January 2024



# Information Package for Employers and Employees





anadian ED Network Funded by the Government of Canada





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# CAVD

# **MESSAGE TO THE COMMUNITY**

Community Futures Lesser Slave Lake is leading the Community Action for Workforce Development (CAWD) Program that aims to bring employment opportunities to the Town of Slave Lake and the regional area.

"The Town of Slave Lake has welcomed an increase of newcomers to our community, and we will continue to open our doors to new opportunities. We are committed to removing barriers that people from marginalized demographics traditionally face when seeking employment so we can build a large, vibrant community," says Mayor Francesca Ward.

The program, which runs until March 31, 2024, matches employers with potential workers from marginalized communities who often face barriers to employment and equitable pay. Community Futures, in partnership with the Canadian Community Economic Development Network (CCEDNET) and supported by the Government of Canada, will provide employers with training and development in community leadership, diversity and inclusion in the workplace, and clean economy. They will also be supported with wage subsidies of up to \$5,500 per new employee hired to ensure employees receive the upskilling and reskilling necessary for them to be successful in their job placements.

Employees will not only have access to employment opportunities in the Lesser Slave Lake Region but will also have access to wrap around supports such as transportation, childcare, technology, and other services that may be required to be successful in their new job. New employees will receive one-to-one support through the program, diversity and inclusion in the workplace training, and the option to be paired with a mentor to support their transition into the workforce.

"I am incredibly proud of the strides our Community Futures Lesser Slave Lake region is taking through the Community Action for Workforce Development Program. This initiative is not just about finding jobs; it's about forging pathways to success for individuals from marginalized communities. Our commitment is to cultivate a resilient, inclusive workforce that propels our region towards sustained growth and opportunity," says Josh Friesen, Executive Director, of Community Futures Lesser Slave Lake Region.

For more information, visit www.communityfuturessl.com/cawd

### Noreen Remtulla, CAWD Project Manager

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www.CommunityFuturesSL.com/CAWD www.Facebook.com/CommunityFuturesISL

Funded by the Government of Canada









# **ABOUT CAWD**

The Community Action for Workforce Development (CAWD) program is an initiative funded by the Government of Canada through the Community Workforce Development Program that pilots intersectional, community-led workforce planning models that support economic diversification strategies that take action on climate change and contribute to clean growth. The pilot project is in three rural communities across Canada (Arnprior, Ontario; Slave Lake, Alberta and Golden, BC).

In each community, the process engages small and medium enterprises from a range of industries and sectors as well as relevant community-based organizations and public agencies in community workforce planning, training, and work placements in order to provide upskilling and reskilling training, wrap-around supports, and work placements.

The objective of the Community Action for Workforce Development is to create real, long-lasting change in the Slave Lake Region by supporting employment opportunities and removing barriers for both marginalized communities and local employers.

## Marginalized communities include:

- BIPOC communities (Black, Indigenous, People of Colour)
- 2SLGBTQ+
- Newcomers
- Older workers (55+ years old)
- Official language minority communities (French)
- Persons with disabilities
- Women
- Youth (18-30 years)

The Community Action for Workforce Development aims to foster rural economic growth by working closely with community, business leaders and new employees to create sustainable, inclusive, and thriving communities.



# **CAWD COMMUNITY PARTNERS**

<u>Community Futures Lesser Slave Lake Region (CFLSLR)</u> is a community driven, non-profit organization focused on supporting small to medium enterprises with business development and loans. Community Futures develops and manages a number of initiatives including studies, census surveys, labour attraction and retention events, business training events, conferences, and economic development projects. There are business loan options, training courses, personal business coaching, and networking events available for small businesses.

<u>Canadian Community Economic Development Network (CCEDNET)</u> is a valuesbased, non-profit association committed to connecting people and ideas for action that builds more sustainable, equitable and inclusive locally controlled economies. Their initiatives seek to increase public demand and political action for policies and programs that support community economic development.

<u>Community Data Program (CDP)</u> provides more than 400 municipal, not-forprofit and community sector member organizations with access to unique community data products, responsive technical support, and a cross-Canada network of community data practitioners. The CDP is preparing a rural community workforce development data portal for all municipalities across Canada to provide secondary data that can support these communities in developing their own workforce development plans and enacting a similar project.

<u>Government of Canada Community Workforce Development Program</u> puts communities at the heart of determining their economic futures. It is a pilot to test community-based approaches to workforce planning and skills training to support local economic development and growth. The CAWD Program is funded by the Government of Canada.











# HOW THE CAWD PROGRAM WORKS

The Community Action for Workforce Development (CAWD) Program is looking for both employers looking to hire and workers who are looking for a new job or to upskill or reskill to another job.

The project is focused on workers whose identify factors are considered marginalized communities which includes Black, Indigenous, and People of Colour, 2SLGBTQIA+, newcomers, older workers (55+), official language minority groups (French), persons with disabilities, women, and youth (18-30 years).

Employers are supported by obtaining wage subsidies (up to \$5,500 per new or promoted employee) for training and development and new employees are eligible for wrap around supports that can include transportation, childcare, technology, additional training etc.

This program supports employers who have hired and employees who have been hired between June 1, 2023, to February 29, 2024. The wage subsidies and wrap around support will be provided until the project concludes on March 31, 2024.

The Community Action for Workforce Development team will work with both employers and workers to find a suitable job placement match. There are several events planned to Meet Your Match so register to be part of CAWD today!

# **REGISTER FOR THE CAWD PROGRAM**

Scan the QR Codes for information about CAWD or to register for the program.







ABOUT CAWD



FOR EMPLOYERS



















As Canada continues to experience challenging economic conditions, people are continuing to face struggles with inflation and elevated consumer prices. Despite rising costs of living, Canada's population has grown by more than double its prepandemic pace. The Community Action for Workforce Development is funded by the Government of Canada to support people in marginalized communities find meaningful work by upskill and reskilling.

The labour market is a major component of the economy. Economic growth and productive employment go hand in hand. In the Slave Lake Region, the unemployment rate is at 11%, which isn't far behind the 12% for the entire province of Alberta. Persons with disabilities, Indigenous Peoples, Black and Youth all have unemployment rates well above the overall rate for the Slave Lake Region.

Through the Community Action for Workforce Development program, employers like you can help disrupt barriers to employment that marginalized communities face and access talent with the support of this program. Training and development as well as wraparound support are offered to both employers and employees to support the transition to new employment opportunities.

## **DELOITTE REPORT**

Research suggests that conscientiously creating opportunities for individuals from marginalized populations can benefit organizations in multiple ways:

**1) Enhanced performance:** Diversity and inclusion have been linked to better team performance, and businesses with greater gender and racial diversity often financially outperform their peers. The concept of building teams comprising individuals with different lived experiences falls into a new frontier focused on adding diversity of thought to the traditional demographic lens.

**2) Attracting and retaining top talent:** Creating sustainable job opportunities for marginalized populations may result in higher retention rates for employers—from these hires as well as current staff. Additionally, a recent survey found that "millennials and Generation Zs show deeper loyalty to employers who boldly tackle the issues that resonate with them most."

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**3) Strengthened social license to operate:** Studies show that steady, gainful employment contributes to lowering vulnerability and increasing stability. This can, in turn, create greater economic outcomes for traditionally marginalized individuals and their families, and contribute in small ways toward broader economic equality goals.

While the potential benefits are clear, many individuals from marginalized groups continue to face challenges in accessing sustainable employment such as social stigma, accessibility, behavioral and physical health trauma, legal barriers, financial constraints, misaligned qualifications, and education. Individuals from marginalized groups often face more than one barrier and are often left trying to navigate an unfamiliar ecosystem of the labour market. Similarly, employers may also be unsure of how to access talent and train employees outside of traditional methods.

The Community Action for Workforce Development program understands the complexities, nuances, and barriers of employment that both employers and employees experience. With guidance and support from Community Futures Lesser Slave Lake Region and the Canadian Community Economic Development Network, wage subsidies, wrap around supports and free training and development opportunities are available to both employers and employees.

## **GUIDELINES FOR NEW HIRE PLACEMENTS**

1) Businesses must provide new hires with all relevant information concerning health and safety standards and regulations, their work environment, and safety equipment and related requirements.



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2) The Business shall ensure that no new/promoted employee is recruited and placed to:

- Fill a position left vacant due to an industrial dispute at the Recipient's or an employer's premises
- Fill the position of a worker who has been laid off by the Recipient or an employer and is awaiting recall
- Displace another worker employed by the Recipient or an employer.

In the event of a breach, the Government of Canada may require the Business to forthwith repay as a debt owing to Canada the amount of any financial assistance from Canada's contribution.

# PROGRAM BENEFITS FOR EMPLOYERS

Participating in this program has several benefits for business owners/employers:

- Employers can be eligible to receive up to \$5,500 for training and development supports (which can include wage subsidies due to mandatory training)
- Employers will participate in social justice training to better understand the barriers people from marginalized communities face and how they can support their employees
- Employers will engage in clean economy training and have an opportunity to develop an action plan
- Participate in optional workforce training a Community Leadership Program
- Invitations to community job fair events and workforce development activities



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# HOW EMPLOYERS PARTICIPATE IN THE CAWD PROGRAM

1) Sign up to participate in the program by February 29, 2024, completing the online <u>registration forms.</u>

Sign a contract with Community Futures Lesser Slave Lake and the Canadian Community Economic Development Network to be eligible for \$5,500 per new hire to subsidize wages for training and development.

- 2) Your employees must also register for the program in order for you to receive wage subsidies. New hires and/or promoted employees are eligible if their hire date is between June 1, 2023 and February 29, 2024. The employee must still be employed until March 31, 2024.
- 3) Commit to completing mandatory training (clean economy and social justice) by March 31, 2024.
- 4) Complete wage subsidy forms and attach paystubs and related receipts for reimbursement every two weeks.

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# **MANDATORY TRAINING FOR EMPLOYERS**

Employers participating in the CAWD Program must attend the two **mandatory** training events listed below. Please RSVP for these events, and save them in your calendar.

**CLEAN ECONOMY TRAINING** 

dev Johnwart 20, 2024

Date: Wednesday, February 28, 2024 Time: 9:30 a.m. to 11:30 a.m. Location: Holiday Inn Meeting Room, Slave Lake Trainer: <u>Regenerative Waste Labs</u>



Clean Economy Training

Understand climate action and climate growth by establishing common language, learning the importance and benefits of climate action initiatives, sustainable transition and gain communication tools so you can take the next steps in transitioning to a green economy.



SOCIAL JUSTICE TRAINING



Date: Thursday, March 21, 2024 Time: 9:30 a.m. to 11:30 a.m. Location: Holiday Inn Meeting Room, Slave Lake Trainer: <u>Baku Consulting</u>

**RSVP HERE** 

In the Fundamentals of Anti-oppression Workshop, participants will explore systemic oppression, social justice, privilege, identity, and allyship through a variety of engaging activities. Through self-reflection, community based inquiry, lessons from history, and collaborative problem-solving, participants gain the knowledge and skills to view the world through an anti-oppressive lens.

\*If you are not able to attend the in-person training, you will be required to complete an online asynchronous course.



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## **EMPLOYER'S CHECKLIST**

## MANDATORY TASKS



## **RECOMMENDED TASKS** (Optional)









Event: Job Fair - February 22, 2024

Event: Celebration & Wrap Up Party - April 11, 2024

# FOR WORKERS



















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# FOR WORKERS

The Community Action for Workforce Development Program is committed to breaking down barriers to employment opportunities and matching potential employees like you with employers in the Lesser Slave Lake Region.

By participating in this program and seeking employment, you can be eligible to receive wrap around support such as resume writing, interview skills, transportation to work, childcare, uniforms, and professional training and development.

## PROGRAM BENEFITS TO WORKERS

- Wrap around supports to ensure employees have the necessities to be successful at work (transportation, childcare, upskill/reskilling training)
- Mentorship Program (optional)
- 1:1 bi-weekly program check-ins to ensure you are fully supported and successful in work placement

## WHAT ARE WRAP AROUND SUPPORTS?

Wrap around supports are a way to respond to potential barriers workers may have when entering the workforce. The economic downturn, the pandemic, and historic barriers disproportionately affect people from marginalized communities that may already be struggling.

Wrap around supports aim to stop the cycle of inequity and exclusion with comprehensive solutions to solvable barriers. The goal of wrap around support is to meet the variety of needs of a population. A worker who receives wrap around support may be able to focus on their new job and have a better chance at success.

Employees may request wrap around support such as transportation, childcare, counselling, living allowances, technology, clothing, equipment, tools, training, and special services.

\*Note: there is a limit to wrap around services per employee and services will conclude on March 31, 2024.



# FOR WORKERS

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## HOW WORKERS PARTICIPATE IN THE CAWD PROGRAM

- 1) <u>Sign up to participate</u> in the program by February 29, 2024, completing the online registration forms.
- Sign a contract with Community Futures Lesser Slave Lake and the Canadian Community Economic Development Network to be eligible for wrap around services and support matching with a potential employer.
- 3) While employment is not guaranteed through the CAWD program, you can participate in events to meet potential employers.
- 4) Participate in mandatory bi-weekly check-ins with the CAWD Program Manager.
- 5) Mentorship Program (optional): Mentorship is an important element of a worker's well-being and success. Mentors are able to guide professional and personal goals and suggest pathways for you to achieve your desired future. Mentorship provides a platform for connecting with leaders, innovators, and high achievers.

# FOR WORKERS

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## WORKER'S CHECKLIST

## MANDATORY TASKS

Data Consent (CCEDNet)	
Data Consent (Community Futures LSLR)	
Employee Registration Form	
Employee Contract	
Request Wrap Around Services	
Bi-Weekly Check In	

## **RECOMMENDED TASKS** (Optional)



<u>Event: Meet Your Match - February 08, 2024</u>

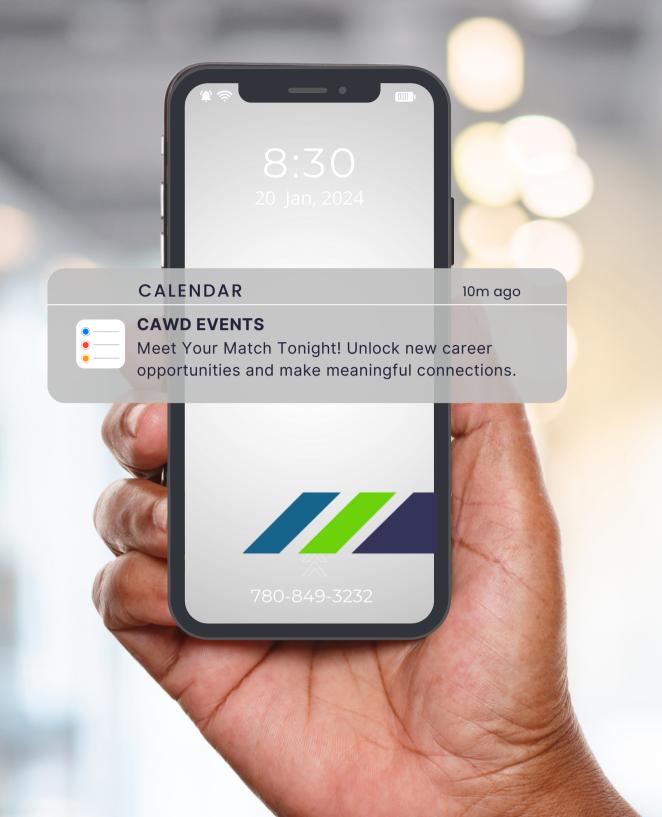




Event: Job Fair - February 22, 2024

Event: Celebration & Wrap Up Party - April 11, 2024

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# UPCOMING EVENTS

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# **UPCOMING EVENTS**

All Employers, Workers, and community members are welcome to register and attend CAWD Events. SEE ALL EVENTS HERE



Time: 6:00 p.m. to 8:00 p.m. Location: Dog Island Brewery, Slave Lake

Time to network! Employers will meet potential employees! People looking for work may meet their future employer! Enjoy mingling while enjoying some snacks. Alcohol will not be provided.



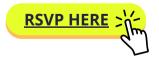


An inspiring evening of networking, learning & growth.

**Goal Setting** with Len Asedillo, a Certified Life and Workplace Coach. Learn about the power of winning as a state of mind, the Life Compass and Dare to Win tools. Determine your priorities and goals for 2024.

**Wellness** with Cleo Carifelle, owner of CC Fitness Health & Wellness. Be inspired with practical tips to prioritize your physical health and foster a balanced and fulfilling lifestyle. Join us for a Stretch Session: Flex your mind and stretch your body! Additionally, we will be giving away 30 free yoga mats to those who join us for the exercise session.

**Financial Fitness** with Amanda Mckay, branch manager of Scotiabank Slave Lake. Take control of your financial future and make empowered decisions about your money.

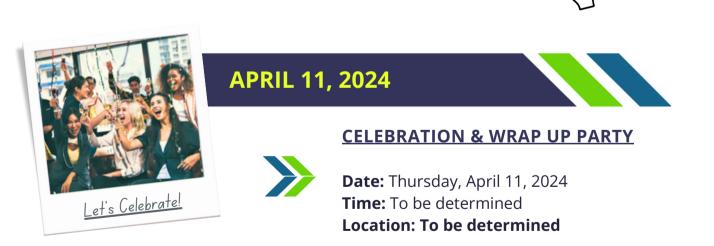


# **UPCOMING EVENTS**

### Continued



Bringing job seekers, local employers, and educational resources for one stop location to find employment opportunities and career development support.



Employers and Employees are welcome to celebrate their successes with the CAWD program. Light refreshments will be served.



**RSVP HERE** 



# TRAINING INFORMATION





# ABOUT CLEAN ECONOMY

A clean economy is an economic system that promotes the adoption of sustainable practices and technologies within its framework with the aim of reducing environmental risks and ecological scarcities. This involves advocating for renewable energy, enhancing energy efficiency, fostering ecological innovation, greening operations, and minimizing emissions of greenhouse gasses and other pollutants to protect the natural environment and mitigate the effects of climate change.

*"To thrive in a dynamic world, we need resilient communities that minimize risks and seize the opportunities that change brings." - Regenerative Waste Lab* 

Businesses are being supported to implement clean technologies - goods or services designed to address or prevent ecological damage. These technologies can improve energy efficiency, ensure sustainable resource use, and control pollution.

A clean economy balances environmental responsibility and economic growth. Transitioning to a clean economy is an opportunity for businesses to stay competitive and successful in a rapidly evolving marketplace. By closely examining your organization's value chain, new initiatives may be identified that will lead to cost savings and improved market positioning while opening doors to new markets and partnerships.

# **LEGEND**





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## **STRATEGY #1: SUSTAINABLE PROCUREMENT**

Sourcing products and services in a way that minimizes environmental impact and promotes local economic growth.

## **Benefits**:

- Improved operational efficiency.
- Operational resilience from a diverse and local supply chain.
- Managing environmental, social and governance (ESG) risks.

## **Practical Actions:**

• Buy local, support local farmers, producers, and artisans



• Participate in secondary markets for equipment and materials



• Conduct a supplier sustainability assessment



Source products and materials from recycled content



• Source from certified sustainable sources





Continued

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## **STRATEGY #2: EMISSIONS REDUCTION**

Adopting practices and technologies to decrease carbon emissions.

### **Benefits:**

- Reduced energy costs.
- Additional revenue by selling excess energy.
- Operational continuity through energy resilience.

## **Practical Actions:**

• Subsidize public transportation costs for employees



• Optimize transportation routes to minimize fuel consumption



• Low-emission or electric fleet or courier options



• Optimizing energy efficiency by installing heat pumps or "smart" systems



• Install solar panels or renewable energy on-site





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## **STRATEGY #3: WASTE REDUCTION**

Minimizing waste at its source while also encouraging landfill diversion through recycling and composting.

## **Benefits**:

- Cost savings on waste disposal.
- Optimized resource use within operations.
- Improved Occupational Health & Safety.

## **Practical Actions:**

• Minimize single-use items and packaging



• Implement waste separation and recycling solutions



Conduct a waste audit to identify opportunities to reuse materials within operations



• Adopt B2B reusable transport packaging solutions



• Digitization of documents to reduce paper consumption



• Adopt a process improvement program such as Lean Six Sigma





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## **STRATEGY #4: CIRCULAR ECONOMY**

Maximizing resource efficiency by recycling, upcycling, and using renewable materials.

## **Benefits**:

- New revenue streams from waste.
- Cost savings from improved resource management and efficiency.
- Building resilient business clusters.

## **Practical Actions:**

• Launch a take-back program for product repair



• Set up in-store recycling and collection bins (e.g. e-waste, wood waste etc.)



• Redirect food waste to food recovery organizations



Participate in B2B resource exchange networks



Use a business car-sharing program



 Conduct a feasibility study to identify opportunities to upcycle waste into new materials or products



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## **STRATEGY #5: RESTORATION / CONSERVATION**

Protecting and restoring natural habitats and promoting environmental stewardship.

## **Benefits:**

- Improved ecosystem and community health.
- Climate resilient environment and reduced risks to infrastructure.
- Enhanced quality of local and visitor experience.

## **Practical Actions:**

• Create an internal program for employees to participate in local community clean up events



• Establish a sustainability team to educate employees within your organization



• Implement pollution control measures



• Sponsor local environmental awareness and protection programs





# **ABOUT SOCIAL JUSTICE**

Systemic oppression continuously creates and maintains barriers for people. This can look like experiencing discrimination when applying for jobs, being paid a lower wage than co-workers, dealing with microaggressions on a daily basis, having language barriers or not having their credentials recognized in Canada. This can make it much harder for racialized and immigrant people to have equitable access to workplaces.

As an employer, you have more power to uplift these people and tear down some of the barriers that people experience like equitable hiring practices, paying workers equally, addressing inappropriate comments or behaviours when they arise, and valuing people's experiences and expertise. By working collectively and learning from others, we can start to address some of the systemic barriers people experience and create more equitable workplaces for all.

## Helpful Definitions

**Equity** recognizes that each person has different circumstances, and allocates the resources and opportunities needed to help make our experiences more equal. An equitable lens is one of the most powerful tools in this work, as it helps us acknowledge we are not all the same, and we do not all have the same access as everyone around us.

**Equality** means each individual or group of people is given the same resources or opportunities regardless of specific needs or circumstances.

**Centered Identities** in North America include white, heterosexual, cisgender (same gender as assigned at birth), middle to upper class, non-disabled, Christian or religious, and more.

Keep in mind that centering someone does not mean hierarchizing them or treating them as though they are better.

**Marginalized Identities** include those that fall outside of centered identities. These experiences are treated as different, or 'diverse,' and often aren't the first thought. A detriment of not being a 'first thought' is that in a rapidly moving society, you may not be thought of at all.



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# COMMUNITY LEADERSHIP PROGRAM

The Community Leadership Programming has been intentionally designed around CAWD to help community leaders, managers, and organizations explore approaches, strategies, and ideas that build leadership resilience, navigate organizational change, and allow new employee(s) to prosper in the workforce.

The highly interactive two-day learning session will also help you to foster a resilient, inclusive, and positive workspace so that you can achieve your business goals and contribute to local economic and environmental prosperity and community building.



**Registration:** Open until February 02, 2024 (Limited Spots)

### Your Facilitator: Suzanne Gibson



Our Leadership programs, facilitated by Suzanne Gibson, will offer anyone who leads a team the chance to take a well-supported deep dive into leadership practices, skills, and tools. Suzanne will help you draw out the very best from your staff and stakeholders as you help create a better world.

For more information, please contact <u>Adriana Zylinski</u> at <u>azylinski@ccednet-rcdec.ca</u> or your Workforce community partner, Noreen Remtulla at nremtulla@albertacf.com



# COMMUNITY LEADERSHIP PROGRAM

Continued

## Through this 2-day program you will:

- Identify and explore the changes you may experience as a participant in this program, so that you can foster an agile leadership style that proactively positions you for success
- Discover your preferred learning style(s) through a formal assessment to enhance your own self awareness and to support divergent learning styles in your team mates
- Practice and embody active listening skills so that you are a responsive and supportive supervisor and team leader
- Understand how best to motivate others to get the job done
- Apply tools and approaches to delegate tasks effectively and foster your employees' ownership and engagement in their work responsibilities
- Learn how to engage in respectful and courageous conversations that result in shared problem solving and joint solutions especially when issues are challenging and emotional!
- Identify your preferred leadership style(s) and understand when you need to adapt your style to meet the diverse needs of an individual, team or situation. This will equip you to bring out the best in others,

## Testimonials

"My leadership tactics have changed drastically and my goals have evolved. I was practicing some of the recommended strategies but with new learning and guidance, I've been able to directly enhance my leadership style."

-Leadership program participant

"I have a new understanding of my role as a leader among leaders in my organization. I've been empowered to see different ways in which I can improve as a leader and become a better supporter/challenger to the people I lead, and have also been edified to see there are things that I'm already doing alright at!"

-Leadership program participant



# ADDITIONAL RESOURCES





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# ADDITIONAL RESOURCES

The Community Futures Lesser Slave Lake **website** features free resources for small business owners and entrepreneurs in rural Alberta.

<u>Canada-Alberta Job Grant</u> is an employer-driven program that helps employers invest in training for current and future employees.

<u>Lifemark Vocational</u> provides career and employment services to unemployed or underemployed individuals facing barriers to employment such as difficult labour market conditions, skills shortages, and limited work experience.

<u>Hiring Across All Spectrums</u>: A report on broadening opportunities for LBGTQ2+ Jobseekers

**Beyond Diversity:** An LGBT Best Practice Guide for Employers

**<u>Creating Authentic Spaces</u>**: A Gender Identity and Gender Expression Toolkit

Employing a Diverse Workforce





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