



## Corporation of the City of North Vancouver

### Youth Employment and Career Development Strategy (adopted by Council March 8, 2004)

The Corporation of the City of North Vancouver Youth Employment and Career Development Strategy (2004) was developed in collaboration with City staff, (primarily Community Development and Human Resources), youth serving agencies, staff from Human Resources Development Canada, youth and CUPE Local 389. 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

Overall Goal: 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.



## 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
2. Facilitate school-to-work transitions
3. Develop leadership and community capacity

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.

## **Building on the City's Foundation**

Over the past several years, a number of work experience and career development initiatives have occurred within the City 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 up to 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.





## Municipal Objectives

### The City's Youth Employment and Career Development Strategy:

- Capitalizes on the City's diversity of occupations and positions
- Advances the City's commitment to practicing and demonstrating leadership and diversity
- Demonstrates leadership by motivating other corporations to increase their role in youth employment and career development initiatives
- Furthers the Social Plan objectives for an integrated approach to working with and for youth in facilitating their career development.



# Three Primary Objectives and Related Goals of The Youth Employment and Career Development Strategy

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## 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 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

Human Resources has negotiated the placement of eight secondary school work experience placements per year with CUPE local 389

#### Examples of areas:

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

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

- Youth Community Action
- Youth Services Canada.
- Summer Career Placement Programs

Examples of staff involvement in school-based activities:

**Design a City** – Planner with elementary school

**Gardening Instructions** – Parks with an 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

City Annually participates in “Take our Kids to Work Day”

**North Shore Youth in Film Program** - Through industry sponsorship the City facilitates a bursary program for students and youth to gain experience in the film industry

# Three Primary Objectives and Related Goals of The Youth Employment and Career Development Strategy

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## 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:

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 a number of projects with North Shore Neighbourhood House which have involved youth working on municipal public art programs and community safety projects.

**Studio in the City 4: Beyond the Fountain** involved a partnership with the Lonsdale Quay Management (50% funding) whereby young people designed two award-winning tile mosaics for their foyer and on the outside deck.

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.

The Lonsdale Quay was nominated for a business excellence award through the Chamber of Commerce for their involvement in the Youth Services Canada fountain project and received a **Civic Youth Award for Outstanding Supporter of Youth**

## 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 the various strategic priorities within internal departments 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.



## A Case Study

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In Studio in the City II: Art Parks and Plazas, all three objectives of the Youth Employment and Career Development Strategy were met. In this situation fifteen youth gained meaningful work experience in City related projects 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 were at-risk with others needing some assistance in making the school-to-work transition (objective 1b and 2a). The young people became connected to the world of work, while simultaneously realizing the relevance and value of education (objective 2a). Many of the youth have returned to school since graduating from the program and consequently 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 was realized in this project as the City demonstrated leadership and motivated other organizations and businesses to participate (3a). North Shore Neighbourhood House, the Lonsdale Quay, and Kiwanis provided financial assistance and participated in a meaningful way (including mentoring) with the youth (3b). At the end of the program the municipality celebrated the success of the project and the program partners (objective 3c) at a ceremony at the Lonsdale Quay and at a graduation ceremony hosted by North Shore Neighbourhood House, thereby demonstrating leadership and building community capacity.

