

REPORT NO. 383 of the  
SOCIAL DEVELOPMENT,  
HEALTH & CULTURE STANDING COMMITTEE  
of its meeting held March 2, 2016

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Present: Councillor Ed Sleiman, Chair  
Councillor Rino Bortolin  
Councillor John Elliott  
Councillor Jo-Anne Gignac

Absent: Councillor Paul Borrelli

That the following recommendation of the Social Development, Health and Culture Standing Committee **BE APPROVED** as follows:

Moved by Councillor Bortolin, seconded by Councillor Elliott,  
THAT the report of the Executive Director of Employment and Social Services dated February 11, 2016 entitled *Youth Job Link under the Ministry of Training, Colleges & Universities* **BE RECEIVED** for information.

Carried.

**S 45/2016, SS2016**

Clerk's Note: The report of the Executive Director of Employment and Social Services dated February 11, 2016 entitled "Youth Job Link under the Ministry of Training, Colleges & Universities" is **attached** as background information.

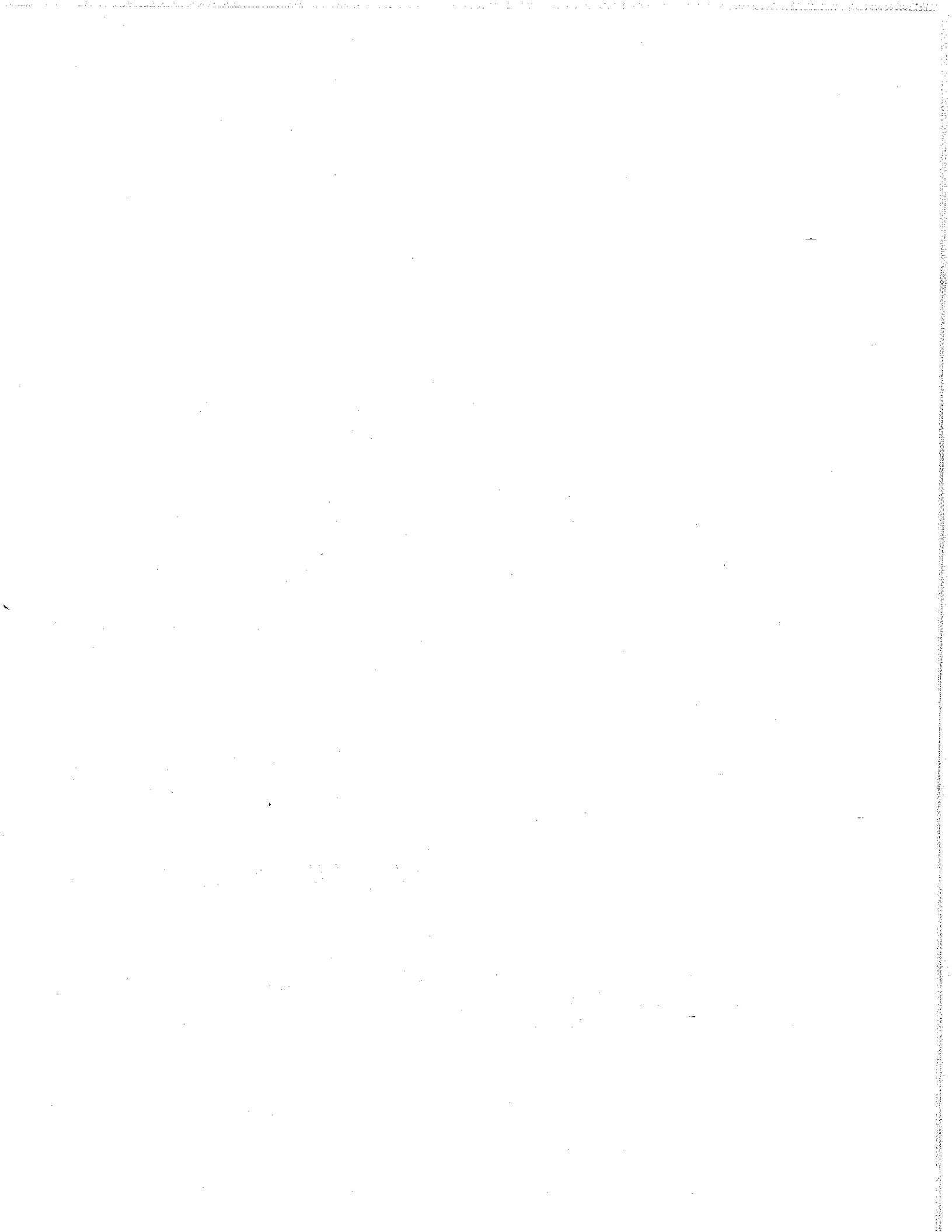


CHAIRPERSON



SUPERVISOR OF COUNCIL SERVICES

NOTIFICATION:		
Name	Email Address	Telephone/Fax
n/a		





**Employment and Social Services**

**MISSION STATEMENT**

*"Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together"*

<b>REPORT #: S 45/2016</b>	<b>Report Date: 2/11/2016</b>
<b>Author's Contact:</b> Bruno Ierullo Executive Director of Employment and Social Services 519-255-5200 x 5257 bierullo@citywindsor.ca	<b>Date to Council: March 2, 2016</b>
	<b>Clerk's File #: SS2016</b>

**To: Mayor and Members of City Council**

**Subject: City Wide - Youth Job Link under the Ministry of Training, Colleges & Universities**

**RECOMMENDATION:**

**TO ADVISE** City Council of the new Youth Job Link initiative by the Ministry of Training, Colleges & Universities (MTCU).

**EXECUTIVE SUMMARY:**

N/A

**BACKGROUND:**

Youth Job Link (YJL) is a new youth employment program designed to help youth, including students, aged 15 to 29, who do not face significant barriers to employment, but could benefit from some extra help to plan their careers and transition to the labour market.

YJL was announced in Budget 2015 as part of the Ontario government's major reinvestment the Youth Jobs Strategy to support several new youth employment programs, including Youth Job Connection and Youth Job Link.

It is also part of the government's evidence-based approach to modernize and transform our employment and training programs and services to make them better

coordinated, more targeted and more effective for people across the province, especially younger Ontarians.

The program offers a range of non-intensive employment services for young people to gain career management skills, get exposure to career exploration activities, and get help finding employment, including full-time, summer and part-time employment.

## **DISCUSSION:**

Youth Job Link will launch in spring 2016. Youth Job Link will provide three categories of non-intensive employment services, each of which will be available year-round. They are:

- Career exploration workshops to increase knowledge of career options and support career decision-making;
- Career management workshops to improve readiness for the labour market; and,
- Job search, readiness and matching assistance to connect youth with employers offering employment opportunities, including summer jobs.

Career exploration, career management, job search and job readiness services are delivered in the form of short-duration workshops (less than two days) delivered online or in-person, and individually or in a group setting.

Job matching services involve service providers working to connect youth, including students with employment opportunities and assisting employers with addressing their workforce needs.

While these services will be offered year-round, the majority of Youth Job Link clients are expected to use them to help find summer employment.

Youth Job Link's job matching services will be available to eligible Ontario employers (*certain exceptions do apply, such as municipal governments and Employment Ontario Service Providers*) to help connect them to youth looking for jobs. Job matching services will include:

- Advertising of employment opportunities, and
- Assistance with identifying potentially suitable youth for job vacancies.

In some cases, up to \$300 per participant is available for a combination of:

- Individual-focused Employment Supports for some youth who have been matched to an employer but need additional support to offset work-related costs such as transportation, work clothing and equipment; and
- Employer Incentives for some employers to offset specific costs related to onboarding new youth hires (e.g. additional supervision and training).

Youth Job Link has been designed to take into consideration the unique needs of youth with disabilities. Service providers will be able to provide up to \$600 per youth with a disability that requires employment support. Disability supports are in addition to the maximum \$300 individual support.

Youth that require more intensive employment services and supports may be referred to the Employment Service or Youth Job Connection. These programs are also designed to accommodate the needs of persons with disabilities.

Youth who need more intensive employment supports can be referred to:

- o Youth Job Connection, which offers paid pre-employment training, job placements, and mentoring and retention services designed to help young people who face multiple and/or complex barriers to employment get the employment skills and education/training they need to achieve long-term employment;
- o Youth Job Connection: Summer, launching in spring 2016, which will provide summer job opportunities and part-time job placements during the school year to help high school students, aged 15 to 18, who are facing challenging life circumstances and may need support transitioning between school and work; and
- o Employment Service, which provides job search, job matching and placements, and job retention services and supports to a wide range of individuals, including youth who may be facing some barriers to employment.

On February 4, 2016, we received a letter (**attached as Appendix "A"**) from MTCU offering the City the opportunity to deliver the new Youth Job Link program. The letter stipulated that acceptance of the offer to deliver YJL was required by February 10, 2016. On February 8, 2016, Administration provided a written response (**attached as Appendix "B"**) accepting the Ministry's offer.

### **RISK ANALYSIS:**

The risk level associated with the approval of this report is low as there is no municipal contribution required, which is consistent with the other MTCU agreements held by the City and delivered by the Employment & Social Services Department. MTCU's Youth Job Link (YJL) is 100% fully funded by the Province.

As of the drafting of this report, Employment & Social Services is waiting to receive full details of the YJL service agreement and will need to develop and implement the program itself. In doing so, the Department will ensure to stay within the provincial funding envelope.

**FINANCIAL MATTERS:**

YJL will be integrated into the Resource and Information component of the Employment Service (ES) currently delivered by the City's Employment & Social Services Department, but will feature expanded, youth-focused offerings.

The YJL Resource and Information (RI) Sessions/Workshops Activity targets indicated will not affect or count towards our ES targets. The job matching supports and incentives target is the minimum number of job matches with supports and/or incentives we would have to commit to.

In some cases, YJL will provide up to \$300 (Flow-Through Funding) for a combination of individual supports and employer incentives to offset the costs of on-the-job training, new employee orientation and other hiring related costs, for those youth that need more assistance finding work.

The notional YJL allocations for The City are as follows:

<b>Youth Job Link</b>				
<b>Operating Funding</b>	<b>Flow-Through Funding</b>	<b>Total Funding</b>	<b>RI Sessions/Workshop</b>	<b>Job Matching Supports</b>
\$ 70,200	\$ 10,800	\$ 81,000	108	36

**CONSULTATIONS:**

- Diane Quinn, Manager of Employment & Training Initiatives
- Linda Higgins, Manager of Intergovernmental Subsidies & Financial Administration
- Vincenza Mihalo, Executive Director of Human Resources
- Pat Brode, Senior Legal Counsel
- Melissa Cirelli-Ryan, Financial Planning Administrator
- Shelley Maxwell, Employment Officer (Human Resources)

**CONCLUSION:**

Employment & Social Services is pleased to have the opportunity to deliver this exciting new initiative to better help all youth to get the supports and training that they need to improve their skills, find work and build towards meaningful careers in their future.

**PLANNING ACT MATTERS:**

N/A

**APPROVALS:**

Name	Title
Bruno Ierullo	Executive Director of Employment & Social Services
Shelby Askin Hager	City Solicitor
Onorio Colucci	Chief Financial Officer/City Treasurer
Jelena Payne	Community Development and Health Commissioner
Helga Reidel	Chief Administrative Officer

**NOTIFICATIONS:**

Name	Address	Email
N/A		

**APPENDICES:**

Appendix "A" – Letter dated February 4, 2016 from the Ministry of Training, Colleges & Universities (MTCU)

Appendix "B" – Letter dated February 8, 2016 from the City of Windsor to MTCU

Ministry of Training, Colleges &  
Universities  
Employment and Training Division

72-1200 Commissioners Road East  
London, Ontario  
N5Z 4R3  
Phone: 519-438-4774  
Fax: 519-438-4671

Ministère de la Formation et des Collèges  
et Universités  
Division de l'emploi et de la formation

72-1200, rue Commissioners Est  
London (Ontario)  
N5Z 4R3  
Téléphone : 519-438-4774  
Télécopieur : 519-438-4671



February 4, 2016

Ms. Linda Higgins  
City of Windsor  
400 City Hall Square East  
Windsor, Ontario  
N9A 7K6

Dear Ms. Higgins,

**Re: Youth Job Link Program**

On behalf of the Ministry of Training, Colleges and Universities, I am pleased to offer your organization the opportunity to deliver the new Youth Job Link (YJL) program.

As Assistant Deputy Minister David Fulford wrote to the Employment Ontario network earlier today, YJL will be integrated into the existing Resource and Information component of the Employment Service (ES), but will feature expanded youth focused offerings.

There are three categories of service within YJL, each of which is available year-round but will focus largely on summer employment. They are:

- **Career exploration** services to increase knowledge of career options and support career decision-making;
- **Career management** services to improve readiness for the labour market; and,
- **Job search, readiness and matching** assistance to connect youth with employers offering employment opportunities, including summer jobs.

In some cases, YJL will provide up to \$300 for a combination of individual supports and employer incentives to offset the costs of on-the-job training, new employee orientation and other hiring-related costs, for those youth that need more assistance finding work.

Youth Job Link was announced in Ontario's Budget 2015 as part of a major reinvestment of \$250 million in the Youth Job Strategy to support several new employment programs for youth.

It is also part of the government's commitment to modernize and transform our employment and training services and implement a new, more comprehensive and targeted suite of employment programs and services to help youth across a broader



spectrum of needs. This new continuum of services also includes Youth Job Connection and the Employment Service.

The following information is regarding your organization's notional allocation of YJL funding. It is subject to your organization confirming acceptance of this allocation by signing a YJL agreement with the ministry.

The YJL Resource and Information (RI) Sessions/Workshops Activity targets indicated for the Service Delivery Site(s) will not affect or count towards your ES targets. The Job Matching Supports and Incentives Target is the minimum number of job matches with supports and/or incentives you would have to commit to.

The notional YJL allocations for your site(s) are as follows:

Service Provider Reference Number: 3492					
SDS ID	Operating Funding	Flow-Through Funding	Total Funding	RI Sessions/Workshops Activity Target	Job Matching Supports and Incentives Target
3492D	\$70,200	\$10,800	\$81,000	108	36

By **February 10, 2016**, please write to your Employment and Training Consultant to confirm receipt of this letter and indicate whether you accept our offer to deliver Youth Job Link.

We hope you will agree to deliver this important new program for youth, and look forward to continuing to work with you to ensure all Ontarians have access to effective employment and training programs and services.

To learn more about the new suite of employment programs for youth, including Youth Job Link, please visit the [Employment Ontario Partners' Gateway](#).

If you have any questions, please contact John Alexander, Service Delivery Manager at 519-972-6892 or by email at [john.alexander@ontario.ca](mailto:john.alexander@ontario.ca).

Sincerely,



Mary Joe Freire  
Director, Western Region  
Employment and Training Division

c: Lou-Ann Cornacchio, Regional Program Manager  
John Alexander, Service Delivery Manager



**EMPLOYMENT AND  
SOCIAL SERVICES**

February 8, 2016

Janet Stanley  
Employment and Training Consultant  
Ministry of Training, Colleges and Universities  
Round House Centre  
200-3155 Howard Ave  
Windsor, ON  
N8X 4Y8

Dear Ms. Stanley,

We would like to formally confirm our intent to deliver Youth Job Link relative to the allocation letter dated February 4, 2016.

We look forward to delivering this important new program for youth, and continuing to work with you to ensure all Ontarians have access to effective employment and training programs and services.

If you have any questions, please feel free to contact me at 519 - 255-5200 Ext.5257 .

Sincerely,

**Bruno Ierullo**  
Executive Director  
Employment and Social Services