



Workforce Planning &  
Development Board  
Elgin Middlesex Oxford



*Your Workforce. Our Future.*

#### Who is the Workforce Planning and Development Board (WPDB)?

The WPDB is a non-profit organization that responds to labour market needs through labour market information, labour market research and community projects.

#### What is the EmployerOne Survey?

The EmployerOne Survey was established in 2013 by the WPDB as a yearly survey of businesses and workforce needs. It is used by employment services, HR and hiring professionals, advisory groups, research groups, and service practitioners to drive new programs, system improvement, and innovation.

#### Why does my answer matter?

Changing our workforce is like pushing a flywheel. The EmployerOne survey is used to fund and justify steps forward. These steps accumulate positive results that build new energy and momentum. As results build up, we can reach a breakthrough in our services and systems, but it starts with you.

We understand that this year has been exceptionally taxing on businesses and business owners. It can be near impossible to think ahead while you're trying to keep things afloat. We've developed our survey with precision and speed so that just several minutes of your time can help prepare our services for the next crisis and fuel recovery directly in your community.

#### Why should me or my organization get involved with collection?

##### For Job Developers and Other Service Practitioners

With the difficulties of reaching out to job seekers this year, we need to be extra targeted in our communication. Having a clear understanding of employer needs will enable you to reach out to job seekers and be ready for employer demands in 2021.

The results will be made available for your use on the [WPDB Website](#) in convenient and interactive formats, but in order to make the survey as effective as possible, we need to reach our targets for responses. If every practitioner in our area reached out to 4-5 businesses, we could meet our target instantly. Contact [info@workforcedevelopment.ca](mailto:info@workforcedevelopment.ca) if you require any assistance in promoting to your networks.

##### For Organizations

The EmployerOne provides feedback, tools and resources for JDs and frontline staff, helping them understand the needs of employers in your community so they can target the workforce required. It also provides help in advocating for training and funding dollars, provides data to work with educational institutions, to develop specific programs for training and needs. For example, one group in Oxford county was able to analyze the EmployerOne data to work with an education institution to graduate a cohort of job seekers who could directly meet the needs of specific employers.

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