • Developed and implemented a range of strategies to support people retain employment. • Includes a framework to track recidivism.

Impact for Jobs and Training

JOBS

We estimate that **350+** unemployed people receiving Ontario Works (OW) and under-employed persons have secured employment as a result of the partnerships formed through Partners for Jobs. This includes approximately 150 people who have secured employment as a result of the Job Fair organized by World Skills (described below).

TRAINING

In addition, more than **200** people have increased their skills through customized training as a direct result of *Partners for Jobs*.

ONTARIO WORKS SAVINGS

We estimate that savings of **\$1.6 million+** (gross to the region) have been achieved as a result of people securing employment and not requiring Ontario Works assistance for 12 months or more. It is important to note that this is a minimum level of projected savings based only on 200 Ontario Works participants no longer requiring Ontario Works income support. We have not calculated the savings resulting from the participants at the Job Fair who secured employment since not all were receiving Ontario Works.

PARTNERSHIPS

Partners for Jobs has generated a range of employment development opportunities for the unemployed and under-employed residents of Ottawa-Carleton. In addition, collaboration has increased across the community. An example is the World Skills Job Fair which was held in February, 2000 to promote the skills of newcomers to employers. Members of *Partners for Jobs* contributed suggestions on the design of the Job Fair, contributed towards the cost of running the event, participated in the employer booth displays and referred potential candidates seeking employment.

The World Skills Job Fair was an extremely successful initiative which brought employers, recruiters, community agencies and the people who were unemployed/underemployed together to share information, network and develop new partnerships. World Skills estimates that **100-150** immigrants and newcomers secured employment as a direct result of the networking and interview opportunities that were created through the Job Fair event.

EMPLOYMENT DEVELOPMENT

The range of employment development initiatives which have been introduced as a result of *Partners for Jobs* Task Force on Employment and the Action Phase reflects the range of needs of the unemployed. It also reflects the need for both short and longer term interventions and solutions.

These are the preliminary results of *Partners for Jobs*. In addition, it is anticipated that there will be a significant increase in the number of people participating in the existing range of employment development initiatives this year and that more individuals and families will significantly improve their skill development and their employment prospects throughout the year.

New Partnerships Being Developed

In addition to the above initiatives, there are several projects being developed to respond to various obstacles and barriers that people face in obtaining and retaining employment. A partner in the Action Phase Committee has developed a proposal to research alternative methods to recruiting persons with a disability, through “job sculpting” techniques. This initiative

will develop an approach that will be used to identify the variety of tasks which make up a single job and then match these tasks to an individual's skills and abilities. This approach would be available to support employers when recruiting persons with a disability.

Another partner is developing a customized training proposal to identify the immediate and future human resource/skill requirements within the local trades sector.

A new partnership is being developed between employers, recruiters, training providers and Social Services to identify and develop customized training requirements for entry level positions in fibre optics manufacturing. This type of initiative is an excellent example of partners working together to develop targeted skills in response to emerging areas of expanded employment opportunities.

Another new partnership is being developed in the tour guides sector. Recently, a round table of local tour guide operators was organized by the National Capital Tour Guide Association. Representatives from *Partners for Jobs* were invited to join the round table discussion which included a discussion of the recruiting needs within this sector. As a result of this round table discussion, Social Services is assisting one of the tour companies to meet their recruiting needs. In addition, the local training board and the Ottawa Tourism and Convention Authority have offered assistance and support to this newly formed network.

A major recruiting initiative within a high tech company in March 2000 attracted more than 3,000 people for 1,000 jobs. Social Services will be paying for basic language training for individuals receiving Ontario Works who have been offered employment with this local high tech company.

Each of the initiatives that have been developed and implemented will either directly provide employment opportunities or reduce barriers to employment for people receiving Ontario Works (OW) or the Ontario Disability Support Program (ODSP), the unemployed and the under-employed in our community.

Conclusion

The *Partners for Jobs* Task Force on Employment has mobilized a diverse group of community partners to work together, to share ideas and resources and to develop a network. This is the start of a new and evolving direction in this community which includes representatives of the business community, community agencies, advocacy groups, low income earners and the unemployed, and all levels of government. All of these groups, singularly and collectively, are committed to addressing the needs of the unemployed and the under-employed who want to participate in our growing economy and have skills and abilities to contribute.

This initiative has created a focus and a shared commitment for workforce development. It has generated opportunities to share information and expertise and to develop new partnerships across sectors and organizations. Most importantly, it has generated opportunities to develop pilot projects, to develop best practices and to recognize that there are both short and longer term solutions to the complex issues related to unemployment and under-employment.

The challenge for *Partners for Jobs* participants, and for the community at large, is to find a way to sustain the momentum, and provide the support to evolve and, most importantly, to ensure that there is a structure in our community whose mandate includes workforce development. We need to ensure that our workforce continuously develops in response to the needs of the marketplace and the local economy. We need to ensure that our workforce has the skills, abilities, education and training that are required to meet the challenges of existing and future employment opportunities.

Appendix A Partners for Jobs: Action Phase Membership

Dick Stewart (Chair) Region of Ottawa-Carleton

Nohad Aboumansour Ottawa-Carleton Training Board	Johanne Lacombe Regroupement des gens d'affaires
Colette Brisson-Lacroix Le Forum francophone permanent sur l'employabilité de la région d'Ottawa-Carleton	Linda Lalonde The Anti-Poverty Project
Linda Capperauld Region of Ottawa-Carleton, Social Services	Ken Lawless Gary Bishop (alternate) Ottawa Life Sciences Council
Ken Clavette Ottawa District Labour Council	Stacey Norris Disabled Person's Community Resources
Éthel Côté Conseil de la Coopération de l'Ontario	Franca Piccin Human Resources Development Canada
Louise Crandall Ottawa Tourism and Convention Authority	Caroline Robertson Ottawa Economic Development Corporation
Kie Delgaty Patrick Donnelly (alternate) Ministry of Training, Colleges & Univ.	Sherri Torjman Caledon Institute of Social Policy
Peggy Feltmate Coalition of Community Health and Resources Centres	Mengistab Tsegaye Local Agencies Serving Immigrants
Cliff Gazee Task Force on Poverty	Yves Vaillancourt Human Resource Development Canada
Colleen Hendrick Region of Ottawa-Carleton , Social Services	Heidi Webster Cartier Place and Towers
Cheryl Gorman Ottawa Centre for Research & Innovation	Linda Zaluska Odawa Native Friendship Centre

Appendix B Partners for Jobs : Advisory Group Members

Andrew Jackson
Canadian Labour Congress

Heidi Webster
Cartier Place and Towers

Andrée Lortie
La Cité collégiale

John Kelly
Reid Eddison

Nick Mulder
Mulder Management Association

Gail Logan
Ottawa Board of Trade

Michel Bilodeau
Sisters of Health Charity Services

David Welch
Social Planning Council of Ottawa-Carleton

Appendix C : Region of Ottawa-Carleton Staff Support

Robert French
Social Services

Susan Hibbard
Information and Public Affairs

Chris Michaud
Social Services

Kathy Secord
Social Services

Objective of the Labour Market (LMI) Workgroup

- Define and implement components of a local LMI system.

Essential Elements

- Provide information to help Canadians make labour market decisions
- Provide “Predictive” information to help Canadian make future labour market decisions
- Ensure accuracy
- Provide user-friendly, relevant, information
- Respond to community needs
- Improve access to information, integrate information

Next Steps

- Establish a local Community Advisory Committee for labour force information
- Link with other local initiatives (OCRI’s Smart Capital, Region of Ottawa Economic Generators research, etc...)