

Human Resources Case Competition

Vancouver Island Economic Alliance

MBA Games – Nanaimo, BC

January 3, 2017

Opportunity Statement

Vancouver Island can retain college and university graduates by promoting the existing **personal** benefits the island lifestyle offers while further developing **professional** opportunities.

Agenda

- **Current Situation**
 - SWOT Analysis
- **Talent Management Strategy**
 - WHAT? : Vancouver Island Vision
 - WHO? : Target market
 - HOW? : Two-pronged approach
- **Conclusion**

Vancouver Island SWOT Analysis

Strengths

- Safety
- Family friendly
- Affordable housing
- Higher quality of life

Weaknesses

- Only 25% of formerly rural dwellers move back to their communities
- Higher earning potential to those who leave rural communities
- Negative perception of small communities

Opportunities

- 20% of all jobs available in BC by 2025 will be situated in Vancouver Island
- Targeted career fairs improve placement post-graduation
- Small/medium businesses to be better represented at career fairs

Threats

- Decreased labour pool
- Decreased demand for local goods/ services
- Decreased tax base
- Centralization of services
- Decreased amenities = less attractive community to both employees and employers

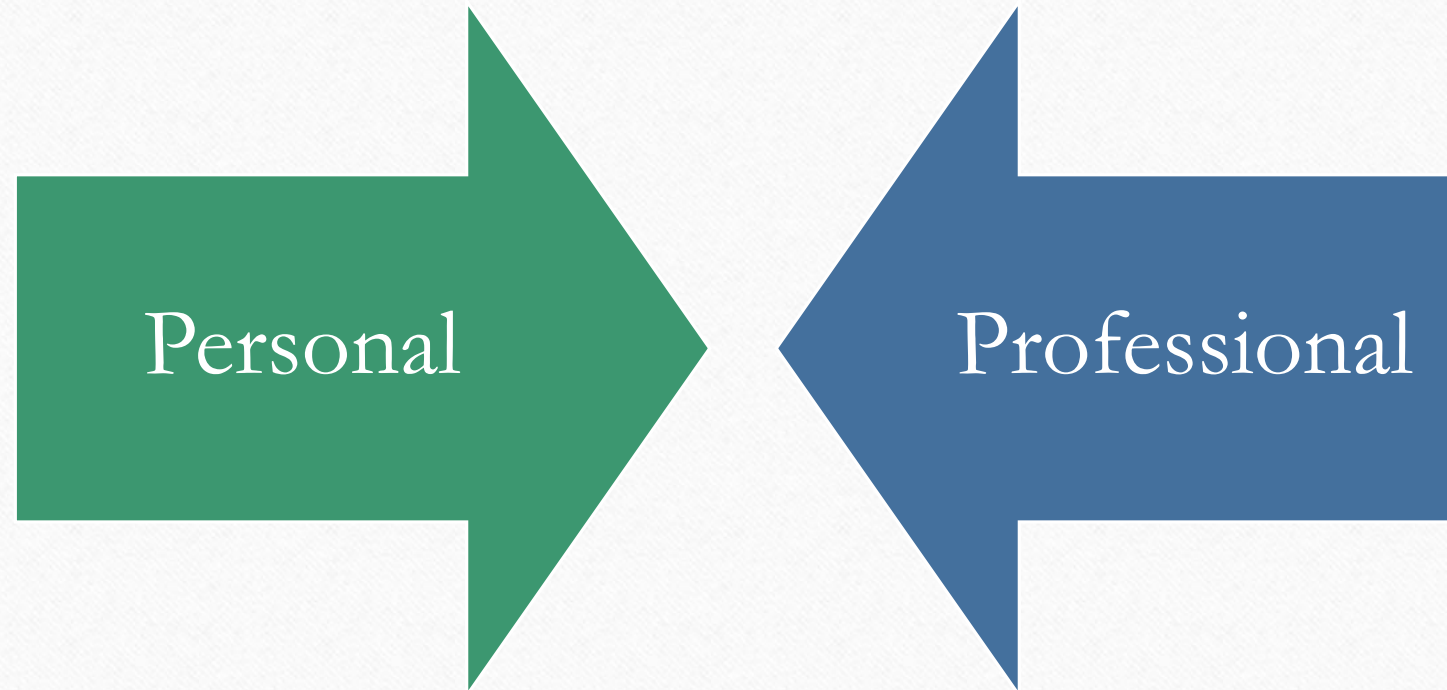
WHAT: The central vision of Vancouver Island

“Vancouver Island- The Best of Both Worlds”

WHO: The employee market to focus on

- People who value:
 - Work/life balance
 - Outdoor activities
 - Professional growth and development
 - Autonomy in the workplace
 - Entrepreneurial mindset

HOW: Following a two-pronged approach



New graduates can find **personal** fulfillment in Vancouver Island



Outdoor living

- High number of outdoor activities year round
- Environmental sustainability focus – important to millennials



Affordable lifestyle

- Able to buy property – especially compared to Vancouver
- Safe place to raise a family



Easy access to Vancouver

- Amenities, events, international airport

Focus on 3 key areas to support **personal** fulfillment of new residents

Promotion

- Online advertisement, on campus recruitment within western Canadian schools
- Large outdoor events – make Vancouver Island a top tourist destination and increase appeal to students

Infrastructure

- Build and maintain outdoor infrastructure – trails, beaches, etc.
- Increase transit options

Culture

- Focus on building community pride within Vancouver Island – everyone is an advocate of the island
- Create a culture that is open and accepting to new people joining the community

New graduates can find **professional** fulfillment in Vancouver Island



Industry Specific Opportunities

- HealthCare, Mining, and Public Service Sector



Local Business Development

- Engagement and collaboration with local businesses to increase their visibility



Entrepreneurial Opportunities

- Linked to sustainable culture of Vancouver Island
- Businesses catering to retirees

Focus on collaboration between school and community to support **professional** fulfillment of new graduates

Seminars for local business

- Universities can hold seminars for local businesses to help them learn how to advertise, build and grow their businesses better

Internships

- Students can be involved in volunteering and co-op roles over the summer to understand the nature of the local businesses

Local Case Competitions

- Universities can host case competitions to solve local business problems to get more students interested and involved in the community

Conclusion

“Vancouver Island - Best of Both Worlds”

- Over the next 3 years, Vancouver Island Economic Alliance should focus on the following areas:
 - Promoting the personal benefits of island life to meet intrinsic values of new graduates
 - Increase collaboration between school and local business to develop professional opportunities