

Community
Support
Services
Sub-Committee



Sub Committee Contributors

- Arianna Johnson - SPCA
- Murray Crawford – Northern Lights Regional Health Centre
- Allan Kallal – Wood Buffalo Housing and Development Corp.
- Kevin Weidlich – Wood Buffalo Economic Development Corp.
- George McGuigan – Fort McMurray Catholic School Board
- Karim Zariffa – Oilsands Community Alliance
- Cecilia Mutch – United Way Fort McMurray and Wood Buffalo
- Chantal Beaver – Fuse Social
- Trent Keough – Keyano College
- Leanne Hawko - NAABA

RMWB Support

- Annette Antoniak - RMWB
- Jamie Doyle - RMWB
- Lynda McLean - RMWB
- Dennis Vroom – RMWB
- Paulette Fitzgerald – RMWB Admin Support

Process

The sub-committee identified 6 key pillars early on in the process and discussed each one over the course of three meetings.

Due to the complex nature of this sub-committee, a number of incentives/solutions were developed per pillar to ensure a strategy that is inclusive and provides a fulsome approach to address the needs of current and future residents

Sub-Committee Pillars



External
Communications
(outside the
Region)



Internal
Communications
(Inside the
Region)



Ecosystem



Multi-Cultural



Social Depth



Accessibility



External Communication - Incentives/Solutions

1. Community Humane Resources Committee Formation
2. ACOA specific Incentives
3. International Student Incentives
4. ESL Job Shadowing
5. Welcome Wagon like Program Development
6. Unit Recruitment Packages
7. High Profile Digital/Print Marketing Materials



Internal Communications - Incentives/Solutions

1. Public Image Campaign
2. Community and Regional Economic Support Program (CARES)



Ecosystem Incentives/Solutions

1. Utilization of OSCA survey Results
2. Research and Identify generational value sets and cater to the values of the generations being recruited.



Multicultural Incentives/Solutions

1. Engage the Multicultural Association in a door knocking campaign
2. Highlight & Expand Multicultural activities



Social Depth Incentives/Solutions

1. Develop a people version of Communities in Bloom
2. Combine all community Calendars for ease of access
3. Support Social Profits to create a summer series of events geared to families and individuals.



Accessibility Incentives/Solutions

1. Not yet Identified



Recommended Short-Term Incentives

1. Formation of HR Committee – focus on recruiting the family as a unit
2. Support the formation of a summer series of events by social profits
3. Community Welcome Program
4. Identify and implement Seniors Incentives in collaboration with ACOA

Thank You

