



Workforce Success Story Videos

Phase Two: Focus on Tourism

Introduction:

Last year, the Simcoe Muskoka Workforce Development Board in association with a number of community partners, produced a series of Video Success Stories highlighting employees who have overcome barriers to employment. The subjects (and those who work with them) told their stories in their own words, reinforcing the importance of the changes that employment has made for them. Their accomplishments were a compelling confirmation of what people will accomplish when they choose not to accept traditional roadblocks on the path to work and career advancement.

This year, SMWDB is embarking on a new series of video segments, with the following recommended four tourism-related themes. Through on-location interviews and supporting location footage, these new profiles will inform our audience, and celebrate the achievements of both employers and employees in this key economic sector.

The videos will likely be 4-5 minutes in length and shot during the spring and early summer of 2017. The final edited presentations will be launched online by early fall and promoted through television, online and social media. We will leverage our existing relationship with Rogers TV to promote the themes and the profiles of those participating in the video series.

We are seeking the assistance of our community partners in RTO 7 and RTO 12 to identify potential interview subjects for these new video segments. If you or someone you know fits one of the following overall themes, or other themes you may suggest, please get in touch with us. We will contact each potential participant and do a quick pre-screening interview to assess his or her interest and availability. From there, we will set up a convenient time to interview our subjects on location and shoot supporting footage at their business. We will arrange video production to minimize any disruption to busy workday schedules.

Program Themes:

In the initial phase of production, we suggest creating four videos; one in each of the four following subject areas.

Everything I Need to Know for Success I Learned in Tourism

For the majority of young workers, their first job is in a service role, frequently with a food outlet or tourism-related business. Some of these entry-level jobs can be exciting and involve leading fun activities and interactions with customers and visitors. Often though, these jobs don't have much of a glamour factor and are seen as a limited-time way to make money for future schooling or to get mobile with that first car.

That said we KNOW there are employees who (maybe to their surprise) realized that their first part-time or summer job in tourism opened their eyes to different aspects of success in the workplace. They have learned many of the soft skills that employers everywhere are looking for: customer service, communications, time management, teamwork, and a positive attitude.

We are looking for those employees, wherever they may be in Simcoe-Muskoka. We want to interview them in their workplace and speak to their managers about the difference that an employee with that kind of mindset can make to the success of a business. The goal is two-fold: to show prospective and present employees that work has benefits beyond just the paycheck. Future achievement in life starts here! For employers, the videos will instill a

better understanding of how retaining and fostering great workplace opportunities will encourage productive, independent and confident employees who will contribute to the success of their tourism-related business.

Management/Owners who started in Tourism and rose through the ranks

As we know, many young workers start in a tourism or service related job as a normal entry point to employment. Most go on to further education or work in other fields. Some however discover their life's calling right out of the gate. For them, working in tourism can be a blend of fast-paced sales and business activity, mixed with welcoming hospitality, and perhaps even teaching and artistic expression.

Profiles of these tourism operators will show viewers that there are exciting long-term career opportunities in this sector. The video will also showcase a business owner/operator who discovered a passion for their business sector that have made a wider impact on their immediate community.

Employers Who Have Overcome Barriers to Hiring or Retention with Unique Offerings

One of the biggest employment challenges in the Tourism sector has been the employee retention. In a typical scenario, summer employees may quit before the end of the season to award themselves a short holiday before returning to school. Traditionally lower wage rates in part time or seasonal work may result in transportation issues for employees, to name just one possible barrier.

When faced with challenges, we have seen the innovators in the Tourism sector come up with creative solutions to these issues. Have you, as a business owner (or your employer) offered perks or incentives to employees to encourage retention? They could be in the form of discounts, access to services in off-hours, lodging, bonus payments towards tuition for completion of service. Whatever they may be, we would like to know about them. Your creative thinking could be an inspiration to other owners/managers in the sector and result in more successful business outcomes for both employers and employees!

Student Entrepreneurs: Seeding the Future Growth of Tourism

The search for that summer job is a rite of passage for almost all of us. We start our entry into the workforce by serving an employer in some capacity. However, some students have a vision for another path. They have a unique concept or local need that they can fulfil. While these are often one-person owner/operator endeavours, strong business ideas often take off and require additional staff and resources. We would love to connect with current or past student entrepreneurs who have turned their ideas into active businesses.

Proposed Production Schedule:

Research/Participant Acquisition

Our goal is to acquire a list of potential subjects by June 1st. Please feel free to contact us with suggestions or questions.

Production

As noted, the SMWDB team will contact each prospective participant to gauge their interest and availability. We will outline the goals of the project, and clearly describe what commitment will be required from the participant.

We plan to acquire all footage and interviews between early June and mid-July. We recognize that this is a busy time for tourism operators and will do our utmost to respect their time. The upside is that this will be an excellent time to capture the participants "doing what they do best".

Editing of the video segments will take place during August and early September. We will pre-screen the programs with the subjects prior to release. While the SMWDB reserves editorial control over the content, we will be sensitive to proprietary or confidential business information that the participant brings to our attention.

Distribution

SMWDB will release the videos online with a supporting social media campaign and outreach to our broadcast partners and supporters. It is our intention to garner additional press coverage in print and electronic media through press releases and interviews.

Once released, these positive and engaging vignettes will reinforce the importance of the Tourism sector within our region, as well as highlight just some of the people and personalities who have created successful outcomes for the workforce in our communities.

We want you to be a part of the story!

Contact Information:

Please address queries or suggestions to:

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