



**WORK**  
IN OXFORD

# YOUR FUTURE TALENT IS IN YOUR OWN BACKYARD

**"SAVE MONEY** on your next...hire a high school student".

[workinxford.ca/co-op](http://workinxford.ca/co-op)

## OXFORD WORKFORCE READINESS – **ATTRACTION & RETENTION WITH YOUTH ENGAGEMENT**

Our group of partners and collaborators continually evaluate and instigate initiatives to support our employers. *We are here to help YOU, our employers, the economic engines of Oxford County.*

A primary focus for us at this time is exploring ways to address the chronic labour shortage facing the business community. Youth represent the labour market of the future. Co-op education provides a proven pathway to connect students to opportunities, allow them to experience occupations and make informed decision about their future careers.

We are reaching out at this time to share an opportunity for you to engage with our youth, increasing their awareness of Oxford job opportunities, while building your future workforce.

We hope you will jump on board by sharing your co-op positions with us, so we can help promote them and provide a link to students seeking jobs.



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## BACKGROUND

We have been working closely with the local School Boards to identify new avenues to engage students and front line staff to support informed career decisions based on local need, offer experiential training and learning, and more effectively align coop engagement with local employers. Educational leaders are thrilled at the opportunity to have increased local employer involvement.

One of the primary tools drawn upon to support many of the workforce readiness initiatives is the Work in Oxford (WIO) website and the associated social media presence. The Work in Oxford ([www.workinoxford.ca](http://www.workinoxford.ca)) website promotes employment opportunities in Oxford, links job seekers to employers and also connects people to the myriad of local programs and services that can support their aspirations. The WIO website was originally launched in 2010. It is currently undergoing a full review and revamp. The first stage is to build a stronger more robust co-op section to serve the needs of employers, students, and increase stakeholder awareness. The updated co-op section will then dovetail with a series of youth focussed videos that are being created, inclusion of available school programming to support employment pathways, as well as a more robust marketing campaign.

## OPPORTUNITY – BUILD YOUR WORKFORCE

We are in the process of reaching out to Oxford County Employers, with the intention to:

- Increase awareness of the co-op (and summer student) posting opportunity provided through WIO and associated social media campaigns;
- Confirm any existing co-op opportunities listed on WIO;
- Encourage as well as solicit identification of any new co-op (or summer student) positions that could be included on the WIO site; and
- Facilitate WIO registration for those Employers not currently engaged with the website.

We need your help to build as fulsome an offering as possible to excite our students about the opportunities available here in Oxford.

## DO YOU REMEMBER WHO HELPED YOU GET STARTED?

**This is a FREE program**, all that is needed is your time to register the co-op offerings you would be willing to offer and support in an experiential learning format at your place of business.

You will not be contacted directly by the students. Coordination of position placement will be completed through the teachers. We just need you to identify opportunities to excite our youth about options in Oxford.

## THE GOAL

The updated WIO co-op section will help to engage youth with direct opportunities to local employers, provide an avenue for local employers to connect with local youth and help to fulfill workforce needs while building an enriched labour and talent pool. It will also offer educational institutions a tool to draw from while supporting student career decisions.

### **Positive outcomes will be measured by:**

- Engagement & Participation
- Number of student jobs and co-op postings fulfilled
- Educational institutions are engaged and utilize the resource to align the areas of interest of individual students to opportunities within Oxford's labour market.

If you have any questions, would like more information, or just want to talk through options and ideas to support Workforce Readiness, please feel free to Kyle Rose at 226-228-1720 or [krrose@cesoxford.ca](mailto:krrose@cesoxford.ca).

**Please Share Your Expertise, offer a Student a "REAL WORLD" Experience, and Take Control of Building Your Future Workforce.**