



## For Immediate Release

**Who:** Funding Provided by Service Canada and research conducted by the Workforce Planning and Development Board (With Partners)

**What/Why:** A project to study the electronic connection of youth to the labour market

London- Since 2008 it has been recognized by the Workforce Planning and Development Board that opportunities for youth need to be created and that employers need to have access to qualified pools of candidates that exist in their region. The project will be coordinated from the board's location in London, Ontario with the help of Project Coordinator Chad Callander and four Research Associates: Jenna Murphy, Ria Urbi, Denny Timm and Chris Circelli. The funding for the project is provided by Service Canada.

"The youth has been one of the hardest hit demographic groups during the economic downturn and by conducting this research it is believed that both employers and youth job seekers will greatly benefit from it and the labour market in and outside our region can be improved. We welcome assistance from anyone who thinks they can contribute by distributing the survey in the New Year, contributing contacts or even providing interviews about how they have successfully used electronic communication to hire employees," spoken by Chad Callander Project Coordinator.

Upon the completion of the project, that youth will have been engaged and will have assisted in providing information. Also, employers will be better equipped to find the candidates, by using electronic tools which would prove to be crucial in conducting business in the future. It is clearly of benefit to both parties and will be done through the collaboration with partners:

- Elgin Middlesex Oxford Workforce Planning Development Board (Lead)
- Boards from the Western Region which includes: Sarnia, Grand Erie, Niagara, Hamilton, Windsor/Essex
- Four County Labour Marketing Planning Board
- London Economic Development Corporation
- Emerging Leaders

By working with our community partners, the project aims to reach a wider audience and engage a cross-section of youth from Southwestern Ontario and beyond. A report will be released and made available electronically upon completion and Chad Callander will be available to present the teams findings in late May 2010.

### **About the Workforce Planning and Development Board**

Has been in existence since 1997 as a non-profit organization but was originally under the name of Elgin, Middlesex, Oxford Local Training Board (EMOLTB). It works across the three counties to help address workforce development issues. It encourages the inclusion of all parties in tackling these issues and in 2010 did change its name to better reflect its role in the community. It also functions as the local business education council and hosts the local Business and Education Network.

-30-

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