

# Middlesex Workforce Development Partnership 2018 - 2020 Strategic Plan



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<b>Strategic Priorities</b>	<b>1. Workforce Development Needs</b>	<b>2. Diverse Workforce</b>
<b>Goals</b>	Support the workforce development needs of local business.	Facilitate the development and retention of a diverse workforce.
<b>Objectives</b>	<p>1.1 Better match the skills held by the local workforce with those required for Middlesex jobs.</p> <p>1.2 Increase the capacity of local employers to understand and provide human resource functions, supports, and succession strategies.</p> <p>1.3 Reduce barriers to transportation for the local workforce.</p>	<p>2.1 Increase the number of immigrants choosing to work in Middlesex County.</p> <p>2.2 Increase the number of local youth connected to employment opportunities in Middlesex County.</p> <p>2.3 Increase the number of Middlesex residents choosing to work in Middlesex County.</p>



## Middlesex Workforce Development Partnership 2018 Implementation Plan

Strategic Priorities	Objectives	2018 Actions	Lead
<p><b>1. Workforce Development Needs</b></p> <p><b>Goal:</b> <i>Support the workforce development needs of local business.</i></p>	<p>1.1 Better match the skills held by the local workforce with those required for Middlesex jobs.</p>	<p>1.1.1 Share Employer One survey data with educators, employers, and the workforce in Middlesex County and facilitate conversations about actions that can be taken by these stakeholders in response</p>	<p>EMOWPDB</p>
	<p>1.2 Increase the capacity of local employers to understand and provide human resource functions, supports, and succession strategies.</p>	<p>1.2.1 Hold small business workshops (i.e. HR 101)</p>	<p>CFDC and CEC</p>
	<p>1.3 Reduce barriers to transportation for the local workforce.</p>	<p>1.3.1 Explore transportation options</p>	<p>Middlesex County/ Employment Sector Council</p>



Strategic Priorities	Objectives	2018 Actions	Lead
<b>2. Diverse Workforce</b>  <b>Goal:</b> <i>Facilitate the development and retention of a diverse workforce.</i>	2.1 Increase the number of immigrants choosing to work in Middlesex County.	2.1.1 Create a social media campaign around the Life in Middlesex video	Middlesex County
		2.1.2 Refresh and build upon the We are Middlesex episodes	Middlesex County
		2.1.3 Host an International Women’s Day event	CFDC
		2.1.4 Highlight diversity in the promotional campaign for workinmiddlesex.ca	CEC/Middlesex County
	2.2 Increase the number of local youth connected to employment opportunities in Middlesex County.	2.2.1 Host a Youth Forum	TBD
		2.2.2 Pilot a “Reverse Job Fair”	CEC
		2.2.3 Plan an event that promotes self-employment as a workforce option for youth	CFDC / MC / Western University
	2.3 Increase the number of Middlesex residents choosing to work in Middlesex County.	2.3.1 Establish and load content into workinmiddlesex.ca	Middlesex County/CEC/EMOWPDB
2.3.2 Develop a high profile, public campaign for workinmiddlesex.ca which showcases the diversity of the work environments in Middlesex County		Middlesex County/CEC/EMOWPDB	

