



# **Community & Employer Partnership Plan Whistler 2015-2016**

## **1.0 Introduction**

The Community and Employer Partnership Plan (CEP Plan) demonstrates how the CEP mandate of increasing “*employment opportunities for unemployed British Columbians through the use of partnerships, shared information, technology and innovative processes and practices*” will be achieved in Whistler.

Specifically it details how Training Innovations will develop relationships or establish partnerships with community organizations and employers. This includes ensuring clients, employers and community organizations have access to information about:

- The Employment Services Centre (ESC) location and services provided,
- Community-based supports and Labour Market Services; and
- Local labour market information.

This document is reviewed and updated annually by the Resource Centre & Marketing Coordinator and the Vice President of Communications & HR. An updated CEP Plan will be provided to program funders on an annual basis or as requested.

## **2.0 Objectives**

Training Innovations’ CEP Plan objectives are aligned with the priorities included in the Ministry’s Labour Market Development Agreement (LMDA) Annual Plan. These include:

1. Increasing community awareness of employment and labour market services available.
2. Attracting eligible clients to the ESC and promoting participation of specialized populations (including Aboriginal people, people with disabilities, immigrants, youth and older workers) by providing accessible, client-centered information that clarifies the service, process and goals of the ESC.
3. Building relationships with employers and other community stakeholders to effectively address the key labour market issues we have identified as priorities for this year.
4. Establishing community partnerships that improve access to employment services for specialized populations; and identify ways to successfully integrate and improve labour market participations for all British Columbians including groups historically underrepresented in the labour market.

These objectives will be achieved through execution of our Promotional Plan and our Community and Employer Partnerships Strategies as outlined in this document.

## **3.0 Staff Roles and Responsibilities**

### **Vice President Communications**

- The VP of Communications oversees the development of the CEP Plan and provides guidance and consultation to the Program Manager in implementing and evaluating the plan. The VP Communications also holds accountability for writing and designing promotional materials (for clients and employers) to ensure consistent messaging, branding and adherence to the WorkBC Graphic Standards Guide.

### **Program Manager**

- The Program Manager provides consultation and guidance to the Resource Centre & Marketing Coordinator in the implementation of the CEP plan. In addition the Program Manager represents the WorkBC Centre in situations or events that require high level decision making or a senior business perspective.

### **Resource Centre and Marketing Coordinator**

- The Resource Centre & Marketing Coordinator leads the creation and implementation of the CEP plan and monitors its success. The Resource Centre & Marketing Coordinator identifies and responds to news, publication, and other promotional opportunities in the community on behalf of the WorkBC program and helps create publications, communications, and marketing materials online and in print. This includes advertising and promotional campaigns, website/blog communications and coordinating participation in internal and external events. The Resource Centre & Marketing Coordinator represents WorkBC ESC in the local community and shares resources and information about the services, resources, tools and supports that are available for individuals and employers at the WorkBC Centre. Under the supervision of the VP of Communications the Marketing Coordinator writes quarterly marketing reports for the Ministry.

### **Job Placement Strategist**

- Under the guidance of the Program Manager, the Job Placement Strategist (JPS) is responsible for establishing and managing relationships with community organizations and employers. The JPS coordinates job matching services (job development, customized employment, wage subsidy and work experience placement services) and engages local employers to increase their awareness and participation in WorkBC services, including Job Creation Partnerships and Labour Market Partnerships. This individual works closely with the Case Managers, Resource Centre & Marketing Coordinator and Program Manager to identify possible employer connections, and collaborates with the Resource Centre & Marketing Coordinator to provide information and resources through the SSRA or website.

## **4.0 Labour Market Overview**

The Resort Municipality of Whistler has a permanent population of 10,531 (2010). In 2006, 88% of the total experienced workforce were employed in the service industry with “other services” (comprising accommodation, food services, arts and recreation services and other) representing almost half of employment. In addition to Whistler’s permanent population, an average of 2754 seasonal employees and 3672 commuting employees further support the tourism labour needs of the resort. The combination of residents, visitors and additional workers boosts the yearly daily average population equivalent to 31,794 (Population and Demographics, 2011).

In 2013, go2hr completed the BC Resort Community Labour Market Strategic Analysis Report. This project explored gaps related to the specific challenges associated with the highly seasonal nature of the tourism sector in BC, particular in rural and resort communities. The community of Whistler acted as a case study for the research project. The summary report confirmed that:

The demand for tourism and hospitality labour in Whistler fluctuates greatly:

- There is high demand for seasonal labour
- There is heavy reliance on in-migration to supply the local labour market
- There is high competition for shoulder and off season jobs

Useful link: [CTHRC Labour Force Survey Highlights: March 2015](#)

Due to the seasonality and use of international workers (who have limited work visas), employment retention is not a focus for most employers. Recruiting new staff is generally easy: there are a variety of seasonal opportunities in Whistler that can be easily and quickly filled on a seasonal basis. Many seasonal workers want employment that offers schedule flexibility and limited responsibility so that they can enjoy the local mountains. There is generally high demand for employment.

The labour market in Whistler is narrow and professional advancement opportunities within Whistler do not surface often as employees typically stay in these positions for a long time. Professional and higher skilled jobs with the municipality, hotels and other year-round occupations do not surface very often. When they do, competition to fill them is high. In an effort to keep Whistler a pristine mountain resort that draws visitors and home buyers, a building cap was imposed by the RMOW and there are many restrictions regarding the types of businesses that are considered appropriate for Whistler. All of these factors contribute to a narrow labour market.

Self-employment is a viable and proven successful alternative to employment in the Whistler area, although start-up costs can be high given the cost of real estate and commercial leases in the community. Self-employment helps many to find sustainable attachment to the labour market. It also provides a solution for those individuals living in rural areas and who are challenged by small labour markets. This includes individuals living in Pemberton, Mount Currie, Dàrcy and Birken. Small home-based businesses and farming are common in these communities and. construction brings opportunity on a seasonal basis. Transportation is expensive or unavailable and is often dangerous in the winter.

Whistler is a considerably homogenous population and visible minorities comprise just 5.6 per cent of the population. English is the dominant language in Whistler and while there is an international presence in Whistler, English is spoken by most. Many immigrants and permanent residents in Whistler are from English speaking countries such as the UK and Australia. The top five languages spoken in Whistler's immigrant homes are: Spanish (2.5%), Tagalog (2.1%), German (2.1%), Korean (1.8%) and Biscayan languages (1.8%).

The workforce in Whistler is young when compared to the province. 57 per cent of the population in Whistler and Pemberton is between the ages of 20 and 44 and the lifestyle in both communities is highly focused on outdoor recreation.

### **Current Labour Market Conditions**

- The state of the global economy and the slow economic recovery in the United States continues to impact the number of visitors to Whistler. This ski season, visits to Whistler were down by 9.1%. The reduction in visitors reduced overall work opportunities in the community.
- Another factor that impacted the local economy is the change to the Temporary Foreign Workers Program implemented by the Federal Government last year. This winter, Whistler employers reported loss of business due to lack of workers to staff restaurants, as well as the lack of ski instructors speaking Cantonese, Spanish and Russian. Not only are new workers not entering Canada, but workers who had visas are leaving. This is an issue that the Whistler Chamber is actively pursuing with the Federal Government because of the direct impact on the community's economy.
- This winter, the lack of housing also had a major impact on job seekers in Whistler. Although it is not clear what is driving the change in rental capacity, it is clear that there are fewer unrestricted rental units available. Of the units that are available, rent has increased significantly. A one bedroom was \$1,173 last year. This year it's \$1,376 — the highest in the last five years. Similarly, a two bedroom is \$1,812 this year compared to \$1,672 last year — a big difference for those making minimum wage. In addition, since 2010 Whistler Blackcomb has been removing beds from its seven-building inventory (100 beds removed out of the 1112 beds over the last four years). The company also used to rent 60-70 additional beds in the Village, but no longer. The lack of affordable housing has resulted in many workers leaving the community, not because of lack of employment, but because they did not have a place to live. Job seekers reported to us that employers were reluctant to offer employment if housing had not been secured, therefore job seekers left to other resort communities in the BC interior to find employment.
- Poor snow conditions in Whistler this season resulted in early layoffs for many staff. Whistler Blackcomb opened for the winter season at the end of November, however near the end of December the weather shifted to warmer temperatures and continued so until the end of present day, which resulted in an early spring. Many winter season activities and business either

closed due to lack of snow or had to reduce their services as a result. In addition, Whistler Blackcomb announced the Blackcomb mountain would close one month earlier than usual – therefore early layoff began earlier and many people left the area.

- As a result, there has been a longer gap than usual between winter and summer work opportunities this year. Many individuals have not been attending the WorkBC Centre or engaging in services. Local workers know that the summer jobs are not yet available, and workers who will be moving from other areas/resorts to seek summer employment in Whistler are just starting to arrive.

#### 4.1 Key Labour Market Issues & Priorities

We have identified the following priorities as a focus for this year’s CEP.

Issue & Objective(s)	CEP Activities
<p><b><i>Increase Client Flow</i></b>            Our focus for the coming year is to increase the use of the full suite of program services and ensuring that the right services get to the right clients. We aim to increase traffic to the centre, thus increasing the number of clients who are a good fit for case management services.</p> <p>Our goal: Attract an average of 12 new clients per month into the Centre.</p>	<p>Design and implement a promotional campaign to promote WorkBC services to community (print ads, posters, service brochures)</p> <p>Implement a radio campaign to reach a wide audience and keep WorkBC Employment Services in the public’s awareness throughout the year.</p> <p>Continue to develop relationships with service providers, community partners and employers for referrals and job postings.</p> <p>Continue social media campaign including blog and Facebook posts to reflect themes and engage the public throughout the year.</p>
<p><b><i>Increase Case Management Service Engagement for Pemberton and Mt. Currie residents</i></b>            We are seeing increased interest and need in Pemberton and would like to grow our current capacity in this community. We would also like to develop stronger ties with the Mt. Currie community and engage more First Nations clients in services.</p>	<p>Design and implement a promotional campaign targeting Pemberton residents with a focus on itinerant and online service options</p> <p>Renew our membership in the Pemberton Chamber of Commerce</p>

<p><b>Our goal:</b> Increase the total number of Pemberton residents engaging in services by 50% of our current numbers.</p>	<p>Host a community hiring fair with local employers in Pemberton.</p> <p>Engage with youth in Pemberton and Mt. Currie through connecting with high schools, delivering information sessions and workshops.</p> <p>Meet with Lil'wat Nation and deliver information at band council meeting about WorkBC Employment Services. Explore ways to partner with Lil'wat Nation in offering itinerant services in Mt. Currie.</p> <p>Create client information materials about seasonal employment as well as an SSRA display that is presented during peak seasons (spring &amp; fall)</p>
<p><b>Engage more specialized populations in case management services, including youth, persons with disabilities, Aboriginals, immigrants, and mature workers</b></p> <p>To effectively use our provincial budget we need to engage more clients from specialized populations. We will focus on more targeted marketing and information sharing to specialized population groups.</p> <p><b>Our goal:</b> That 50% of our caseload is identified as member of a specialized population.</p>	<p>Liaise with local youth organizations and local schools to promote services available to youth. Consider outreach, youth week and other events to connect with this client group</p> <p>Develop and distribute targeted marketing materials to support understanding / engagement in services (i.e. targeted brochure highlighting services for persons with multiple barriers)</p> <p>Explore opportunities to partner with the secondary school to connect with the Grade 10 career planning class, students who are engaged in the work experience program, and Grade 12 students about to graduate. Consider delivering an info session, offering a tour of the SSRA, a workshop, or a career learning day as possible events.</p> <p>Join CLBC's Community Action Employment Plan Hub. The Hub is an on-line community of British Columbians working to advance employment for job seekers with Developmental Disabilities, Fetal Alcohol Syndrome or Autism Spectrum Disorder, showcasing collaboration between the Community Living sector and the WorkBC service delivery network. The Hub currently includes</p>

	<p>community practitioners from CLBC, School Districts and Community as well EPBC Service Providers who may have registered already, all of whom are sharing best practices that advance our goal of working collaboratively to improve employment outcomes for individuals with developmental disabilities.</p> <p>Develop a stronger relationship with the Lil'wat Nation and continue to explore ways to support employment and essential skills / training needs in First Nations communities.</p>
<p><b>International Workforce</b> Whistler attracts a high number of international workers. These individuals have temporary work visas and limited access to employment services. However most need information and help learning how to navigate working in Canada.</p> <p><b>Our goal:</b> Raise awareness of WorkBC as a resource for labour market and employment information, and provide self-serve opportunities for learning about general employment standards/practices and working in Canada</p>	<p>Publish a full page ad in the Whistler Survival Guide including details about itinerant services</p> <p>Deliver information sessions for temporary workers during peak hiring seasons (fall and spring) providing an overview of the self-serve services and resources available</p> <p>Participate in Whistler Welcome Week activities and support WCSS in organizing these activities. Host an information table at the Welcome Week Dinner</p> <p>Develop a workshop / information session on employment standards and “working in Canada” targeted to international workers and individuals new to the labour market</p>

In addition to these identified issues, we will respond to emerging issues as they arise in the community. Our community and employer linkages ensure that our services remain aligned with immediate needs in regards to both labour market demand and supply.

## **5.0 Community and Employer Partnerships**

Training Innovations leverages community and employer relationships in order to achieve the objectives of the EPBC program. By fostering and maintaining these relationships we are able to connect clients to community services that best meet their needs and move them towards employment. In our work with these community organizations and employers we are guided by our four CEP Plan objectives.

## 5.1 Community Partnership Strategy

In Whistler, our community partnerships include our service providers, as well as organizations associated with specialized populations. The following table highlights our established relationships and approach to working together. The key priority for these relationships is increasing awareness of services, and engaging clients (particularly specialized populations) in WorkBC services.

Community Organizations	Existing Partnerships
<p>Whistler Community Services Society (WCSS)</p> <p>Howe Sound Women’s Centre (HSWC)</p>	<p>We work together to deliver weekly itinerant services with WCSS in their Spring Creek location. We also provide mobile SSRA and case management services on a weekly basis at the Food Bank.</p> <p>WCSS provides employment information and direct referral services to the ESC through their community outreach services to youth, multi-barriered people, immigrants, and seasonal workers. WCSS provides monthly statistics on the number of referrals made to the ESC through their outreach services.</p> <p>HSWC offers direct referral services to survivors of violence and abuse through the Spring Creek drop in location and their Pemberton Safe House, and their employee who is embedded in the Whistler ESC one day per week. Val is in Whistler two days per week no?</p> <p>HSWC has received funding to open a second stage house in Pemberton. This is long term housing and support for women who have left abusive partners. This development has potential for increased referral and closer partnership with HSWC to provide employment services to this specialized population.</p>
<p>Whistler Library</p>	<p>We deliver weekly itinerant services at the Whistler Village location providing both mobile SSRA and case management services from this central location. We also collaborate on joint marketing initiatives which promote the library and ESC services across the catchment.</p>
<p>Whistler Chamber of Commerce</p>	<p>The Resource Centre &amp; Marketing Coordinator and JPS attend Chamber events (e.g. monthly business luncheons) in order to promote employer resources, tools and services available through the ESC (including CEP) and to gain information from employers about labour market issues and HR needs. We also participate in the Whistler Spirit Program, Welcome Week and marketing initiatives (email blast).</p>
<p>The Resort Municipality of Whistler</p>	<p>The Resource Centre &amp; Marketing Coordinator and JPS foster relationships with resort officials to seek ways to promote the labour market priorities identified by the RMOW.</p>

Ministry of Social Development, Regional Service Division Offices (North Vancouver)	The Program Manager and Resource Centre & Marketing Coordinator promote open communication regarding client referral, service access and other information sharing between our organizations. We request meetings with front line RSD staff at least twice a year to introduce our services. We ensure there is a consistent supply of promotional materials in a variety of languages available in the RSD office.
Service Canada Office (Squamish)	The Program Manager and Resource Centre & Marketing Coordinator promotes awareness of our services and supports open communication regarding client referral, service access and other information sharing between our organizations. We request meetings with front line Service Canada staff at least twice a year to introduce our services. We ensure there is a consistent supply of promotional materials in a variety of languages available in the Service Canada office.
Squamish Lil'Wat Cultural Centre Mount Currie Band	The Program Manager and Resource Centre & Marketing Coordinator work together to foster relationships with members of the local First Nations communities to find ways to support Aboriginal clients and employers access employment and other services across the community. This includes providing occasional outreach at the Squamish Lil'Wat Cultural Centre as needed.
Sea to Sky Community Services (SSCS) Pemberton	The Resource Centre & Marketing Coordinator coordinates bi-weekly itinerant services with this community serving organization in their Pemberton location. The ESC provides mobile SSRA and case management services from this central location.
Whistler/Pemberton Literacy Table	The Resource Centre & Marketing Coordinator and JPS attends monthly meetings to liaise with community organizations such as Capilano University, ESLSAP, public library, Vancouver Coastal Health and First Nations peoples. This is a forum to share information about WorkBC services, coordinate services for immigrant clients, and support local initiatives such as Welcoming Communities.
<ul style="list-style-type: none"> <li>• Whistler Visitor Centre</li> <li>• Women of Whistler</li> <li>• Ministry of Children &amp; Family Development (quarterly community resource meetings)</li> <li>• Sea to Sky Mental Health</li> <li>• Dress for Success (referral agency)</li> <li>• Working Gear (member)</li> <li>• Whistler Library</li> <li>• Whistler/Pemberton/Mt Currie Schools</li> </ul>	The Resource Centre & Marketing Coordinator and JPS facilitate information exchange and resource sharing between the WorkBC and these organizations and delivers information presentations as required. The ERS connects other staff (e.g. Case Managers) to these organizations as needed to support client service.

## **5.2 Employer Partnership Strategy**

In Whistler, we continue to build our employer partnerships and continue to have productive working relationships with numerous employers including Whistler-Blackcomb, the Fairmont Chateau Whistler Hotel, the Pan Pacific Hotel, MY Place, Uberfor, The Whistler Villlage Inn and Suites, Aava Hotel, and Ziptrek.

Our key priorities for this year are to:

- Engage employers in job matching services (job development, customized employment and work experience placement). We will do this by initiating an outreach campaign promoting our services, as well as our new website features for employers (job posting, resources, blog)
- Increase the number of local job postings available in the SSRA and on our website by promoting our free job posting service
- Engage employers in providing content (information and advice for job seekers) though feature posts on our blog.
- Provide information about the Partnership Innovation Fund through Job Creation Partnerships and Labour Market Partnerships

The strategies we will use to accomplish this include:

- Developing promotional materials (brochure) targeting employers and providing information about job matching services
- Creating promotional material (magnet or sticker) to promote our free job posting service (Hot Jobs)
- In-person meetings, networking and attendance at the Whistler and Pemberton Chamber events
- Publishing employer interviews, business profiles and job placement service success stories on our website blog

## **6.0 Promotional Plan**

Training Innovations understands the importance of program marketing and community awareness. Our promotional activities balance regular, ongoing initiatives with targeted events and advertising features. Because word of mouth marketing is a big factor in smaller communities, we have included a number of community events in our promotional plan.

Our ESC website offers service information for clients and employers, and is accessible to meet the needs of specialized populations. It features social media tools (blog and facebook) as a means to engage and interact with community organizations, resources, employers and job seekers.

Blog topics will highlight relevant themes of that month and will also feature success stories, local employers, and interesting articles. Special events and community engagement participation that we are involved in is promoted on our Facebook page, which has a following of 200 and growing.

The blog topics we have identified (along with our targeted publishing schedule) are as follows:

- May - Feature employer: RBC
- June - Rec-Tech Revolution- the growing tech sector in the Sea to Sky
- July - Newcomers to Canada
- August – Feature employer: Starbucks
- September - Back to school. Back to work. Job Search Checklist
- October - Gear up for winter! What you need to know about working in Whistler this season
- November - Remembering the past – job search then and now
- December - Employment and Disabilities. Success story
- January - Start the New Year on the Right Foot
- February - Searching for the perfect fit: Job matching is like dating
- March - Women Entrepreneurs. Women in the workforce. We've come a long way baby

To ensure consistency and quality, Tii's Vice President of Communications is involved in managing our social media activities and reviewing the posts to ensure they are purposeful, relevant and meet the intended objectives.

### 6.1 Schedule of Promotional Activities

The following table outlines the advertising, events, SSRA display features, and industry focus on our WorkBC website that will take place in 2015-2016 at the Whistler ESC. Ongoing activities include:

- Community rack card and poster distribution
- Promotion of free job postings on our website (in person and community events networking)
- Weekly Facebook updates and monthly blog updates

	Advertising	Community / SSRA Events	Features and Themes
<b>April</b>	Print Ads in Whistler	Attend the Women of Whistler Event Present WorkBC services at the Whistler Multicultural Network	National Volunteer Week Arts & Culture Week BC (4 <sup>th</sup> week) Earth Day (April 22)

	<b>Advertising</b>	<b>Community / SSRA Events</b>	<b>Features and Themes</b>
<b>May</b>	<p>Ads focusing on new graduates and opportunities in the labour market</p> <p>Radio ad campaign begins and runs through April 2016.</p> <p>Leaderboard ad on Mountain FM website, 1000 impressions included in campaign package</p> <p>Blog post: Feature employer - RBC</p>	<p>Celebrate Aboriginal Awareness Week through outreach activities to Aboriginal communities in our catchment</p>	<p>Mental Health Week (1<sup>st</sup> week)  Canada Youth Week (1<sup>st</sup> week)  Aboriginal Awareness Week (May 21-24)</p>
<b>June</b>	<p>½ page ad in the Whistler Survival Guide (annual publication)</p> <p>Continued radio ad campaign</p> <p>Special ad in the Pique re: Tech Industry Job Fair</p> <p>Blog post: Rec-Tech Revolution- the growing tech sector in the Sea to Sky</p>	<p>Celebrate National Aboriginal Day through outreach activities to Aboriginal communities in our catchment</p> <p>Whistler Retail Association Event</p> <p>Sponsor and attend Whistler Multicultural Festival</p> <p>Attend Tourism Whistler Information Tradeshow</p> <p>Tech Industry Job Fair (in Squamish but includes Whistler employers)</p> <p>ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.</p>	<p>National Day of Healing &amp; Reconciliation  National Aboriginal Day (June 21)  Canadian Multiculturalism Day (June 27)  Social Media Day (June 30)</p>
<b>July</b>	<p>Print Ads in Pemberton</p> <p>Continued radio ad campaign</p> <p>Distribute targeted marketing material at health care offices.</p> <p>Outreach to health practitioners</p> <p>Blog post: Newcomers to Canada</p>	<p>Deliver information session to health practitioners re: services for individuals who have been injured or have a disability</p> <p>Attend Whistler Wellness Fair</p> <p>ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.</p>	<p>Canada Day (July 1)</p>
<b>August</b>	<p>Print Ads in Pemberton</p>	<p>ITA Representative for Sea to Sky spends a day on site to answer questions about trades and</p>	<p>BC Day</p>

	<b>Advertising</b>	<b>Community / SSRA Events</b>	<b>Features and Themes</b>
	<p>Continued radio ad campaign</p> <p>Outreach to youth organizations, high schools. Post-secondary</p> <p>Distribute collateral to engage employers in placement/wage subsidy, WEP and other services</p> <p>Blog post: Feature employer - Starbucks</p>	<p>apprenticeships.</p>	
<b>September</b>	<p>Print Ads in Pemberton</p> <p>Continued radio ad campaign</p> <p>Self Employment marketing activities</p> <p>Distribute collateral to engage employers in placement/wage subsidy, WEP and other services</p> <p>Blog post: Back to school. Back to work. Job Search Checklist</p>	<p>The Spirit Within Festival (celebrating First Nations culture)</p> <p>ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.</p>	<p>Labour Day (first week)</p> <p>National Learn @ Work Week (3<sup>rd</sup> week)</p> <p>Essential Skills Day (Sept 21<sup>st</sup>)</p>
<b>October</b>	<p>Ad campaign promoting employer workshop on hiring and retention or upcoming seasonal hiring.</p> <p>Blog post: Gear up for winter! What you need to know about working in Whistler this season</p>	<p>Deliver workshop on hiring and retention for employers. Promote Job Placement Services</p> <p>Host a table at the Sea to Sky Family Fair</p> <p>ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.</p>	<p>Small Business Week</p> <p>Healthy Workplace Month</p> <p>Women's History Month</p> <p>Library Month</p> <p>Sea to Sky Family Fair</p> <p>Thanksgiving</p> <p>Halloween</p>
<b>November</b>	<p>Continued radio ad campaign</p> <p>Ad campaign focusing on welcome week, new employees, and promoting the information workshop about working in Canada</p> <p>Blog post: Remembering the past – job search then and now</p>	<p>Whistler Welcome Week (Nov 12-17) – host information table at the Welcome Week Dinner</p> <p>Host a workshop about employment standards and “working in Canada” for international workers and new employees (late Nov)</p> <p>Participate/visit Grade 10 Career Planning class</p>	<p>Veteran's Week (Nov 5-11)</p> <p>Whistler Welcome Week</p>

	<b>Advertising</b>	<b>Community / SSRA Events</b>	<b>Features and Themes</b>
		ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.	
<b>December</b>	Continued radio ad campaign  Ad campaign focusing on new employees, and promoting the information workshop about working in Canada  Blog post: Employment and Disabilities. Success story	Whistler Chamber Luncheon  Host a workshop about employment standards and “working in Canada: for international workers and new employees (early Dec)  ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.	International Day of Disabled Persons (Dec 3) Community Resources for the holiday season National Day of Remembrance and Action on Violence Against Women (Dec 6) Christmas and Hannukkah holidays
<b>January</b>	Continued radio ad campaign  Ad campaign promoting WorkBC Services with “new year, new start” message in Whistler and Pemberton.  Blog post: New year, new start	Whistler Chamber Luncheon  ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.  Explore opportunities for joint awareness campaign with Whistler and Pemberton libraries	BC Literacy Week / Family Literacy Day
<b>February</b>	Continued radio ad campaign  Blog post: Searching for the perfect fit: Job matching is like dating	ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.	Valentine’s Day Black History Month National Flag of Canada Day (Feb 15) Heritage Day (Feb 17)
<b>March</b>	Continued radio ad campaign  Ads promoting Pemberton Job Fair  Ad in Pemberton Leisure Guide  Blog post: Women Entrepreneurs. Women in the workforce. We’ve come a long way baby	Host Pemberton Job Fair  ITA Representative for Sea to Sky spends a day on site to answer questions about trades and apprenticeships.	International Women’s Day (March 8) Journee Internationale de la Francophonie (Mar 20) International Day for the Elimination of Racial Discrimination (Mar 21)

### 6.3 Evaluation of Marketing Activities

In consultation with the VP Communications, the Program Manager will implement the following strategies for evaluating marketing activities:

- Monthly tracking of new clients to the Centre & comparison with previous year's flow
- Monthly tracking of specialized populations
- Monthly tracking of client engagement in Case Management
- Quarterly tracking of how Clients heard about our services
- Monthly tracking of job leads posted on our website
- Client and Employer feedback surveys completed following an activity or event
- Completion of a Tii event evaluation form by one or more staff members to evaluate the return on investment after attending an event, and to identify strategies to replicate or improve in future events