

Chatham-Kent  
to the Power  
of Young People



## CK COMMUNITY ACTION PLAN

### Actively Promote to young people



**73% of young people are interested in volunteering and 74% of young people think there are jobs for them in CK**

**67% of organizations are actively attracting young people to their organization**

Make sure your organization's story, brand, and cool initiatives are easy to find online

Keep up-to-date on using social media effectively

Make the advantages of being part of your organization clear

### Engage with young people



**22% of young people feel their contributions are valued in CK**

**86% of organizations are actively working to retain young people, and 51% have a goal to include young people in decision-making or leadership roles**

Ask young employees and volunteers for their opinions and make it clear how feedback is used

Make opportunities for development and advancement clear

Invite young people to be part of working groups, committees, and boards

Connect young employees' roles to the larger organizational goals

### Keep succession planning top of mind



**39% of young people would remain with an organization if they were given more opportunities for development**

**53% of organizations are actively planning for succession**

Use mentorships to foster on-going knowledge transfer and skill-building

Encourage young people to take on multiple roles and training opportunities within the organization so they can learn and build their skills

Conduct regular performance reviews and give feedback on how young people can develop and improve

### Connect people to the broader Chatham-Kent community



**47% of young people think that CK does not offer sufficient leisure opportunities and 24% said there might be, but there is not enough awareness**

**63% of organizations introduce new employees and volunteers to the broader CK community**

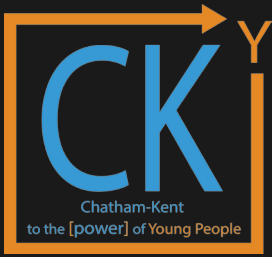
Know your employees and volunteers – make sure they're settled in their role and also in the community

Connect new employees and volunteers to others with similar interests

Organize social outings after work and contribute to community activities

[www.LivingCK.ca/CKYoungPeople](http://www.LivingCK.ca/CKYoungPeople)  
Email us at [LivingCK@chatham-kent.ca](mailto:LivingCK@chatham-kent.ca)  
Find us on social media @LivingCK





# Chatham-Kent to the Power of Young People



The Municipality of Chatham-Kent's Community Attraction and Promotion (CAP) section works to attract new residents and retain existing residents in Chatham-Kent to ensure our community is able to meet workforce needs and address succession needs, as well as maintain an actively vibrant community in the areas of recreation, culture, volunteerism, and raising new families.

## CKy Introduction

In 2017, CAP launched the Chatham-Kent to the Power of Young People (aged 15-39) - CKy initiative to make Chatham-Kent more attractive to young people as part of efforts to address the current population decline. Two surveys were conducted between 2017 and 2018, the CKy Survey of Young People and the CKy Organization Survey, and the feedback was used to create this CKy Community Action Plan.

## CKy Background

Overall, young people demonstrated that they want to be involved in organizations and communities where they are valued as contributors and have input on future direction, and local businesses and organizations showed interest in increasing engagement with young people. The CKy Community Action Plan aims to provide a starting point for organizations and employers to improve their efforts to attract, engage and retain young people on a local level, and is part of wider efforts by CAP and local partners to welcome new residents from across age and other demographics, including immigrant newcomers.

## CKy Demographics

Total population – 102,042 (2016 Census)

Population aged 15-39

Total – 27,725

Percentage of CK – 27.2% vs. 31.8% in Canada



## Useful Resources

- Promote: Marketing and digital presence management/social media management
  - Promote: CK Community Job Board to post jobs + email subscription
  - Engage: How to engage your employees (CKWPB Employees)
  - Engage: Co-op supports (Ontario Youth Apprenticeship Program)
- Succession: Performance Management (CKWPB Performance Management)
  - Succession: Mentorships (CKWPB Coaching and Mentoring)
  - Connect: Connect with LivingCK for community orientation support
- Connect: Connect with United Way of Chatham-Kent for group volunteer opportunities

Tell us how the plan is working for you  
email us at [LivingCK@chatham-kent.ca](mailto:LivingCK@chatham-kent.ca)

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