

The Student Workers Strategy

Team Spruce

AGENDA

CHALLENGES

TRENDS

STUDENT WORKERS PLAN

RISK AND MITIGATION

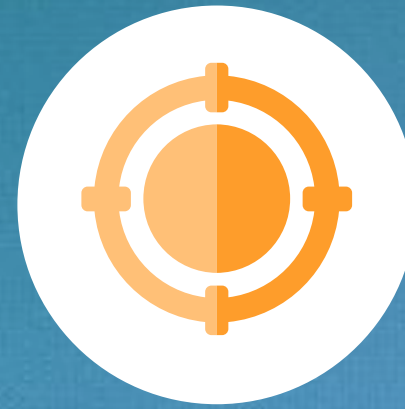
RECAP

Q&A

CHALLENGES



How can Vancouver Island retain recent university graduates?



Find a way to close the gap between employers and employees.



How can creating a network between businesses, students, universities and the community benefit all of them?

CHALLENGES

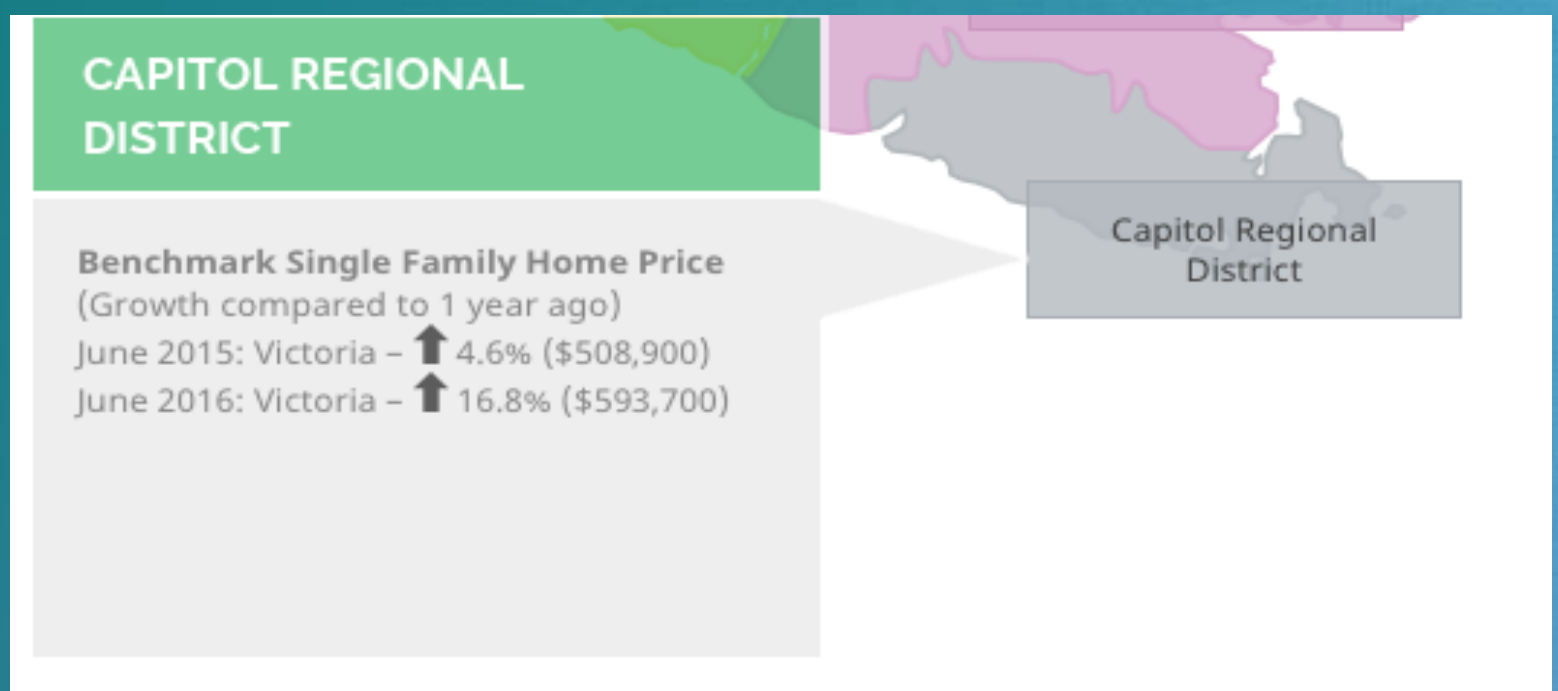
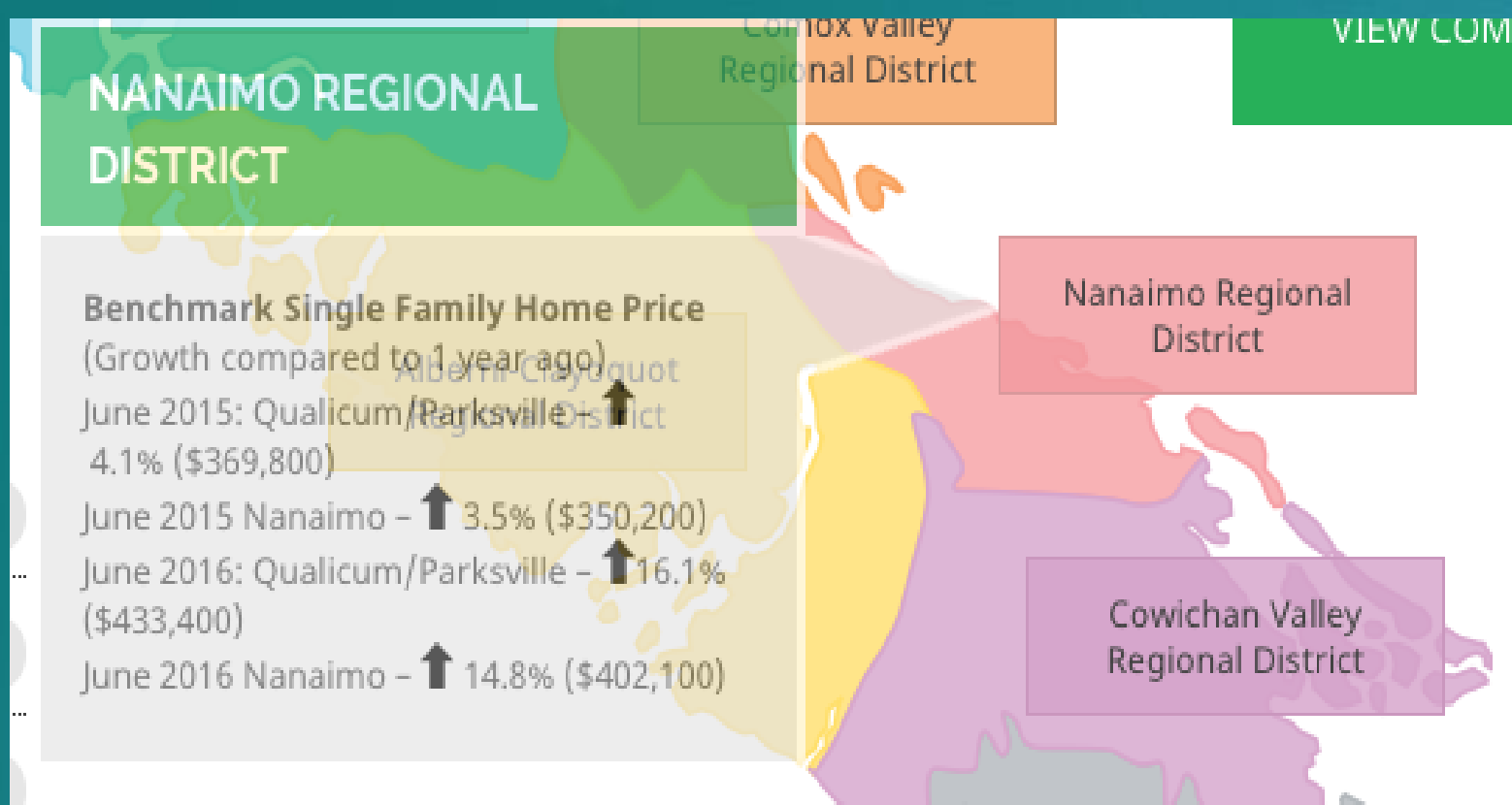
TRENDS

STRATEGY & IMPLEMENTATION

RECAP

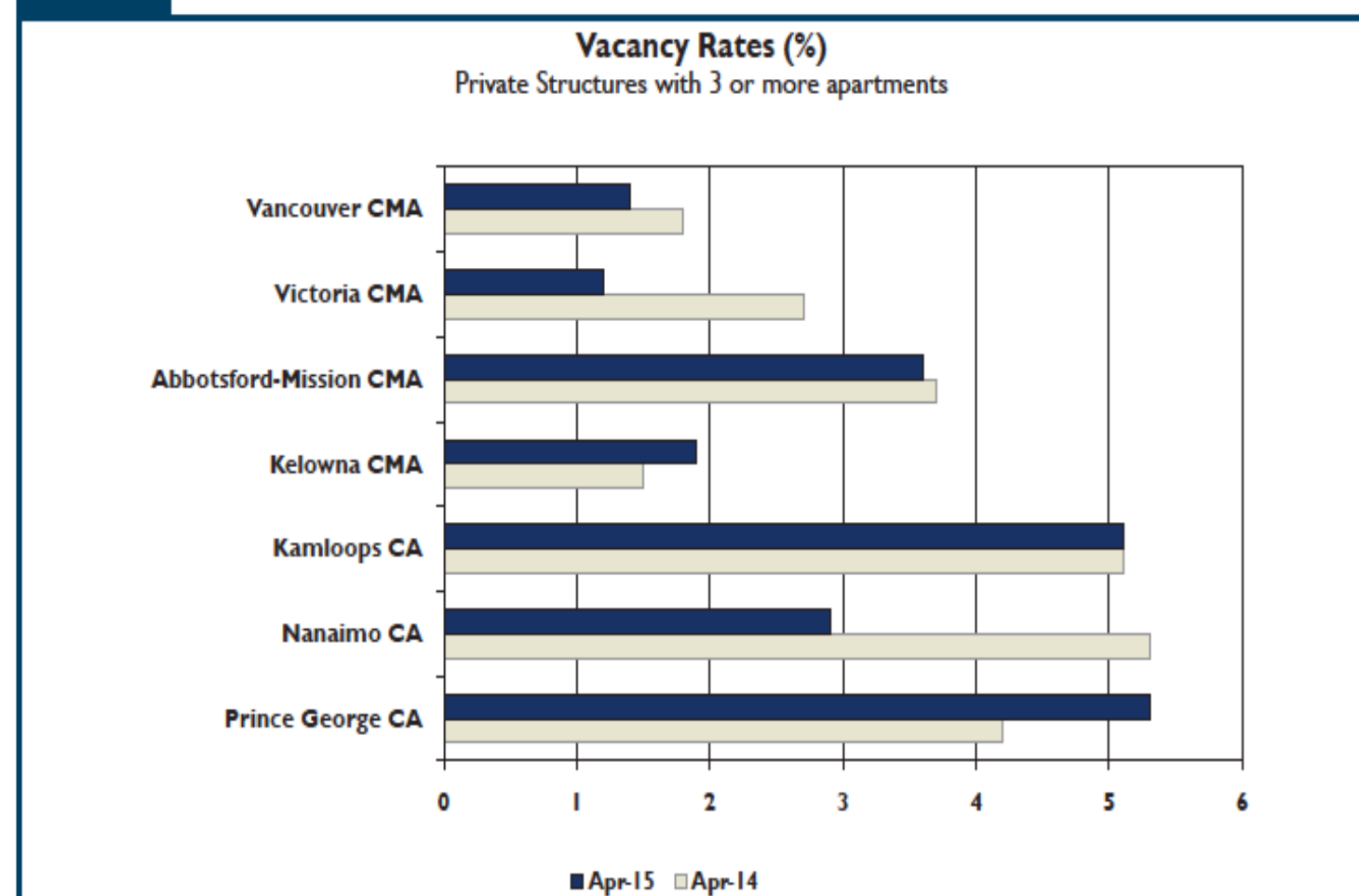
TRENDS

HOUSING



Date Released: Spring 2015

Figure 1



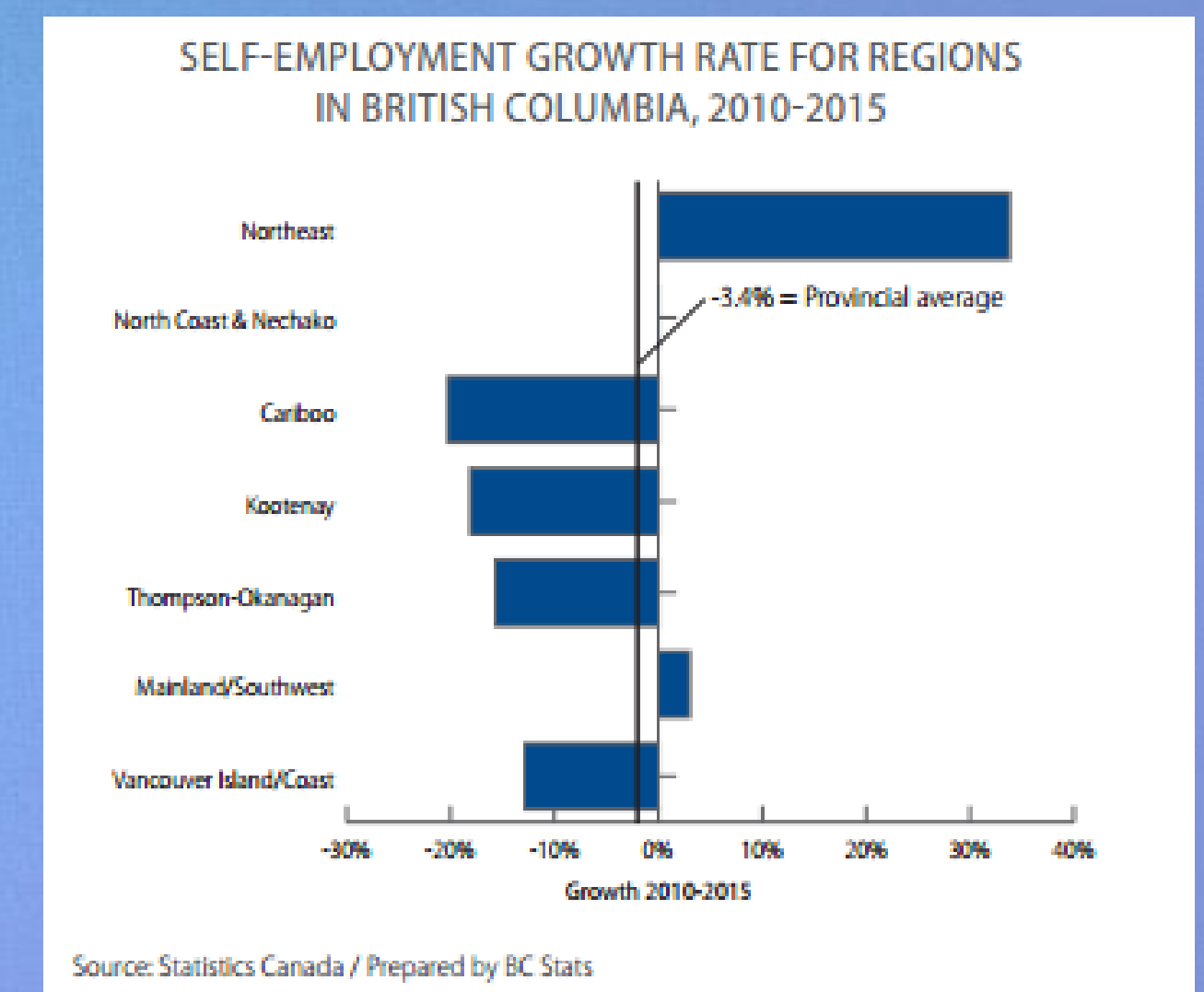
Source: CMHC Rental Market Survey

BUSINESS

Business formation: 2014-2015

Victoria: Approx 0% growth (198-1998)

Nanaimo: 3.5% growth (722-747)



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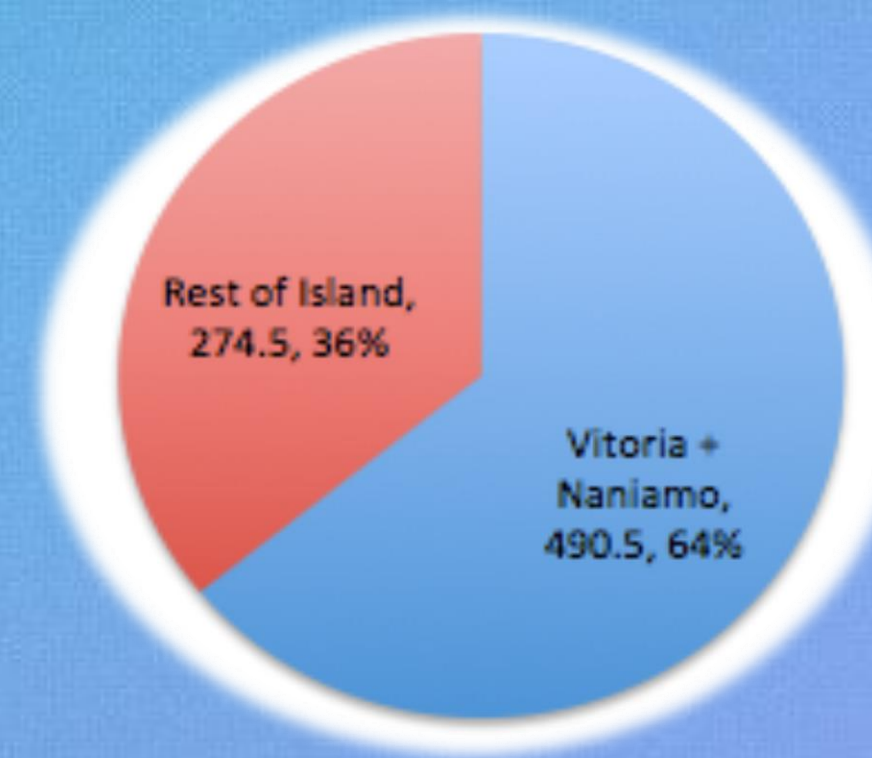
TRENDS

LEGAL

The primary issue companies have is the lack of ability to evaluate the credentials and skills or qualifications of potential employees (Downie, 2010). Part of this is due to the limitations of offering internships: Unlike the United States, Canada, dictated by provincial law, must pay their interns minimum wage, unless it is a not-for-profit, or training only (What is the law? 2012).

WAGES

Increase of only 1.1% from 2015-2016 in B.C.



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Opportunities

1. Significant growth in jobs
2. Influx of international students
3. Recognition of international students (course equivalency)
4. “outsource” H.R.

Threats

1. Reduced age of retirement
2. Migration from rural to urban
3. “Rural” stigma
4. Housing prices

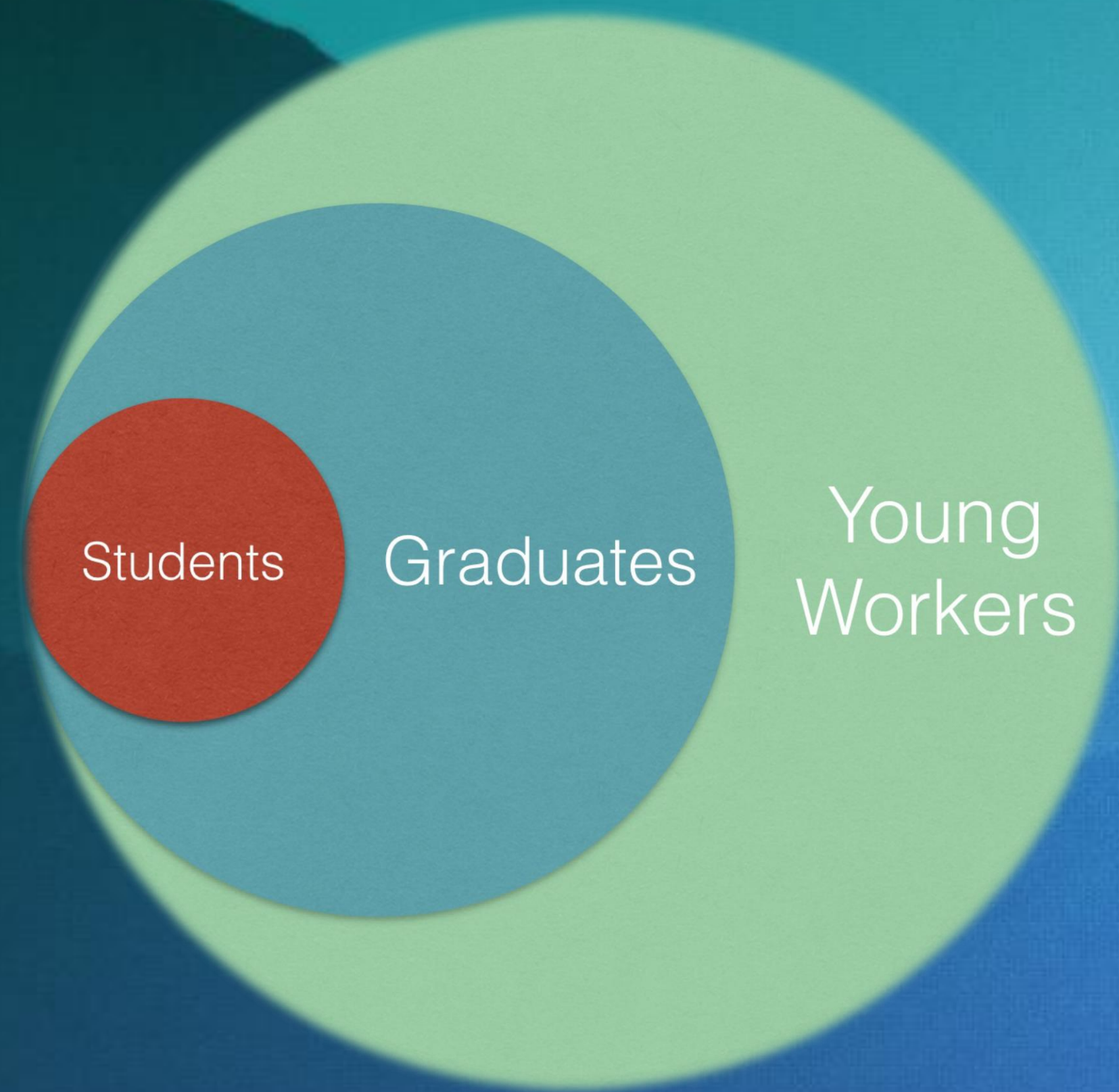
CHALLENGES

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STRATEGY



To create an environment where everyone succeeds, everyone must have a fair chance.

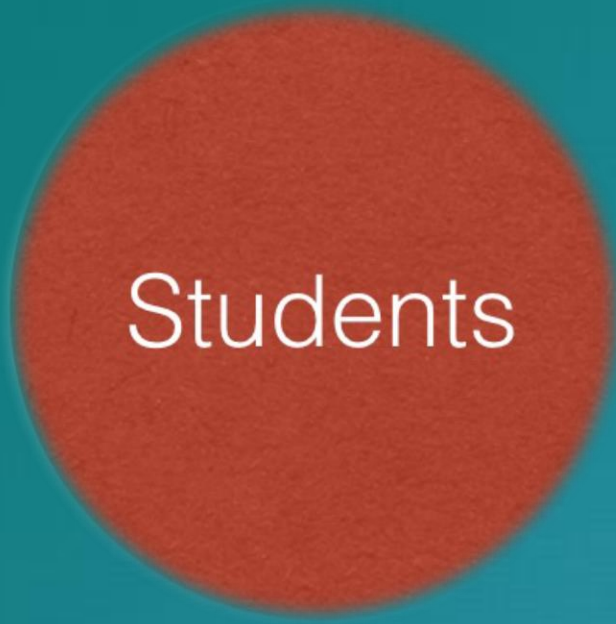
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STUDENTS



Creating Opportunities for Students:

- 1. Creative HR Strategy: student contracts.
- 2. Faculty volunteers to supervise.

Recruit Faculty Supervisors

Create platform for connection.

Promote and educate local businesses.

Release the platform.

12 Months

CHALLENGES

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GRADUATES

Graduates



- Creating Opportunities for Graduates:
1. Business Matching for Domestic and International Students.
 2. Expansion of entrepreneurship kick-starts, such as Startup Nanaimo, through partnership with VIEA.
 3. Discounted VIEA Membership for Vancouver Island post-secondary graduates.

CHALLENGES

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GRADUATES

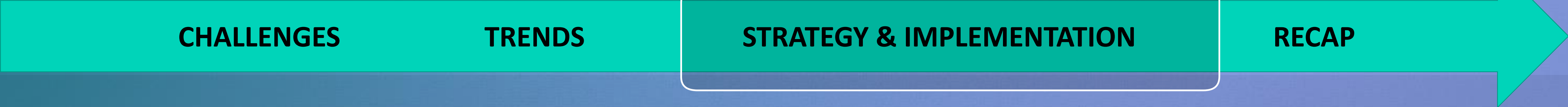


Expand startup offices to include matching services.

Create a discounted membership for recent graduates

Have Universities promote VIEA memberships as a way to find success.

Have VIEA lobby provincial government to adapt international entrepreneurship.



YOUNG WORKERS

Young
Workers

Create a sense of community:

- 1) Promote the Island's strengths: nature-based community, ocean access, and growing opportunities.
- 2) Run events and workshops within the community, create "relationship".
- 3) Ensure the municipalities plan for sufficient housing.

Advertise outdoor events through partnerships with local businesses.

VIEA with Universities, run workshops and Alumni events.

VIEA should meet with municipal governments, and plan expansion.

12 – 36 Months

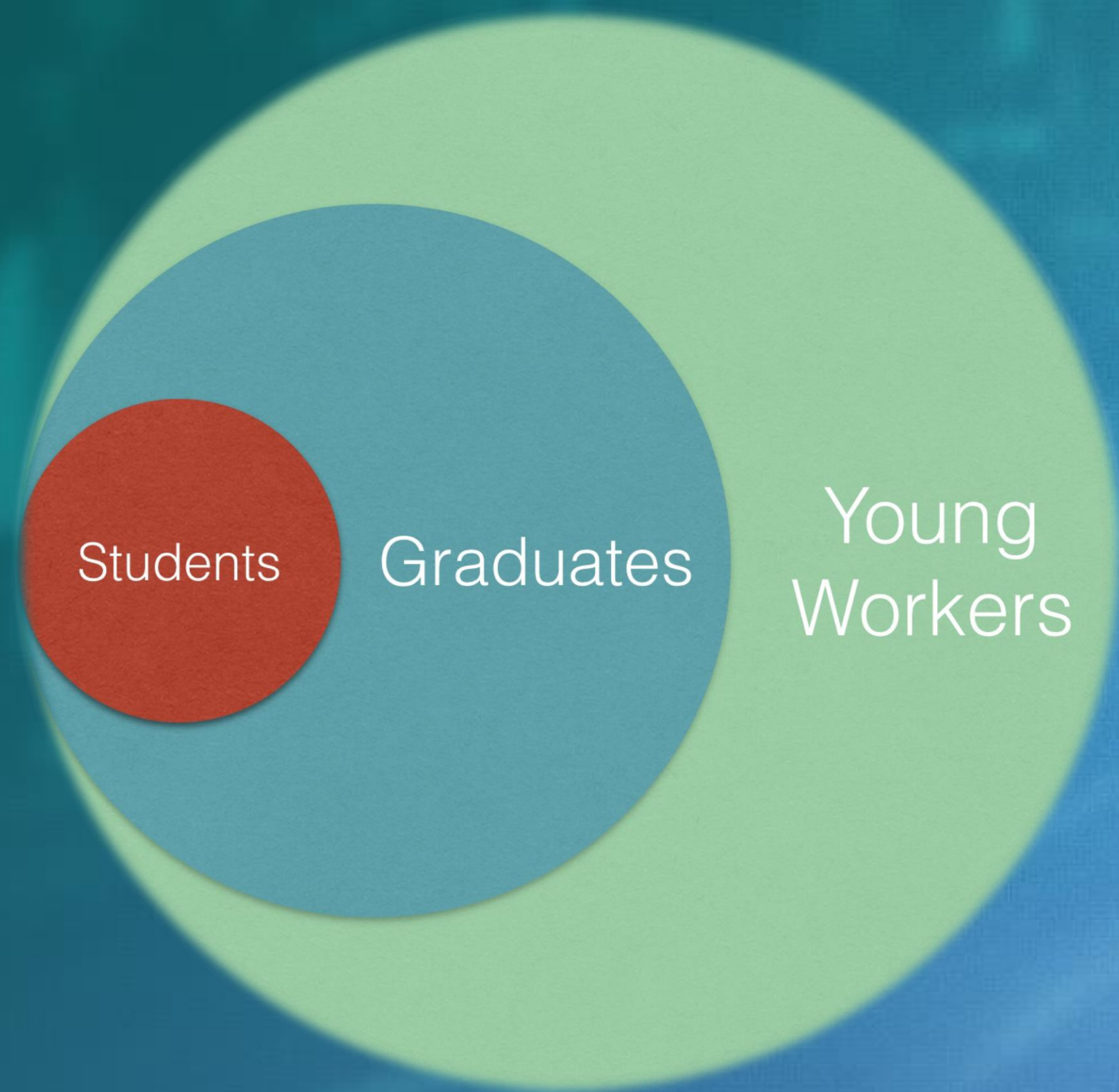
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Promoting the community to retain young workers is the best way to ensure the Island's continued vibrancy.

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