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SPOTLIGHT ON BUSINESS

ADVERTISING FEATURE

Who is going to work for you in the next 10 years?

Industry Education Council OF HAMILTON

According to the Hamilton Training Advisory Board's report 'Charting Hamilton's Labour Market: Past, Present and Future', 21,000 workers are expected to retire in Hamilton by 2016 and some 50,000 new employees will be needed to take over jobs created as a result of retirements and new economic opportunities.

If you are an employer, these projections should make you pause and think about your future human resource strategy and ask yourself 'who is going to work for me in the next 10 years?'

Workforce preparedness is the most important thing you could do for your business. But how do you attract employees to work for you when so many will be needed in a seller's market?

One of the best ways to tap into the future workforce is by providing career mentorship opportunities today. Mentorship gives you the chance to meet future workers without permanent obligation and allows you to evaluate them and your in-house training strategies. In addition, those young people get to meet you and the type of work that could become their future career. More specifically, it encourages them to remember you when they are ready to look for employment. It is a "win-win" for both sides of the hiring table.

There are several different ways a business can participate in introducing students to the world of work and there are certainly many options regarding the level of time commitment and involvement.

Short term involvement can be as simple as visiting a classroom to talk about a career; participating in a career fair; hosting a



workplace tour or encouraging "job shadowing". What about providing a senior student with a short-term work placement? All of these activities will provide invaluable knowledge to young people contemplating their future career choices and it will place your business at the forefront for their consideration.

Long term mentorship of students who are presently enrolled in Cooperative Education, school-to-work programs or Ontario Youth Apprenticeship Programs (OYAP) has become recognized as a proven cost-effective opportunity to recruit, train and retain young workers. These mentorship programs range from 4 months to those that can span multiple years, enabling students to gain high school credits while they benefit from experiential learning. Employers build relationships with potential future employees and hear fresh viewpoints on company services and products which can result in innovative strategies and improved productivity.

School-to-Work transition programs target students planning to enter the workforce directly from high school. By providing workplace experience, employers help them transition from school into

a particular industry or occupation while gaining insight into the students work ethic and ability.

OYAP provides co-op placement in the skilled trades allowing students to work towards an actual apprenticeship while completing high school. If you employ people in the trades, OYAP provides a gainful way of training your future employees. You will be helping students launch their future career and providing leadership in the business community while acquiring valuable tax credits for your company. Currently, there are more than 140 skilled trades approved in Ontario.

Whether you opt to take part in a short or long term mentorship endeavour, the end result will be good for Hamilton and will provide your business with a tremendous opportunity to secure young, dedicated and enthusiastic skilled employees. After all, who could you trust more than yourself to pass on your accumulated knowledge and skills to the next generation?

Invest Today Benefit Tomorrow Be a mentor!

To learn more call 905-529-4483 or email info@iechamilton.ca.



'Huge loss' to Brantford if Mohawk campus goes

Continued from A1
That's alarming," he said. "I'd think that the growth in student population in recent years would indicate that it was more than viable."

Robb said an existing downtown Brantford satellite called the Odeon campus could be expanded to 400 students from the current 300 to minimize inconvenience to Brantford residents studying in that city.

As it stands, only 28 per cent of students studying at Mohawk's Brantford sites live in Brantford, with most of the remaining 72 per cent commuting from Hamilton, Robb said.

Mohawk had been pursuing a plan to move to the Brantford Expositor building on Dalhousie Street, which would have placed students among others from Laurier and Nipissing universities, which already have downtown campuses.

The college has been developing collaborative programs with Nipissing and Laurier in anticipation of moving downtown.

To make the \$10-million move, Mohawk had declared it would need help from the federal, provincial and municipal governments.

The federal government has rejected Mohawk's request for \$5 million from its Southern Ontario Development Program. The college had asked for \$1.5 million from the

province and assistance from the city, but not being able to negotiate a deal with the city by the end of 2009 also brought an end to negotiations with the province, the college said.

"Without all three, the move just cannot happen," Robb said. "The college does not have the finances to do the move on our own."

McColeman said there had been a "huge oversubscription" to the federal program Mohawk had been counting on, with the vast majority of applicants being rejected. He said the compressed timing required by the program had worked against the college.

McColeman said that losing most of Mohawk's Brantford presence would be a blow to the city, especially to the momentum that education has given to its downtown rejuvenation.

"It's a huge part of our community and has been for a long time. I will do everything I can personally to try to influence (Mohawk) to stay in Brantford," McColeman said.

"To lose them would be a huge loss to this community. I'll certainly advocate strongly and have advocated strongly that they not only stay in the community but grow the campus here."

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Accuracy pledge

Nothing is more important to us than accuracy. We strive always to ensure the information we provide our readers is factual and correct. But sometimes we make mistakes, and when we do we will correct them promptly and prominently.

If you see a factual error, please contact the newsroom at 905-526-3420 or by e-mail at corrections@thespec.com.

Corrections

A photo page honouring Canada's medal winners in Monday's Vancouver 2010 section incorrectly listed Marianne St-Gelais as winning gold in 500 metre short track speedskating. In fact, she won a silver medal.

The page also misspelled the name of gold medal moguls skier Alexandre Bilodeau.

The Spectator apologizes for the errors.

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