

# Workforce Attraction Webinar

# MGA



April 24, 2018

# The Smartland: Prepared, Agile and Empowered for the Future - Workforce, Infrastructure, Energy & Life

<http://www.midwesterngovernors.org/chairagenda.htm>

<http://www.midwesterngovernors.org/AgileWorkforce.htm>

**MARGARET EATON**

Executive Director

Toronto Region Immigrant Employment  
Council





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Toronto Region Immigrant  
Employment Council

Diversity Drives Success

# ENGAGING EMPLOYERS TO SUPPORT IMMIGRANT ATTRACTION AND RETENTION

Presenter // Margaret Eaton, Executive Director, Toronto Region Immigrant Employment  
Council

# Atlantic Immigration Pilot

**Key Initiative** under the **Atlantic Growth Strategy** to drive economic growth and support the labour force

## What sets it apart:



### Priority processing

Program for High Skilled, Intermediate Skilled and International Students with commitment to process permanent residence applications in less than 6 months.



### Partnership model focused on long-term retention

Employers select candidates most likely to stay in the region. Applicants are provided with comprehensive settlement supports offered in partnership with provinces and settlement service providers.



### Flexible criteria

Basic language (benchmark level 4), lower education criteria (high-school or 2-year diploma for students) and less work experience required (one-year for skilled worker categories, none for international grads).

# Role of employers and settlement service provider organizations

Employers	Service Provider Organizations (SPO)
<b>Designation Stage</b>	
<ul style="list-style-type: none"> <li>• Connect with local settlement service provider (SPO)</li> <li>• Commit to welcoming workplace</li> </ul>	<ul style="list-style-type: none"> <li>• Provide settlement info to employers (e.g., availability of services, possible wait times)</li> <li>• Organize workplace diversity training/support (where applicable)</li> </ul>
<b>Endorsement Stage</b>	
<ul style="list-style-type: none"> <li>• Commit to support settlement needs of employees and family members</li> <li>• Direct potential clients to SPO to receive needs assessment and settlement plan</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct needs assessment and provide settlement plan</li> </ul>
<b>Post-Arrival</b>	
<ul style="list-style-type: none"> <li>• Support newcomers' access to settlement services</li> <li>• Provide early transportation and housing assistance (as required).</li> </ul>	<ul style="list-style-type: none"> <li>• Provide regular suite of settlement services</li> </ul>

***Common goal: Successful integration and retention of pilot participants in Atlantic Canada***



# Toronto's pitch: Dear Amazon

## FUTUREPROOFED TALENT PIPELINE.



*“Our growth as a nation has been built on immigration.”*

*The labour force of tomorrow lives and moves here.”*

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z', resembling a smile.

# Community Engagement to Drive Workforce Development



**STEPHEN FUJII**

Superintendent  
Marion City Schools



**DR. RYAN MCCALL**

President  
Marion Technical College



**CHRISTOPHER TRUAX**

Chief Operating Officer  
OhioHealth Marion General



# MGA's Top Priorities

1. Agriculture
- 2. Economic Development**
3. Energy
4. Renewing the Midwestern Brand

## Why Marion, Ohio?

Innovative collaborative between the educational corridor and our business community to help drive economic development.

### Methods to Attract a Highly Trained Workforce

*Grow your own*

Recruit it in

Import talent needs

# Marion's Growth Model



MARION CITY STUDENTS WILL CUSTOMIZE THEIR FUTURE & FOLLOW ONE OF THESE

# 3 CAREER CLUSTERS

ARTS, BUSINESS & COMMUNICATION

AUTOMATION, MANUFACTURING & ENGINEERING

HEALTH & PUBLIC SERVICE



MIX & MATCH



5 CAMPUSES



0 LIMITS



OUR PARTNERS IN THE MARION REGION EDUCATIONAL INITIATIVE

TRI-RIVERS  
CAREER CENTER

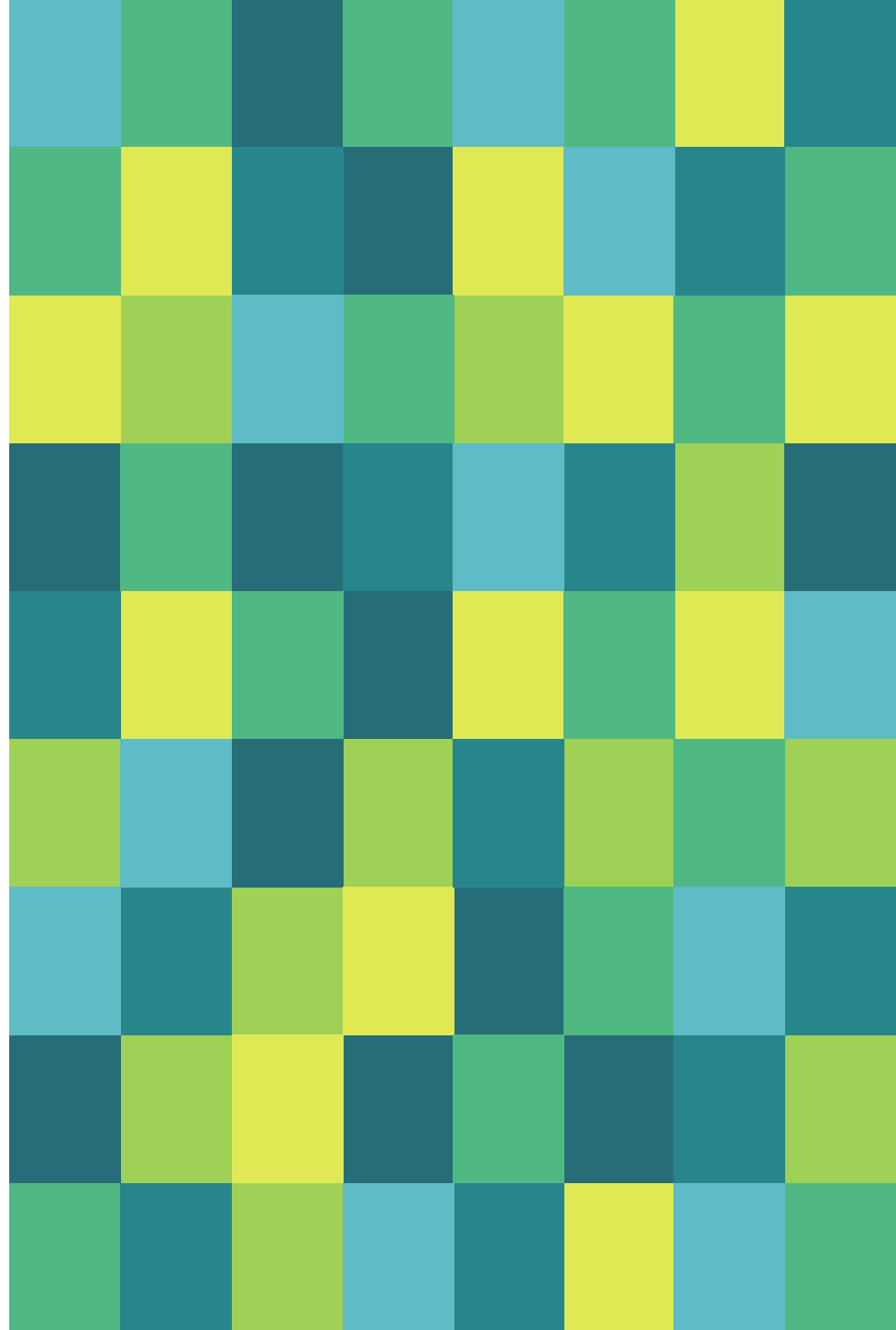


0  
The New York  
Institute

RAMTEC



WORKING WITH OUR PARTNERS IN THE MARION REGION EDUCATIONAL INITIATIVE, EACH MARION STUDENT WILL LEAVE MARION CITY SCHOOLS WITH A DIPLOMA + A PATH TO EMPLOYMENT OR HIGHER EDUCATION



# Harding High School Clusters Catalog



MARION STUDENTS CAREER OPPORTUNITIES  
**HEALTH & PUBLIC SERVICE**

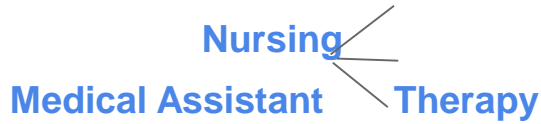


# Medical Assistant Certified Pathway

- Local and Industry-wide shortage
- Entry-level type position
- Critical support position



# Career Framework



## care site locations

### hospital

- 1 OHIOHEALTH RIVERSIDE METHODIST
- 2 OHIOHEALTH GRANT MEDICAL CENTER
- 3 OHIOHEALTH DOCTORS HOSPITAL
- 4 OHIOHEALTH GRADY MEMORIAL
- 5 OHIOHEALTH DUBLIN METHODIST
- 6 OHIOHEALTH HARDIN MEMORIAL
- 7 OHIOHEALTH MARION GENERAL
- 8 OHIOHEALTH O'BLENES HOSPITAL
- 9 OHIOHEALTH MANSFIELD HOSPITAL
- 10 OHIOHEALTH SHELBY HOSPITAL

### managed

- 1 MORROW COUNTY HOSPITAL

### affiliate

- 1 BERGER HEALTH SYSTEM
- 2 BLANCHARD VALLEY MEDICAL CENTER
- 3 SOUTHERN OHIO MEDICAL CENTER
- 4 SOUTHEASTERN OHIO REGIONAL MEDICAL CENTER

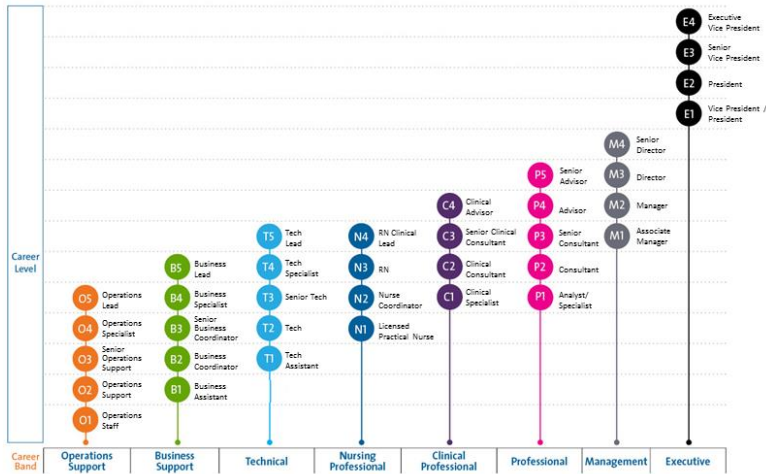


60+  
OUTPATIENT  
LOCATIONS



## Career Framework

What we are implementing – Career



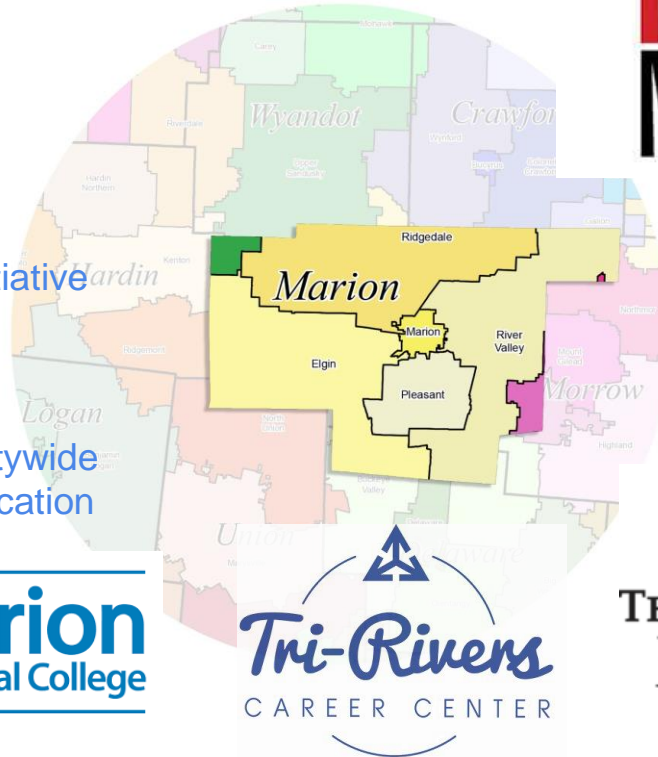


MarionMade- Brand awareness and development initiative

“America’s Workforce Development Capital”- local position statement

Small Legacy City  
Vision 2040- Greater Ohio Policy Initiative  
for development

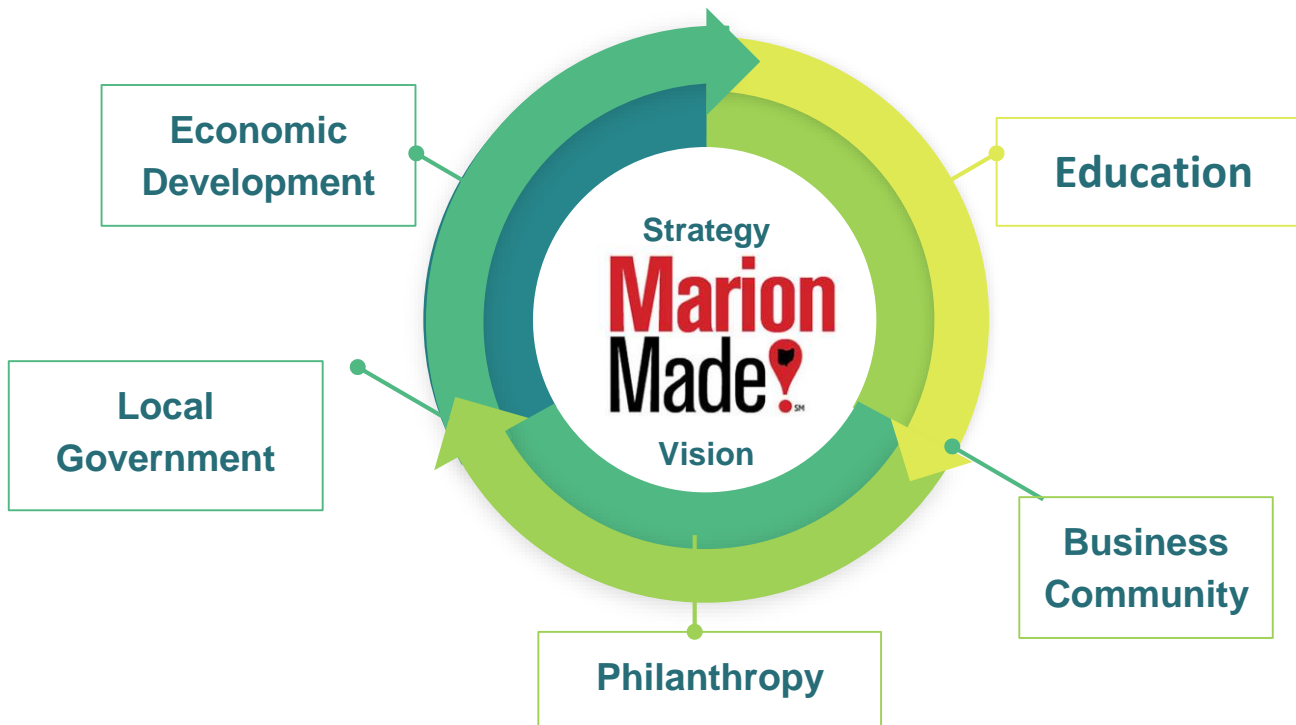
MAWAC- Marion Area Workforce Acceleration Collaborative-is a countywide committee focused on business-education relationships



**Marion**  
**Made!**

**THE OHIO STATE**  
**UNIVERSITY**  
MARION

# Marion's Growth Model



# Growth

## MARION'S GOT MOMENTUM!

Marion is growing again! Here are just a few reasons why:

**WE'RE ATTRACTIVE:** Marion is a Top 100 U.S. small city for business development for the second year in a row, according to *Site Selection Magazine*.

**WE'RE SMART:** Marion City Schools was recently recognized for innovative workforce development programming by the Governor's Office of Workforce Transformation.

**WE'RE WORKING TOGETHER:** Our higher education corridor, including OSU-Marion, Marion Technical College, Tri-Rivers Career Center and RAMTEC, is working together with Ohio Means Jobs and area businesses to get more students and adults prepared for in-demand jobs.

**WE'RE MARIONMADE!** Our community has rallied around all the great people, programs, places and products that make Marion special!



marioncando.com | f t in

In 2017,  
Marion attracted:

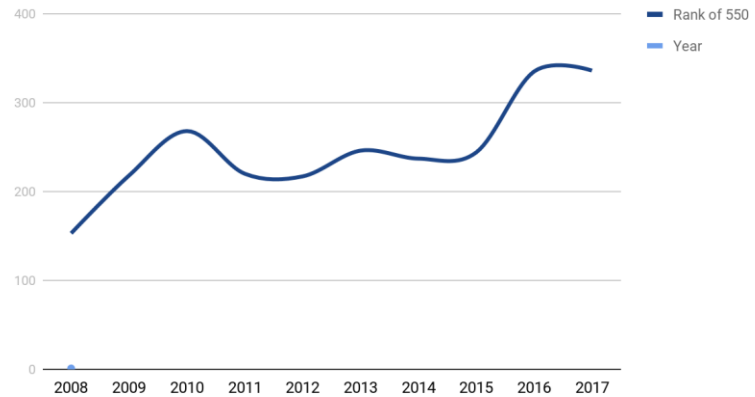
**\$300 MILLION**  
in capital investment

**700**  
new jobs

**47**  
businesses  
to relocate or expand

### Strengthening our Economic Ranking

Rank of 550



\*Source- POLICOM Corporation, February 27, 2018

# Questions & Answers

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# Upcoming Webinars

**May 22 - Infrastructure:** *What are the strengths and gaps in the Midwest's transportation and digital infrastructure and how do we maximize our ability to be a hub for commerce on a global scale?*

**June 26 - Energy:** *How does the Midwest's diverse energy portfolio position it to power the jobs of the future and how will emerging technologies and regulatory requirements impact it?*

**July 24 - Technology:** What are the existing technology assets—networks, AI, data analytics, research centers—that we can strengthen and what do we need to add in order to compete with and surpass the global competition?

<http://www.midwesterngovernors.org/AgileWorkforce.htm>

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