

Summary: “Three on Thursday” – Participation Evaluation

A Series of Webinars delivered in 2020-2021 supporting human resource management in Kingston, Frontenac County, Leeds and Grenville United Counties and Loyalist Township

Background

In February 2020, the Eastern Workforce Innovation Board (EWIB) committed to the delivery of a series of training sessions to support the human resource practices of businesses in Frontenac County, Leeds and Grenville United Counties and Loyalist Township that would supplement EWIB’s online Human Resource Hub, <http://www.workforcedev.ca/index.php/en/human-resources-hub-en>.

Like so many businesses and services across Canada, EWIB was required to modify this plan to meet pandemic restrictions and in early April pivoted to a series of three webinars promoted as “**Three on Thursdays**”. The focus on human resource practices to support local business continued.

Product

Based on feedback from participants in business recovery taskforces established in Kingston, Frontenac County and Leeds and Grenville United Counties as well as local economic developers, three following workshops were selected:

To meet the growing concern with the mental health of business owners and their employees:

Mental Health in the Workplace – Facilitated by Jack Veitch, Manager Community Engagement and Education, Canadian Mental Health Association

- Difference between mental health and mental illness
- How to recognize the signs of mental distress in an employee
- Simple verbal de-escalation techniques and communication strategies
- Work plans for staff coming back into office during COVID-19
- Available community supports and referral strategies

Despite the pandemic, labour market shortages continued in key sectors. The following webinar continued to be relevant throughout the pandemic:

Recruiting and Retaining the Best – Facilitated by Sarah Delicate, Senior Partner of BBMD Consulting

- Reasons employees leave
- The high cost of employee turnover
- Rating your performance: Company culture, Hiring for fit and performance, Onboarding to fit in
- Making your employee feel valued

Finally, relatively stable population growth combined with an aging population in some areas, business owners are turning their attention to succession planning:

Succession Planning – Facilitated by Colleen Carruthers, Partner at TR Group Inc.

- Differentiating between Succession Planning and Business Continuity
- Exploring the steps of Succession Planning in a tight labour market
- Ensuring bench strength readiness for vital positions

Promotion

The Eastern Workforce Innovation Board scheduled their webinars over a 5-month period on Thursday mornings and dubbed the series “Three on Thursdays”. The promotional flyer, distributed via email, is attached. The flyer was also shared via Eventbrite.

Participant Feedback

Table 1 provides a summary of the participation. Table 2 and 3 summarizes participant feedback. Participant profiles including general evaluative comments provided for each individual webinar are attached as Appendix One.

Table 1: Participant Location and Sector Representation			
Location	Total Number of Participants*	Sector	Total Number of Participants from each Sector
Brockville	9	31-33 Manufacturing	1
Gananoque	3	44-45 Retail Trade	5
Kingston	25	51 Information and Cultural Industries	1
Prescott	1	52 Finance and Insurance	1
Cornwall	2	54 Professional, Scientific and Technical	2
Elgin	1	56 Admin. and Support Services (AASS)	25
Markham	1	61 Health Care and Social Assistance	6
Oxford	1	62 Educational Services	3
Peterborough	2	71 Arts, Entertainment, Sports, Recreation	2
Toronto	2	72 Accommodation and Food	2
		81 Other Services	2
		91 Public Administration	2

* In all webinars, there were additional participants who had not supplied registration information

Table 2: Level of satisfaction with the webinar series					
	Level of Satisfaction?				
	Not at all satisfied	Some-what Satisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
Cumulative level of satisfaction expressed over the webinar series	0	0	0	17	22

Table 3: Would you recommend this webinar to others?						
	Would you recommend to others?					
	I would definitely not recommend	I likely would not recommend	I would not mention the webinar to others	I would likely recommend this webinar	I would definitely recommend this webinar	No Response
Cumulative level of satisfaction expressed over the webinar series	0	0	1	16	21	1

Recommendations and Next Steps

Response to the Webinar Series was highly positive. The online format and one-hour timing made them easily accessible and convenient for both local businesses and our service partners. Another satisfaction indicator we noted was that only one participant over the series of three webinars exited the training prior to completion of the training.

Based on this positive response, EWIB has committed to continuing the webinars in 2021-2022. Topics related to workforce development will continue to be selected based on business preference and issues arising during our ongoing employer engagement. We will also continue to consider our partner service providers, educators, economic developers and other Ontario workforce development boards as a resource when identifying speakers who have been previously well received by the business community.

APPENDIX 1 – individual Webinar Evaluations

Mental Health in the Workplace

Date: October 22, 2020

Number registered: 69
 Total number attended: 42 (includes three not on the registration list and two who identified by a series of numbers)
 Total participants: 29

Businesses and Sectors (where provided)

Job Title	Business / Service	Location	Sector
Employment Advisor	Association canadienne-française de l'Ontario	Kingston	Admin. and Support Services (AASS)
Human Resources	Career Services of Brockville	Brockville	AASS
Not provided	CSE Consulting	Brockville	AASS
Operation Manager	Eastern Ontario Training Board	Cornwall	AASS
Executive Director	Employment + Education Centre	Brockville	AASS
Operations Manager	Integrated Care Solutions/Bayshore Healthcare	Markham	Health Care and Social Assistance
Employment Advisor	KEYS Job Centre (2 participants)	Kingston	AASS
Not provided	Kingston Arts Council	Kingston	Arts, Entertainment
Not provided	KrisAlis Glass Company	Oxford	Retail
Administrator	Leeds Grenville Economic Development	Brockville	Public Administration
Managing Principal	Letourneau Heritage Consulting Inc.	Kingston	Professional/Technical
Not provided	Metro Toronto Convention Centre	Toronto	AASS
Not provided	Museum of Health Care	Kingston	Art, Entertainment
Executive Director	Partners in Mission Food Bank	Kingston	Health Care/Social Assistance
Human Resources	Pita Pitt Ltd.	Kingston	Food & Accommodation
Human Resources	RKJL Foods Ltd.	Kingston	Food & Accommodation
Info Specialist	St. Lawrence College	Kingston	Education
Business Support	Workforce Development Board	Peterborough	AASS
10 additional individuals registered and participated but did not provide employment information			

Evaluation Summary

Participation in the evaluation: Of the 42 individuals participating in the Mental Health in the Workplace webinar conducted on October 22 2020, 20 (47.6%) completed the evaluation.

Number of employers: Of the 20, completing the evaluation, 7 (35%) were employers.

Evaluation Summary (Continued)

	Level of Satisfaction?				
	Not at all satisfied	Some-what Satisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
Please identify your level of satisfaction with the "Mental Health in the Workplace Webinar	0	0	0	9	11

	Would you recommend to others?				
	I would definitely not recommend	I likely would not recommend	I would not mention the webinar to others	I would likely recommend this webinar	I would definitely recommend this webinar
Would you recommend the "Mental Health in the Workplace" webinar to others?	0	0	0	8	12

Recruiting and Retaining the Best

Date: November 26, 2020

Number registered: 57

Total number attended: 26

Businesses and Sectors in attendance (where provided)

Job Title	Business / Service	Location	Sector
Executive Director	Association canadienne-française de l'Ontario (ACFOMI)	Kingston	Admin. and Support Services (AASS)
Job Developer (x3)	ACFOMI	Kingston	AASS
Youth Advisor (x2)	ACFOMI	Kingston	AASS
Executive Director	Career Services of Brockville	Brockville	AASS
Employ. Services Supervisor	CSE Consulting	Prescott	AASS
Operations Manager	Eastern Ontario Training Board	Cornwall	AASS
Employer Services Manager	Employment + Education Centre	Brockville	AASS
Employment Services	Fleming College CREW	Peterborough	AASS
President	Frontline Systems Inc.	Gananoque	Manufacturing
Manager Residential Service	John Howard Society	Kingston	AASS
Employer Services (x3)	KEYS	Kingston	AASS
Business Coordinator	Kingston Military Family Centre	Kingston	Health Care/Soc. Asst.
Executive Director	La Route du Savoir	Kingston	Educational Services
Managing Principal	Letourneau Heritage Consulting	Kingston	Prof., Scientific, Tech.
Executive Director	Literacy Link	Gananoque	Educational Services
HR Generalist	Metro Toronto Convention Centre	Toronto	AASS
Director	Partners in Mission Food Bank	Kingston	Health Care/Soc. Asst.
Employment Consultant	ReStart Now	Kingston	AASS
Employment Consultant	St. Lawrence College	Kingston	AASS
2 additional individuals registered and participated but did not provide employment information			

Evaluation Summary

Participation in the evaluation: Of the 26 individuals participating in the Recruiting and Retaining the Best Webinar conducted on November 26, 2020, 12 (46%) completed the evaluation.

Number of employers: Of the 12, completing the evaluation, 3 (25%) were employers.

Evaluation Summary (Continued)

	Level of Satisfaction?				
	Not at all satisfied	Some-what Satisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
Please identify your level of satisfaction with the “Recruiting and Retaining the Best” Webinar	0	0	0	4	8

	Would you recommend to others?					
	I would definitely not recommend	I likely would not recommend	I would not mention the webinar to others	I would likely recommend this webinar	I would definitely recommend this webinar	No Response
Would you recommend the "Recruiting and Retaining the Best" Webinar to others?	0	0	0	4	7	1

Comments

- Very informative and great ideas. Thanks EWIB for arranging for Sara to share her expertise!
- Awesome ! Thank you for this webinar. So timely for me as I am recruiting at present time. I will definitely apply the concepts offered by Sarah Delicate.
- Great information to share with employers - thank you!
- Information was very understandable and relevant. The presenter was great. The only suggestion I would make would be to add more time to further discuss some of the topics and Q&A at the end.
- A big thank you to Sarah, the session was great!
- Well presented and clear
- great ideas, hope this will reach out to lots of employers, thank you

Succession Planning

Date: February 11, 2021

Number registered: 21

Total number attended: 23

Businesses and Sectors in attendance (where provided)

Business / Service	Location	Sector
Association canadienne-française de l'Ontario (ACFOMI)	Kingston	Admin. and Support Services (AASS)
CSE Consulting	Brockville	AASS
Downtown Brockville	Brockville	Other Services
Employment + Education Centre (3)	Kingston	AASS
La Route du Savoir	Kingston	AASS
Ministry of Labour, Training and Skills Development		Public Administration
O'Farrell Financial	Kingston	Finance and Insurance
Rideau Lakes Early Learning Centre	Elgin	Health Care & Social Assistance
Royal Brock Retirement Living	Brockville	Health Care & Social Assistance
Steel Style Garage	Gananoque	Retail Trade
Vianet Telecommunications	Kingston	Information & Cultural Industries
Weehoey Kingston Computer Services	Kingston	Other Services
One additional unregistered participant		

Evaluation Summary

Participation in the evaluation: Of the 23 individuals participating in the Succession Planning Webinar conducted on February 11, 2021, 7 (30%) completed the evaluation.

Number of employers: Of the 7, completing the evaluation, 5 (71%) were employers.

	Level of Satisfaction?				
	Not at all satisfied	Some-what Satisfied	Neither satisfied nor dissatisfied	Satisfied	Very Satisfied
Please identify your level of satisfaction with the "Succession Planning" Webinar	0	0	0	4	3

Evaluation Summary (Continued)

	Would you recommend to others?					
	I would definitely not recommend	I likely would not recommend	I would not mention the webinar to others	I would likely recommend this webinar	I would definitely recommend this webinar	No Response
Would you recommend the "Succession Planning" Webinar to others?	0	0	1	4	2	0

Comments

- It was more superficial than i was expecting. I was hoping for more guidance on how to create a succession plan rather than what is a succession plan.
- The presentation was comprehensive, succinct, well laid out, well paced and concepts well communicated. The shared tools support the process and will be simple to implement. Thank you