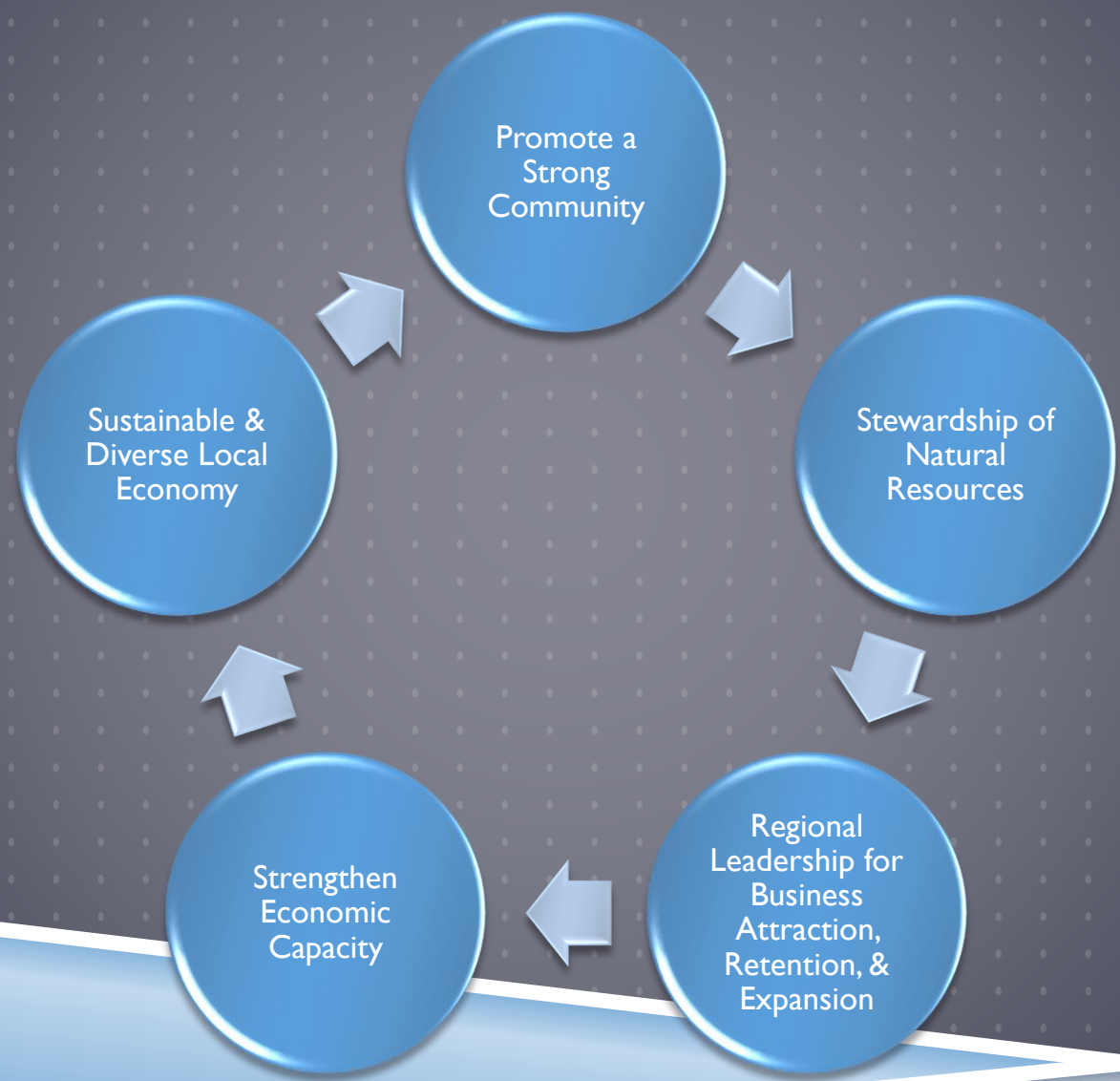




# GRADUATE RETENTION STRATEGIC ACTION PLAN

HOW CAN THE VANCOUVER ISLAND  
REGION INCENTIVIZE POST-SECONDARY  
GRADUATES TO REMAIN ON THE ISLAND  
TO CONTRIBUTE EMPLOYMENT SKILLS,  
ENTREPRENEURIAL TALENTS, AND  
INVESTMENT CAPITAL TO THE LOCAL  
ECONOMY?

# VANCOUVER ISLAND ECONOMIC ALLIANCE (VIEA) IS A COLLABORATIVE PARTNERSHIP SUPPORTING REGIONAL ECONOMIC DEVELOPMENT FOR THE VANCOUVER ISLAND REGION



HOW CAN THE VANCOUVER ISLAND REGION INCENTIVIZE POST-SECONDARY GRADUATES TO REMAIN ON THE ISLAND TO CONTRIBUTE EMPLOYMENT SKILLS, ENTREPRENEURIAL TALENTS, AND INVESTMENT CAPITAL TO THE LOCAL ECONOMY?

## A FIVE POINT PLAN TO STIMULATE THE VANCOUVER ISLAND ECONOMY

“HIRE LOCAL” CAMPAIGN  
RESOURCE ASSISTANCE FOR BUSINESSES  
BRANDING STRATEGY  
ECONOMIC POLICY LOBBYING  
INFLUENCER ENGAGEMENT

# “BECOME AN ISLANDER” CAMPAIGN

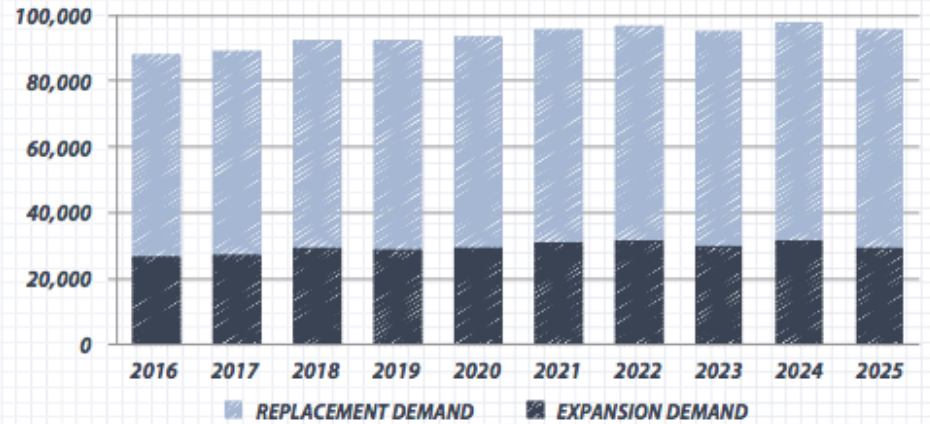
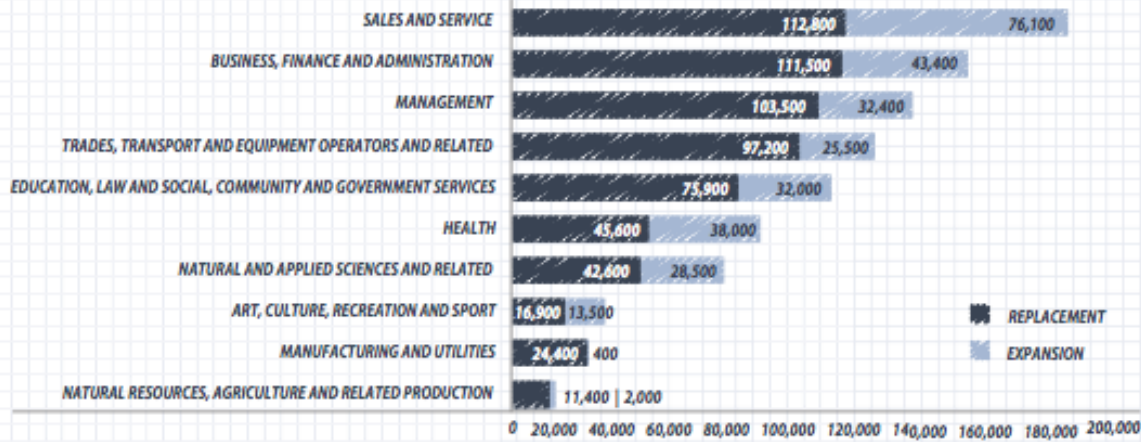


*“TOGETHER WE ARE BETTER!”*



# BACKGROUND

- ▶ International Education is one of British Columbia's major export products, but attracting skilled employees, business owners, entrepreneurs, and investors is a challenge
- ▶ Out of the 1,000,000 new jobs expected in BC by 2025, approximately 200,000 of these will reside on Vancouver Island
- ▶ Local economies rely on skilled workers to work in, invest in, and build communities in, to be robust and diverse
- ▶ HR Policies and branding heavily influence attrition and retention rates of employees, both on a micro and macro scale



# STAKEHOLDERS



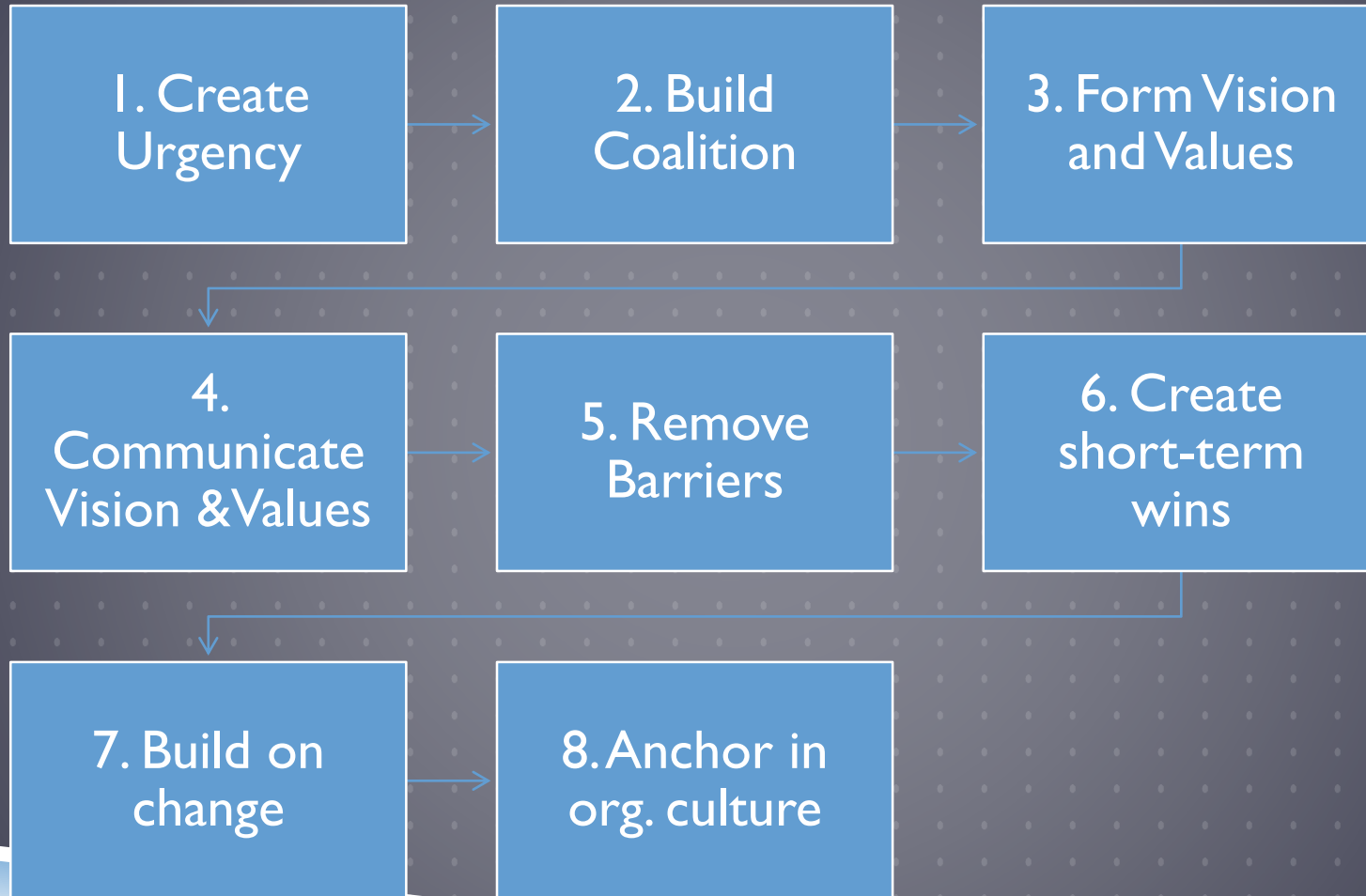


# ANALYSIS























# Kotter's Leading Change Model



# OPTIONS

	Strong Community	Sustainable and diverse economy	Regional Leader in R & R
▶ Status quo			
▶ Marketing Campaign			
▶ Career Advancement Training			
▶ Financial Incentives			
▶ Recruit external talent			
▶ Incubators for new business			

# RECOMMENDATION

Strong  
Community

Sustainable  
and diverse  
economy

Regional Leader in R & R

Become an Islander Campaign





# “HIRE LOCAL” CAMPAIGN

- ▶ Local alliance with businesses, industry representatives, government bodies, and institutions for local hiring initiatives
- ▶ Mentorship Program
- ▶ Increase targeted/specific career fairs
- ▶ Increase opportunities for job placement programs
- ▶ Career Advancement Training after graduation
- ▶ Residency Assistance
  - ▶ Permanent Residency / Canadian Citizenship
  - ▶ Acculturation

# RESOURCES ASSISTANCE PLAN

- ▶ Total Compensation Assistance
  - ▶ Subsidy program providing funding to eligible Vancouver Island employers to hire high school or post-secondary students into summer jobs
- ▶ Support for attracting and retaining candidates currently in the Vancouver Island area
- ▶ Networking and interfacing opportunities for small businesses to interface with recent graduates

# BRANDING STRATEGY

- ▶ Understand the needs of local businesses through consultation and relationship building
- ▶ Understand the needs of local graduate students
- ▶ Social media and online
- ▶ Employee value propositions
- ▶ Define measureable goals, key performance indicators, and objectives
- ▶ Define the communication matrix

# ECONOMIC POLICY LOBBYING

- ▶ Build strategic alliances with government gatekeepers and British Columbia MLA's to adapt policy
- ▶ Minister of Finance – Honourable Michael deJong
- ▶ Minister of Labour – Honourable Shirley Bond
- ▶ Vancouver Island MLA's Michelle Stilwell & Don McRae
  - ▶ Incentivized labour force
  - ▶ Living allowance
  - ▶ Capital investment incentives
  - ▶ CRA – already identify the Queen Charlotte Islands as a “Prescribed Zone”
  - ▶ P.E.I recently implemented rebate programs for PST
  - ▶ BC Provincial Nomination Program (BC PNP) expansion from 200 nominations to 500 per year

# INFLUENCER ENGAGEMENT

Create an ambassador network of influential individuals from British Columbia that new and future graduates can connect and identify with



Elizabeth May, OC, MP  
from Sidney, BC



Steve Nash, OC, OBC  
raised in Victoria, BC



Kim Campbell, PC, CC,  
OBC, QC from Port  
Alberni, BC



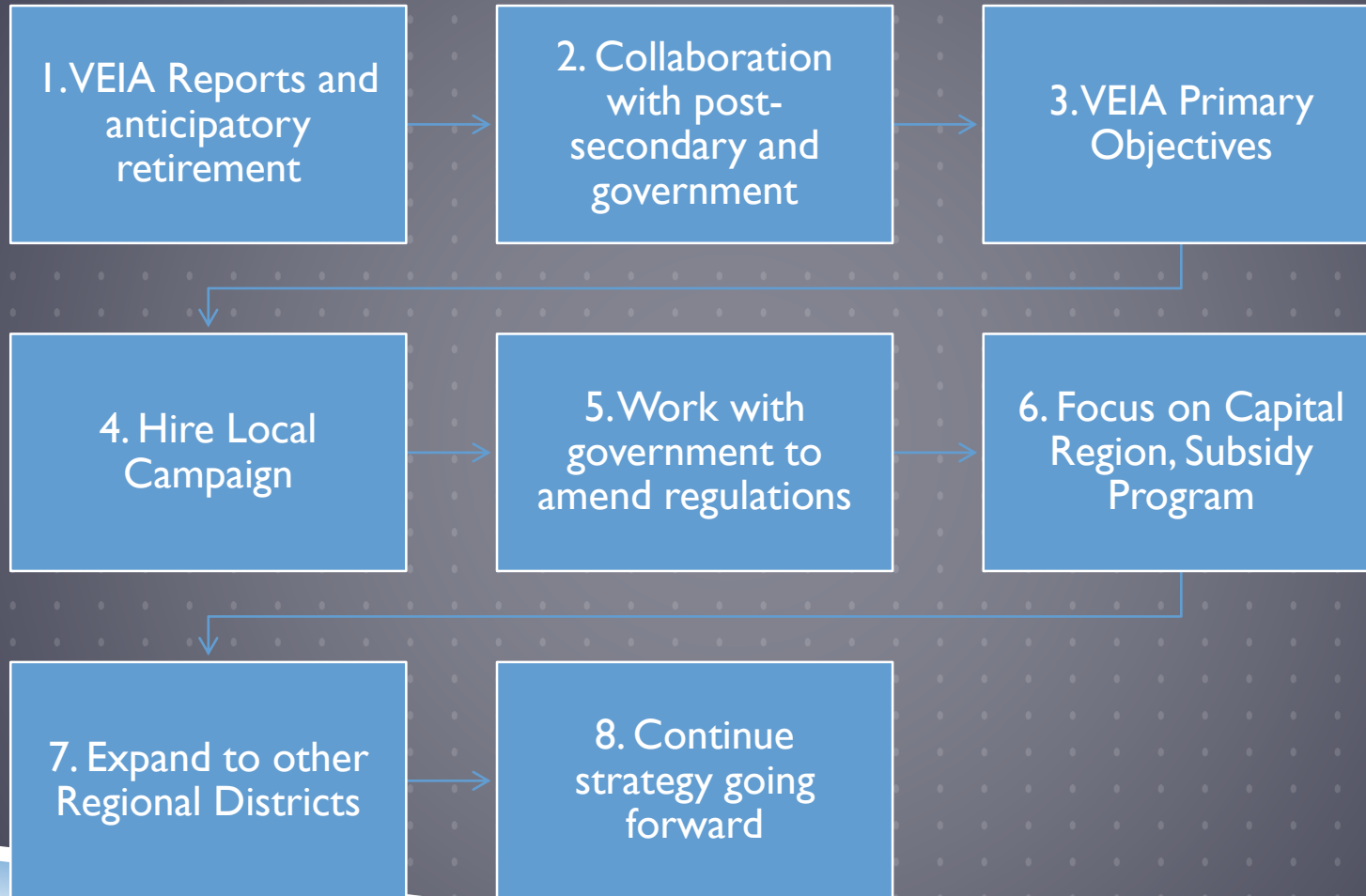
Evan Adams, MD  
from Sliammon  
First Nation, BC



Nelly Furtado,  
from Victoria, BC



# Kotter's Leading Change Model



# IMPLEMENTATION

## ▶ 6 Months

- ▶ Complete stakeholder consultation
- ▶ Roll-out of Subsidy Program
- ▶ Increase opportunities for students to meet employers

## ▶ 1 Year

- ▶ Ambassador network engagement
- ▶ Residency Process Assistance Program
- ▶ Development of employer branding for region
- ▶ Develop career advancement training opportunities partnerships
- ▶ Complete Resources for Businesses Plan

## ▶ 2-3 Years

- ▶ CRA revisions to become a prescribed zone
- ▶ Continued content development for career advancement training
- ▶ Continued improvement and support for business

# IMPACT ON HUMAN RESOURCES

## Pros

- ▶ Reduction in talent drain
- ▶ Increased diversity within region
- ▶ Lower unemployment rates

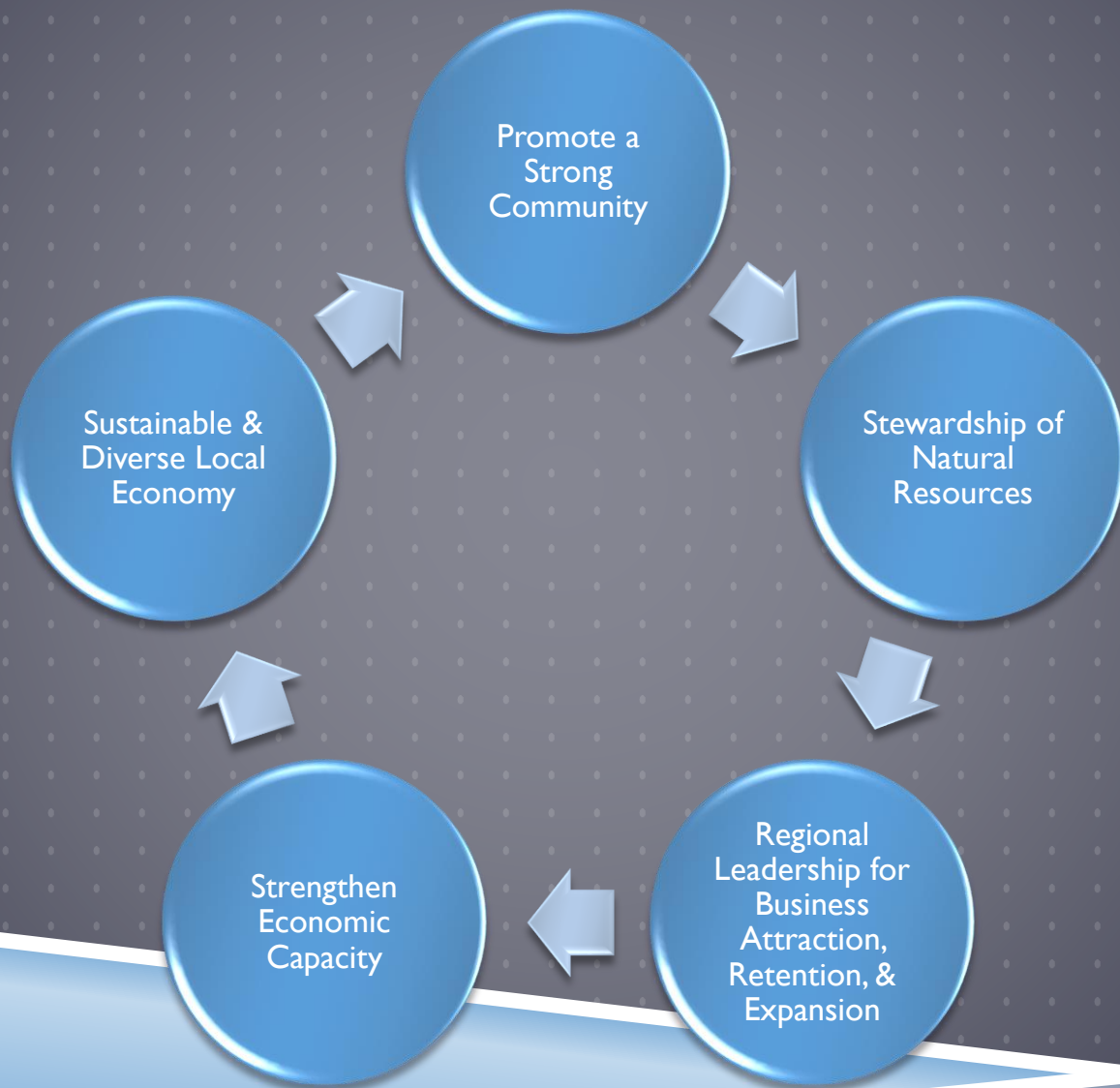
## Cons

- ▶ Competing programs puts pressure on local businesses
- ▶ Barriers to cultural inclusion

# RISKS

Issue	Probability of Failure	Impact of Failure	Mitigation
Marketing Campaigning	Low	High	Invest Financial Resources/ Leverage Existing Resources
Small Companies	Low	Low to Moderate	Building Collaborate Business Relationships
Ambassadors	Moderate	Moderate	Leverage Relationships/ Connections
Lobbying	Low to Moderate	Low	Use a Win-Win Strategy

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# RECAP RECOMMENDATIONS

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# OPEN FOR QUESTIONS