

Corporation of the City of North Vancouver

Youth Employment and Career Development Strategy

Strategy Adopted by Council March 8, 2004



The Corporation of the City of North Vancouver Youth Employment and Career Development Strategy (2003) was developed in collaboration with City staff, (primarily Community Development and Human Resources), youth serving agencies, staff from Human Resources Development Canada, and youth. The strategy presents three primary objectives derived from the 1998 “Youth Employment Strategy for the North Shore” and is congruent with the City of North Vancouver’s Corporate Policy and Social Plan. The Strategy builds on the municipality’s existing success in providing opportunities for youth in a variety of career development settings.

Strategy: Goals and Objectives

To support employment and career development needs of youth by utilizing various resources within the Corporation of City of North Vancouver.



Three Primary Objectives:

1

Provide Meaningful Career Development Opportunities for Youth:

To assist young people including youth at-risk in gaining work experience or being exposed to City functions and projects.

2

Facilitate School-to-Work Transition:

To increase exposure to the City’s operations to help students draw relevance to their education and identify future needs.

3

Demonstrate Leadership and Build Community Capacity:

To demonstrate leadership through showcasing City initiatives and mobilizing community stakeholders and businesses to participate in meaningful career development opportunities for youth.

Building on the City's Foundation

Over the past several years a number of work experience initiatives have occurred within the municipality which have facilitated the involvement of young people (15 to 24 years of age). Such undertakings have involved Human Resources negotiating with CUPE local 389 to develop a letter of understanding. This agreement has allowed for the annual placement of eight high school students to fulfill 30 hours of work experience which could also be credited towards the students' graduation requirements.

Other civic activities have included university co-op placements, summer student grant placements and a variety of partnerships with community agencies in work experience programs for youth. These initiatives combined with a motivated management team and willing staff help form the basis from which to build the City's Youth Employment and Career Development Strategy.

Addressing a Community Need

To address issues of youth employment on the North Shore, the City of North Vancouver in partnership with the District of North Vancouver undertook the development of a comprehensive youth employment strategy to facilitate a community response to employment needs. The research documented in the report, *A Strategy for Youth Employment on the North Shore* (April 1998), identified 16 key recommendations which provide direction to corporations and businesses for consideration in implementing employment strategies.

The most significant result of the research was the development of the One Stop Career Shop for Youth located near the Lonsdale Quay in the City of North Vancouver. Areas that the document focused on for business-education partnerships centred on the ability for corporations to 1) assist youth with meaningful work and career development opportunities which would 2) facilitate school-to-work transitions resulting in 3) leadership and community capacity building.

These three areas combined with the City's experience and responsiveness to youth issues form the framework for the City of North Vancouver's Youth Employment and Career Development Strategy.

Youth and City Hall....



Municipal Objectives

The three primary objectives which are described in detail (see pages 3 and 4) are further defined by their related goals. For example, the first objective 1) “Provide meaningful work and career development opportunities to youth” includes two goals: 1a) Assist young people in gaining work experience within the City or with projects related to the Corporation and 1b) Continue to provide opportunities for youth at-risk. Both goals are important to include as there are often separate processes and/or funding sources available for highly functioning youth and youth who require greater assistance in their career development.

Potential strategies to realize the goals and related objectives are also detailed on pages 4 and 5. An implementation plan will be developed for this Strategy which will identify specific activities, timelines and financial implications.

YOUTH AND CITY HALL: work and career development related experiences



THREE PRIMARY OBJECTIVES AND RELATED GOALS

Provide Meaningful Career Development Opportunities to Youth:

1a) Assist young people in gaining work experience with the City or with projects related to the Corporation.

Potential Strategies:

1. Continue to support and where possible expand youth and student-oriented work experience placements.
2. Continue to negotiate with the union to allow for a “student” rate for work placements.
3. Continue to provide information on application procedures for positions within the Corporation.
4. Support the inclusion of paid and unpaid youth work.
5. Identify projects and involve youth in City related activities.
6. Ensure a youth-friendly working environment.

1b) Continue to provide opportunities for youth at-risk

Potential Strategies:

1. Maintain a current listing of provincial and federal youth employment programs.
2. Work with the union to identify ways to support the hiring of youth and youth at-risk through wage subsidies.
3. Develop a formal information procedure announcing new grants available including wage subsidies.

Facilitate School-to-Work Transition:

2a) Encourage staff to participate in school-based activities that promote greater connection between curriculum and skills needed in the workforce.

Potential Strategies:

1. Facilitate staff's ability to conduct in-class presentations or workshops, integrating relevant curriculum.
2. Facilitate staff's ability to participate in job shadow programs.
3. Collaborate with North Vancouver School District in identifying what students require and what CNV can offer.
4. Enhance the appeal of the Corporation to youth and showcase the breadth of occupations.

Recent Accomplishments and Areas of Involvement

HR negotiated and organized eight secondary school work experience placements per year with CUPE local 389

Examples of areas:

Mechanics/Garage
Computer Services
Design/Development
Finance Department
Design/Development/
Traffic Assistant

City has partnered with community agencies and supported their application for federal and provincial grants that hire youth:

Youth Community
Action and Youth
Services Canada.
City actively participates
in the federal “Summer
Career Placement
Programs”

Examples of staff involvement in school-based activities:

Design a City – Planner with elementary school

Gardening Instructions – Parks with Elementary school

Economic links - Opportunities between CNV and Latin America with Capilano College students and Special Projects Manager

Municipal Finance – Budget Manager with Capilano College students

Youth Web Site and Youth Resource Manuals – Youth Dev Worker with high school students

Demonstrate Leadership and Build Community Capacity:

3a) Continue to facilitate the Corporation's role in supporting the community in providing employment training and programming.

Potential Strategies:

1. Continue to encourage community members and employers to develop career development programs and services for youth and facilitate partnership projects with the Corporation.

3b) Demonstrate leadership in the community for promoting career development and employment opportunities.

Potential Strategies:

1. Encourage staff to act as "mentors" with young people, providing informational interviews, internship, and job shadow opportunities.
2. Maintain a listing of staff willing to act as mentors.
3. Showcase City initiatives and projects

3c) Recognize the contributions of staff, community organizations and businesses that support youth employment and career development initiatives.

Potential Strategies:

1. Publicly congratulate staff, members of community organizations and local business community who demonstrate leadership in youth employment initiatives and career development opportunities.
2. Develop a public relations campaign recognizing business leaders.

Recent Accomplishments and Areas of Involvement

City has participated in four Youth Services Canada programs sponsored by Human Resources Development Canada and administered by North Shore Neighbourhood House

The One Stop Career Shop for Youth administers a mentorship program whereby staff can be paired with youth for six months (meet 1/mth for 1/hr)

The efforts of leading film companies & organizations were recognized at a Youth Awards Ceremony held at City Council, celebrating the North Shore Youth In Film Committee

Implementation Plan and Meeting the Objectives

In implementing the three primary objectives it is important to note that the changing landscape of provincial and federal funding and internal department needs and priorities will necessitate flexibility in achieving the goals. The Strategy provides the framework and foundation from which to build upon; Council's priorities, departmental needs and staff's creativity and resourcefulness will determine how the Strategy is realized. One of the most recent and successful examples in creatively meeting the goals outlined in the proposed Strategy, is the City's current involvement in Studio in the City II.

A Case Study

In Studio in the City II: Art Parks and Plazas, all three objectives of the Youth Employment and Career Development Strategy are being met. In this situation fifteen youth are gaining meaningful work experience in City related matters through such activities as the re-tiling of the Lonsdale Quay fountain (objective 1a). Without the City's support, this project would not be possible. Many of the youth in this project are at-risk with others needing some assistance in making the school-to-work transition (objective 1b and 2a). The young people are becoming connected to the world of work, while simultaneously realizing the relevance and value of education (objective 2a). Many of the youth will return to school once the program is over and will then be more eligible for a better job than they would have, had Studio in the City not been available to them.

The third objective is being realized in this project as the City is demonstrating leadership and is motivating other organizations and businesses to participate (3a). North Shore Neighbourhood House, the Lonsdale Quay, Kiwanis and Garden Foundry are providing financial assistance and participating in a meaningful way (including mentoring) with the youth (3b). At the end of the program the municipality will celebrate the success of the project and the program partners (objective 3c) thereby demonstrating leadership and building community capacity.

Research Required for Developing and Maintaining an Implementation Plan (2003-2008)

Upon adoption of the proposed City of North Vancouver Youth Employment and Career Development Strategy, staff will conduct the following activities to develop a plan for implementation:

1

Provide Meaningful Career Development Opportunities for Youth:

To research ways to engage North Vancouver City staff in participating in career development and employment opportunities for youth.

2

Facilitate School-to-Work Transition:

To identify how to increase exposure to the Corporation of North Vancouver's work functions to help students draw relevance to their education and future education needs.

3

Demonstrate Leadership and Build Community Capacity:

To research methods of mobilizing staff and other community stakeholders in participating in youth employment and career development opportunities and for celebrating success.

Resources and Background Documents Available:

1. Excerpts or the Complete Copy of “Strategy for Youth Employment on the North Shore” (1998)
2. Examples of Recent CNV Youth Employment and Career Development Activities
3. Survey of Staff and Schools: Drawing Curriculum Relevance
4. Review of 2000 – 2001 Youth Employment Programs (note in 2002 all provincial programs disbanded)
5. Review of 2000 – 2001 Youth Employment Programs and Criteria Required
6. 2001 Provincial Youth Programs on the North Shore (note in 2002 all programs disbanded)
7. 2001 Program for those with Multiple Barriers to Employment – North Shore
8. Take our Kids to Work Day: “A How to Guide”
9. Exploring the Idea of a “Corporation of the City of North Vancouver’s Community Youth Employment Partners” Program