

Community & Employer Partnership Plan: 2018 – 2019

North Island Employment Foundations Society
Campbell River Catchment Area #3



Shannon Baikie, Regional Manager Community & Labour Market Services

6/13/2018

ABSTRACT

The Community & Employer Partnership Plan (CEP) documents North Island Employment Foundations Society's (NIEFS') Annual Plan to increase employment opportunities for unemployed British Columbians through the use of partnerships, shared information, technology, and innovative processes and practices. NIEFS 2018-2019 CEP is aligned with the MSDPR Service Plans, BC: LMDA Amendments, and NIEFS EPBC contract, section 5.0 Community and Employer Partnerships.

Table of Contents

| | |
|---|----|
| Purpose of the Community & Employer Partnership Plan | 3 |
| 1.0 Information Sources Used to Develop This Plan | 3 |
| 2.0 Meeting CEP Plan Contract Requirements | 3 |
| 3.0 Responding to Local Community Labour Market Needs | 4 |
| 3.1 Understanding Local Labour Markets and Emergency Opportunities | 5 |
| 3.2 Changing Labour Markets and Emerging Opportunities | 5 |
| 4.0 Strategies to Address Labour Market Change and Opportunity | 9 |
| 4.1 NIEFS Community and Employer Partnership Goals | 10 |
| 4.2 Coordinated Employment & Workforce Development: 5 Key Strategies | 10 |
| 5.0 Activities that Address Community & Employer Labour Market Needs | 11 |
| 6.0 Strategies Responding to the Needs of Specialized Populations | 14 |
| 6.1 Engagement & Employment Service Strategies with Indigenous Peoples & Communities | 14 |
| 6.2 Engagement & Employment Service Strategies for Immigrants | 14 |
| 6.3 Engagement & Employment Service Strategies for Persons with Disabilities | 15 |
| 6.4 Engagement & Employment Service Strategies for Rural & Remote Populations | 16 |
| 6.5 Engagement & Employment Service Strategies for Bridging Services for Women | 17 |
| 6.6 Engagement and Employment Service Strategies for Youth | 17 |
| 6.7 Engagement and Employment Service Strategies for Older Workers | 18 |
| 7.0 Alignment with the Provinces Labour Market Priorities | 18 |
| 7.1 Investing in Training to Better Align with Sustainable Job Opportunities and to Meet Employer Needs | 18 |
| 7.2 Continual Development of Strategies to Engage all British Columbians | 19 |
| 7.3 Continue Partnering with Local Communities and Organizations to Further Develop and Increase Community-Based Partnerships across the Province | 20 |
| 7.4 Enhance EPBC Program Supports through Continued Improvement of Research and Innovation, measurement and reporting capabilities | 21 |
| Appendices | 22 |
| APPENDIX 1 – Rural and Remote Service Delivery 2018/2019 | 22 |
| APPENDIX 2 – NIEFS Partnership with the John Howard Society Foundry | 25 |
| APPENDIX 3 – NIEFS Event Calendar 2018/2019 | 27 |
| APPENDIX 4 – Testimonials | 29 |

Purpose of the Community & Employer Partnership Plan

The purpose of the Community & Employer Partnership Plan (CEP) is to increase the employment opportunities for unemployed British Columbians through the use of partnerships, shared information, technology, and innovative processes and practices. NIEFS has developed this Community & Employer Partnership Plan to communicate and demonstrate how NIEFS will achieve greater employment opportunities for unemployed British Columbians living in the Campbell River EPBC Catchment Area.

1.0 Information Sources Used to Develop This Plan

NIEFS has developed this CEP plan using the following key information sources:

- NIEFS EPBC Campbell River Employment Service Center Contract #3: Section 5.0 Community and Employer Partnerships
- Ministry of Social Development and Poverty Reduction's 2018/2019 – 2020/2021 Service Plan (February 2018)
- Ministry of Jobs, Trade and Technology 2018/2019 – 2020/2021 Service Plan (February 2018)
- Ministry of Advanced Education 2018/2019 – 2020/2021 Service Plan (February 2018)
- British Columbia: Labour Market Development Agreement Amendments
- B.C. Labour Market Outlook 2017 Edition
- Vancouver Island Economic Alliance State of the Island Economic Report 2017
- Accessibility 2024: Making B.C. the most progressive province in Canada for people with disabilities by 2024

Each of the above documents informed and guided the development of this comprehensive Community & Employer Partnership Plan. This CEP document demonstrates how best practices in rural employment and workforce development can be used to link the employment and skill development needs of labour forces with meeting the human resource needs of employers. A focus of this plan is the continued development of services for specialized populations and services for persons with disabilities. The CEP plan will further demonstrate how communities can work together to coordinate provincial, regional and community labour market initiatives through linked labour market information systems, partnerships, engagement of community and employer leadership, and coordinated strategic planning.

2.0 Meeting CEP Plan Contract Requirements

In developing this CEP plan NIEFS built upon its extensive experience leading the development of rural community labour market programs and services that link client employment and skill development with meeting the human resource needs of employers. NIEFS has developed extensive employer and community partnerships through a coordinated workforce development strategy that has been implemented over the past decade. Each point in Section 5.1 to 5.7 of NIEFS EPBC contract has been addressed in this plan. The structure of this plan has been developed from Section 5.5 of our Ministry of Social Development Employment Service Centre Contract:

5.5 *The Contractor will develop an annual Community and Employer Partnership Plan that:*

- (A) Responds to local community labour market needs;*
- (B) Identifies proactive and responsive strategies and tools to quickly address labour market changes;*
- (C) Establishes community and employer activities to address labour market needs;*
- (D) Outlines strategies responding to the needs of Specialized Populations in the community; and*
- (E) Is aligned with the annual plan that the Province is required to produce under the LMDA.*

This is the seventh Community & Employer Partnership Plan for NIEFS EPBC contract with the Ministry of Social Development and Poverty Reduction. The primary intent of the plan is to implement the strategies and activities identified in NIEFS RFP bid submission and to respond to changing labour market conditions and opportunities within our catchment. NIEFS will build upon the extensive community development and capacity building work the organization has led in our catchment area and across the Vancouver Island North region over the past decade. This plan lays a solid foundation for our continued work and excellence in rural employment and workforce development.

3.0 Responding to Local Community Labour Market Needs

Effectively responding to community labour market needs requires more than local knowledge it requires a regional perspective that incorporates and delivers services based on the uniqueness of the Campbell River catchment and the communities across the Vancouver Island North region.

NIEFS has extensive experience, expertise, partnerships and systems in place to understand how labour markets function. Moreover, NIEFS demonstrates on a daily basis how a Community Employment Service Centre can play a key leadership role in improving the functioning of the labour market not only across the Campbell River catchment area but across the region as a whole.

A key leadership role NIEFS plays is providing local labour market information. In rural communities it is possible to identify, track, code, and report local labour market statistics that are key indicators of local labour market supply and demand side conditions needed to support rapid response programming. NIEFS reporting system and database is integrated into our website design and allows us to generate real-time statistics from our North Island Job Bank. This data allows us to report out quarterly on the labour market trends we are seeing through job postings.

For over a decade, the NIEFS North Island Job Bank has been a reliable indicator of labour market demand and is used extensively to develop programming and activities that connect labour supply with employers human resource needs. Further, we are able to quickly provide data and create custom reports for other organizations (i.e. Provincial and municipal government; non-profits; employers; educational institutions; Chambers of Commerce; Economic Development offices etc.) across the region to support their initiatives in delivering services and creating strong, healthy and resilient communities.

Job Postings generated from the NIEFS North Island Job Board are communicated across the North Island region through NIEFS' website; our Employment Service Centres; our Satellite offices; and through our subcontractor work locations. With 1,103,886 page views and 78,039 unique visitors to the NIEFS website and Job Board between April 1, 2017 and March 31, 2018 the NIEFS website and with 3,709 jobs posted during this period North Island Job Bank is often the first way that employers come into contact with NIEFS. This allows us to then connect directly with employers regarding other services (i.e. wage subsidy; unpaid work experience; job development etc.) effectively building our employer relationships and targeting our marketing at the same time.

3.1 Understanding Local Labour Market Needs and Emerging Opportunities

NIEFS has extensive networks and strong labour market information tracking systems to gather, interpret and communicate provincial, regional and local labour market information to our clients, employers and communities across the catchment area and the Vancouver Island North region. Labour Market information gathered by NIEFS from employers and job seekers enables us to develop community, employer and sector specific strategies to: support the functioning of seasonal labour markets; adjust to the effects of market cycles on resource extraction industries; support industries and companies that are growing; support employers with their implementation of major projects; replace the workers and the skills that are lost when people retire; utilize the skills of displaced workers; increase the employment participation of specialized populations; and assist employers and education and training organizations to train workers in needed occupations and to equip these workers with needed skills as evidenced by testimonials in APPENDIX 4.

3.2 Changing Labour Markets and Emerging Opportunities – Campbell River and Area

Table 1: Trends and Indicators

| Trend | Indicator |
|---|--|
| 1. Diversifying Economy & Global Markets | <ul style="list-style-type: none"> Continued shift from goods producing, resource extraction economy to a more diversified economy with service sector employment growth. June 2018 saw the largest number of jobs posted on the NIEFS job board ever at 402 jobs posted from a range of industries signalling the continued strength in the labour market. Robust construction and real estate sector. According to the Vancouver Island Real Estate Board April 2018 report, the benchmark price of a single family home in Campbell River climbed to \$410,000 up 22% compared to April 2017. Major employers remain public sector; aquaculture; major retail; tourism operators, construction, and forest companies. Community labour markets continue to experience significant seasonal variation in occupational demand and continue to see seasonal hiring patterns for tourism and forestry-based occupations. We continue to experience a very robust Tourism and Service industry given the low Canadian dollar coupled with more |

| | |
|---------------------------------|---|
| | <p>'staycations' and the introduction by the City of Campbell River of Destination BC as the body responsible for tourism marketing for the City resulting in a complete overhaul of how tourism is marketed. However, this has further exasperated a significant shortage of labour evidenced by an increase in request for recruiting assistance and hiring events by desperate employers ramping up operations for the 2018 season.</p> <ul style="list-style-type: none"> • Demand in the mining industry is slowly rebounding which has included: <ul style="list-style-type: none"> ○ Production at Quinsam Coal mine with over 40 workers back on site. Production still remains tenuous given global markets. ○ Nyrstar is slowly calling back workers after a two year shutdown but production is not yet back up and running at capacity. |
| <p>2. Major Projects</p> | <p><u>John Hart Generating Station Replacement Project</u></p> <ul style="list-style-type: none"> • The five year project is now nearing completion with approximately 75% of those employed living within a 90km radius. • Although the John Hart project will be winding down over 2018 BC Hydro has a number of additional projects planned over the next 20 years including the \$100 million dollar upgrade to the Strathcona Dam that may provide opportunities particularly for local workers who now have experience from the John Hart Project. <p><u>North Island Hospitals Project</u></p> <ul style="list-style-type: none"> • Both the Campbell River and Comox Valley hospital construction now complete. The next phase in the project is working with the contractor Balfour Beatty for maintenance, housekeeping and food services as they will be staffing up to open both hospitals. <p>With the peak hiring periods for both the John Hart and North Island Hospitals projects now in the past we are beginning to see a decrease in employment opportunities on these projects. With that said, we have not experienced a significant impact on overall employment as workers finish on these projects they move to the next project including Site C as Aecon was awarded a contract on that project and some workers on the John Hart project have now transitioned to employment on this project.</p> <p><u>Other Major Projects</u></p> <p>Continued emphasis on downtown revitalization including new location and buildings for Dairy Queen, Waypoint Insurance, Discovery Chiropractic, and FYI Doctors along with the completion of a new rental apartment building in the Tyee Plaza and continued emphasis on redesign of the Tyee Plaza.</p> |

| | |
|--------------------------|---|
| | <p>Additionally, Campbell River's newest five-storey, 68-unit multi-family project on South Dogwood Street has been issued an \$8.3 million building permit. The development is designed to include 16 one bedroom units and 52 two bedroom suites ranging in size from 642 sq.ft. to 1073 sq.ft bringing much needed rental inventory to the City.</p> <p>Further, with the redevelopment of the Campbell River Golf and Country Club (formerly Sequoia Springs) has come demand for a range of workers from the restaurant to golf operations and machine operation. With plans for a full spa and hotel on site more opportunities will be forthcoming and we continue to work with the employer on recruitment efforts.</p> <p>Finally, the City of Campbell River has introduced the CRAvantage which is an initiative to bring a municipal broadband fibre network to the downtown core in phase one. With a number of large operations including the Casino, Strathcona Regional District, the City of Campbell River, Seymour Pacific Developments and NIEFS already on board this economic development initiative aims to promote Campbell River as a competitive place to do business.</p> <p>This municipal fibre network provides a faster and more robust connectivity which benefits clients and staff.</p> <p>For more information: http://business.campbellriver.ca/city-services/capital-improvement-projects/current-projects/municipal-broadband-network/overview</p> <p>This initiative coupled with the recent funding for the Connected Coast project in which the Strathcona Regional District was part of aims to bring high-speed Internet accessibility to rural and remote communities along coastal BC, Haida Gwaii and Vancouver Island. For more information: https://connectedcoast.ca/</p> |
| <h3>3. Demographics</h3> | <ul style="list-style-type: none"> • According to the most recent Census (2016) population grew by 5% from the previous Census (2011) in the Campbell River area and is expected to remain stable and possibly increase as our lower cost of living could be a possible option for those looking to exit the major urban centres. • Conversely, outlying communities in the catchment and across the North Island region experienced population loss in the 2016 Census compared with 2011: Sayward (-1.9%), Tahsis (-21.5%), Gold River (-4.3%) with continued out-migration of youth from these communities. • Further, population growth among our Aboriginal communities remains stable driven by higher birth rates than non-aboriginal populations. • The population is aging quickly and we are older than the Vancouver Island average, which is older than the BC average, which is older than the Canadian average. |

| | |
|---|---|
| 4. Skill Development | <ul style="list-style-type: none"> • Like other rural BC communities we are seeing changes in the skills required for growing occupations which many workers displaced from long-term employment particularly in the resource sector lack the skills needed to transition into another occupation or industry. • According to the B.C. Labour Market Outlook more than three quarters of job openings to 2027 will require some form of post-secondary education. |
| 5. Rural and Remote | <ul style="list-style-type: none"> • Rural and remote communities (Sayward, Gold River, Tahsis, Discovery Islands) have been affected by a number of factors: <ul style="list-style-type: none"> ○ Supporting transportation - BC ferry sailing reductions have negatively impacted residents of Cortez and Quadra Islands. Increases in ferry fares and decreases in sailings mean residents are increasingly having to choose between employment and living in their home communities. ○ Likewise, employers in the more rural communities are challenged with finding people with the skills needed to run their business and increasing transportation costs make it difficult to recruit from other communities. ○ Reliable internet connectivity in rural and remote communities continues to be a challenge and puts these communities at a disadvantage economically compared to other more connected communities. |
| 6. Indigenous Economic Development | <ul style="list-style-type: none"> • Indigenous populations will increasingly form a larger part of the available workforce with industry developing targeted recruitment campaigns as they face skills shortages. • Increased employment opportunities are likely to emerge from new indigenous economic development projects and activities. With a number of organizations including the Nanwakolas Council which represents 6 member North Island bands who continue to implement strategies and initiatives to support their Training and Employment Strategy LMP completed in 2016. • Additionally, with a range of potential projects including a radio station for the Homalco First Nation indigenous economic development will continue to build capacity among the community. |

4.0 Strategies to Address Labour Market Change and Opportunity

NIEFS is a cornerstone in our communities building extensive partnerships with businesses, other organizations, communities and individuals in Campbell River and across the North Island. These partnerships are integral to our ability to assist people to build self-sufficiency through active and sustainable participation in the labour market and assist employers to hire the right people, with the right skills at the right time contributing to a strong, resilient and healthy community.

The strategies developed by NIEFS have evolved from extensive dialogue with community partners, joint initiatives and events, formal facilitated consultations and community meetings and NIEFS participation in the strategic planning sessions of our community partners. These strategies were woven throughout our RFP bid submission and are kept current through annual participation in planning sessions, the sharing of labour market information and the development of annual work plans between NIEFS and key stakeholders from across the North Island region.

NIEFS board members come from North Island College, School District #72, retired Financial Services owner, Cruise Human Resource Consulting, the retired CEO of a community television organization, and a retired HRDC employee. The composition and cohesive governance of NIEFS board and the communication links that are maintained through our board contribute to the ongoing ability of the organization to identify and respond to economic and labour market change across the North Island.

A key strategic change NIEFS made in 2015-2016 was the creation of two regional positions: Regional Manager, Community & Labour Market Services and Regional Manager, Operations. A further strategic change for 2018 is the movement of NIEFS Team Leader, Employer Services to Regional Manager, Employment Services which is also a regional position in alignment with changes made in 2015-2016. These changes continue to allow NIEFS to further expand and align the organizational ability to address and respond to labour market changes and opportunity across the North Island in a more coordinated way.

Geographically vast the North Island region includes two separate catchments – Campbell River and Port Hardy. Although contracted as separate catchments under EPBC, delivery of service across the North Island benefits from a coordinated approach that encompasses the entire region and both catchments. In many cases, what occurs in the one community often impacts that of another. As such, NIEFS approach in designating regional staff to ensure we are further able to identify trends and opportunities to integrate programs and services that benefit the entire region particularly some of the more rural and remote communities has been very successful. As in previous Community and Employer Partnership plans APPENDIX 1 is an overview of specific activities and services related to rural and remote communities across the North Island.

4.1 NIEFS Community and Employer Partnership Goals

All of NIEFS strategies for employment services and workforce development are meant to support the achievement of the following goals:

1. Assist workers find employment quickly.
2. Assist workers meet their employment, skill development and occupational goals.
3. Assist employers meet their human resource needs in a timely and cost efficient manner.
4. Communities throughout the North Island region are able to accurately describe their economic and demographic base, how it is changing, the required skills and those occupations that are and will be in demand.
5. Increased workforce participation and retention of youth, older workers, aboriginal peoples, immigrants, people with disabilities, individuals who have experienced trauma or abuse, and people displaced from traditional resource sector employment.
6. There is an appropriate and coordinated supply of occupational skill development that meets the diverse needs of job seekers, employers, employees and communities.
7. Effective partnerships (informal and formal) exist that connect key stakeholders through coordinated strategic planning and jointly implemented initiatives, activities and events.

4.2 Coordinated Employment & Workforce Development: 5 Key Strategies

To achieve the above goals NIEFS implemented 5 key strategies which are reviewed annually. NIEFS spearheads employment and workforce development initiatives based on the premise that collaboration, partnerships and a coordinated approach is needed between key stakeholders (private business, industry, unions, aboriginal, business and economic development organizations, community organizations, educational institutions and local governments). These strategies are essential to our future economic success and the functioning of our labour market. The outcome of these five strategies are employers have the right workers with the right skills, at the right time and workers have employment that meets their occupational interests and best uses their skills.

NIEFS 5 Key Strategies for Implementing our Community and Employer Partnership Plan are:

Strategy #1: Build Strong Community Labour Market Information Systems

Strategy #2: Identify Key Employers and Workforce Development Stakeholders and then work directly with them

Strategy #3: Engage the Senior Leadership of Key Organizations and Employers in supporting workforce development

Strategy #4: Formalize Collaboration through Partnership Agreements, Memorandums of Understanding and Community Accords

Strategy #5: Coordinate and Link the Strategic Planning of Key Stakeholders, through the use of formal and informal partnership tools.

5.0 Activities that Address Community & Employer Labour Market Needs

To make it easier for the reader to separate ongoing and date specific activities and events that address community & employer labour market needs the writer has opted to include a listing of all ongoing activities throughout the year in Table 2 below. In addition, APPENDIX 3 includes a full calendar of actual events planned for 2018/2019.

Table 2: Ongoing Activities throughout 2018-2019

| Timeline | Activity |
|-----------------------------|--|
| Ongoing throughout the year | <p>Linking and planning delivery of labour market services, initiatives and events through formal and informal processes with key community and regional partners including: Municipal governments; Chambers of Commerce; Literacy Centres; Immigrant Welcome Centre; North Island College; School Districts; Industry Training Authority; Women's Centre; and the Campbell River & District Association for Community Living.</p> <p>Coordinating with community and regional partners reduces duplication of services and increases our ability to reach more clients. It also gives us a good understanding of other activities being undertaken that may be of benefit to clients.</p> |
| Ongoing throughout the year | NIEFS will maintain current web-based Labour Market information that tracks major project development in our catchment areas and presents this information through a Google map application. |
| Ongoing throughout the year | NIEFS will maintain a North Island regional job bank that includes catchment specific data and will market this job bank to both job seekers and employers. This job bank will be available to every job seeker and employer located within the North Island region. The job bank will be available at our Employment Service Centres, at our sub-contractors work sites, and on-line at www.niefs.net |
| Ongoing throughout the year | NIEFS continues to work with the Campbell River Chamber of Commerce, Immigrant Welcome Centre and North Island College to promote Diversity in the Workplace through our Community Accord on Workforce Development. |
| Ongoing throughout the year | NIEFS will be available to provide community labour market information to CAPA's and APA's to support the successful planning and delivery of Community Employer Partnership and Innovation Funds and Projects. |
| | |

| | |
|---|---|
| Ongoing throughout the year | NIEFS WorkBC Service Centre is included on the Chamber of Commerce and City of Campbell River websites as a key resource for employers seeking labour supply in the catchment area. |
| Ongoing throughout the year | NIEFS will continue to present labour market information presentations to community, service clubs, educational institutions and employer organizations requesting information regarding labour market opportunities and challenges. |
| Ongoing throughout the year | NIEFS will continue to respond to major employer events (i.e. CR Golf & Country Club, Match Eatery and Public House) across the community that result in the closing or opening of businesses. Examples include the development of specialized employment services (i.e. Resource Workers Job Search Series and industry specific hiring fairs) to assist workers in connecting with opportunities created by the major economic development projects located in our region and beyond. |
| Ongoing throughout the year | NIEFS is a member of the community liaison committee for the BC Hydro John Hart Generating Station Replacement project which meets regularly. |
| October, January, April, July | NIEFS will develop and circulate 4 labour market reports annually that track labour demand (as indicated by job postings), major economic development projects, and major economic or labour market events affecting our catchment area. Having recently received a letter from Campbell River Mayor and Council stating their thanks for receiving these quarterly updates is evidence of their benefit to the community. |
| Ongoing throughout the year | NIEFS Senior leadership will continue to participate in the strategic planning initiatives of North Island College, Immigrant Welcome Centre of CR and the Campbell River Chamber of Commerce. |
| Monthly during slow labour market periods. Bi-weekly during peak service months | <p>At its WorkBC Employment Centre, NIEFS will continue to provide a current labour market workshop that provides both regional and community specific labour market information.</p> <p>NIEFS also extends invitations to attend this workshop to employment service professionals working with aboriginal organizations, immigrant services organizations, public sector organizations, school districts, North Island College, community economic development organizations, business organizations and employers.</p> |
| | |

| | |
|-----------------------------|--|
| Ongoing throughout the year | NIEFS will continue to utilize the Campbell River Interagency list serve to stay current on social services, programs and activities within the Campbell River catchment area. This list serve is an important tool for communicating our services to a wide range of community and social service organizations. |
| Ongoing throughout the year | <p>NIEFS Executive Director continues to participate as an EPBC contractor as part of the research project through the BC Centre for Employment Excellence BizHub project highlighting excellent business practices among employment serving organizations in BC.</p> <p>In addition, the Regional Manager, Employment Services and Regional Manager, Community & Labour Market Services have participated in the Client Engagement and Staff Engagement sub hubs respectively.</p> <p>Currently, the Regional Manager, Employment Services is assisting in the facilitation of the final sub hub focused on Employer Engagement.</p> <p>For more information: http://www.cfeebc.org/news_item/biz-hub-a-fresh-approach-to-support-the-employment-services-sector-in-making-continuous-improvements-to-client-processes-and-services/</p> <p>As a result of this work, a video highlighting the work of the client engagement sub hub was produced which can be found here: https://www.youtube.com/watch?v=tC2B6W4mx_w&feature=youtu.be</p> |
| Ongoing throughout the year | <p>NIEFS Regional Manager, Community & Labour Market Services was appointed for a two year term beginning in April 2016 to the City of Campbell River Forestry Task Force and is a member of the Table of Partners for the Strathcona Community Health Network whereby ensuring employment and income remains part of the conversation related to determinants of health for residents of the region.</p> <p>In addition, the Regional Manager, Community & Labour Market Services also sits on the Board of Directors for the Museum at Campbell River, Campbell River Creative Industries Council, Vancouver Island Economic Alliance (VIEA) and the Vancouver Island North Training and Attraction Society.</p> |
| Ongoing throughout the year | NIEFS Regional Manager, Employment Services was appointed for a three year term beginning in March 2016 to the City of Campbell Community, Services and Recreation Commission. This provides a continuous role for NIEFS at the city level as the Regional Manager, Community & Labour Market Services completed a three year term on this commission in March 2016. |

6.0 Strategies Responding to the Needs of Specialized Populations

6.1 Engagement & Employment Service Strategies with Indigenous Peoples & Communities

- NIEFS will work with key indigenous organizations that link NIEFS employment services with indigenous employment and workforce development initiatives as is evidenced by testimonial provided by Nanwakolas Council in APPENDIX 4.
- On an as needed basis meet with representatives from Nanwakolas Council, North Vancouver Island Aboriginal Training Society (NVIATS), Nuuchahnulth Employment Program, Homalco Band, Cape Mudge Band and Campbell River Indian Bands to coordinate our respective services and to develop effective referral relationships.
- Representatives from bands and indigenous organizations are invited to attend NIEFS labour market workshops.
- NIEFS will participate in key band and indigenous organizations employment related events (examples include aboriginal youth and employment days, key cultural events).
- NIEFS will link with key band initiatives supporting major project implementation, BC Construction Association Employment Initiatives and indigenous Trades programs.
- NIEFS will maintain information links with indigenous Organizations and North Island College that support contract training and short term occupational skill development.
- NIEFS will connect with ASET funded programs and services so that participants in these programs are introduced to NIEFS work support centre and NIEFS employment service centre supports and services as part of their ASET funded program.
- NIEFS will subscribe to indigenous employment publications that support indigenous peoples in accessing employment or skill development.
- NIEFS will participate in regular meetings to share labour market information with the Nanwakolas Council and NVIATS in their ongoing work to develop employment strategies for their members across the North Island.
- NIEFS will seek out opportunities to share experiences working with indigenous peoples through different means including webinars such as the Ministry of Social Development and Poverty Reduction webinar “Supporting Indigenous Clients through Collaborative Approaches” in which NIEFS was a presenter.

6.2 Engagement & Employment Service Strategies for Immigrants

- At minimum NIEFS and the Immigrant Welcome Centre of the North Island will meet quarterly to generate ideas that link NIEFS employment services with immigrant, employment and workforce development initiatives.
- NIEFS is sub-contracting EPBC immigrant services to the Immigrant Welcome Centre of the North Island and is training their staff in EPBC administration, data entry and employment services.
- Profile Success Stories through the Immigrant Welcome Centre of the North Island to generate word of mouth as this is most effective way to reach Naturalized Canadians with significant employment barriers.

- NIEFS and the Immigrant Welcome Centre of the North Island will (continue to) partner with Employers who have a cyclical hiring need for large numbers of workers at the same time and are open to taking on clients with language barriers (PRT Nursery, Fish Processing, Tourism) with the aim to increase labour market attachment, improve English language skills, and increase word of mouth marketing.
- Representatives from the Immigrant Welcome Centre of the North Island will attend NIEFS labour market workshops.
- NIEFS will participate in key the Immigrant Welcome Centre of the North Island employment & Immigrant service related events (Welcoming Communities Initiative, Safe Harbour Program).
- NIEFS will maintain information links with Immigrant serving organizations and North Island College that support contract training and short term occupational skill development and access to ESL learning supports.

6.3 Engagement & Employment Service Strategies for Persons with Disabilities

- NIEFS continues to partner with the Campbell River & District Association for Community Living (CRADACL) to coordinate service delivery between our two organizations. Over the past couple of years we have seen tremendous success in job development services for EPBC eligible clients and will continue to have two CRADACL job developers work out of the NIEFS office. This partnership will positively affect NIEFS flow through funding for sub-contractors.
- In partnership with CRADACL, NIEFS co-hosts an Employer Appreciation event during BC Disability Employment month in September that recognizes employer excellence in supporting people with a disability connect to the work force.
- Community Living BC has identified the partnership and service relationships taking place in Campbell River between NIEFS and CRADACL as a BC best practice for integrated service delivery supporting successful work transitions for persons with developmental disabilities.
- As part of our growing disabilities service team NIEFS continues to employ a full-time Financial Supports/Case Assistant dedicated to working with the disability service team.
- To build rural capacity to supply needed disability services NIEFS will train staff in specialized services for persons with disabilities and support staff in gaining disability related certifications.
- Building capacity includes supporting staff to access major disability journals (Insights into Clinical Counselling; Rehabilitation Counselling Bulletin (Hamil Institute on Disabilities); Journal of Assistive Technology; Rehabilitation Reviews (Journal of Vocational Rehabilitation Association of Canada).
- NIEFS is a member of Rehabilitation Engineering & Assistive Technology Society of North America (RESNA).
- A NIEFS Disability Team member sits on North Island College's Advisory Committee for Students with Disabilities.
- NIEFS hosts monthly Campbell River Social Services Interagency meeting where we promote EPBC services, inclusive and welcoming workplace and employment services for persons with disabilities.

6.4 Engagement & Employment Service Strategies for Rural and Remote Populations

- With the creation of the Regional Manager, Community & Labour Market Services and more recently the Regional Manager, Employment Services a key responsibility for these positions is to further develop strategies to reach the rural and remote communities across the catchment to identify new partnerships and new ways to deliver service to clients and communities as evidenced by testimonials in APPENDIX 4.
- NIEFS remains committed to strengthening and improving services for rural communities across our catchment area. This remains a priority for 2018 – 2019 as many rural communities are experiencing a loss of publicly funded infrastructure that has resulted in NIEFS utilizing new partnerships to support our Itinerant and on-line service provision. Some of these initiatives are captured in APPENDIX 1.
- There are strong, coordinated referral processes with NVIATS, Nuuchahnulth Tribal Council, Heiltsuk Tribal Council & other indigenous bands, communities and organizations.
- NIEFS will coordinate employment and work force development services with the catchment area's ASET holders. This includes the sharing of facilities, asset mapping of existing resources and linking with these resources in rural and remote locations.
- Coordinated planning/marketing/hosting/and attendance at Career Fairs, Hiring Fairs, and Employer Forums and Community Service events in Campbell River, Cortes Island, Quadra Island, Sayward and Gold River. Partnering organizations include the Immigrant Welcome Centre, Vancouver Island Regional Libraries, STEP, ITA, SD 72 and 84, First Nations bands, ASET holders and other indigenous organizations, and community service organizations.
- Build new partnerships and enhance existing ones with individuals and organizations in rural communities who can provide Internet Access points and/or serve as ambassadors to EPBC such as VIRC; School Districts; Community Centres; literacy associations, and private businesses that provide free WiFi, fax and photocopy services.
- Coordinated School to Work activities with School District 72 and 85. Both the Campbell River School District (serves Sayward and Discovery Islands) and Gold River School District (west coast Vancouver Island) are on the distribution list for NIEFS quarterly labour market report; are connected to LMI for the region and for all major economic development projects; and attend NIEFS Industry forums.
- Tracking of major economic development projects across the catchment area and putting into place employment services supporting these major projects.
- Provision of EPBC services to employees losing employment when a major employer located in a rural remote community closes.
- Provision of the North Island Job Bank where local employers and job seekers anywhere in the catchment area have access to current local job postings.
- Participating in sector driven labour market activities for Forestry, Trucking, Construction, Tourism and Hospitality, Mining and Fish Farming. As part of the City of Campbell River Forestry Task Force NIEFS is involved in creating tools such as the video released in support of Forestry which highlights opportunities in the Forestry sector across the North Island -
<https://www.youtube.com/watch?v=3VP8cGcOrKA&feature=youtu.be>

- Work with Chambers of Commerce to develop rural employer service strategies and link these strategies with the BC Chamber of Commerce annual policy development for rural Chambers of Commerce.
- Continued development of Urban-Rural partnerships that link curriculum and content expertise with expertise in rural service provision. An example is the on-going development of the Bridging Services for Women through a partnership with BRIDGES in Victoria.

6.5 Engagement & Employment Service Strategies for Bridging Services for Women

- In addition to the points made in 6.4 NIEFS has linked the BRIDGES Society from Victoria with our local Transition House and Women's Resource and Service Centre.
- In coordination with BRIDGES and the Women's Centre, weekly group sessions are now being offered at the Women's Centre to women who are participating in on-line services through BRIDGES. This is the first integrated approach to service delivery that includes on-line and in-person and is the model Bridges would like to develop provincially.
- We continue to work with BRIDGES to develop marketing materials appropriate to our rural context.
- We are linking BRIDGES with community resources and community service directories, and reviewing curriculum to ensure appropriateness for rural and aboriginal populations.
- On-going connections with organizations providing serves and supports to women through the Campbell River Interagency list serve.
- Continuously updating information regarding community services for women and the specialized services available to assist women who have experience abuse or violence.
- NIEFS Executive Director is the former Executive Director for the Edmonton Elizabeth Fry Society and maintains networks and contacts appropriate for assisting women who have experience abuse or violence.

6.6 Engagement & Employment Service Strategies for Youth

- NIEFS has developed an interactive, experiential-based, hands-on learning Employability Skills programming that utilizes a Job Club format structure (called the Wanna Work club). Given the success of this program last year it will be scheduled again for the fall 2018. NIEFS will target BCEA EO clients, EPBC eligible youth, aboriginal clients and other clients with multiple or complex barriers to participate.
- NIEFS is knowledgeable regarding federal government youth programs like Canada World Youth and Career Focus Wage Subsidy and promotes these programs as an alternate strategy for gaining valuable life skills and work experience.
- NIEFS uses local labour market information to track occupations and industries that have a high percentage of workers who are new entrants to the labour force.
- NIEFS coordinates with School District 72 (Campbell River, Sayward, Discovery Islands) and SD 84 (Gold River & West Coast) to support hiring fairs and to coordinate sector specific hiring initiatives such as NIEFS hiring event for workers in the spring and summer hospitality sector.

- NIEFS is working with NIC to create stronger College to Work Transitions through joint planning with NIC & other local colleges to arrange presentations to College Grads about EPBC services in their last month of their current program.
- NIEFS Work Support Centre and our website has identified, reviewed and keeps current youth employment resources, websites and on-line resources specifically developed to support youth with their job search and skill development.
- NIEFS is working with School District #72 to support the School to Work Transition for students with disabilities. This service includes a fall 2018 meeting with the students, school district staff and members of the student's family and natural support systems which is then followed up with the development of a school to work action plan in the spring of 2019.
- NIEFS is a key partner in the recently opened John Howard Society youth hub pilot branded the Foundry which is 1 of 5 in the province. NIEFS has committed to having a staff member work out of the hub to provide employment related services in this unique model. A detailed overview is provided in APPENDIX 2.

6.7 Engagement & Employment Service Strategies for Older Workers

- Provide specialized workshops for older workers (Career Cross Roads – 2 day career transition planning workshop) and our Work Wise Job Search Series that runs weekly for 5 weeks. These workshops target experienced workers and provide networking support and the opportunity for cohort groups to move through shared learning experiences led by experienced employment coaches or job club facilitators.
- NIEFS has in place specialized services to assist workers affected by industrial adjustment and business closures. This includes targeted marketing materials and specialized workshops.
- NIEFS is featured on the Chamber of Commerce Portal for Major Project Development and is working closely with the BC Construction Association, the Campbell River Chamber of Commerce, BC Hydro and the Vancouver Island Health Authority to connect experienced workers with skilled trades and professional employment opportunities.

7.0 Alignment with the Provinces 2018/2019 Labour Market Priorities

NIEFS CEP is aligned with NIEFS ELMS contract, our RFP bid submission, The Ministry of Social Development & Poverty Reduction's 2018/2019 - 2020/2021 Service Plan and recent BC: LMDA amendments. NIEFS Community and Employer Engagement plan will successfully support the implementation of EPBC key priorities and directions. Through our one-stop Employment Service Centres NIEFS will increase access to employment services for British Columbians in our catchment areas and across the Vancouver Island North region.

7.1 Investing in training to better align British Columbians with sustainable job opportunities and to meet employer demands

- NIEFS services and our Community Partnership plan focuses on employment first and the skills needed to access existing employment.

- For those workers with needed skills and/or work experience, NIEFS focus is to provide these job seekers with access to information and tools to quickly connect them to existing employment opportunities which is further strengthened by NIEFS commitment to a full-time Regional Manager, Employment Services focused on building employer partnerships.
- For those job seekers lacking current marketable skills NIEFS has developed partnerships with North Island College and community employers across the North Island region to assist these workers in acquiring needed skills or to acquire employment where these skills can be learned.
- NIEFS works with education and skill development organizations in our catchment and across the North Island and with our employers to ensure there is an appropriate supply of occupational skill development available to meet the needs of our job seekers and the human resource needs of our employers.
- NIEFS will target in-demand occupations and growing industries to increase Labour Market Attachment outcomes for Tier 3 and 4 clients who are members of a specialized population through EPBC services such as Job Development, Customized Employment Development, Work Experience and Training (Construction Trades and Transportation, Retail/Hospitality and other Service Industries, Forestry and Resource Management).
- Offer career planning and job search workshops paired with STOC training that is targeted to local in-demand jobs and growing industries.

7.2 Continual development of strategies to engage all British Columbians, including underrepresented groups.

- NIEFS has excellent partnerships with indigenous organizations across the North Island that are key in connecting clients to EPBC services. For example, NIEFS was an active participant in the Nanwakolas labour market partnership throughout 2015/2016 and is listed as an important partner in the final Employment and Training Strategy - <http://www.nanwakolas.com/economic-development-nanwakolas-council-british-columbia-native-people-first-nations-released-in-august-2016>. NIEFS continues to be an important partner in the implementation of this plan as evidenced by the testimonial in APPENDIX 4. In addition, NIEFS Regional Manager, Employment Services meets regularly with the North Vancouver Island Aboriginal Training Society who is the ASETS holder in the region.
- NIEFS continues to build a highly skilled and responsive Disability Services Team which includes two full-time and one part-time Disability Specialist Case Managers and one Financial Supports/Case Assistant dedicated to the disability services team. Further, in partnership with CRADACL two full-time Job Developers work out of the NIEFS office.
- NIEFS is committed to engaging and serving the rural and remote communities in our catchment in ways that reflect their unique community landscape and labour market needs. This work is supported by a full-time Program Coordinator who works primarily with our rural and remote communities and clients as is outlined in APPENDIX 1.
- NIEFS continues to engage with youth through partnerships with School District #72 and the John Howard Society. In June 2016, John Howard Society of the North Island successfully won the RFP bid to pilot BC Youth Integrated Services Initiative for Campbell River and surrounding area (aka Foundry). Under this model, services related

to youth health and wellness (primary care, mental health and community social services) are brought under one roof for the purposes of collaboration, coordination and integration of youth service delivery. Recognizing that employment is a key piece of youth health and wellness, NIEFS and John Howard Society of the North Island partnered to offer employment services at Foundry as a means to extend WorkBC for youth as is evidenced in APPENDIX 2.

- Through partnerships NIEFS can provide EPBC services before and/or after other community employment and/or training programs:
 - By providing Employability Readiness Assessment and Action Planning to identify and refer appropriate applicants to these job or work experience placement programs.
 - By providing coordinated and ongoing case management to ensure that the client is successful in completing the program.
 - By providing any needed workplace accommodations and aids for those clients living with a disability.
 - By providing employment follow up services and job retention and maintenance for after the Job program is complete and the client has been placed with an employer to ensure client remains self-sufficient in employment.
 - Or when the client was not successful in completing the program or securing employment, EPBC can step in easily to help move the client forward without a disruption in service delivery to the client.

7.3 Continue partnering with local communities and organizations to further develop and increase community-based partnerships across the province.

- NIEFS Labour Market Programs and Services have been developed to meet EPBC program and contract requirements. NIEFS EPBC services have also been built from recent Local Labour Market Partnership studies describing the demographic and economic base of our communities and the needed services to support effective workforce development that is aligned with employers' human resource needs.
- NIEFS continues to seek out opportunities to further develop community-based partnerships such as participating in the NIC/NIEFS Campbell River Chamber of Commerce TV channel episode discussing skills training and employer and job seeker needs - <https://www.youtube.com/watch?v=aAiLd-WSB-4>
- There is a Community Accord in Support of Workforce Development in place that provides a common framework for linking employers, education organizations, community service organizations, aboriginal organizations, business and economic development organizations and our community employment service centers - http://www.niefs.net/Community_Accord_February_2011.pdf
- Extensive partnering through Memorandums of Understanding and through sub-contract relationships are in place and working.
- NIEFS is a member of the CR Chamber of Commerce on-line portal for Major Project implementation. This is a unique data base that profiles community assets that can support the successful implementation and delivery of major economic development projects.

- There is strong employer representation on NIEFS board and on the working committees NIEFS has been invited to participate on in our communities.
- NIEFS continues to work closely with both Island Health (North Island Hospitals project) and BC Hydro (John Hart Generating Stations Replacement project) to support these projects successful implementation. This includes: participation on BC Hydro's Community Engagement Committee; participation on the NIHP Community Organization Committee; the development of a web based portal on the Chamber of Commerce Web Site to inform bid proponents, employers and job seekers of the opportunities created by these project; and the development of specialized workshops and forums to assist job seekers in connecting with employment opportunities created by these projects.
- NIEFS Regional Manager, Community & Labour Market Services continues to be a member of the Table of Partners with the Strathcona Community Health Network ensuring employment and income remains part of the conversation with respect to social determinants of health as is evidenced in APPENDIX 4.

7.4 Continue enhancing EPBC services and supports through improvement of research and innovation, measurement, and reporting capabilities.

- Given NIEFS 30 year history, the organization has well-established partnerships both formal and informal and is seen as a trusted resource across the North Island. Our extensive network of partnerships allows us to quickly identify and act on opportunities for innovation. As a result, NIEFS is often asked to pilot new programs and services which we are always eager to explore.
- NIEFS provides Labour Market Information presentations to employers and community organizations and is frequently asked to present at Regional and Provincial conferences on Rural Employment and Workforce Development.
- NIEFS has developed a strong relationship with the BC Centre for Employment Excellence. NIEFS Executive Director participates on the Steering Committee as an EPBC contractor as part of the research project through the BC Centre for Employment Excellence BizHub project highlighting excellent business practices among employment serving organizations in BC.
 - In addition, the Regional Manager, Employment Services continues to participated in the Client Engagement sub-hub and the Regional Manager, Community and Labour Market Services participated in the Staff Engagement sub-hub.
 - Currently, the Regional Manager, Employment Services is assisting in the facilitation of the final sub hub focused on Employer Engagement.
 - For more information: http://www.cfeebc.org/news_item/biz-hub-a-fresh-approach-to-support-the-employment-services-sector-in-making-continuous-improvements-to-client-processes-and-services/
- In partnership with the Social Research and Demonstration Corporation (SRDC) NIEFS is participating in a Disability Income Information Study that evaluates the effect of access to benefit and employment information on Persons with Disabilities (PWD) benefit recipients who are clients of WorkBC Centres. As many recipients of PWD assistance worry about losing their PWD status this project is focused on testing a well-designed online calculator that may help in reducing some of the financial anxiety that clients may face when returning to work.

APPENDIX 1 – RURAL AND REMOTE SERVICE DELIVERY 2018 – 2019

North Island Employment is an innovator and proactive community partner in providing the full range of EPBC service delivery to all communities in our North Island catchment area. Each community is unique in its labour market, community needs, infrastructure and assets and requires flexibility in service delivery options. NIEFS' approach is to engage the community, network and cultivate community connections with community stakeholders with free public internet access, which we can leverage into making WorkBC services easy and streamlined for job seekers, employers and community at large. When combined with our regular outreach and online service delivery, job seekers in every community are able to access services during regular office hours and self-serve resources online 24/7.

Rural and Remote Clients served since 2012

| Community | Population (2016 census unless stated otherwise) | Case Managed Clients since 2012 | Clients employed since 2012 |
|---------------|--|---------------------------------|-----------------------------|
| Gold River | 1212 | | |
| Tahsis | 248 | | |
| Sayward | 311 | | |
| Cortes Island | 1042 (2006 census) | | |
| Quadra Island | 2472 (2006 census) | | |
| | Total | 794 | 345 |

Gold River

NIEFS continues to be a regular presence in Gold River through our connections with the Gold River Literacy Society. NIEFS provides outreach and job club-like services on a regular basis at the Gold River Literacy Centre to support our remote service delivery channels including active use of the EPBC Client Portal. NIEFS recently donated a computer and printer to the Gold River Literacy Society, so that there is an additional public computer station for job seekers to use to job search and access WorkBC services and resources. The Literacy Outreach coordinator has been shown where to direct job seekers to access the Online Client Portal and has been trained in helping job seekers access NIEFS and WorkBC resume and job search online links and resources.

We have also connected with Gold River Secondary school Vice Principal and are invited to participate in a few events throughout the school year including presenting to students, teachers and parents on WorkBC services and career resources of interest to youth. NIEFS also connects regularly with the Mowachaht – Muchalaht First Nations Social Development officer and the ASSET holder Nuuchahnulth Employment and Training Program Coordinator for service delivery coordination and to share labour market information and different community/employer events happening in our catchment area.

Future plans include:

- Provide outreach and online information sessions to promote WorkBC services and workshops that tailored to pique the community's interests, needs and labour market (i.e. looking at self-employment options and how to combine multiple income sources)

- Continue our strong working relationship with the Gold River Literacy Society by providing regular outreach services; liaison and referral of job seekers and employers
- Continue to work with Community Health Network, the School District, the community of Tsaxana and other community stakeholders to promote better access to WorkBC services and other regional community services and resources

Tahsis

Tahsis is a tiny remote community that is a further 65 kms northwest of Gold River on a gravel logging road. NIEFS has met with Mayor and Council to present on WorkBC services and has connected with the community centre, (one of the few places job seekers can access public WiFi). Neither Tahsis or Gold River have cell service and so clients without a phone must rely exclusively on using online services. Tahsis clients are always invited to participate in outreach services in Gold River as client numbers are insufficient to warrant regular outreach travel specifically to Tahsis.

Future plans include strengthening our connections to community sites where clients can access internet and widening the range of our online ESS topics so that clients with limited means can fully access services with minimal costs

Sayward

NIEFS also has a strong relationship with Sayward Literacy Now and School District 72, which provides a classroom for both organizations to work with adults in the community. In addition to providing online and regular outreach/ services, this year NIEFS and Sayward Literacy Now teamed up to host the 1st ever (soon to become annual) Sayward Meet and Greet-Job Fair. This event was sparked from a seasonal employer's request wanting to hire staff for the tourism season. Other local employers also looking to hire quickly came on board. We also invited other community service providers who operate in Sayward and promoted the event to the community. 25 job seekers, employers and organizations attended the event, which may not seem like a high number but every employer said that they met a prospective employee and every job seeker said they left with at least one solid job lead. Results are still being collated from that event but anecdotal feedback is that the community would like to turn this into an annual event.

Future plans include:

- Provide outreach and online information sessions to promote WorkBC services and workshops that tailored to pique the community's interests, needs and labour market (i.e. looking at self-employment options and how to combine multiple income sources)
- Host 2nd annual Sayward Job Fair-Meet and Greet and actively participate in other Community events
- Continue our strong working relationship with Sayward Literacy Now and School District 72 by providing regular outreach services; liaison and referral of job seekers and employers
- Work with Community Health Network, and other community stakeholders to promote better access to WorkBC services and other regional community services and resources

- One of the challenges that we have is that when the school closes for summer, we have no space to hold regular outreach services. We have had some initial discussions with the local librarian of VIRL that they have plans to build a new library site with capacity for a private space to meet that may be available to community organizations to rent for a small fee. This would provide additional access over the summer months or during spring break or for those individuals who would prefer not to access our services in a school setting

Cortes and Quadra Islands:

NIEFS consults regularly with both Literacy Coordinators for Cortes and Quadra Islands to get input as to what kinds of employment needs and services each island community has. As with most small remote communities, full-time year round employment is scarce. Most employment is seasonal and highly dependent on the tourist economy. Thus, many job seekers are looking for different ways to supplement this income so they can support themselves year-round.

This year, NIEFS held “Eyes Wide Open” session. This session explored different options for earning a living including self-employment, freelancing, contract work and combining multiple sources of income to earn a living year-round. Participants were also introduced to resources including WorkBC Self Employment services that could help them start a business. An important feature of these sessions was the opportunity to network with others in the community, so NIEFS reached out to Discovery Island Chamber of Commerce, Cortes Is Business and Tourism Association and local entrepreneurs to invite them to these sessions and share their experiences as to what it’s like to be self-employed. Fourteen individuals attended Eyes Wide Open on Cortes Island and 31 individuals attended Eyes Wide Open on Quadra Island. Evaluations gathered gave universally positive feedback and the opportunity to learn about potential resources for self-employment and network with other community members was cited as particularly valuable.

Future plans include:

- Provide outreach and online information sessions to promote WorkBC services and workshops that tailored to pique the community’s interests, needs and labour market (i.e. looking at self-employment options and how to combine multiple income sources)
- Continuing to liaise with business and community organizations to build their capacity to support aspiring entrepreneurs and job seekers
- Continue to build relationships with Literacy Coordinators, community/business stakeholders and other regional service providers to increase access to services and employment options

APPENDIX 2 – NIEFS PARTNERSHIP WITH THE JOHN HOWARD SOCIETY FOUNDRY

NIEFS partnership with John Howard Society Foundry (aka BC Youth Integrated Health and Social Services Initiative) has enhanced our capacity to provide specialized employment services for youth. NIEFS is a key partner and stakeholder in this innovative pilot that aims to provide integrated health service delivery to youth and youth transitioning to adulthood (12 – 24 years of age) by offering primary health care, mental health counselling and wide range of youth and young adult community services. Recognizing employment as a determinant of health, employment services for youth is seen by Foundry and NIEFS as a priority and in addition to providing a Work BC specialized Case Manager for youth, the NIEFS Board of Directors has committed Society surplus to providing a youth employment specialist for youth needing employment services but are not eligible for WorkBC.

In our first year of offering specialized youth services out of Foundry Campbell River (April 1, 2017 to March 31, 2018), the following results were achieved:

- Started a weekly youth Job Club
- Hosted Youth Summer and Beyond Employment Fair
- Initiated a community, employment, education working group of career counsellors from school
- Worked 1-1 with over 88 youth from Foundry Campbell River
- Assisted 57 WorkBC eligible youth with a disability or additional challenges through intensive services such as Customized Employment and Job Development; Job Coaching or Job Maintenance/Retention services
- Helped 151 WorkBC eligible youth between the ages of 16 – 30 find employment

Below is a testimonial from a **WorkBC Youth Success Story**:

“I first came across NIEFS WorkBC Employment services when a family friend encouraged me to check out John Howard Society’s Foundry program (BC Youth Integrated Services). I had been trying to find a job on my own but it just wasn’t working. I kept applying to different places and never hearing back. I met Jenny (NIEFS Youth Employment Specialist) at Foundry, the atmosphere there was so welcoming, relaxing and stress free. Everyone was so nice and helpful.

I had different seasonal jobs but needed to get work that was year-round. The first thing we did was re-work my resume to highlight my transferable skills in customer service. That made a big difference – first job I submitted my new resume to, I got a call back.

Then Jenny (Case Manager) and I practiced job interview skills. Boy, was that awkward! I actually found the real interview easier than the practice interview with Jenny. But it must have helped because 3 interviews later with Home Depot - I got the job.

NIEFS also helped me with transportation supports to job search and helped me get a pair of work boots to start my new job.

The biggest thing that NIEFS and Jenny helped me with was MOTIVATION. Meeting with Jenny regularly helped me stay motivated to keep job searching. Jenny was very supportive and communication with her was easy – quick and fast, too. Jenny always had time to meet with me and got back to me right away with a text or email.

I was really glad that there is a place like Foundry where you can get help right away and that NIEFS has a staff person working at Foundry who specializes in working with young people to find employment.”

Follow up Note: At 12 weeks of this youth’s employment follow-up, the client reported that he left his job at Home Depot to take a better job and now works as a construction site supervisor at 40 hours per week with an increase in wage.

Dayton – age 20 - 1-50597674405

Future Foundry Plans include:

- Continue to provide individualized WorkBC services to youth from Foundry Campbell River as well as NIEFS;
- Develop and run youth-specific, cohort group programming that focuses on employability skills, career planning, careers with a future (projected to be in-demand with the coming impacts of technology and AI) and job search based out of Foundry Campbell River;
- Host a youth hiring fair inviting employers with entry level employment opportunities (fast food restaurants, fish processing operations, PRT nursery and more) and other youth employment programs such as Blade Runners, Volunteer Centre, Women’s Centre Campbell River Fishing Pier Snacks;
- Continue to organize and host regular meetings between educators and youth community employment service providers;
- Continue to maximize our relationships with employers who appeal to and hire youth to create meaningful employment opportunities for youth to learn and be successful in the world of work.

APPENDIX 3 – NIEFS CALENDAR OF EVENTS & ACTIVITIES THAT ADDRESS COMMUNITY & EMPLOYER LABOUR MARKET NEEDS

Spring 2018 (February – April)

Spring 2018 saw an increase over previous years in employer requests from tourism operators for hiring events as they prepared for the 2018 season. If the continued hot labour market and tourism industry are again the case in the spring of 2019 we will plan for a large Tourism/Hospitality Hiring Fair with many employers rather than many single employer events.

February 2018

- Employer information and hiring event with Big Bay Landing & Campbell River Golf and Country Club – attended by 10 participants.
- Employer information and hiring event with Broadstreet Properties and Seymour Pacific focused on office career opportunities – attended by 29 participants.
- Hiring event for Brown's Bay Resort – attended by 11 participants.

March 2018

- Hiring event for Dolphin's Resort – attended by 24 participants.
- Regional Manager, Employment Services was a co-presenter with the BC Centre for Employment Excellence at the BC Career Development Association annual conference speaking about the Client Engagement sub-hub as part of the BizHub research project currently underway.

April 2018

- Employer information and hiring event with Gowlland Harbour – attended by 11 participants.
- Employer information and hiring event with Compass Group and Crothall Healthcare (contractors at the new CR and Courtenay hospitals) – attended by 12 participants.

May 2018

- Employer information and hiring event with Brown's Bay Packing Company.

June 2018

- Employer information session with Island Health.
- Youth Career Fair in partnership with Foundry.

September 2018

- NIEFS and North Island College are co-sponsoring two Awards for Excellence in Workforce Development to recognize local businesses that demonstrate best practices in occupational skill development.

- NIEFS is partnering again with the City of Campbell River to host a Forestry Career Expo event in support of National Forestry Week Sept 23-29 2018.
- NIEFS will co-host with Campbell River and District Association for Community Living an Employer Appreciation event in recognition of Disabilities Month for local employers who demonstrate excellence in working with people with disabilities.

October 2018

- NIEFS will host a community hiring fair on October 23, 2018. The timing of this event is coordinated with our major employers.
- NIEFS will participate in the annual Vancouver Island Economic Alliance State of the Island Summit attended by hundreds of industry and employer connections.

February & March 2019

- As noted above, NIEFS will continue to monitor the labour market and tourism industry in terms of labour demand and ideally host a Tourism Industry Hiring Fair to connect workers to opportunities in the industry for the 2019 season.
- Broadstreet Properties/Seymour Pacific Developments Hiring Fair.
- NIEFS will participate in the Annual North Island College Career Fair in March 2018.

It is important to note is that these are the events planned to date. Throughout the year NIEFS is very responsive to requests to host hiring and information sessions and events and can often coordinate a successful event within a few days of request. Our calendar continues to populate throughout the year.

APPENDIX 4 –TESTIMONIALS



1441 16TH AVENUE
CAMPBELL RIVER, BC V9W 2E4
TELEPHONE: (250) 286-7200
FAX: (250) 286-7222

April 3, 2018

Re: North Island Employment - Employment Program of British Columbia

To Whom It May Concern:

Please accept this letter of support for North Island Employment Foundations Society (NIEFS) in their bid to continue to deliver the Employment Program of British Columbia across North Vancouver Island in the next iteration of contract awards set to take effect April 1, 2019.

As the primary workforce development organization across the North Island, NIEFS in their capacity as a WorkBC Employment Service Centre has been actively involved and a supportive partner in the labour market partnership (LMP) resulting in the Nanwakolas Employment and Training Strategy over the past few years. Building capacity within the Nanwakolas member nations is essential for ensuring resilient, healthy, and sustainable communities and we appreciate the work NIEFS does across the North Island to support this.

We have established a strong partnership with NIEFS in support of the Nanwakolas Employment and Training Strategy including:

- Active participation in various community forums regarding the development and ongoing implementation of the Employment and Training Strategy;
- In partnership with Nanwakolas, Industry Training Authority and North Island College assisted in the coordination and co-facilitation of a community forum with the Canadian Apprenticeship Forum exploring industry engagement in hiring and retaining aboriginal apprentices;
- NIEFS continues to support Nanwakolas employment and training opportunities through Aboriginal Community-Based Training Partnership Programs (ACBTP);
- NIEFS continues to actively connect job seekers with employers through timely career fairs; employer forums; and guest speaker opportunities.

I firmly believe that community partners such as NIEFS are a catalyst in connecting job seekers to skill development; information and resources; and jobs in a timely, accurate manner that support the work of Nanwakolas and our member nations.

I strongly support NIEFS bid to continue to deliver the Employment Program of British Columbia across the North Island in the next round of contract awards. With over 30 years working in the community, NIEFS is a great organization with the necessary partnerships in place to be able to successfully continue to provide these important services in the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Roberts". The signature is fluid and cursive, with the first name "Chris" written in a larger, more prominent script than the last name "Roberts".

Chris Roberts

Regional Economic Development /
Community Wellbeing Coordinator
Nanwakolas Council



OFFICE OF THE CHAIR

March 22, 2018

North Island Employment - Employment Program of British Columbia

To Whom It May Concern:

Please accept this letter of support for North Island Employment Foundations Society (NIEFS) in their bid to continue to deliver the Employment Program of British Columbia across North Vancouver Island in the next iteration of contract awards set to take place April 1, 2019.

NIEFS, in their capacity as a WorkBC Employment Service Centre is a valuable community partner supporting the Strathcona Regional District (SRD) projects and initiatives. NIEFS has actively created and developed services, programs and events that support the changing needs of this diverse region.

The SRD has a great working relationship with NIEFS which includes recent projects such as:

- NIEFS active participation in numerous community forums leading to the creation of the Strathcona Community Health Network in which NIEFS is a member of the table of partners contributing important knowledge connecting employment and income to the social determinants of health across the region;
- NIEFS support for the SRD's successful application for the Connected Coast project aimed at ensuring rural and remote communities across the region have access to the internet.

I firmly believe that community partners such as NIEFS are a catalyst in connecting community, industry and job seekers to skill development; information and resources; and jobs in a timely, accurate manner that supports the work of the SRD and ultimately healthy, sustainable communities across the region.

I strongly support NIEFS bid to continue to deliver the Employment Program of British Columbia across the North Island in the next round of contract awards. With over 30 years working across the region, NIEFS is a reputable organization with the necessary partnerships in place to be able to successfully continue to provide these important services throughout the communities across the North Island.

Sincerely,

Michele Babchuk
Chair

Stephen Watson

Communications Lead, John Hart Generating Station Replacement Project
Stakeholder Engagement – Vancouver Island

P.O. Box 1500

400 Madsen Road

Nanaimo, BC V9R 5M3

Phone: 250-755-4795

Mobile: 250-616-9888

Email: steve.watson@bchydro.com

February 9, 2018

To Whom It May Concern:

Re: North Island Employment - Employment Program of British Columbia

I am pleased to provide this letter of support for North Island Employment Foundations Society (NIEFS) in their bid to continue to deliver the Employment Program of British Columbia across North Vancouver Island in the next iteration of contract awards set to take effect April 1, 2019.

As the primary workforce development organization across the North Island, NIEFS in their capacity as a WorkBC Employment Service Centre is a key community partner in preparing the community for our large infrastructure projects happening and proposed in the region. Specifically, since 2011, NIEFS has actively developed and provided services, programs and events that ultimately connected job seekers and employers to the John Hart Generating Station Replacement Project.

We have established a wonderful and open two-way communication style. Examples of our collaborative partnership in support of the John Hart project include:

- Meeting well in advance of the start of the project to identify specific training needs to better prepare and provide accurate labour market information to assist job seekers prepare for opportunities;
- NIEFS actively participated in community speed networking meetings geared towards connecting local business with tender information and job seekers with employment opportunities on the project that were attended by about 600 people;
- Following the speed networking event, NIEFS held weekly information sessions regarding the timeline of the project and employment opportunities. Attended by

hundreds, these sessions were open to the public and provided an ongoing opportunity for job seekers to access current and accurate information leading up to the start of the project.

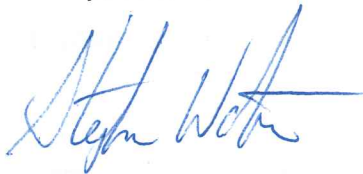
- NIEFS has been an active member of the BC Hydro Community Liaison Committee throughout the life of the project. To that, they are now preparing for three large proposed capital projects on the Campbell River system that may begin in 2021.

I firmly believe that community partners such as NIEFS are important in supporting large scale infrastructure projects as they are a catalyst in connecting job seekers to skill development; information and resources; and jobs in a timely, accurate manner that support the success of projects such as the John Hart Generating Station Replacement project.

I strongly support NIEFS bid to continue to deliver the Employment Program of British Columbia across the North Island in the next round of contract awards. With over 30 years of experience, NIEFS is a great organization that's in place to deliver these services throughout the community.

Please let me know if you have any questions.

Sincerely,



Stephen Watson

CC Shannon Baikie, NIEFS