

Appendix D: Employment Program Support

Social Prosperity and Economic Development

1. Employment Sector Council London Middlesex /London Middlesex Immigrant Employment Council:

Summary: WIL Counseling and Training for Employment will be acting as an Administrative Sponsor for both proposals; ESCLM and LMIEC. WIL was founded in 1984 as Women Immigrants of London Resource Service Centre - a nonprofit community organization dedicated to facilitating the social integration needs of immigrant women within London's community. Over the years, WIL has responded to the expressed needs of its clientele by providing employment counseling, preparation and placement services for both immigrant men and women. While developing these services, the organization has also added a variety of career development and job search solutions for Canadian men and women.

ESCLM: The Employment Sector Council London-Middlesex (ESCLM) is a Program of over 45 organizations serving clients in the employment and training sector in the City of London and Middlesex County Ontario. The Program provides strategic solutions for job seekers, employers, and our community. Shared training for employment planning, standards for high quality service delivery, client referral, tracking and information sharing agreements, and common technology platforms designed and delivered by the ESCLM have enabled solid, collaborative working relationships.

LMIEC: The London Middlesex Immigrant Employment Council (LMIEC) launched in 2008 as a business-led organization with the purpose to connect local employers to Canadian newcomers and, in turn, strengthen the local economy. Today the LMIEC is an established organization linking employers to effective, no-cost tools and resources including: Search tools to access pre-screened local and province-wide talent. Mentoring programs that strengthen leadership, coaching and cross-cultural skills of your employees. Screening support for evaluating international credentials and language skills. Connections with business leaders in your community who have successfully attracted and retained newcomer talent.

The two proposals propose to go forward as one joint proposal and are seeking funding for Employment and Program Support in the amount of \$207,658 combined, to support two job matching Programs. **ESCLM** is requesting \$101,883 (*\$50,192-yr.1; \$51,691-yr.2*) in funding support from the City of London to hire an Employment Marketing Advisor, JDN marketing initiatives, and overhead expenses for 2 years, 2013-2014, to officially establish Job Developers Program as a key London resource for connecting area employers with JDN's pool of talent. **LMIEC** is requesting an annual investment for an initial 2-year period from the City of London in the amount of \$105,775 (*\$51,788-yr.1; \$53,987-yr.2*) to support the salary of a full-time Sales and Marketing Advisor. The Program matches qualified talent to unfilled job orders and marketing those candidates to employers is a labour intensive process, and as a result requires an additional staff member to compliment the team. ESCLM's Job Development Program connects unemployed workers with area employers, while the LMIEC connects skilled

immigrant talent pool (already in London) to satisfy positions that are presently going unfilled. LMIEC also focuses on talent attraction and retention. Based on the primary analysis it was determined that the combined proposals fall within both “Economic Development” and “Social Prosperity” criteria as they focus on job matching, attraction and retention.

Major Strengths and Advantages:

Through the combined efforts of the ESCLM “Job Developers Program and the LMIEC “Job Match Program” to match people with jobs, the joint WIL proposal directly addresses key elements of the City of London’s Strategic Plan: **A Strong Economy**; Develop our skilled workforce, Build partnerships with key private, institutional and community partners; **A Caring Community**; Increase the health and well-being of all citizens. Through the application of the secondary analysis tool, both organizations scored very high on indirect job creation, as it has been estimated that within a two year time span, 2,500 workers/employers will be matched with jobs. A further advantage of the joint WIL proposal is that both (ESCLM and LMIEC) organizations establish a supportive workforce climate wherein existing employer demands are met by qualified, skilled job seeker supplies. The two organizations, ESCLM and LMIEC, complement each other and work collaboratively to achieve the same result: to match qualified job seekers with the right position, and to fill vacant job openings with the appropriate skilled professional. The ESCLM Job Match Program matches the unemployed based on their level of skill with the right employment positions. In the event where those positions cannot be filled due to lack of skill/ knowledge, LMIEC seeks to find skilled immigrants within the City of London to fill positions that are going unfilled.

Potential Limitations:

As the proposed idea does not create jobs, it does however drive transformational change across London’s economy to create job opportunities for all Londoners. The limitation of the idea is based on the challenge facing the local employment sector; the existing mismatch between unemployed and underemployed individuals and the jobs available. The unemployed face the challenge of finding a job pertinent to their level of skill, while the employers face the challenge of filling vacant jobs that focus on specific skill and/or talent. The success of both Programs will depend on the number of available/vacant jobs that will be required to be filled/matched within the local community. Furthermore, another limitation is that the 2013 Corporate Budgeted reflects a 0% increase in the property tax levy, and so the funding request in the amount of \$101,980 (for the first year) would have to be found elsewhere; which could ultimately result in City service cuts.

Recommendation:

London’s prosperity rides on all Londoners working. The City of London needs to focus on the needs of its local businesses and recognize the fact that competition for talent is international. Matching job seekers with the right job is critical to the growth of the local economy. There are many benefits to the two organizations as they collaboratively work to efficiently match the

unemployed with proper jobs and match employers with properly skilled workers which in turn fill labour shortages and raise productivity. These two organizations strive to reduce the unemployment rate and ultimately support the growth of the local economy.

The Civic Administration recommends that the joint proposal receive City funding in the amount of \$101,980 for the first year of program delivery, by way of salary support. The success rate of both programs will need to be monitored and reported back on in the fourth quarter of its delivery; in order to provide job matching statistics associated with the two Programs and to be re-evaluated for a potential 2nd year funding in the amount of \$105,678. Matching the unemployed with the right kind of job and filling open job vacancies with the right kind of talent could potentially lead to a decrease in the local unemployment rate resulting in wealth creation for the local economy as a whole. It is on that basis that the proposals are recommended to move forward in the process.