



# Municipal/Regional Government Representatives

January 27  
1:00 – 2:00 pm ET

# Today's Agenda

- Technical Considerations and Check ins
- TOPIC: Effective Strategies to Engage Business – Workforce Development
- SPEAKERS: Peter Crockett and Natalie Surridge, Oxford County
- Questions/Discussion
- Closing Announcements

# Purpose of the CoP

A platform for poverty reduction roundtables/coalitions working within municipal and regional governments to discuss challenges, explore strategies and successes related to poverty reduction work.





# Community Model for Economic Vitality

JANUARY 27, 2020

# OUTLINE

1. **Future Oxford Plan**
2. **Oxford Workforce Development Partnership:**  
*Why & Who We Are*
3. **Employer engagement**
4. **Successes**
5. **Challenges**
6. **What's Next for Oxford**





# FUTURE OXFORD



## SHARED VISION - Collaboration

“Getting together  
is a start, remaining  
together is an  
advancement, working  
together is an  
achievement...”



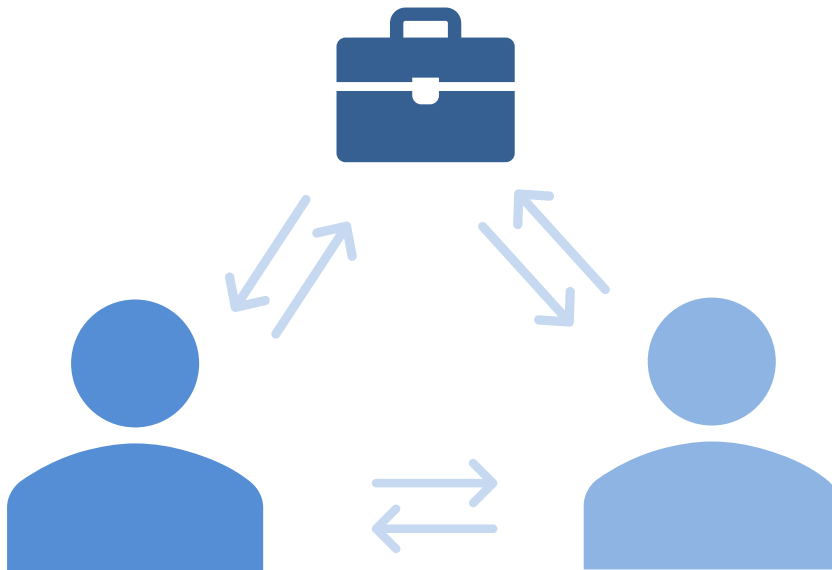


# EMPLOYER ENGAGEMENT



# SUCCESS

## An integrated and collaborative service pathway



**WORK**  
IN OXFORD.CA





## Service Navigation Mapping & Integrated Model for Achieving Community Wellbeing through an Economic Lens

We are acutely aware of the dramatic skill and labour shortages facing our community. We also acknowledge that, if unchecked, it will devastate the economic vibrancy of Oxford. This would have far-reaching ramifications on our entire Community Sustainability plan. Our response represents a holistic, multi-faceted strategy utilizing a myriad of partners to engage and integrate two distinct streams of potential workers. One group is the population outside of Oxford with the requisite skills that match our employer needs. It involves attraction and retention strategies that expose opportunities in Oxford to regional, provincial, national and global audiences. To succeed, in addition to the economic opportunity our community must dovetail with their expectations of Quality of Life indicators including sense of belonging for their families. The other group is comprised of people already in Oxford who are not participating in the workforce. Given, our now chronic labour shortage and the strength of our economy, this population tends to possess multiple barriers to employment that can only be addressed by a coordinated and collaborative wraparound strategy to holistically address their needs and support the transition to the world of work.

While the challenges are incredible complex, the probability of success is exponentially higher in Oxford. Our social safety net is very robust, with longstanding partnerships, a philosophy of client-centric collaboration and a very unique core geography. The proximity further nurtures collaboration but also eases access for all citizens to get the supports they require to achieve their goals and thrive in our community.



### PROVIDING ACCESS TO SERVICES

7 bus stops within a two-block radius of community hub  
\$20,000 spent on transportation services by CES  
16,800 clients served through CES. 2,000 access more intensive service  
606 employers engaged in local programs  
6,706 positions posted to [WorkinOxford.ca](#) by 1,020 employers

### IMPACT ON THE ECONOMY

78% of population employed  
14% of population pursuing local education opportunities  
Newcomer attraction: 240 people and their families served this year and 120 successfully employed

#### SERVING IN INGERSOLL

Employment Ontario, Human Services (COW)  
Probation & Parole, TVDSB  
Ingersoll Support Services, Employment Solutions

#### SERVING IN TILLSONBURG

Employment Ontario,  
Human Services, Literacy, English as Second Language

#### SERVING IN TOWNSHIPS

(Princeton, Thamesford, Tavistock, Norwich, Plattville)  
All offer direct connection to and Employment Ontario Counsellor

#### SERVING EVERYWHERE

Multiple tools developed to allow ease of access i.e. Work In and Welcome to Oxford, Video Conference, Virtual Counsellor, Live chat, Texting

#### PARTNERSHIP AGREEMENTS

Over 100 organizations are actively engaged in supporting our strategies and have agreements to ensure clients move seamlessly between services as they travel the continuum pathway.

# CHALLENGES

- **Mindset**
- **Regional shift**
- **Rebuilding confidence**





WHAT'S NEXT FOR OXFORD

# Amplifying our voice



# Questions?



# Closing Announcements

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Today's notes and meeting resources will be circulated in the coming days

**Next Call:** March 23<sup>rd</sup> or 30<sup>th</sup> (TBD)

**Topic:** Best practices for a Collective Impact backbone?  
(Tentative)

Speaker? Content suggestions?



# Leveraging Local Assets and Social Procurement

**Date: January 28, 1-2 pm ET**

**Speakers: Hanifa Kassam and Nate Stephens**

Join Hanifa Kassam with City of Toronto's Poverty Reduction Strategy Office and AnchorTO along with Nate Stephens of The Democracy Collaborative to learn about how place-based collaboratives across the US and Canada are applying a community wealth building framework to community development work.

Learn more and register here:

<http://events.tamarackcommunity.ca/anchor-collaboratives-leveraging-local-assets-and-social-procurement>



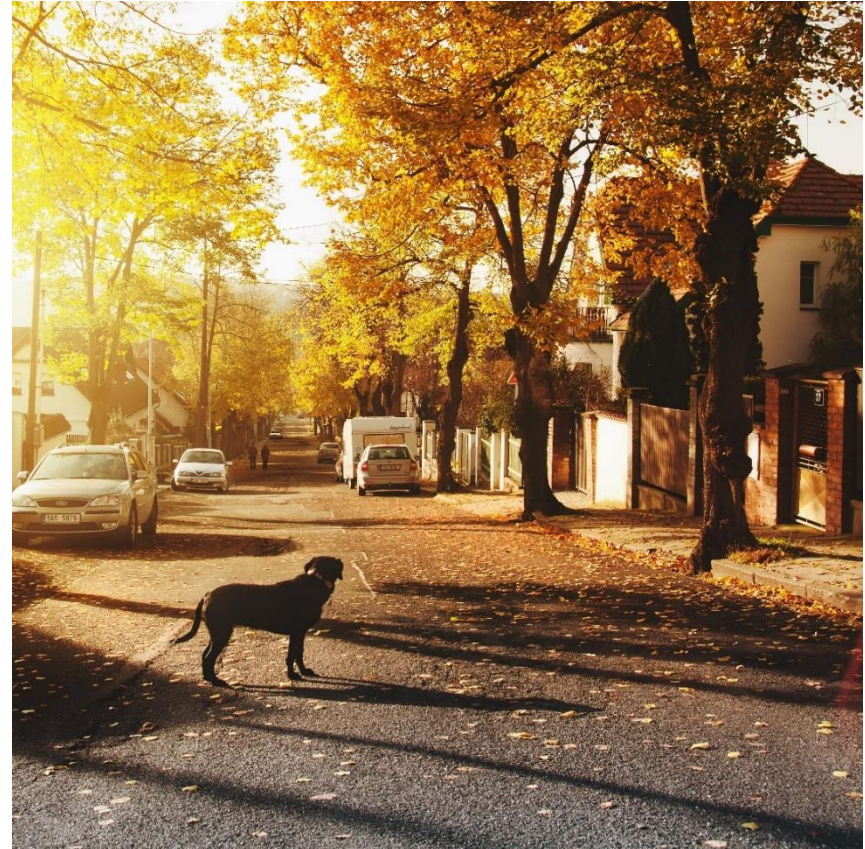
# Asking our Communities: A Journey to Understand Participation and Involvement

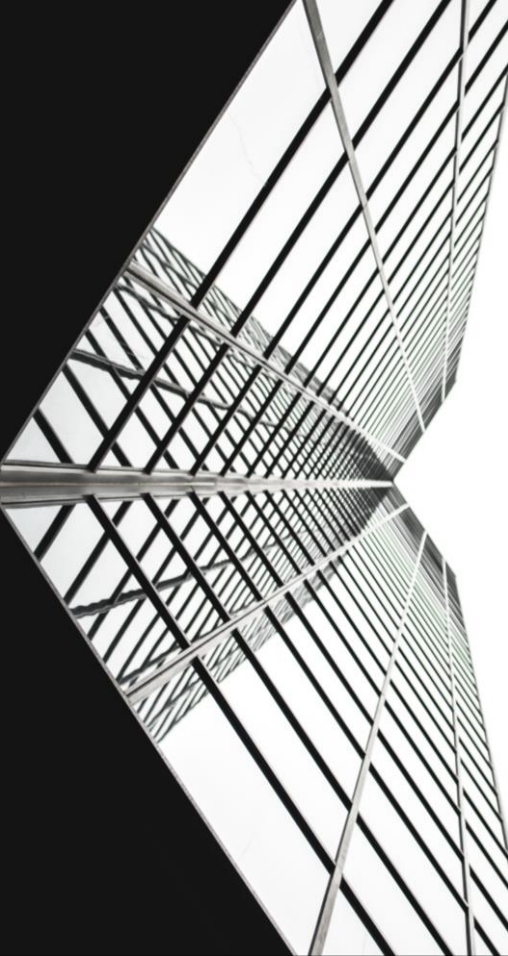
**February 25 from 1:00 – 2:00 pm ET**  
**Speakers: Lidia Kemeny and Paul Born**

Join a discussion with Vancouver Foundation's Lidia Kemeny and Tamarack's Paul Born as they explore how we can engage community to get input on a particular issue. Together they will discuss findings on questions about how citizens feel about participating and about feeling involved in community life.

Register here:

<http://events.tamarackcommunity.ca/asking-our-communities-a-journey-to-understand-participation-and-involvement>





# Save the Date! The End of Poverty Gathering

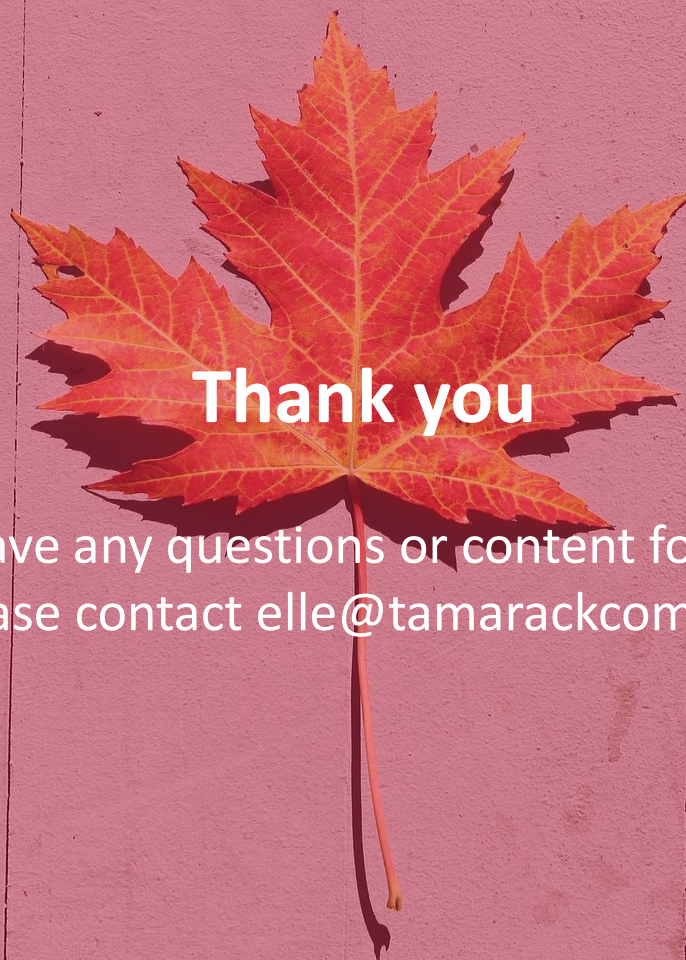
October 14-16 | Calgary, AB

**Over our two and a half days together, you will learn from inspiring keynotes and peer leaders, take part in interactive workshops, and engage in an energizing cultural celebration.**

*Keep informed and get first access to registration:*

**<http://events.tamarackcommunity.ca/the-end-of-poverty-save-the-date>**





**Thank you**

If you have any questions or content for the next call, please contact [elle@tamarackcommunity.ca](mailto:elle@tamarackcommunity.ca)