



AGING WORKFORCE COMMITTEE MINUTES

Thursday, September 24, 2009

12:30 to 2:30

Workforce Development Board

Present:

Todd Barr	Trent Centre for Community Based Education
Richelle Clark	WDB - Projects and Events Assistant
Barry Cope	Social Planning Council - Volunteer
Jenn Harrington	WDB - Director of Programs
Barb Hinsperger	Northern Lights
Claudia Humber	Service Canada, Labour Market Information Analyst
Fergal O'Hagan	Trent University – Lecturer Department of Psychology
Jonna King	Watton Employment Services
Evan Bates	WDB – Volunteer
Melinda Wall	Peterborough City County Health Unit

Regrets:

Suzanne Bailey	Trent University – Associate Professor and Interim Chair of the Department, English Literature
Kim Bates	Trent University – Professor, Business Administration
Michelle Boue	Trent University – Professor, Math
Peter Carroll	President Ontario Secondary School Teacher Federation (OSSTF) District 15
Carolyn Corp	Alternatives Community Program Services
Jackie Donaldson	Peterborough City County Health Unit
Doug Downer	Volunteer
Maureen Eggleton	Executive Director, Northern Lights
Joanne Findon	Trent University – Department of English Literature
Raul Ponce-Hernandez	Trent University – Associate Professor, Environmental and Resource Studies Program / Department of Geography
Laura Lauzon	Greater Peterborough Area Economic Development Corp.
Alan Law	Trent University – Associate Professor, Sociology
Byron Lew	Trent University – Associate Professor and Chair of Department of Economics
Ann McLeod	Volunteer
Dawn Berry Merriam	Social Planning Council
Anne Reycraft	Watton Employment Services
Jim Struthers	Trent University – Professor, Canadian Studies
Asaf Zohar	Trent University – Professor, Business Administration

Meeting Objectives:

To discuss progress of all projects within the aging workforce project.

Meeting Outcomes/tasks:

- Committee members to send comments/ideas regarding the communications plan to Jenn
- Jenn will updated the Terms of Reference and send to the committee for comments. Please send comments back to Jenn.
- Todd to submit JCP letter of intent.
- Volunteer job descriptions to be created (Jenn)

*Meeting Discussion:***1. Welcome and Introductions:**

Jenn Harrington welcomed everyone to the meeting and introductions were made. Regrets were noted.

2. Review of Projects:*Project Stages*

- Jenn Harrington gave an overview of the 3 project stages: Statistics & Existing Strategies; Stories; and Action Planning & Next Steps. She also provided an overview of what has been completed to date.

*Description of Project Components***i. Project Work Plan and Timeline**

- A general lit review and gathering of existing statistics has begun. Alan Law has a class starting in January that can complete the lit review.
- The committee reviewed the work plans and timelines for all of the projects, with the exception of 1.4 as it is on hold (better to wait until other project components are completed prior to starting this project).
- There needs to be a consistent definition of “senior” across the project.
- Suggestion of incorporating ‘PILOT’ into the name of the overall project. WDB typically works within the four counties (Peterborough, Northumberland, City of Kawartha Lakes and Haliburton). At this point the project is focusing on Peterborough to keep the scope reasonable. But in the future, it would be great for the project to be rolled out to the entire WDB region.
- Mail-out Employer Survey:
 - Survey design will be completed by a math class at Trent. Byron Lew (lead) has a class starting in January that will help with this project.
 - Suggestion of including NOC and NAICS codes in the survey.
- Face-to-face Employer Survey:
 - Suggestion of meeting with CEO’s to get in-depth analysis of what strategies, policies, etc are in place to retain an aging workforce. For large organizations may also provide the mail-out survey at the same time to get buy-in.
 - Details of this project still need to be worked out.
- GIS Database:
 - A letter of intent will be sent to MTCU regarding hiring a recent grad through the Job Creation Program for work on the GIS database. Possibility of also training other volunteers to help with GIS work. Work on this project can begin as soon as students are hired.
- Stories:
 - The cluster recently met and work has begun to put together the ethics proposal. November is when we should hear about New Horizons Funding.
- Stage 3 Action Planning
 - Will involve focus groups to help analyze results of the research and a seniors summit to strategize, provide recommendations for future work and to prioritize. TCCBE and Social Planning Council have submitted a proposal to do this work.

- Important to generate continuity throughout project all the way through to strategic planning and priority setting. Need to think about focus group methodology.
- ii. Opportunities for Community Involvement
 - The committee identified strategies to recruit volunteers for the project. They are: Professors recruit students; approach the Peterborough Chapter of the Human Resources Professional Association of Ontario and the Peterborough & District Labour Council to recruit seniors for interviews; networking; good public relations by providing reasonable expectations; and utilizing the volunteer database on fourinfo.com
 - Jenn to put together volunteer job descriptions that can be used to recruit volunteers. Volunteer positions will include:
 - community liaisons for each project (to communicate with faculty lead)
 - Seniors to help conduct interviews (stories project)
 - Students (through class work, or hired as RAs)
 - Volunteers for help with Stage 3 Action Planning
- iii. Project Funding
 - The Frost Centre will be holding a research competition in the fall. Faculty may be able to apply for funding.

3. **Communications Plan:**

- The draft Project Communications Plan was distributed for review.
- Committee members are to send any comments to Jenn.
- It was suggested that a press conference be held to announce the New Horizons funding after the launch of the Labour Market Plan by the Workforce Development Board. Suggestion of holding the press conference in a 'champion' location.
- Claudia Humber stated that she can put information on the funding announcement in the December Labour Market Monitor.
- WDB will add a page to their website specifically for this project where project documentation and updates can be posted.

4. **Terms of Reference for the Steering Committee:**

- Jenn Harrington reviewed the draft Terms of Reference for the steering committee.
- Changes were noted and a second draft will be sent to the committee for approval at the next meeting. Committee members are to send comments back to Jenn.

5. **Next Steps:**

- Suggestion of creating a key message to define this project. Can be used when recruiting volunteers, talking with press, etc. Jenn will get started on it.

6. **Committee Meeting Schedule:**

The Aging Workforce Steering Committee will meet sometime in early December, the end of March and mid June. Jenn Harrington will send out meeting requests as the dates get closer.

7. **Adjournment:**

The meeting was adjourned at 2:15 p.m.