

Date: 2022-03-01

Subject: City of Brampton Veterans Program

Contact: Cynthia Ogbarmey-Tetteh, Acting Director, Human Resources,
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Report Number: Corporate Support Services-2022-258

Recommendations:

1. That the report from Cynthia Ogbarmey-Tetteh, Acting Director, Human Resources dated February 14, 2022 to the Committee of Council Meeting on March 9, 2022 re. City of Brampton Veterans Program be received.
2. Staff enhance its outreach to actively support members of the Canadian Armed Force Veterans to promote employment opportunities and establish partnerships with external community partners and engage in community events

Overview:

- HR staff explored programs and initiatives to be implemented to support members of the Canadian Armed Force Veterans to promote employment opportunities and establish partnerships with external community groups.
- To inform this report, staff conducted benchmarking with other municipalities and other leading organization with respect to veteran initiatives and programs.

Background:

The Canadian Armed Force Veteran population consists of individuals who, through their training and service, have developed distinctive skills and attributes which the City of Brampton can gain substantial benefit from. Skills such as leadership, communication and adaptability are highly employable and sought after by successful organizations, while the attributes of courage, integrity and compassion are inherent to City of Brampton's DNA and Values.

Forming one of Canada's most adaptable, versatile and hidden talent pools, this niche market serves as a vital opportunity which the City can capitalize upon and align its'

diverse needs with those of the Veteran community. Through successful outreach and attraction efforts of this market, the City will not only be able to fill labor and skills shortages, but can benefit from the commitment, ambition, discipline, and loyalty to strengthen the diverse and inclusive culture that exists at the City of Brampton¹.

By definition from Veterans Affairs Canada, a Veteran is a former or current member of the Canadian Armed Forces (CAF) who successfully underwent basic training and is honorably discharged. There are estimated to be approximately 592,300 Canadian Armed Forces (CAF) Veterans, with approximately 214,100 living in Ontario.²

With respect to dispersion, approximately 10,220 CAF Veterans have active case plans with a departmental Case Manager in and around Southern Ontario Region. As per Appendix B, the Mississauga Office serves majority of Veterans. Other areas included in the statistics are Hamilton, London, North Bay and Windsor.²

The average age of the CAF Veteran population is 59, with the majority being between the ages of 50 – 59 between both men and women.² The average age of release for Veterans lies between two age groups: 21 – 25, and 45 – 55 years of age, and after one year of release, 34% of CAF Veterans are employed within Public Administration field.²

Next steps:

The City of Brampton Veterans Program outlines a number of key action items City Staff will look to undertake within the next one to three years to ensure the organization is effectively promoting employment opportunities and building valuable partnerships with organization that support veterans.

Action Items:

1. Community Outreach

The City will continue to build and foster meaningful partnerships with local organizations that support veterans. This will result in the City's ability to expand outreach and create awareness of employment opportunities into the targeted veteran community through the following means:

- **Career Fairs/Networking Sessions:** The City will participate in information sessions, networking sessions and career fairs offered through local supporting organizations to promote employment opportunities available within the City and offer valuable insights into the recruitment process. The aim is to build employer brand exposure amongst local organizations who support Canadian Veterans and to increase awareness of employment opportunities within the City.

¹ Taylor, Lisa. Blanchard, Taryn. "The Canadian Guide to Hiring Veterans". *Challenge Factory Inc*, 2020.

² Veterans Affairs Canada, "Facts and Figures, Demographics". Government of Canada. 2020.
<https://www.veterans.gc.ca/eng/about-vac/news-media/facts-figures/1-0>

- **Partner with Community Agencies:** The City will look to established relationships with veteran supporting organizations. In the past, frequent listings of employment opportunities had been emailed to units of the Royal Canadian Legion for awareness and exposure. The proposed program aims to progress this partnership to the next step. The Human Resources Division will continue to inform our partners at the Legion, of vacancies on our website. As part of the online application questionnaire, this program also proposes the addition of a question asking applicants if they have served in the Canadian Armed Forces. Applicants will be required to participate in the competitive recruitment process and will be assessed amongst the pool of applicants, with the above requested will only be used for reporting purposes to inform further program updates.

2. Advertising:

The City currently uses different advertising tools and websites for all vacancies. Through this program, the organization will target the use of existing tools as well as use different outlets to promote and advertise vacancies through organizations that more closely support the Veteran community.

- **LinkedIn** - The City of Brampton will continue to promote opportunities on our primary social media platform for employment. In addition to posting on City's employment page on LinkedIn, the organization will target specific Veteran-serving community pages and groups to maximize exposure.
- **Helmets to Hardhats** is a not for profit organization, serving as a construction Industry gateway for men and women who have served in Canada's military. By advertising on their job board, the City will be able to maximize exposure to Veterans and Reservists.
- **Job Bank for Veterans** to maximize exposure with the targeted niche community, the City will advertise our vacancies on the Government of Canada's Job Bank for Veterans.
- **Canadian Armed Forces Transition Centres (CAFTC)** – The City will look to building and maintaining relationships with local CAFTC office in Toronto to promote and advertise our vacancies.

Corporate Implications:

Term of Council Priorities:

This initiative supports key action items under the Diversity and Inclusion strategic priority: 1.3 Establish Diversity and Outreach recruitment goals and is line with our commitment to Brampton is a Mosaic.

Conclusion:

The initiatives in this program will create a broader understanding of career opportunities available at the City to those most influential to veterans by utilizing a number of advertising tools and websites to post City vacancies and enhance networking with community organizations to draw talent.

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