



Workforce Development Board
159 King Street, Suite 208
Peterborough, ON

AGING WORKFORCE SURVEY CLUSTER MEETING MINUTES

Monday August 17, 2009, 10:00 – 11:30 AM

Present: Michelle Boue, Alan Law, Asaf Zohar, Jenn Harrington

Meeting Objective: To discuss project intersection within the survey cluster and development of project work plans with budgets for submission in September.

Discussion Points:

- Sample size – can it be randomized for Peterborough where we don't have a big population? As well, will businesses expect to remain anonymous? May be better to take the approach of surveying across sectors but not randomizing. Will still gain an understanding of what employers are doing.
- For face-to-face employer surveys: Will sample be chosen based on responses from Byron's survey? If so, would it be better to focus on best practices/gaps? Could look at benefits, tenure of employment, workforce planning, policies re. aging, etc.
- General Social Survey: Suggestion of surveying at regular intervals i.e. two years after each census. Need to beware of response rate (saturation due to call centers), also low representation of youth due to mobile usage.
- Who are we targeting? Would it be better to focus on four sectors as identified in New Horizons project (manufacturing, retail, health care, rural)? As well, for now the project will focus on Peterborough city and county.
- What comes first? New Horizons 'stories' then surveys? Or all together? This needs to be worked out. If we get it, funding from New Horizons will begin in the fall.
- Suggestion of working with Chamber and GPAEDC to generate database of businesses with contact names. Will have better response rate if can contact someone directly. Also need to go through other community agencies to gain access to their networks.
- Michelle suggested a marketing campaign prior to surveying to make people/businesses aware of what we are doing. May increase response rate. Suggested mailing out post cards to selected sample, a general press release or to place posters in strategic locations.

ACTION ITEMS:

1. Alan, Asaf and Byron to meet to discuss coordination and intersection between surveys.
2. Faculty members to provide Jenn/Todd with more detailed project outlines including budget (projected by month if possible) and time line by mid-September at the latest – the earlier the better!!
3. Jenn to contact Chamber of Commerce to explore possibility of getting names of businesses with contact for surveying.

Meeting Adjourned: 11:30 AM