

“Three on Thursday” 2021-2022 – Summary Report

A Series of Webinars delivered in 2021-2022 supporting workforce development in Kingston, Frontenac County, Leeds and Grenville United Counties and Loyalist Township

Background

In February 2021, the Eastern Workforce Innovation Board (EWIB) committed to the delivery of a series of online training sessions to support workforce development for businesses in Frontenac County, Leeds and Grenville United Counties and Loyalist Township. The series of webinars branded as “Three on Thursdays” supplement EWIB’s online Human Resource Hub, <http://www.workforcedev.ca/index.php/en/human-resources-hub-en>.

Webinar Series

Based on feedback from employers including our EmployerOne Survey 2021 and consultations conducted while developing our local labour market plan, the following webinars were selected:

Hiring and Developing the Best People – Facilitated by Dianne Reichenbach, Manager of Corporate Sales, Chapters-Indigo

- Hiring strategies that secure the people you need to build your business
- Creating a welcoming on-boarding process
- Developing your workforce through strategic training
- Employee retention through communication, engagement

Leadership in a COVID World – Facilitated by Angela Hoyt, CEO, Evolution Group Inc.

- Leadership strategies to result in an engaged workforce
- Building the emotionally intelligent organization
- Creating stronger teams through a psychologically healthy and safe workplaces

Moving Online – Standing Out in a Virtual World – Facilitated by Geneviève Gazaille, Communication Consultant and owner of The Storyteller, a company that helps businesses tell their story.

- Transitioning to a virtual environment
- How to get found by your future customers
- How to maintain the conversation with your clients
- Connecting with your online audience to elevate your brand

Promotion

Building on the momentum of their successful webinar series in 2020-2021, the Eastern Workforce Innovation Board continued their theme of “Three on Thursday” webinar series marketed to businesses located throughout Kingston, Frontenac and Leeds and Grenville Counties and delivered over a 5-month period. 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: Participation by Sector		
Sector	Participants	
	Number	Percent
23 Construction	2	2.5%
31 Manufacturing	3	3.8%
44-45 Retail Trade	6	7.6%
48-49 Transportation and Warehousing	2	2.5%
51 Information	2	2.5%
52 Finance and Insurance	6	7.6%
53 Real Estate and Rental and Leasing	1	1.3%
54 Professional, Scientific and Technical Services	4	5.1%
56 Administrative & Support and Waste Management and Remediation Services	24	30.4%
61 Educational Services	4	5.1%
62 Health Care and Social Assistance	9	11.4%
71 Arts, Entertainment and Sports	2	2.5%
72 Accommodation and Food Services	1	1.3%
81 Other Services (except Public Administration)	5	6.3%
92 Public Administration	5	6.3%
XX Unknown	3	3.8%
TOTAL	79	

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	6	12

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	0	12	6	0

Recommendations and Next Steps

Response to the Webinar Series was highly positive with participation ranging from small to large size private businesses, educators and service providers. The online format and one-hour timing made them easily accessible and convenient for both local businesses and our service partners.

Based on this positive response, EWIB has committed to continuing the webinars in 2022-2023. Topics related to workforce development will continue to be selected based on business preference, issues arising during our ongoing employer engagement and changing economic conditions. We will also continue to develop our bank of presenters with expertise in a range of topics.

APPENDIX 1 – individual Webinar Evaluations

Hiring and Developing the Best People

Date: November 18 2021

Total Participation: 30

Business / Service	Sector
1000 Island Kayaking	Arts, Recreation and Sports
1-A Mutual	Finance and Insurance
ACFO	Admin/Support, Waste Mngt., Remediation
Allca REIT	Real Estate, Rental and Leasing
Best Health Physio	Health Care and Social Assistance
Boardwalk Dental	Health Care and Social Assistance
Career Services (2 participants)	Admin/Support, Waste Mngt., Remediation
Community Living Kingston	Health Care and Social Assistance
Crazy Knitters Creation	Retail Trade
Crewsrail	Transportation and Warehousing
CSE Consulting (2 participants)	Admin/Support, Waste Mngt., Remediation
Custom Décor	Professional, Scientific and Technical Services
Disability Employment Services	Admin/Support, Waste Mngt., Remediation
EE Centre	Admin/Support, Waste Mngt., Remediation
Employers (3 participants)	Unknown
Independent Living Centre	Health Care and Social Assistance
KEYS Job Centre	Admin/Support, Waste Mngt., Remediation
Kingston Food Bank	Health Care and Social Assistance
Literacy Link Eastern Ontario	Educational Services
Malette Electric	Construction
Ministry of Labour, Training, Skills Development	Public Administration
Net Success Inc.	Admin/Support, Waste Mngt., Remediation
Ross Video	Manufacturing
TSP Accountants	Professional, Scientific and Technical Services
Upper Canada District School Board	Educational Services
Weehoey	Information Services

Leadership in a COVID-19 World**Date:** January 25, 2022**Total Participation:** 39

Business / Service	Sector
1000 Island Duty Free Store	Retail
ACFOMI (3 participants)	Admin/Support, Waste Mngt., Remediation
Agilec (2 participants)	Admin/Support, Waste Mngt., Remediation
Bread and Butter Bakery	Retail
Career Services	Admin/Support, Waste Mngt., Remediation
CER Ottawa	Public Administration
Crewsrail (2 participants)	Transportation and Warehousing
CSE Consulting (2 participants)	Admin/Support, Waste Mngt., Remediation
Eastern Workforce Innovation Board	Admin/Support, Waste Mngt., Remediation
EE Centre	Admin/Support, Waste Mngt., Remediation
First Work (2 participants)	Other Services
Inclusion Nova Scotia	Admin/Support, Waste Mngt., Remediation
John Howard Society Ottawa	Admin/Support, Waste Mngt., Remediation
Kingston Community Health Centre	Health Care and Social Assistance
Kingston Food Bank	Health Care and Social Assistance
Kingston Laser Cosmetic Clinic	Other Services
Lilac and Spruce	Retail Trade
Municipality of Huron Shores	Public Administration
Net Success Inc.	Admin/Support, Waste Mngt., Remediation
Olivea Fine Dining	Accommodation and Food Services
Ontario Tourism Education Council	Other Services
Pinecrest-Queensway CHC (2 participants)	Health Care and Social Assistance
Roald Smith Construction	Construction
Ross Video (2 participants)	Manufacturing
Sun Belt Canada	Finance and Insurance
Township of North Frontenac	Public Administration
Trent Valley Literacy Association	Educational Services
Unknown	Unknown
Upper Canada District School Board	Educational Services
Weehoey	Information
YMCA	Arts, Recreation and Sports

Moving Online – How to Stand Out in a Virtual World

Date: February 10, 2022

Total Participation: 10

Business / Service	Sector
CSE Consulting	Admin/Support, Waste Mngt., Remediation
Cunningham Swan Legal Services	Professional, Scientific, Technical Services
First Work	Other Services
Kingston Credit Union (3 participants)	Finance and Insurance
Net Success	Admin/Support, Waste Mngt., Remediation
Parsam Immigration	Professional, Scientific, Technical Services
Thousand Island Duty Free Store	Retail Trade
Westgate Fine Jewelry	Retail Trade