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# VANCOUVER ISLAND

ECONOMIC ALLIANCE



# Our Team

Launch Consulting



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# Issue



VIEA needs to improve its retention of recent graduates.



Employment opportunities



Further education opportunities



Culture and community



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Recommendation

# Islanders Strategy



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Alternatives 3

Risks & Mitigation 6

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# Agenda



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# Industry Analysis

- Four major industries on Vancouver Island
- Hospitality, retail trade, construction, forestry
- Main areas of investment are power generation, hospitals and communications technology



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# Stakeholder Analysis

- **New Graduates:** finding employment, housing, further education, social opportunities
- **Employers:** key talent, well educated/knowledgeable
- **Educational Institutions:** attracting top candidates, offering competitive programs
- **Government/NGOs/First Nations:** sustainable development, meaningful representation and collaboration
- **Business/Industry:** profitable and sustainable growth, synergistic industry investments



# Key Statistics

- GDP increasing 2.2 % a year until 2025
- 35.5% population between 40-65
- Living wage on the Island ranges from \$17-18 vs. \$20 in Metro Vancouver
- 200,000 total jobs by 2020
- Increase in international students by 11% since 2014





# Environmental Analysis

Economic



Technological



Social



Environmental





## Economic

- Lower Average Income
- Investment opportunities
- Increase in jobs





## Social



Increasing number of international students



Retiring Baby Boomers





# Technological



Job Searching



Communication



Social Media





# Environmental



Infrastructure



Impacts of development



# Conclusions from Analysis



## Opportunities

- Aging population
- Online communication opportunities to connect
- Sense of community
- Lower cost of living



## Threats

- Impact on cultural values and environment
- Infrastructure requirements
- Cost of new programs
- Lower average income



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# Decision Criteria

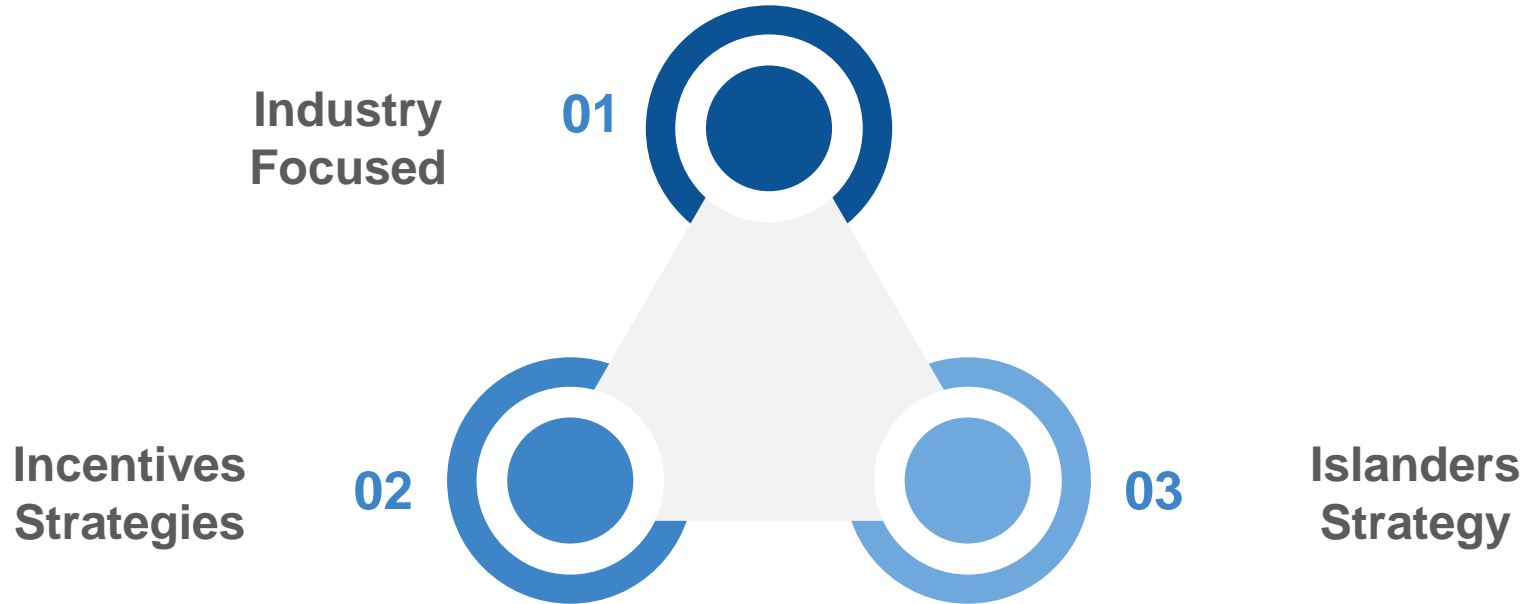
Alignment with  
cultural and  
community values

Alignment with  
Values of Young  
Professionals

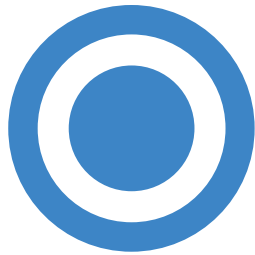
Long-term  
sustainability



# Alternatives



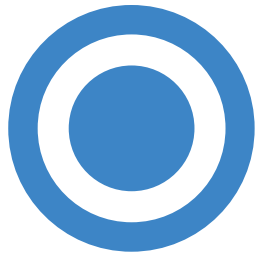




## Industry Focused

- Research on key industries
- University programs
- Short term benefits
- Industry trends may change





## Incentives



Increase wages



Better bonuses

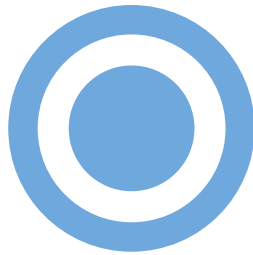


Sets high expectations



Difficulty to sustain





# Islanders



Building relationships



Focus on culture












Develop entrepreneurship



Collaborative learning



# Decision Matrix

	Industry Focused	Incentives Strategy	Islanders Strategy
Cultural and Community Values			
Values of young professionals/ recent graduates			
Long-Term Sustainability			



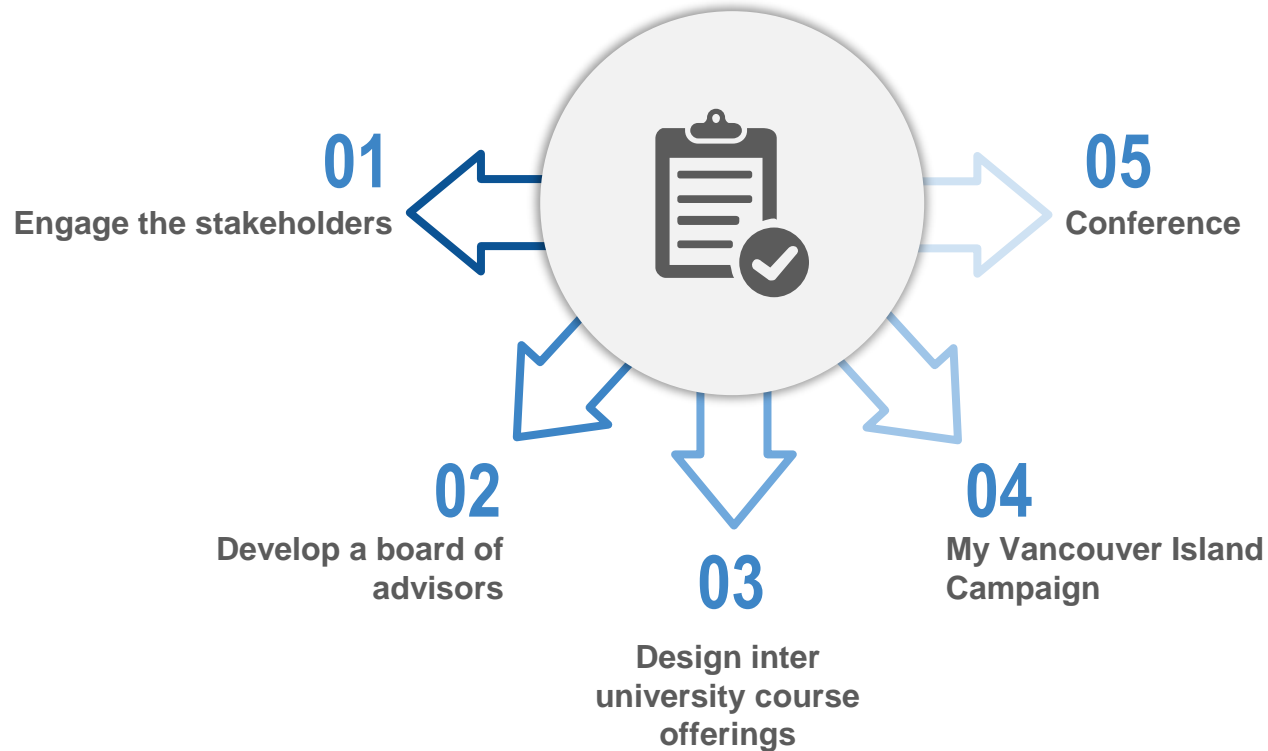
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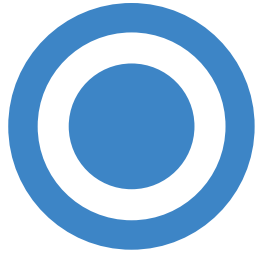
Recommendation

# Islanders Strategy



# Implementation Plan





# Engaging Stakeholders



Students



Universities/Colleges

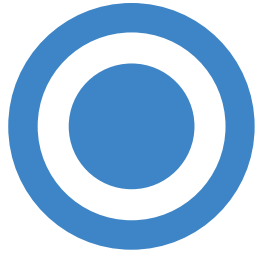


Businesses



First Nations/Government





# Designing Course Offerings



Cross-institutional Collaboration



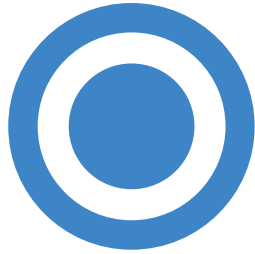
Establish Relationships with Businesses, First Nations, and Government



Interdisciplinary Team Structure







# My Vancouver Island Campaign



Share the Island Experience

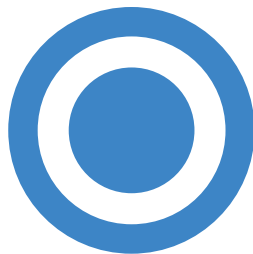


Extensive use of social media  
platforms



Data generation & analysis





# Conference



Annual gathering of stakeholders



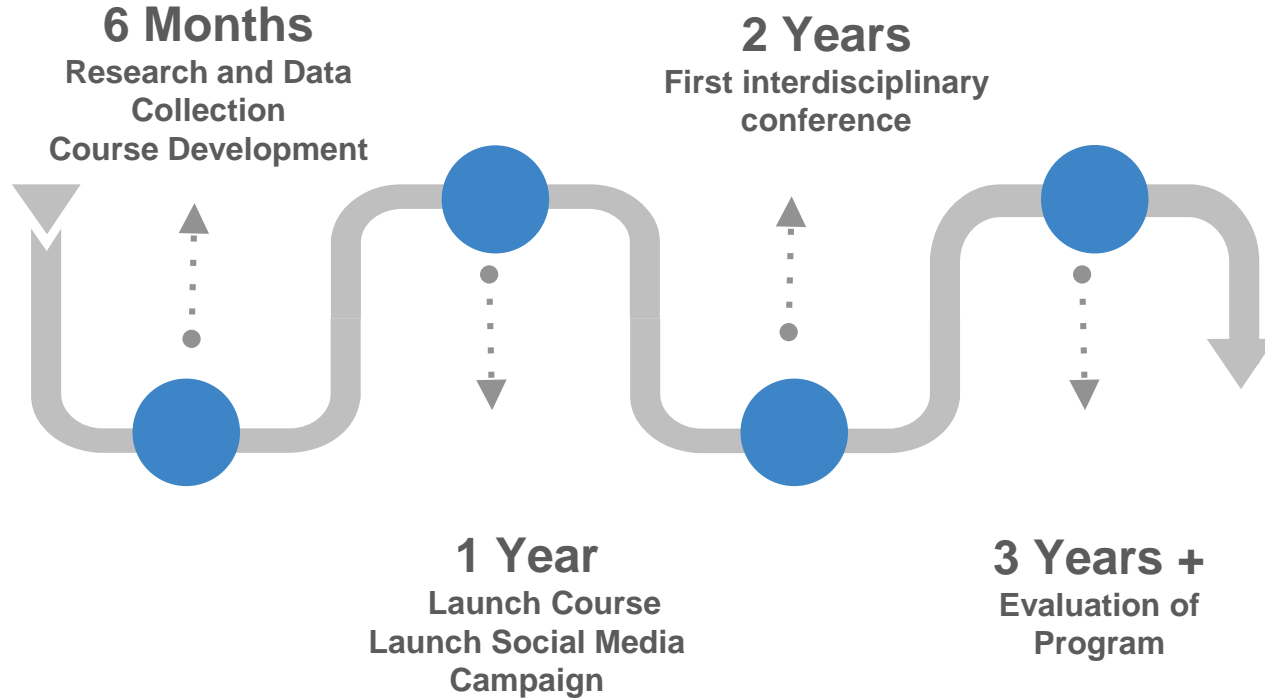
Student-lead presentations & achievement recognition



Networking and relationship building



# Timeline



# Risks & Mitigation



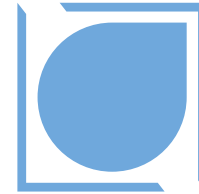
## **Costs of Implementation**

Engage with businesses and sponsors to raise funding



## **Stakeholder Cooperation**

Consistent communication and equal representation



## **Delays**

Use of advisory board to help keep the project on time and on budget



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# Conclusions

# Islanders Strategy



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Questions?

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