

Now Hiring Hamilton: Workforce Development and Retention Strategies for SMEs



Funded by:

Ontario Labour Market Partnerships (OLMP)

Project Partners:

Government of Canada, Government of Ontario, Employment Ontario, City of Hamilton – Economic Development, Workforce Planning Hamilton, FedDev Ontario, FedCap, Adult Basic Education Association, Mohawk College Consultancy, Mohawk College Community Employment Services



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

Project Objectives

- Generate a workforce development and onboarding strategy to support SMEs (< 50 employees) with their recruitment, onboarding and retention needs, particularly in the context of COVID-19 recovery.
 - Extensive scan of the SME landscape in Hamilton
 - Needs, existing resources, and gaps
 - In-demand entry-level employment
 - Create a consolidated asset map (i.e., resource guide)
 - Knowledge sharing



Project Team

MOHAWK COLLEGE	HAMILTON CHAMBER OF COMMERCE
Brittney Glass – Research Coordinator	Danielle Fenton – Project Coordinator
Shandi Ward – Project Support Officer	Paul Szachlewicz – Policy & Government Relations Advisor
Yudara Bernard Weerakoon – Training Specialist	Marie Nash – Chief Operating Officer
Jody Brown – Manager	



Key Milestones and Updates

Phase 2

Literature Review

July 2021



- Hiring and onboarding needs of SMEs
- Impact of COVID on the local labour market
- EcDev, WPH, ABEA, FedDev, FedCap, MCCES

Focus Group Discussions

Oct to Nov 2021



- Mohawk Consultancy
- Educational Video series
- Focus groups & survey to job seekers/service providers - MCCES

Survey

Jan 2022



- Employer One Survey
- Partnering with WPH & EcDev at the City of Hamilton

Phase 3

Final report

Mar 2022



- Asset Map
- Centralized Depository of data and research
- Housed at the Chambers website

★ NOW ★
HIRING
HAMILTON

Highlights of Literature Review and Preliminary Analysis

In-demand Entry Level Positions in Hamilton

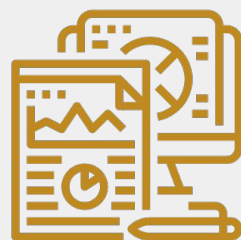


Material Handlers
Other customer and information services representatives
Other labourers in processing, manufacturing and utilities
Sales and accountant representatives- wholesale trades (non-technical)

Employers identified
“difficult to fill”



Home support workers, housekeepers and related occupations
Business, finance and administration (unidentified sub-category)
Retail salespersons
Cooks
Administrative assistants
Receptionists
General office support workers
General farm workers
Delivery and courier service drivers
Light duty cleaners
Transport truck drivers



Sourced from:
- frequent job postings during 2020 (WPH data)
- MCCES/FedCap “filled roles” from 2020 (MCESS/FedCap data)



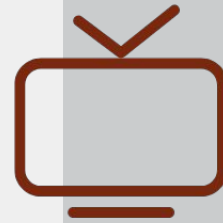
Series of Educational Videos and Materials

(10-15 min each)



Video 1: Intro to the Project

- Overview of the project
- Invitation to SMEs to participate focus group discussions & survey



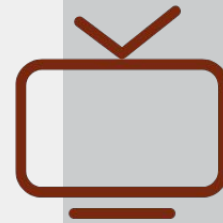
Video 2: Alternative Credentialing

- What is micro-credentialing?
- Benefits of alternative credentialing and options
- How employers can get involved in shaping AC programs



Video 3: Skills & EDI

- Background of Essential Skills
- Discussion of hard vs soft skills
- Equity, diversity & inclusion



Video 4: HR Basics

- Conversation of employee retention
- Mental health, Sick leave, and Child Care
- Flexible work hours & benefits



Focus Group Discussions

Register for the focus groups discussions at:

www.nowhiringhamilton.ca



Dates:

Focus Group 1 – Oct. 26, 2021

Focus Group 2 – Oct. 28, 2021

Focus Group 3 – Nov. 2, 2021

Focus Group 4 – Nov. 4, 2021

Focus Group 5 – Nov. 11, 2021



Thank you!

