



**Business Service Centres  
Opportunities Summit 2017  
REPORT**



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## GENERAL INFORMATION

### CONTEXT

In 2015 AND 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits in an effort to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives discussed and imagined new avenues for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits to put into practice the notion of open government. To establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During the summit, Opportunities New Brunswick gave an account of what had been accomplished since the first summit held on September 24, 2015. They reported on the issues that received further attention and presented the outline of their new strategy.

### GOALS

The summit had the following goals:

#### Empowerment and transparency

- Share information on government's actions and decisions further to discussions from the first summit.
- Allow those who were unable to be present to participate via technological means.

#### Improvement and collaboration

- Gather suggestions to improve current strategies and initiatives.
- Identify ways to collaborate on priorities.

### Experience of participants

- Allow participants to share a positive experience and value their contribution.
- Reassure participants that they have been heard.

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## SUMMIT AGENDA AND PARTICIPANTS

The 2<sup>nd</sup> Opportunities Summit on Business Services Centres was held in Moncton on April 3, 2017. Forty-one participants (including representatives from the provincial government) discussed the opportunities available for Business Service Centres in New Brunswick.

<b>Agenda</b>	
10 am	Opening
10:15 am	Welcome Dawn Arnold, Mayor of Moncton
10:25 am	Presentation on the State of the New Brunswick economy Honourable Cathy Rogers, Moncton-South MLA Minister of Finance Minister responsible for Literacy
10:40 am	Update — New Brunswick Economic Growth Plan Susan Holt, Chief of Business Relationships New Brunswick Jobs Board Secretariat
10:50 am	Presentation by Opportunities New Brunswick
11:25 am	Group discussion: <i>How have the agency's actions responded to your needs and why?</i> <i>Have we forgotten anything?</i> <i>What other actions should we prioritize and why?</i>
1:20 pm	Group discussion — <i>Based on themes brought up in the previous discussion:</i> <i>1. How can we better collaborate on this?</i>

	<p>2. <i>Is there anything currently available that can be used as leverage?</i></p> <p>3. <i>How can we become involved?</i></p> <p>4. <i>Next steps (2 or 3)</i></p>
2:35 pm	Wrap-up
2:40 pm	<p>Closing remarks</p> <p>Premier Brian Gallant</p>

**ONLINE PARTICIPATION**

The Web was used in order to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department (PETL) were streamed live. At the end of the day, the premier’s remarks were also presented in real time at <http://www.gouvertnb.ca/>. Live streaming of the presentation was done during the Summit and the presentations are still available on the site. They could also participate in the discussion using the hashtags #opengovnb et #gouvertnb.

Social media were also used. Followers of the [OpengovNB/GouvertNB](#) page on Facebook were informed about the summit. On Twitter ([@GNBvousrepond](#), [@GNBrepplies](#)), followers were able to follow parts of the conversations since the major topics of discussion were shared throughout the day.

**SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT’S MISSING**

Participants formed groups of 5-6 people to discuss details presented by Opportunities NB. They were asked to reply to these questions: *How have the agency’s actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?*

The following are comments made by participants on the actions undertaken by Opportunities NB, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

**ON THE CHANGING IMAGE OF THE INDUSTRY**

- The new identity “Business services centres” is very much appreciated by industry stakeholders. They see this as recognition of the realities of the work they do, as well as an opening for new development opportunities.
- There is a true appreciation of the work and the engagement of government to allow the industry to further grow. Positions created within Opportunities New Brunswick are proof of this engagement.
- There is also a need to reach out to the public at large to communicate the new image of the industry so that the business services centres can be better perceived. These changes in perspective must also be reflected in the way that post-secondary institutions present the sector and prepare students for positions that are available. It is possible to have a career in this industry and that fact must be communicated.

- These centres do a lot of volunteer and support work in their communities. Their role as good corporate citizens isn't known. It is important to make these actions known in order to complement the work being done to change the industry's image.

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#### ON HUMAN RESOURCES FOR THE INDUSTRY

- Recruitment remains a challenge for these centres. Participants hope that the changing image will help them attract the right people.
- It is important to make the industry known to youth in the province, either through specific summer employment programs, partnerships with the school system or programs to attract students once they complete their studies.
- We must also closely examine employment training. Second language training for Francophones and Anglophones are necessary to meet the needs of the industry. Communication skills must also be enhanced.
- The arrival of immigrants represents good news for this sector as there is a growing need for people able to communicate in languages other than French and English. These new immigrants may be able to contribute to the development of new opportunities for the sector.
- The various industry players need to work harder at identifying common or complimentary ways of offering training. As an example, it was suggested that a shared space could be set-up in a region (in a centre capable of housing it) in order to provide training on work-related situations.
- Centres must broaden their perception of available manpower. While recruitment efforts currently target 18 to 24 year-olds, there is an interesting pool of experience workers that are recently retired.

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#### ON EXPECTATIONS FROM GOVERNMENT

- The industry needs the help of government to facilitate integration in communities and to identify and develop the required infrastructure to establish new centres or expand existing ones.
- Technological advances are an important aspect of the future of business service centres. Stakeholders feel that the province is well positioned in terms of technology improvement. This trend must continue.
- The promotion of the province outside the region is very important to the sector and must continue. It is important to focus on the quality of life in New Brunswick, both to attract workers and to grow the industry.

## SUMMARY OF DISCUSSIONS: HOW CAN WE COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them to answer four questions:

1. How can we better collaborate on this?
2. Is there anything currently available that can be used as leverage?
3. How can we become involved?
4. What are the next steps?

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### COLLABORATION WITHIN THE INDUSTRY

*How can we better collaborate?*

- Meetings among industry players must be more frequent in order to allow for an exchange of ideas and work on common issues.
- These meetings would also allow industry players to learn more about the work being done in New Brunswick in the field of business service centres.

*Is there anything currently available that can be used as leverage?*

- Make better use of existing data on demographics, markets and performance. By closely analysing this information, the industry will be able to adopt better evaluation parameters.

*How can we become involved?*

- By better understanding the differences between various centres and their need for specific skills.

*What are the next steps?*

- Allow for exchanges in the province for industry players. Organize “train the trainer” tours.
- Increase participation in Contact NB.
- Increase frequency of networking activities.
- Involve government in efforts to create links between industry players.

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### MARKETING AND REBRANDING

*How can we better collaborate?*

- By engaging current employees and business service centre management in rebranding efforts. Excellent testimonials could be shared.
- By sharing the marketing and rebranding strategy with people from the industry.
- By sharing what the sector does in terms of community engagement.

*Is there anything currently available that can be used as leverage?*

- The industry has 18,000 employees in New Brunswick. These people need material to act as ambassadors.
- Marketing efforts must be adapted for the various groups the industry wishes to inform or recruit.
- Information on job market gathered by the Department of Post-Secondary Education, Training and Labour concerning the industry could be shared with the province's high school teachers by Contact NB.
- It is possible to have an interesting career in business service centres. This fact must be shared and opportunities must be brought forward.

*How can we become involved?*

- Contact NB can make its website available to the industry in order to share information and help implement the strategy.
- By sharing best practices.
- By talking to employees in order to find ideas and identify interesting stories.

*What are the next steps?*

- Make joint presentations (Contact NB and PETL) during teacher skills enhancement days.
- Produce videos explaining career opportunities to students in school.
- Produce virtual tours of our workplace to show students.

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## RECRUITMENT AND CAREER DEVELOPMENT

*How can we better collaborate?*

- By working together to facilitate recruitment (in Canada and abroad).
- By sharing information — candidates, databases
- By continuing marketing efforts.

*Is there anything currently available that can be used as leverage?*

- Establish a presence in schools to communicate the realities of the industry.
- Develop co-op programs.
- Make use of Inspire NB
- Increase marketing (government) about the industry directed at New Brunswickers. Create ads for schools.
- Better understand programs that exist in colleges to train employees interested in joining the sector. Participate in program redesign so that they can better meet current and future needs.



*How can we become involved?*

- Talk about the industry in schools.
- Provide testimonials.

*What are the next steps?*

- Find ways of reaching people who are semi-retired or who are re-entering the workforce (i.e. parents).
- Market the industry, especially on social media.
- Develop a bursaries program.

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## WORKFORCE TRAINING AND DEVELOPMENT

*How can we better collaborate?*

- Partnership between ONB, Contact NB and colleges.
- Revise training programs to improve employees' language skills and capacity to serve customers. These training programs must start early.
- Create financial incentives (PETL) to encourage language training.
- Understand investments in training for the sector made by employers and government.
- Collaborate with the province's post-secondary institutions to improve language skills within the industry.

*Is there anything currently available that can be used as leverage?*

- Better align government programs and post-secondary training programs.
- Better promote available training programs.
- Invite the public to visit centres in order to see work environment.
- Use client experiences as tools in an awareness campaign.

*How can we become involved?*

- As an industry, it is important to work together on complex issuers.
- Evaluate employees' skills in both official languages.
- Organize learning sessions in the workplace.

*What are the next steps?*

- Discuss training needs with industry employees.
- Offer training on stress management and resilience.

## NEXT STEPS

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### SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A), the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.gouvertnb.ca/>

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### PARTICIPANT SURVEY

After the summit, an online survey was sent to each participant to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts. Survey results can be found in Appendix B of this report.

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### RAW DATA

To support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://opengovnb.ca/en/summits-theme-and-schedule/11-business-services-centre>

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### VIDEO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://opengovnb.ca/en/summits-theme-and-schedule/11-business-services-centre>

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### NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

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### WHAT YOU CAN DO

Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

APPENDIX A – LIST OF PARTICIPANTS

Name/Nom	Organization/Organisation
Allison Lang	AccorHotels Reservasion Centre
Andree Cormier	Coalition pour l'équité salariale du N.-B.
Anne Robichaud	Coalition pour l'équité salariale du N.-B.
Brett MacDonald	TD Insurance Direct Agency Inc.
Bruce Atkinson	DealerMine Inc.
Cecile Remington	WestJet
Cheryl Steadman	Contact NB
Dan Fraser	Nordia
Eric Frenette	Assomption Life
Jessica Gallant	Rogers
Joe D'Ettore	
Lionel Riley	Thing5/Cloud5
Margot Noonan	AccorHotels
Marie-France Doucet	CCNB
Micah Peterson	Procedure Flow
Michael Collicutt	Concentrix
Michelle Reicker	DealerMine Inc.
Phyllis Melanson	Cloud5
Rich Rouah	M5
Richard Dunn	City of Moncton- Ville de Moncton
Robert Campbell	Atlantic Lottery Corporation
Shelley Corkum	M5
Sheri Dernier	Cloud5
Sue Steeves	Wyndham
Susan Roy-Elias	Rogers
Zoel Roy	Bullet proof
<b>GNB Attendees/Participants GNB</b>	
Belén Welch	ONB
Camille Bourque	ONB
Charlotte Daigle-Basque	ONB
Eric Lewis	ONB
Ghislaine Boudreau-Grant	PETL-EPFT
Hemant Kumar	NBJBS-SCENB
Hon. Cathy Rogers	GNB
Hon. Francine Landry	ONB
Lise Michaud	NBJBS-SCENB
Monica Gaudet-Justason	ONB

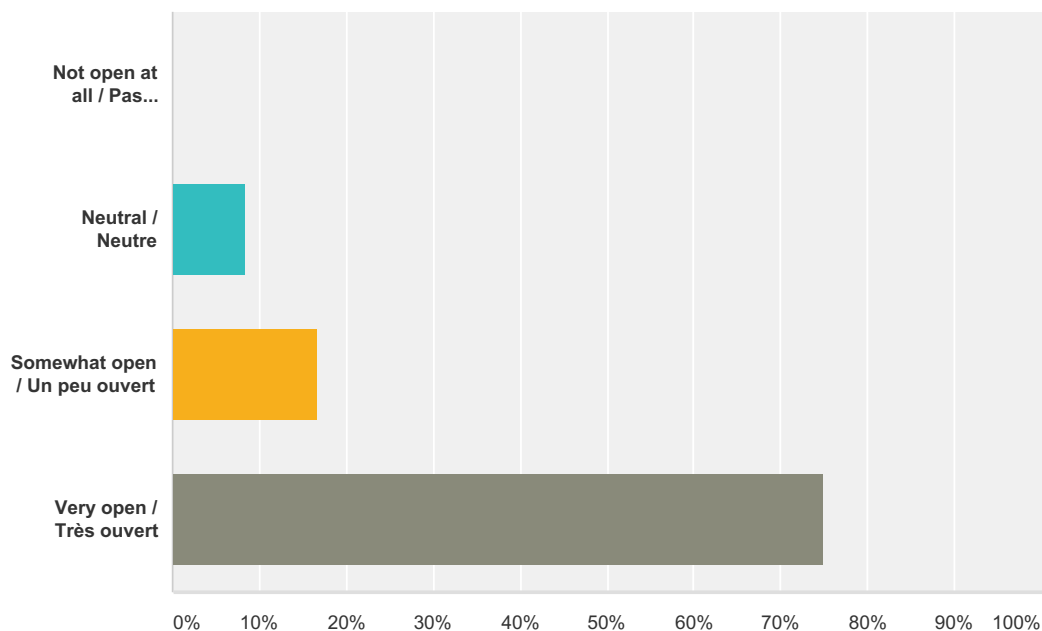
Monique Leblanc	ONB
Nora Lacey	ONB
Rob Kelly	PETL-EPFT
Stephen Lund	ONB
Steve Milbury	ONB
Susan Holt	NBJS-SCENB

External attendees/Participants externes	26
GNB Attendees/Participants GNB	16
<b>Total</b>	<b>42</b>



**Q1 How would you assess the government's efforts for accountability and openness in this summit?  
Comment évaluez-vous les efforts du gouvernement pour être ouvert et transparent durant ce sommet?**

Answered: 12 Skipped: 0

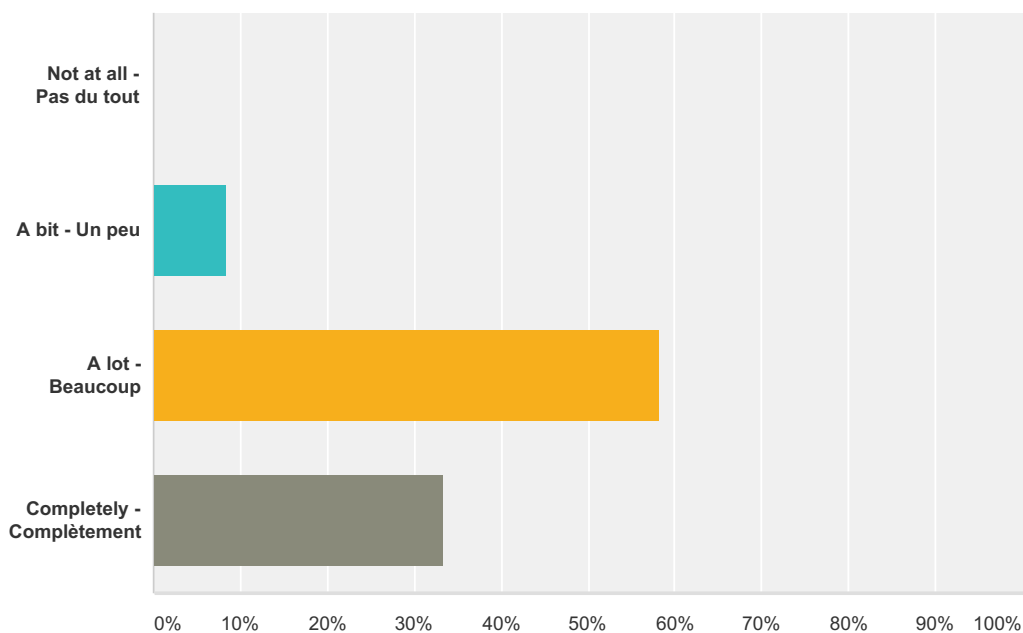


Answer Choices	Responses
Not open at all / Pas ouvert du tout	0.00% 0
Neutral / Neutre	8.33% 1
Somewhat open / Un peu ouvert	16.67% 2
Very open / Très ouvert	75.00% 9
<b>Total</b>	<b>12</b>

#	Comments	Date
1	I believe with the streaming, as well as social media avaiability as well as Press on site , this was very open and transparent.	4/4/2017 12:40 PM

## Q2 How do you feel that your contributions were heard? /

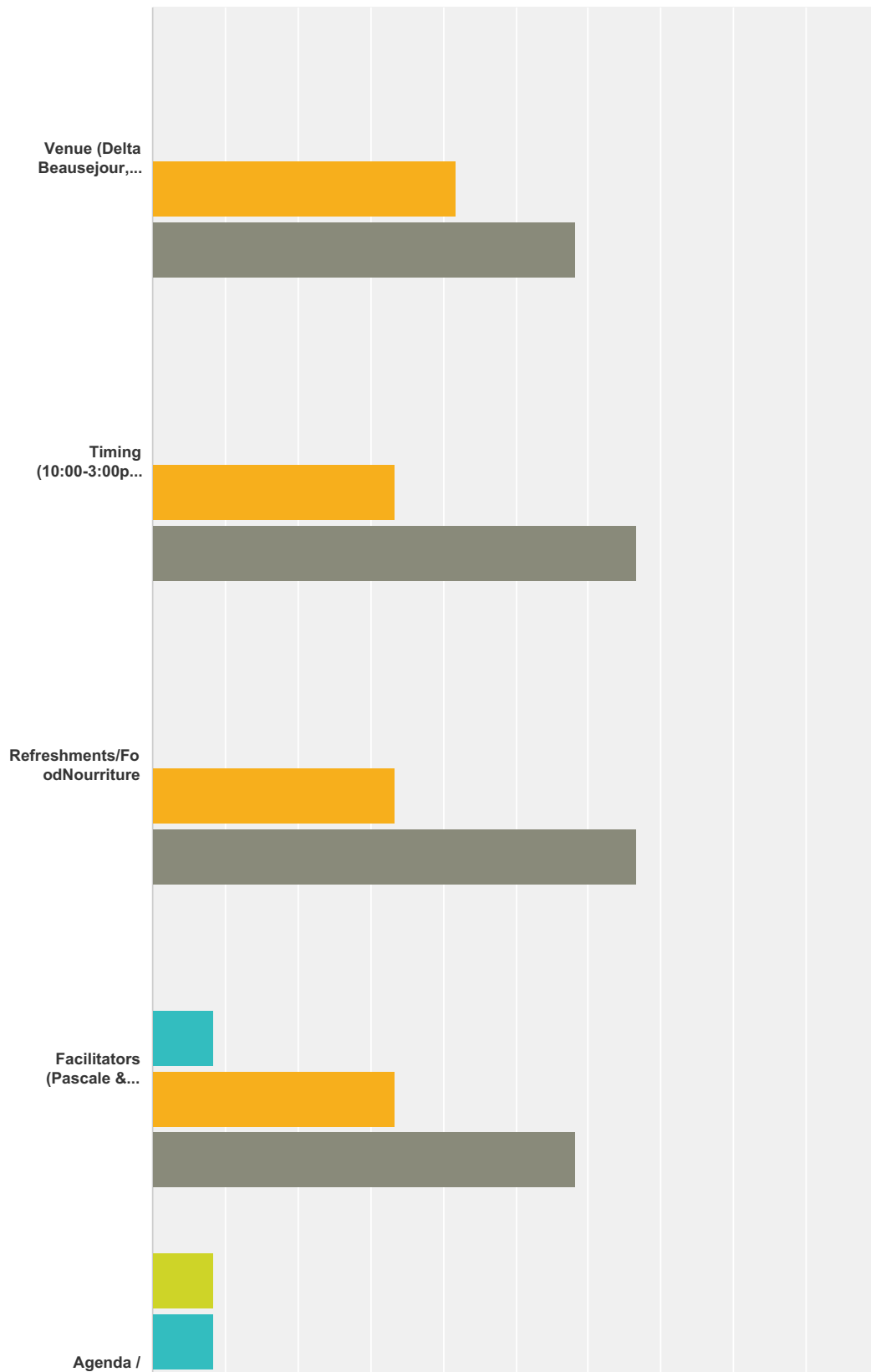
Avez-vous le sentiment que vos idées ont été entendues ?



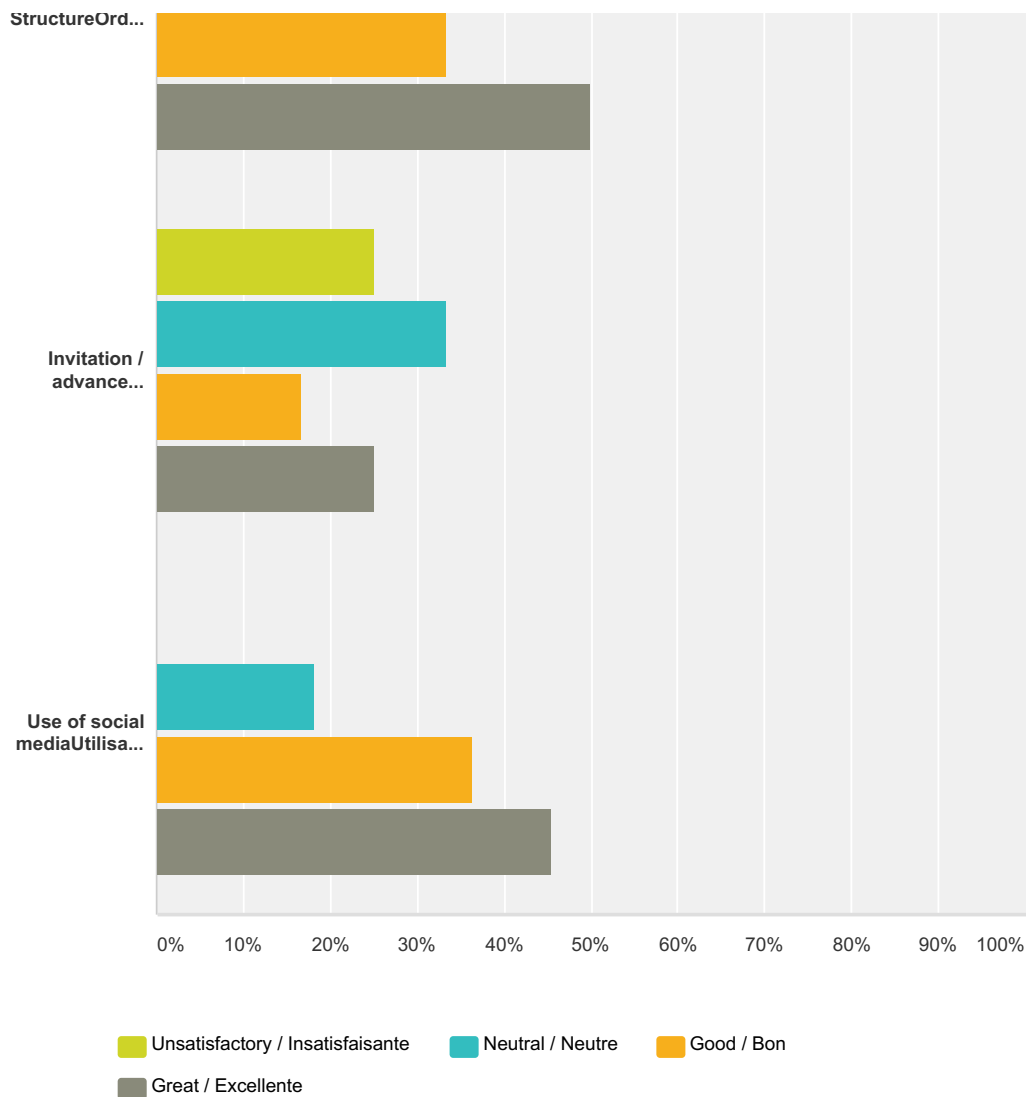
Answer Choices	Responses
Not at all - Pas du tout	0.00% 0
A bit - Un peu	8.33% 1
A lot - Beaucoup	58.33% 7
Completely - Complètement	33.33% 4
<b>Total</b>	<b>12</b>

**Q3 Please rate the following elements of the summit.**

**S'il vous plaît évaluer les éléments suivants du sommet.**







	Unsatisfactory / Insatisfaisante	Neutral / Neutre	Good / Bon	Great / Excellente	Total
Venue (Delta Beausejour, Moncton)Lieu (Delta Beauséjour, Moncton)	0.00% 0	0.00% 0	41.67% 5	58.33% 7	12
Timing (10:00-3:00pm)Calendrier (10h - 15h)	0.00% 0	0.00% 0	33.33% 4	66.67% 8	12
Refreshments/FoodNourriture	0.00% 0	0.00% 0	33.33% 4	66.67% 8	12
Facilitators (Pascale & Jason)Les animateurs (Pascale & Jason)	0.00% 0	8.33% 1	33.33% 4	58.33% 7	12
Agenda / StructureOrdre du jour	8.33% 1	8.33% 1	33.33% 4	50.00% 6	12
Invitation / advance information providedLes invitations, informations fournies à l'avance	25.00% 3	33.33% 4	16.67% 2	25.00% 3	12
Use of social mediaUtilisation des médias sociaux	0.00% 0	18.18% 2	36.36% 4	45.45% 5	11

#	Comments	Date
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1	I liked the format and the opportunity to contribute. It was good to see members of ONB spaced out at each table. I believe it would be helpful to ask our ONB and Gov partners to do the broader readout of what they heard, what they will take away vs. always having the participants do the readout. This would validate what was heard and really go a long way to demonstrate we were heard.	4/5/2017 4:47 PM
2	I felt that other than the advance notice period for the meeting, it was a great event and really provided a great opportunity for our industry to work collaboratively with our government. Thank you for the opportunity and I look forward to continuing on this path.	4/4/2017 1:51 PM
3	I only say unsatisfactory for the invitation as my old email address was used and I only found out about the event on Thursday. I believe we could have driven many more participants if I had known in advance. For the timing I would say 10 to 3 is actually perfect I only gave a good, as it was on a Monday which is the Busiest day in the Business Service Sector and made it impossible for many to attend (Again I realise we work with whatever the Premier has available)	4/4/2017 12:40 PM
4	Monday is not the best day of the week to schedule these, in the business service centers Monday is the busiest day of the week.	4/4/2017 12:37 PM

**Q4 The initiative I'd like to see progress most following the summit is:**

**L'initiative que j'aimerais le plus voir progresser suite au sommet est :**

Answered: 9 Skipped: 3

#	Responses	Date
1	Re-opening a Business Service Center course within CCNB/NBCC and language skills enhancement training.	4/6/2017 12:35 PM
2	Training for Business Service Centres via NBCC (including Bilingual upskilling with a potential subsidy)	4/5/2017 4:47 PM
3	Sharing details on initiatives to date and moving forward. For example: Testimonials, how will they be used, where, when? We heard there was marketing plan. This would be great to share.	4/5/2017 12:24 PM
4	awareness	4/4/2017 2:48 PM
5	1. The rebranding of the industry 2. Training and Development	4/4/2017 1:51 PM
6	What is the gov plan to attract more centres?	4/4/2017 1:51 PM
7	The training developpement aspect. I think there would be a way to prepare technical programs to be in the business service centers. Not necessarily a course on that specifically but an addition to the current programs.	4/4/2017 12:43 PM
8	Continued and greated Collaboration with Contact NB	4/4/2017 12:40 PM
9	Education and Language training	4/4/2017 12:37 PM

**Q5 The initiative(s) I would like to collaborate on following the summit is (are):**

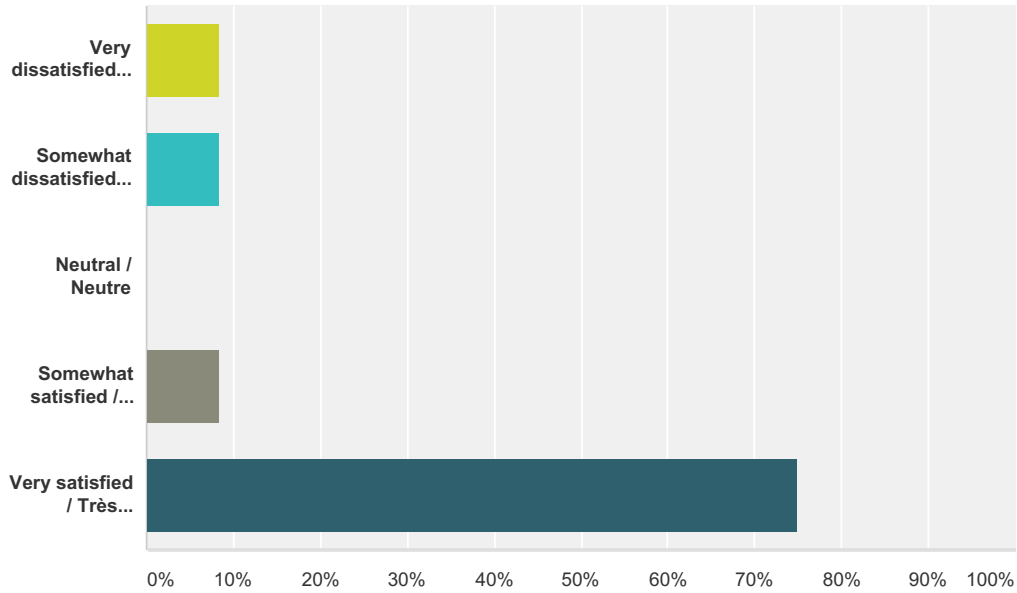
**Les initiatives j'aimerais collaborer suite au sommet sont :**

Answered: 10 Skipped: 2

#	Responses	Date
1	Anything were I can provide value! I am very open to providing any expertise I may have to the "cause".	4/6/2017 12:35 PM
2	Same	4/5/2017 4:47 PM
3	Marketing and rebranding	4/5/2017 12:24 PM
4	talent recruitment	4/4/2017 2:48 PM
5	Training and Development	4/4/2017 1:51 PM
6	1) Strategy to attract more centers 2) Build local energy through through more events	4/4/2017 1:51 PM
7	Worforce development & attraction	4/4/2017 1:26 PM
8	Training and developpement	4/4/2017 12:43 PM
9	The Awareness Campaign on the great things the Businesses are doing in our Communities	4/4/2017 12:40 PM
10	Education and Language training	4/4/2017 12:37 PM

**Q6 Overall, how would you rate your satisfaction with the 2017 Business Service Centres Opportunities Summit?**

**Dans l'ensemble, comment évaluez-vous votre niveau de satisfaction avec le sommet des possibilités pour les centres de services aux entreprises 2017 ?**



Answer Choices	Responses
Very dissatisfied / Très insatisfait	8.33% 1
Somewhat dissatisfied / Plutôt insatisfait	8.33% 1
Neutral / Neutre	0.00% 0
Somewhat satisfied / Plutôt satisfait	8.33% 1
Very satisfied / Très satisfait	75.00% 9
<b>Total</b>	<b>12</b>

#	Comments	Date
1	The first one was a nice have , the second proved someone listened.	4/4/2017 12:40 PM

**Q7 The most valuable part of the Summit for me was:**

**La meilleure partie du sommet a été :**

Answered: 10 Skipped: 2

#	Responses	Date
1	Networking and collaboration of ideas.	4/6/2017 12:35 PM
2	Networking, partnership with ONB and Contact NB	4/5/2017 4:47 PM
3	Planning our next chapter...	4/5/2017 12:24 PM
4	group sessions	4/4/2017 2:48 PM
5	The opportunity to problem solve with industry peers as well as with the support of government	4/4/2017 1:51 PM
6	Talking to leaders of the centres	4/4/2017 1:51 PM
7	the breakout sessions	4/4/2017 1:26 PM
8	The interaction	4/4/2017 12:43 PM
9	The right players from the Premier, to teh Mayor of Moncton to Cathy Rogers to Stephen Lund to Susan Holt were in attendance and listening	4/4/2017 12:40 PM
10	Gaining an understanding of what ONB has to offer to our industry	4/4/2017 12:37 PM

**Q8 The least valuable part of the Summit was:**

**La partie la moins utile du sommet a été :**

Answered: 7 Skipped: 5

#	Responses	Date
1	Immigration and PETL projects. Based on my organisation we are currently engaged in all government programs available to us.	4/6/2017 12:35 PM
2	All of it was valuable!	4/5/2017 12:24 PM
3	That is challenging as I found it engaging throughout	4/4/2017 1:51 PM
4	The structure/goals were confusing	4/4/2017 1:51 PM
5	The length of the gov't presentations	4/4/2017 1:26 PM
6	I think it was a little to high level. A little more granular info would have been great value.	4/4/2017 12:43 PM
7	Nothing - When I look at how little collaboration has taken place outside of the last two years in the History of the Industry I do not believe it is constructive, as everything was valuable.	4/4/2017 12:40 PM

**Q9 Please share any other feedback you  
have on the Summit.**

**Veillez nous faire part de tout autre  
commentaire que vous avez à propos du  
sommet.**

Answered: 6 Skipped: 6

#	Responses	Date
1	Very eager to see the role out of these ideas - to see how the marketing will move forward and see a class added re the skill sets needed.	4/6/2017 12:35 PM
2	Thank you for the progress to date and the committment to continue to enhance our industry! I appreciate being invited and included.	4/5/2017 12:24 PM
3	Looking forward to continued action	4/4/2017 1:51 PM
4	This box is not big enough. If this is such a critical industry, the strategic gov leadership on this was underwhelming to say the least.	4/4/2017 1:51 PM
5	There could have been fewer formal presentations from government officials and more details on the actions taken to date. A lot has been done and the workshop questions were based on our understanding of actions taken to date so there was a gap there.	4/4/2017 1:26 PM
6	Please continue to hold these, they are vital, valuable and will maintain/grow a great sector in the province . Keep up the great work. I believe more collaboration with Contactnb ie allowing us to make opening and closing remarks on behalf of the Industry are particularly important. It would show a growing partnership and that we are working together.	4/4/2017 12:40 PM