



RECRUITMENT AND RETENTION:

TOOLKIT FOR WOOD BUFFALO EMPLOYERS

2022

About Us

TOOLKIT FOR WOOD BUFFALO EMPLOYERS

This toolkit was prepared by the Regional Labour Market Committee.

This committee was formed from the Regional Labour Market Study recommendations and aims to improve conditions for employers and workers in the [Fort McMurray Wood Buffalo](#) labour market.

Questions and inquiries for the committee can be directed to **Tim Dyck** at policy [@fortmcmurraychamber.ca](#).



www.keyano.ca



oil sands
community
alliance

www.oscaalberta.ca

FORT MCMURRAY WOOD BUFFALO

**ECONOMIC DEVELOPMENT
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www.choosewoodbuffalo.ca



www.atcfn.ca

fusesocial

www.fusesocial.ca

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**CHAMBER
of
COMMERCE**

www.fortmcmurraychamber.ca

An aerial photograph of a suburban neighborhood. A river flows through the left side of the image. The neighborhood is densely packed with houses, many with swimming pools. There are several schools and a large sports field with a baseball diamond. The roads are winding and paved. The overall scene is a typical suburban residential area.

The recent Fort McMurray Wood Buffalo Labour Market study revealed that **33 per cent of employers** struggle to fill open jobs. On top of this, many businesses are reporting higher than regular turnover rates and are struggling to retain talent.

This toolkit will give you some quick and helpful tools that you can use to address these issues. It will increase your awareness of local recruiting services and offer tools to help you demonstrate to applicants that the region is a great place to live and work.

It will also provide you with resources to gain funding to develop your people and a simple survey to gauge your company's culture. Both areas can contribute to employee turnover.

We hope this guide offers helpful tools to meet any staffing challenges you may be facing.

Finding Talent

TOOLKIT FOR WOOD BUFFALO EMPLOYERS

Finding talent to fill open roles has been reported as a significant issue in the region. Did you know that 20 per cent of employers reported having vacant positions and are actively recruiting as identified in the most recent [Labour Market Study](#)?

The two main barriers in filling open jobs: finding suitable applicants and attracting talent to Fort McMurray Wood Buffalo.

This section will help you with tools to source suitable applicants for your roles. It also offers resources to help you attract applicants located outside of our region by demonstrating the quality of life experienced by everyone who lives here.



Local Recruiting Services

A recruiting service can temporarily bolster your recruiting capacity. If you are presently struggling to fill positions because your hiring team has too much on their plate, they can help increase your capacity to fill jobs currently unfilled in your business.

Many recruiters have a specialty to recruit for certain types of roles. Some might specialize in administrative positions; others might specialize in specific trades. Due to this, they are often talented at knowing how to source roles to help you find the right candidate.



Here is a list of local recruiting firms, their focus areas, and how you can contact them.

Athabasca Workforce Solutions

Focus Areas:

Permanent and temporary staffing

Athabasca Workforce Solutions can source, screen, test candidates, and conduct job offer negotiations to ensure the right fit for your organization.

Website: www.awsgroup.ca

Phone: 306-307-8591

Email: info@awsgroup.ca

Best Culture Solutions, Inc.

Focus Areas:

Logistics, operations management, executive management, administrative, customer service roles

Best Culture Solutions digs into your organization's mission to help you find someone committed to your mission using the same hiring processes as companies like Disney and Amazon. They are locally owned, also helping with Career Transition and Fractional HR.

Website: www.bestculturesolutions.ca

Phone: 403-818-0673

Email: tim@bestculturesolutions.ca

Saskana Staffing Solutions

Focus Areas:

Shutdowns, projects, and trades

Saskana is a locally owned and operated First Nations and Métis business specializing in staffing, commercial construction, electrical work, and non-destructive testing.

Website: www.saskana.ca

Phone: 780-370-7070

Email: sales@saskana.ca

WestCorp Solutions

Focus Areas:

Management, project/construction management, turnaround, project engineers, HSE Personnel, planners, and administrators

WestCorp helps find the right fit for any position there is. They were founded on the West Coast in 2011 and assist with people services with a specialization in maintenance, turnaround, and project departments.

Website: www.westcorpsolutions.com

Phone: 780-791-3577

Email: contact@westcorpsolutions.com

Wood Buffalo Temps

Focus Areas:

Administrative staffing, HSE, and temporary staffing

Wood Buffalo Temps has been in business in Fort McMurray since 1996 and recently expanded to Edmonton. They can help with temporary positions, permanent positions, and temporary-to-permanent positions.

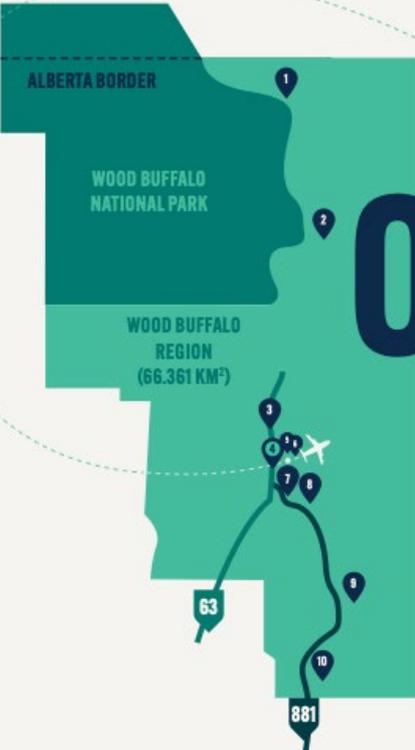
Website: www.woodbuffalotemps.net

Phone: 780-790-2661

Email: wbtemps2@telus.net

Attracting Talent

TOOLKIT FOR WOOD BUFFALO EMPLOYERS



ALBERTA BORDER

WOOD BUFFALO NATIONAL PARK

WOOD BUFFALO REGION (66,361 KM²)

63

881

WELCOME TO

OUR REGION

1. FORT FITZGERALD
2. FORT CHIPEWYAN
3. FORT MCKAY
4. FORT McMURRAY
5. DRAPER
6. SAPRAE CREEK ESTATES
7. GREGOIRE LAKE ESTATES
8. ANZAC
9. JANVIER
10. CONKLIN

✈️ FORT McMURRAY INTERNATIONAL AIRPORT (YMM)

To help businesses attract talent to Fort McMurray Wood Buffalo, below are a few resources you can provide to candidates considering moving to the region or to include in your online job postings to showcase our region.

[Fort McMurray Wood Buffalo's campaign](#) explores what shapes life here—a close-knit community, rich culture and history, endless opportunity, and surrounded by natural beauty and wonder.

Fort McMurray Wood Buffalo Economic Development and Tourism's [Community Tools](#) are a collection of materials that follow Fort McMurray Wood Buffalo brand guidelines and can be shared with others as an introduction to the region.

For more information on all the communities in our region, please visit www.fmwb.ca.



Fort McMurray Fact Sheet

INFORMATION ABOUT LIVING HERE

KEY FIGURES

| | | |
|---|-------------------------|-----------|
|  | Population | 76,615 |
|  | Avg. Household Income | \$212,433 |
|  | Avg. House Price | \$435,744 |
|  | Avg. 2 Bedroom Apt Rent | \$1,200 |



AMENITIES

Macdonald Island Park



Restaurants



Birchwood Trails



Golf Course



Fort McMurray
Golf Club

Miskanaw
Golf Club

Rotary
Links

Program for Families



The Hub

RMWB Library

Baby Friendly

Other Fun Activities



The Alley
YMM

Landmark
Cinemas

Vista Ridge
All Seasons Park

Retaining Talent

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The other challenge facing local businesses in the labour market is employee retention. When already experiencing a labour shortage, losing good team members can compound staffing problems for organizations.

The [Labour Study](#) found that overall, positive work environment and competitive salary were the most successful retention strategies identified by Fort McMurray Wood Buffalo employers. Additionally, because of the pandemic, employers are adjusting policies around how people work including: professional development, wellness programs, work schedules/flexibility, employee check-ins, different ways to engage with staff.

This section will provide you with additional resources to help you retain your team including information on government grants and a culture survey to share with your teams.



Grant Information

Sixty one percent of employers reported they had never applied for any workplace resources. Businesses are not aware that there are many grants available through the Government. Grants can be used to invest in their people or can be used for other business needs. Developing your team can significantly increase their willingness to stay with your organization!



Canada-Alberta Job Grant

This grant provides opportunities for you to create training and development opportunities for your team. Employers can apply for funding for new and current employees to access training from universities, colleges, or private institutions. The company must pay for the training upfront. However, once the applicant completes training, the government will reimburse the company for up to two-thirds of the cost (\$10,000 max for current employee; \$15,000 max for new employee).

Team members are more likely to stay when the organization invests in their development. This grant will make it easier to do so. It takes up to 30 days to receive approval after applying.

More information can be found [here](#).

Alberta Jobs Now Program

The Alberta Jobs Now program will help private and non-profit businesses with job supports to get thousands of Albertans back to work. Employers can apply for funding to offset the cost of hiring and training Albertans in new or vacant positions.

More information can be found [here](#).

Canada Summer Jobs

This program under the Federal Youth Employment and Skills Strategy, which aims to provide flexible and holistic services to help all young Canadians develop the skills and gain paid work experience to successfully transition into the labour market.

The program provides wage subsidies to **employers from not-for-profit organizations, the public sector, and private sector organizations with 50 or fewer full-time employees**, to create quality summer work experiences for young people aged 15 to 30 years.

For more information and to apply please click [here](#).



Source: Cenovus Energy

Preventing the Burnout Epidemic

Sixty one percent of employers reported they had never applied for any workplace resources. Businesses are not aware that there are many grants available through the Government. Grants can be used to invest in their people or can be used for other business needs. Developing your team can significantly increase their willingness to stay with your organization!

“Burnout isn’t something that just happens overnight. It’s a slow erosion of coping skills and one’s ability to adapt to the daily chronic stress that finally overwhelms.”

– JENNIFER MOSS

Preventing and addressing contributing factors to burnout can play an important role in employee retention.

The Maslach Burnout Inventory (MBI) suggests that burnout is most often triggered by the following:

1. Workload

When employees have a workload that matches their capacity, they can effectively get your work done, have opportunities for rest and recovery, and find time for professional growth and development. When employees chronically feel overloaded, these opportunities to restore balance don’t exist.

2. Perceived Lack of Control

Employees feeling like they lack autonomy, access to resources, and a say in decisions that impact their professional life can take a toll on their well-being.

3. Lack of Reward of Recognition

If the extrinsic and intrinsic rewards for employees’ jobs don’t match the amount of effort and time they put into them, then they are likely to feel like the investment is not worth the payoff.

4. Poor Relationships

5. Lack of Fairness

Lack of fairness in the workplace can exacerbate employee burnout. Consider whether you believe that your employees receive fair and equitable treatment. For example, do employees all get acknowledged for their contributions or do some individuals get praised and others’ work goes unnoticed? Are some employees granted regular deadline extensions or access to additional resources when others aren’t?

6. Values Mismatch

Ideals and motivations tend to be deeply ingrained in individuals and organizations. If employees and employer values are not aligned, motivation to work hard and persevere can significantly drop.

Culture Survey

The biggest reason why people leave jobs is that they don't feel a common purpose in what they do or feel valued, monetarily, or otherwise. This quick survey will allow your team to provide you with quick feedback to help you know areas of concern you may not have previously considered. If you take this feedback seriously, it will improve your retention.

It is purposely short because people are more likely to respond to short surveys.



The Survey

Q1. Do you feel valued by your employer?

(Please rate on a scale of 1-5, where 1 is not valued and 5 is the most valued)

Q2. Why or why don't you feel valued?

Q3. What suggestions do you have to improve our workplace?

Here is a suggested process to administer this survey:

1. Print enough copies for your group or use an online survey program (for example survey monkey or airtable).
2. Setup a central collection point that is anonymous. It could simply be an envelope kept by a leader where team members can insert their survey.
3. Communicate the survey with the team. Let the team know you are doing this because you want this to be a good environment for their career growth. Also, stress that it is anonymous so they can be honest.
4. Log any action items in an Action Log.
5. Share the results with your team and the Action Log for transparency. The survey is meaningless without follow-up or 2-way accountability.
6. Provide regular updates as Action Log items are completed.