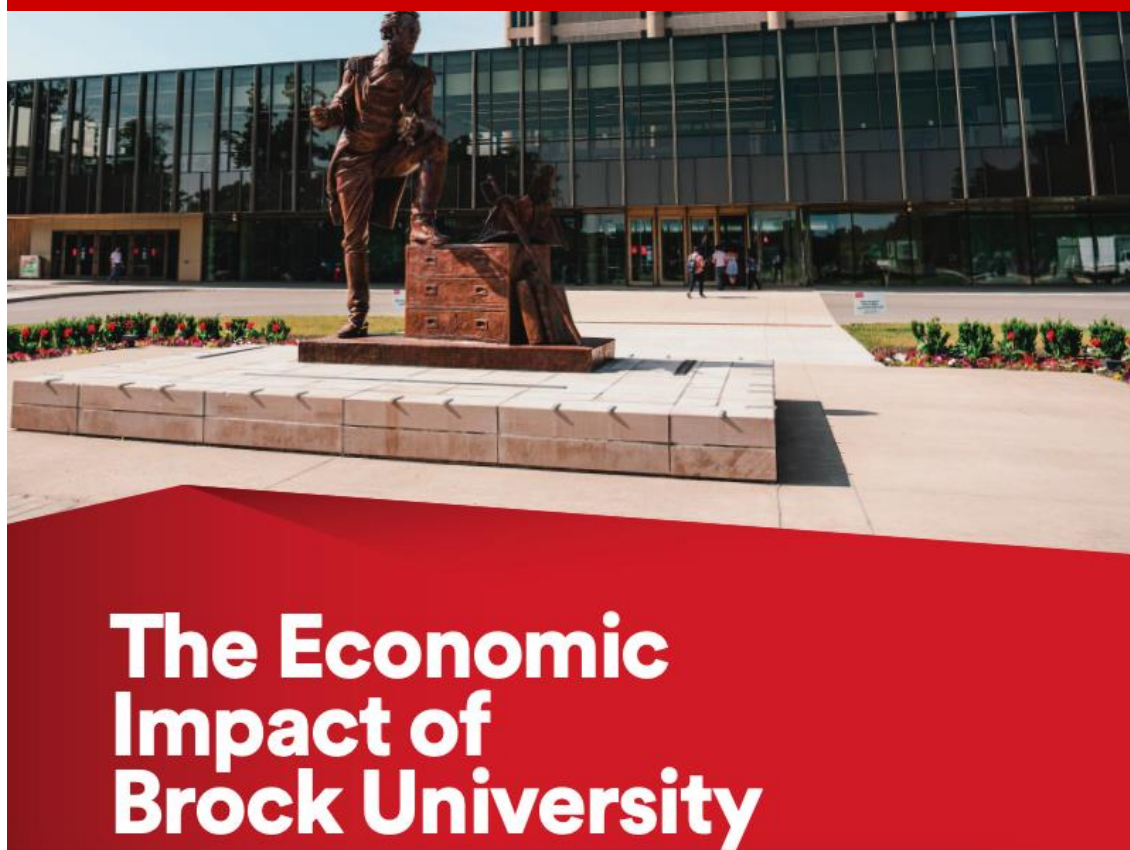


## Workforce Collective

*Formerly known as the Niagara Workforce Planning Board*

2022 PARTNERSHIP UPDATE



- ▲ *Workforce Collective finalized a study that measures Brock University's economic impact in Niagara and Ontario. This report provides a baseline from which the University's economic impact will be measured against in the future.*

On September 22, 2020, Workforce Collective and Brock University signed a Memorandum of Understanding (MOU) to formalize their long-time collaboration and commitment to producing beneficial outcomes for the local community. Together they are working toward a shared commitment to help build and nurture a prosperous Niagara through initiatives that support the health, vitality and well-being of the region. The agreement represents a mutual advantage of working together through research and knowledge mobilization and experiential learning to better understand and address the workforce development changes and future of work in Niagara. This collaborative partnership is reflective of Brock's commitments to community engagement, knowledge mobilization, experiential learning, and their shared priority to support the economic development of Niagara.

## Projects and Initiatives in 2022

The Workforce Collective and Brock University share a commitment to help build and nurture a prosperous Niagara through research, knowledge mobilization, and student experiential learning to better understand the future of work in Niagara.

### Research

Research collaboration between Workforce Collective and Brock University offers a unique opportunity to examine the changing dynamics of Niagara's economy, the future of work, and other key indicators to measure Niagara's present and future growth. This included the submission of an Economic Impact Report to Brock.

#### **The Economic Impact of Brock University in Niagara and Ontario**

- The Workforce Collective submitted this report to Brock University in May 2022, with the purpose to estimate the economic impact of Brock University in Niagara and Ontario. This economic impact is estimated at being \$1.8bn to the Niagara region.
- The report uses two methods to estimate Brock University's impact: the Sudmant Method, and the Canadian Input-Output Model.
- This report provides a baseline from which the University's economic impact will be measured against in the future.

### Service

The Workforce Collective and Brock University supported each other with various acts of service in 2022 to address their shared priority of building and nurturing a prosperous Niagara community.

#### **Initiatives included:**

- Vivian Kinnaird, Strategy Lead and CEO at the Workforce Collective, participated in April-Dawn Blackwell's, Brock's Associate Vice President of Professional and Continuing Studies, community consultation on Professional and Continuing Studies.
- Brock shared access with the Workforce Collective to Brock University Library resources to support and enhance collaborations.

## Student Experiential Learning

Student experiential learning provides unique opportunities for students at the university to gain real world experience as part of their studies. The partnership between Brock University and the Workforce Collective continues to provide meaningful and hands-on experience for students.

### **In 2022, partnership student experiential learning included:**

- Asma Zafar, Assistant Professor of Strategy with Brock's Goodman School of Business was connected to the Workforce Collective for a potential course/teaching-based collaboration.

## Other

The Workforce Collective and Brock University continue to look for ways to increase collaborations outside of research, service, and student experiential learning, recognizing Workforce Collective's newly expanded scope in acting as a hub for innovation in thinking and doing, for a better workforce. This includes initiatives related to workplace wellbeing, newcomer employment strategies, and the equity of work to produce mutually beneficial outcomes for Niagara. These initiatives and their desire for new collaborations were promoted by Brock's Social Justice Research Institute throughout fall 2022.