

DEPARTMENT OF ECONOMIC DEVELOPMENT

Report of County Officers

Cara A. Finn, Director

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Education Coordinator

October 24th, 2023





Strategic Priorities

Economic Development Strategic Objectives

- Invest in people and places via rural revitalization
- Entice talented workers and entrepreneurs to relocate here by leveraging the pace of rural life and nearby urban amenities

While striving to achieve the goals of the 2021-2025 Strategy Update, the Economic Development Department assists in highlighting the priorities of the County's 2021-2024 Strategic Plan including but not limited to:

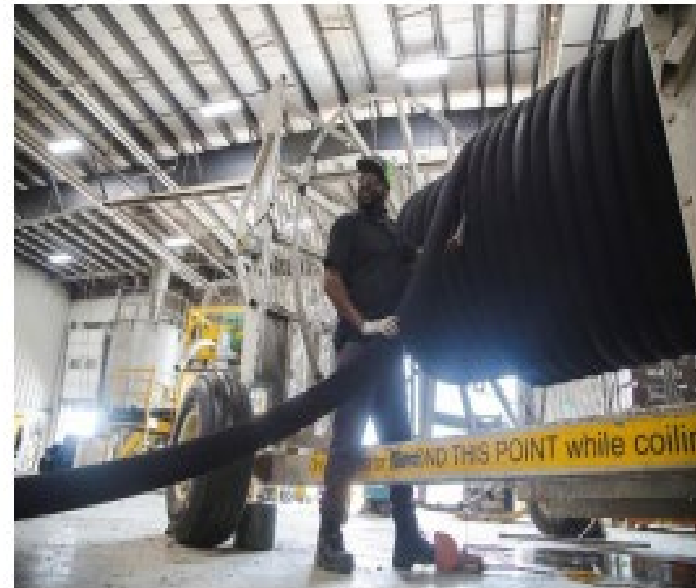
- Attract, retain, and engage youth in our community
- Create an environment that enables the attraction and retention of businesses, talent, and investments

Our Partners



Middlesex Workforce Development Partnership

2023 - 2025 Strategic Plan



Strategic Priorities	1. Workforce Development	2. Sustainable Workforce
Goals	Support local employers in meeting their workforce needs.	Facilitate the development and retention of a sustainable workforce.
Objectives	<ul style="list-style-type: none"> 1.1 Identify the workforce needs of local employers. 1.2 Support employers in attracting and retaining local workforce. 1.3 Increase the capacity of local employers to understand and provide human resource functions, supports and succession strategies. 	<ul style="list-style-type: none"> 2.1 Attract a diverse workforce to Middlesex County. 2.2 Increase awareness among local residents of employment opportunities in Middlesex County. 2.3 Promote opportunities for skills development among the local labour force. 2.4 Promote Middlesex County as a great place to start and grow a career.

Background

- Partnered with Province of Ontario to establish the Work in Middlesex brand and website.
- Successfully completed post-pandemic marketing campaign.
- Hosted International Women's Day; highlighting opportunities in the trades.
- Produced small business succession planning video series.
- Hosted employer-focused workshops.
- Facilitated annual business plan competition for local youth.
- Hosted an interactive workshop for Main Street employers.
- Commenced youth-focused work-integrated learning project in October 2022, running through to December 31st, 2023.



Work-Integrated Learning Project Highlights

- Launched online portal for co-op/work-integrated learning opportunities.
- Connecting with local employers, parents, institutions, and youth.
- 2 Career Fairs attended in Q3, 1 in Q4 2023
 - Approx. 800 individuals (total) visited the booths
- 4 “Middlesex At Work” videos produced and released
 - Featuring local secondary school WIL opportunities
 - Big thank you to Arva Flour Mill, Wolfe Heavy Equipment, Clocktower Inn, Bistro & Pub, and Ralph Bos Meats Ltd.



Recent Postings

Museum Assistant posted by Lucan Area Heritage & Donnelly Museum

SHARE THIS OPPORTUNITY



Position Description

The co-op student will assist museum staff and volunteers with the auditing, research, and cataloguing of our expansive archival and artifact collection. The student will learn how to use our cataloguing software Past Perfect 5, as well as be educated in the standard procedures for taking care of a heritage collection, and operation of a museum. The opportunity is present for students to explore other areas of museum operation as they work alongside us in updating our digital catalogue. The student will work under the continued supervision of a heritage volunteer or the Museum Manager and Curator."

How to Apply

If you are interested in this opportunity, please contact your Co-op Teacher at your home school who can support you through the process.

Co-op is a great step on your pathway to success!



Local Reporter posted by The Middlesex Banner

SHARE THIS OPPORTUNITY

Position Description

We are looking for new reporters for our newspaper. Our coverage is specifically referred to different topics that necessarily involve all the municipalities of Middlesex County. Thus, a Middlesex Banner reporter may write about sport, agriculture, art, or issues related to the county's communities. Come join the Middlesex Banner team that has been writing news and informing Middlesex County residents since 1996!

Requirements

Own Transportation, Driver's License

How to Apply

If you are interested in this opportunity, please contact your Co-op Teacher at your home school who can support you through the process.

Co-op is a great step on your pathway to success!

Ongoing Initiatives

- Marketing campaign
 - Print campaign – posters displayed in community settings (arenas, grocery stores, community boards, etc.)
 - Relational marketing – connecting with business owners, faculty members, and job seekers.
 - Social media – LinkedIn, Facebook
- Four more “Middlesex At Work” videos
 - Partnering with Fanshawe and Western to showcase post-secondary placements.
- Partner funding for 2024 has been **approved**
 - Continued focus on apprenticeships and reducing barriers to youth employment.
 - Continued support for marketing and promotions for Middlesex Workforce Development Partnership
 - Developing system to match local employers and youth



Thank you!

For more information, please contact:

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