

Summary Notes

Date: November 22, 2023
Time: 10:30am – 12:00pm
Subject: Mayor's Roundtable on Economic Development

Attendees: Mayor Hamlin
Deputy Mayor Fryer
Councillor Perry
Councillor Huston
Town of Collingwood Economic Development Staff
Georgian College Staff
Lakehead University Staff
County of Simcoe Staff
GB Accelerator Representative
Representatives from Local Engineering Firms

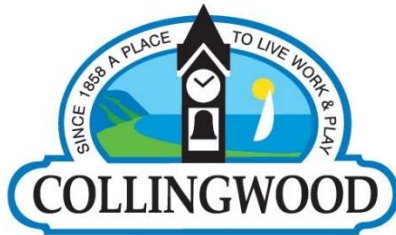
1. Welcome and Introductions

2. Labour Market Research Study

- Presentation from County of Simcoe regarding the recently completed Labour Market Research Study, including findings and recommendations, workforce initiatives and opportunities to collaborate.

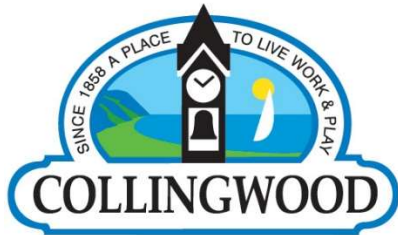
3. Opportunities to Leverage Post Secondary Talent

- Presentation from Georgian College on research and innovation partnership opportunities, co-op and student placement opportunities, continuing education and corporate training programs.
- Presentation from Lakehead University on engineering programs, career services and co-op opportunities, research and innovation partnership opportunities, community engagement and lifelong learning services, as well as other opportunities to collaborate.



4. Roundtable Discussion

- A number of the businesses present are already connected to Lakehead and Georgian College programs, especially co-op placements.
- There was interest expressed regarding bringing more programming to the Collingwood Georgian College Campus.
 - If programming is available locally, it alleviates the challenge of housing affordability as students could live at home and be retained as local workforce.
 - More information is needed to understand the critical mass required to support additional programming and the process.
- Key areas of need are civil, environmental, water resource, mechanical and electrical engineers, mechatronics, battery technicians, computer programmers, logistics specialists, documentation and language specialist and quality assurance specialist.
- Some companies provide tours for existing students to better understand the opportunities that exist locally, both high school and post secondary. Challenge is accessing busses to transport the students, sighting lack of availability and cost as the main barriers. Some companies invite the Probus Club for tours in an effort to raise awareness in the community.
- Georgian College has approximately 50% foreign students and assists them with securing post graduate work permits as many see studying in Canada as a pathway to residency.
- Employers are finding that many employees are equipped with technical skills but lack the soft skills needed to grow within the company such as people management, diversity, equity and inclusion and emotional intelligence.



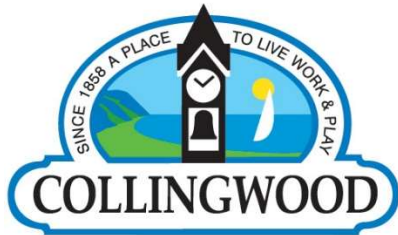
- If there is a way to better expose and train local students, it also addresses the challenge of retention when considering a candidate that may relocate.
- There is an opportunity to leverage the critical mass of large engineering firms in Collingwood.
- Interest was expressed regarding familiarization tours of local businesses to learn what other industries and talent is available in town.
- Georgian College identified some opportunities to enhance their presence in Collingwood through management and leadership skills training, looking into micro credentialing and corporate training.
- Significant funding would be needed to establish and maintain training labs at the Collingwood campus.
- There is a significant process that needs to be followed to expand existing programming to other locations.
- It was identified that there are opportunities to better leverage Lakehead for co-op placements and that Georgian and Lakehead often discuss establishing more pathway learning opportunities and dual degree/diploma programs.
- Attendees indicated a desire to continue the dialogue to see what additional programming can be made available in Collingwood to address workforce needs.

5. Wrap Up

Meeting ended at 12:00pm

Next Steps

Next steps will include a staff level meeting with representatives from the Town of Collingwood, Georgian College, Lakehead University and the County of Simcoe to



identify opportunities to bring more post secondary programming to Collingwood to meet the needs of the business community.