



Brampton University Business Community Engagement Update Stakeholder Research Associates Canada January 20, 2021

I. Background

Stakeholder Research Associates (SRA) has undertaken a broad stakeholder engagement exercise to help the City of Brampton better understand perceptions of the BramptonU proposal and to develop strategies for communication and involvement from the Brampton community.

Engagement initially consisted of one-on-one conversations with leaders in their respective organizations across the community, advising them on the status of the BramptonU application and then discussing points of view, levels of support, and how the stakeholder might become further involved in the development of the institution. Through this phase of the engagement, it was observed that a deeper understanding of the perspectives of local employers would help ensure the BramptonU strategy was in alignment with the needs of the business community.

II. Workshops

To solicit feedback from businesses, SRA coordinated a series of virtual workshops, which were held on December 2nd, 4th, 8th, and 9th, 2020. Workshops were 90 minutes long and were scheduled both during and after business hours to provide attendees with multiple options in order to maximize registrations. In addition to members of Brampton's business community, workshop participants included SRA organizers and City of Brampton staff as observers. All Workshops were recorded with participant permission for reporting purposes.

The objective of sessions was to provide the City of Brampton with key strategic insights from employers and business owners pertaining to post-secondary opportunities, priorities for BramptonU and SVP development. Presentation materials were prepared to guide the Workshop discussions and have been attached for reference (Appendix 1). The facilitated conversations focused on three key themes:

- Readiness of new graduates to meet the needs of employers
- Perceived impact of BramptonU to the business community
- How BramptonU could help employers respond to 'future of work' needs

Additional workshops have been scheduled for January 27th and 28th, as well as February 2nd and 3rd

III. Invitees

65 businesses across a variety of sectors including healthcare, advanced manufacturing, logistics, technology, and food were invited to participate in Workshops. SRA consulted with City of Brampton staff and collaborated with the Economic Development Office to identify key businesses to invite based on being a significant employer or their past interest in post-secondary development in Brampton.

To date, 15 employers have attended a Workshop with another 3 employers participating in an individual discussion with an SRA facilitator.

IV. Next Steps

February 5th - SRA to complete remaining scheduled Workshops as well as any requested individual discussions with employers.

February 22nd - SRA to submit report of findings from engagement with Brampton's business community.

APPENDIX 1: Brampton University Business Community Engagement Workshop Presentation

BramptonU Workshop

December 2020

Workshop Agenda

For today's discussion:

- Introductions and Objectives
- BramptonU Update
- Conversations
 - Readiness of graduates
 - Impact of a University
 - Future of work
- Wrap-Up and Next Steps

Our objective is for you to leave feeling informed about BramptonU and for us to be informed on your views



BramptonU - Background

Timeline	Activity
September 2019	Brampton City Council directed staff to proceed towards developing and establishing a University
October 2019	Expertise secured to explore partnerships, advocacy and policy
November 2019	BramptonU movement launched
December 2019	Teletown Hall hosted by Mayor Brown, Councillors and local MPPs had 14,000 participants Telephone survey conducted by Mainstreet Research – survey revealed 79% of Brampton Residents wanted a University close to home
January 2020	Two Town Halls were held to provide an update to the public and receive feedback on the project
February 2020	Initial business community engagement and information session held to engage developers
March 2020	Delay in submitting the proposal to the Province due to COVID-19 Pandemic
April 2020	Continued discussions with the Province showed that there was encouragement for the City to continue with its proposal to the Province
July 2020	City released a preview of key strategic elements of its proposal which highlighted alignment with the Provinces updated Major Capacity Expansion Policy Framework



BramptonU - Next Steps

- Continued advocacy to the Province
- Continued engagement with world renowned academic institutions for potential partnerships
- Continued stakeholder engagement with local businesses



Breakout Session 1

Readiness of Graduates

In your breakout groups consider the following:

- How well are current graduates meeting your company needs?
 - Are they ready to work?
 - Do they have the right skills?
 - What have the impacts in readiness/not being ready been?
- In what ways could graduates be better prepared to meet your company needs?
 - What skills could be improved?
 - What do you as an employer have to invest?



BramptonU

Breakout Session 2

Impact of BramptonU

In your breakout groups consider the following:

- What impacts would BramptonU mean to your business?
 - Access to talent pools
 - Entrepreneurship and start-ups
 - Ongoing education and training
- What models make sense for you?
 - Traditional classroom vs. online
 - Degree programs vs. other credentials
 - Day/Night/Experiential



BramptonU

Breakout Session 3

Future of Work

In your breakout groups consider the following:

- What are your emerging needs?
 - How can BramptonU support the future of your company or industry?
 - What would you like to be able to do that BramptonU could support?
- How would you like to be engaged?
 - What role do you see for business in a University?
 - What types or partnerships or other relationships would your company like to have with a BramptonU?



Wrap-Up and Next Steps

Additional Comments – What didn't we capture?

Sharing the learnings

Next steps in the process and keeping engaged

The logo for BramptonU features a large, stylized green 'U' with a white 'B' inside it, creating a circular emblem.

BramptonU