

Labour Market Needs Assessment Parksville Qualicum Beach Region Project Plan

1.0 About the Project

The Parksville Chamber of Commerce (Project Sponsor) has engaged TaylorMade Learning Solutions Inc. (the Contractor) and consultants Kathleen (Meg) Savory and Sharon deLure, to conduct a Labour Market Needs Assessment across the private and public sectors of the Parksville/Qualicum region (represented by the boundaries of School District 69).

The high-level purpose of this Labour Market Needs Assessment is to better understand the labour market of the region, with its primary focus being on the demand/employer side of the equation. The results of the research and analysis that comes from the assessment, will identify:

1. where the labour market opportunities currently exist;
2. where the region's employers predict the opportunities to be over the next 1-3 years;
3. any skills gaps currently being experienced by employers;
4. the training required to fill any identified skills gaps;
5. the education that will best prepare the region's youth for the labour market they will be entering into.

The Contractor will produce a final Labour Market Needs Assessment and a Labour Market Strategy (inclusive of an implementation plan) aimed at addressing the identified labour market opportunities.

2.0 Approach

To be achieve the best results, the project will require a strong sense of ownership from key stakeholders in the region. This cannot result in another report developed solely by consultants. It must identify and recommend viable opportunities and solutions that can be implemented and championed; and it must provide labour market information that can be shared, understood and acted upon, over time.

2.1 Labour Market Needs Assessment

2.1.1 *Secondary Research*

Although robust at the provincial and national levels, current Labour Market Information is scant at the regional level. The project will include a thorough review of available existing information. The Contractor will conduct secondary research to determine the estimated numbers of employers in each of the sectors classified by the North American Industrial Classification System (NAICS), and estimated number of employed workers by 2-digit National Occupational

Classification (NOC). The research conducted will include utilizing data supplied by BC Stats, Statistics Canada, Work BC and municipal and regional authorities, recognizing that although information does exist, data may be from a sample size that is too small to be reliable.

The purpose of the secondary research phase is to identify all the existing sources of direct and proxy labour market information that describes the region, and to organize and present this material. It will provide one of the foundations for comparison and for further analysis.

2.1.2 *Primary Research*

Primary research will be conducted using best practices in labour market research to ensure valid, reliable information – both quantitative and qualitative – to shape an understanding of the region's labour market skills (and training required) as well as gaps. The research will be carefully designed to ensure analysis can lead to recommendations for each item identified in Section 1.0. Each question will be verified with the Project Sponsor and the survey will be piloted.

The Contractor will utilize the following primary research methodologies in combination:

- structured focus groups with employers. The outputs of these sessions will be an increased sense of the projected labour market strengths and weaknesses from our employer's perspective, with a focus on skills.
- An employer online survey, using the online survey platform provided by the BC Chamber of Commerce. The Contractor will collaborate with the Project Sponsor to confirm the research questions for the survey.
- in-person interviews, either in person or over the telephone with a valid sample of employers, with a focus on the key sectors represented currently across the Region. In addition, interviews will occur with employers representing sectors (where a reasonable sampling exists) identified by the Client and in the Oceanside Initiatives Competitive Assessment, that drive investment and have economic growth potential as follows:
 - Construction sector.
 - Manufacturing sector.
 - Health care facilities and services.
 - Technology reliant firms.
 - Tourism services and products.
 - Food processing facilities
 - Educational facilities.

The Contractor will, wherever possible, actively participate in relevant events and activities organized by the Project Sponsor or stakeholders in the region, where employers will be present. Participation will be focused on identifying and securing respondents willing to participate in the primary research methodologies described in this section. Where specific industries or employers are not well-represented in the online survey (or focus group sessions) the Contractor will aim to complete in-person surveys.

2.2 Labour Market Strategy

The Contractor will prepare a labour market strategy for the region and will consult with stakeholders to assist with the shaping of recommendations. Stakeholders will be asked to share their expertise in both identifying potential pathways to address issues identified in the labour market analysis and in determining the plausibility and applicability of proposed recommendations.

2.3 Deliverables

The final deliverables that will come from the project include:

- ✓ Detailed Project Plan approved by the Project Sponsor.
- ✓ Launch and Presentation of Labour Market Needs Assessment project to Stakeholder Advisory Committee members.
- ✓ Collection of primary and secondary research (including data collected from on-line surveys, one-to-one interviews, focus group sessions, and attendance at events (as required).
- ✓ Delivery and presentation of draft and final report findings (as described in the Detailed Project Plan - Appendix “A”).
- ✓ Analysis of all primary and secondary research collected.
- ✓ Development of labour market implementation strategies and recommendations.
- ✓ Delivery of the final report (as described in the Detailed Project Plan - Appendix “A”).
- ✓ Presentation of the final report and implementation strategies to the Stakeholder Advisory Committee.

3.0 Role and Responsibilities

The roles of the Stakeholder Advisory Committee and its members, other stakeholders not represented by the Advisory Committee, and the Contractor, must be clearly defined to ensure resources are maximized and the project reach and scope are clear. The Project Sponsor and Contractor recognize the significant knowledge and experience of the committee members and will be looking to capitalize on it for the benefit of the project and region.

4.0 Project Changes and Approvals

Changes and adjustments are to be expected, however any changes in scope, approach or timelines associated with the project will be approved in advance by the Project Sponsor and by the Contractor.

5.0 Project Timelines

See Appendix “A” of this Project Plan for detailed tasks, responsibilities and timelines.

Detailed Project Matrix
Labour Market Needs Assessment
Parksville/Qualicum Region

Task	Details	Responsibility	Timeline & Confirmed Dates	Current Status NS=Not Started, C=Complete, IP=In Progress
Develop a Detailed Project Plan for Contract Sponsor approval.	A Project Plan with background, approach, scope, tasks, timelines and milestone payment dates is approved.	Contractor.	March 13 th 2018	C
Execute Consulting Agreement/Contract.	Signed contract in place.	Project Sponsor and Contractor.	March 15 th 2018	C
Provide background information to Contractor.	Copies of all relevant data/existing information, plans, strategy documents, assessments, contact lists, etc. provided to the Contractor.	Project Sponsor.	March 15 th 2018	IP
Officially launch the Labour Market Needs Assessment with Stakeholder Advisory Committee members.	Presentation to the Stakeholder Advisory Committee to: 1. clarify the goals of the Labour Market Needs Assessment.	Project Sponsor responsible for inviting Stakeholder Advisory Committee members and hosting details (e.g. room booking and refreshments) and will open the meeting.	Meeting to be confirmed: Mid-April. Career Centre, Parksville	Friday, April 20th (10:00 a.m. – Noon)

	<p>2. confirm the Stakeholder Advisory Committee membership.</p> <p>3. clarify the support that may be needed from each of the stakeholder representatives (or organizations they represent) to support the labour market strategies recommended for implementation; and</p> <p>4. confirm the roles, responsibilities and commitments of those present.</p>	<p>Contractor to establish the Agenda in collaboration with the Project Sponsor and to co-facilitate the meeting (as required).</p>		
Conduct secondary research and produce summary reports.	<p>Conduct secondary research and provide a draft report to the Project Sponsor by April 6th.</p> <p>Final report of the secondary research results summarized and provided to the Contract Sponsor by April 10th</p>	<p>Contractor.</p> <p>Project Sponsor to review/provide feedback.</p>	<p>March 16th – April 10th 2018</p>	IP
Attend Career Centre Hiring Fair.	Consultants to attend Career Fair to collect/inform primary research.	Contractor.	<p>April 12th 2018 – Time to be confirmed.</p>	NS

Presentation to follow Chamber of Commerce AGM.	Project Sponsor (with the Contractor's support and assistance, as needed) to present the Detailed Project Plan (along with any themes that are emerging from the secondary research conducted to date) following the Chamber of Commerce Annual General Meeting.	Contractor to establish the Agenda in collaboration with the Project Sponsor and to co-facilitate the meeting (as required).	April 12 th 2018 – Time to be confirmed.	NS
Conduct primary research and produce summary reports.	<p>Contractor to conduct primary research and provide a <u>draft</u> report of the survey and interviews conducted between April 9th and May 31st to the Project Sponsor by June 10th.</p> <p>A <u>final report</u> summarizing all of the primary research collected, will be provided to the Project Sponsor by June 30th</p>	<p>Contractor is responsible for managing and executing the primary research process.</p> <p>The Project Sponsor is responsible for:</p> <ul style="list-style-type: none"> ▪ creating branding of the project (designed to live on into the future). ▪ advertising the project and encouraging employer participation in the project; ▪ facilitating introductions with key stakeholders and employers with the Contractor. ▪ acknowledging and providing recognition to participating employers; 	April 9 th – June 30 th 2018	IP

		<ul style="list-style-type: none"> ▪ providing the facilities and refreshments for the focus group sessions held; ▪ providing the Contractor with access to contact lists of employers in the region. 		
Presentation at Parksville Chamber of Commerce dinner meeting.	Project Sponsor (with the Contractor's support and assistance, as needed) to present a summary of the needs assessment <u>draft report</u> findings <u>to date</u> , to Chamber members.	Contractor to establish the Agenda in collaboration with the Project Sponsor and to co-facilitate the meeting (as required).	June 14 th 2018 – Time to be confirmed.	NS
Prepare Draft Labour Market Needs Assessment (LMNA) Summary Report for Project Sponsor Review	Contractor to: <ul style="list-style-type: none"> ▪ conduct detailed analysis of all primary and secondary data collected; ▪ develop implementation strategies and recommendations; ▪ summarize findings and strategies into a Draft LMNA Summary Report for delivery to the Project Sponsor by July 13th. 	Contractor.	July 1 st – July 13 th	NS
Draft LMNA Summary Report Review.	Project Sponsor to review Draft LMNA Summary Report and provide feedback to the Contractor.	Project Sponsor	July 18 th 2018	NS

Final report (Delivery).	Contractor to provide final report to the Project Sponsor by July 25 th .	Contractor responsible for delivering (electronically) to the Project Sponsor, the final report in Word format.	July 25 th 2018	NS
Final Report (Production).	The final report will require desktop publishing and branding. The aim is to produce a high quality and professionally produced final report that people will read.	Project Sponsor is responsible for desktop publishing and for the production/printing of the final report, including any associated costs.	July 26 th – August 9 th 2018	NS
Presentation of final LMNA report.	The final report is presented to the Stakeholder Advisory Group.	Contractor to establish the Agenda in collaboration with the Project Sponsor and to co-facilitate the meeting (as required). Project Sponsor is responsible for inviting Stakeholder Advisory Committee members and managing hosting details (e.g. room booking and refreshments).	August 10 th 2018 Time and Location to be confirmed.	NS