



Staff Report

Report Title: July 2022 Manager of Strategic Initiatives Status Update

Prepared By: Michelle Goetz, Manager of Strategic Initiatives

Department: BED

Date: Jul. 4, 2022

Report Number: BED-2022-07-31

File Number:

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Attachments: Women in Carpentry 2.0, Communications 6 Month Review

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole hereby receives for information report number BED-2022-07-31 prepared by Michelle Goetz, Manager of Strategic Initiatives.

Background:

This report provides an update from the Manager of Strategic Initiatives.

Discussion:

Engagement Strategy

The public survey is now available on Have Your Say HK:

<https://www.haveyoursayhk.ca/huron-kinloss-engagement-strategy>

Women in Carpentry

Registration for Women in Carpentry 2.0 will be opening in July. Interested participants can apply to the program using our online registration form. The first intake will begin in August 2022 and the second intake will begin in October 2022.

Women in Carpentry 2.0 will offer additional in the shop training to include finishing carpentry. Participants will receive foundational employment skills, carpentry specific training, and on the job experience with an 8-week paid work placement. More information about the program is available in the attached poster.

This program is being funded through the Skills Development Fund, through the Province of Ontario and the Federal Government. The program wouldn't be possible

without the help of our partners at VPI, Fanshawe College and the UBC Local 2222 Carpenter's Union.

Communications Implementation

Staff attended plain language training on June 23rd. Feedback from the training was very positive!

Our Communications Coordinator continues to implement our communications action plan and measure the success of the action items. Attached is a 6 month overview of how our communications are going.

Our team recently purchased licences for Canva and Envato Elements to provide staff with user friendly tools they need to create videos, posters, flyers, and other marketing material. Providing a consistent look and feel when creating marketing materials makes it easier for residents and visitors to identify Township programs and initiatives and creates a sense of pride and confidence in the Township and our staff. Video creation is an emerging communication tool that helps us get our message out to residents and visitors in a clear and concise format that is easy for them absorb and understand.

Grey-Bruce Local Immigration Partnership Council

The first draft of the welcome package for municipalities was presented to the sub-committee on Monday June 27th. Minimal adjustments are required and then the package will be translated into the top three languages of immigrants and newcomers to our area (as determined by Grey-Bruce Settlement Services). Once translated the package will be given to municipalities to input community specific information (phone numbers, addresses, etc.) and then the package can be handed out to new residents as an additional resource to welcome newcomers and immigrants to our municipalities.

Communitech

We were recently invited to participate as a partner in Communitech's Future of Cities project. Participation is free and provides us with an opportunity to network with other municipalities and cities on emerging issues like: citizen engagement, asset management, transport, emissions and city collaborations. We will be engaging in the citizen engagement part of the program, as we think it aligns well with the creation of our engagement strategy. We will hear from solution providers and other municipal stakeholders to learn more about what is possible and how we can improve our engagement practices.

Financial Impacts:

None at this time.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant and accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

- A3.5 Skilled Trades Training
- A6.1 Communications Plan
- S2.1 Resident Attraction

Respectfully Submitted By:

Michelle Goetz, Manager of Strategic Initiatives

Approved By:

Mary Rose Walden, Chief Administrative Officer