



# Communications Plan

**Title: Global Edge Launch**

**Minister: Harinder Takhar**

**Ministry: Small Business and Entrepreneurship**

**Proposed rollout date: March 14, 2007**

**Date Prepared: February 5, 2007**



# Main Messages

- The future success of our economy depends on how we educate our young people. Global Edge will help selected students gain valuable professional experience and develop a broader perspective of the global economy, preparing them to do business on the world stage and contribute to the prosperity of Ontario
- We live in a global economy and we need to ensure our youth receive the skills and experience they need to help them compete in the global marketplace for years to come

# Supporting Messages

- It's a goal of the McGuinty Government to support the skilled young people of the province by providing them with opportunities to learn, grow and succeed. An investment in our youth is an investment in an even better future for Ontario
- Global Edge puts Ontario's young, talented workers front and centre on the radar screen of prosperous businesses and shows the world how skilled our province's young workforce really is
- Global Edge showcases the entrepreneurial spirit of Ontario's young workforce. It encourages young, enterprising Ontarians to share their insights with, and learn from, global companies

# Background

- Global Edge is a new pilot project that will widen the business acumen of Ontario youth by providing international work experience
- Global Edge will:
  - Show the importance and diversity of the global marketplace for students who are preparing to enter the job force
  - Help students, our future business leaders, develop a broader awareness of the challenges, opportunities and skills necessary to work in multi-cultural environments
  - Expand students' horizons on possible business opportunities as they pursue careers or small business ventures in the years ahead
  - Provide entrepreneurial-minded students with valuable international work experience
- The Ministry of Small Business and Entrepreneurship will partner with selected corporations to send approximately 10 students overseas to gain valuable work experience. Placements will be coordinated by an external broker, Global Vision

# Background

## **Ministry Role**

The Ministry of Small Business and Entrepreneurship will ensure a successful placement for all students by:

- Providing corporate leads to the broker to facilitate international placements
- Working with the broker to facilitate a pre-departure training session
- Providing students with a final report template
- Evaluating pilot year and identifying areas for program improvement and expansion
- Assisting in promoting the program and its participants, both students and companies, through external communications

# Background

## **Broker Role**

Global Vision will work closely with participating corporations to ensure the best possible experience for both the students and companies. In coordinating placements and student selection on behalf of the ministry, Global Vision will:

- Facilitate a safe and educational international student work experience
- Screen student applicants
- Coordinate all student placements, including working with corporate partners to develop job descriptions and post them online for student applications
- Report students' progress during the placements to the ministry
- Provide an evaluation report at the end of the pilot project

*Global Vision is a national, non-profit organization that champions the enterprising spirit of young Canadians in the promotion of Canadian industry and culture*

# Background

## **Student Role**

Once selected for international placements, students will be responsible for:

- Attending all pre-departure activities
- Completing a work plan prior to departure
- Attaining appropriate travel documents (visa, passport, etc.)
- Completing a mid-term progress report
- Providing monthly reports to the broker
- Participating in knowledge sharing activities after the placement

Students will be encouraged to contribute their success story for possible publication on the ministry website or other ministry publications

# Background

## **Student Eligibility**

- Students selected to Global Edge must be Canadian citizens and residents of Ontario, between the ages of 19-29, enrolled in full-time, post-secondary studies, and have previous entrepreneurial experience including participation in Summer Company, starting/running their own business, pursuing entrepreneurial studies at college or university or being actively involved in entrepreneurial clubs or associations.
- All students must be the age of majority of the country in which the placement is taking place. Therefore, in some cases, the minimum age will be older than 19 years (e.g., 21 years old in the United States).

# Background

## **Partner Company Responsibilities**

During their placement, students will be employed by the corporation. The corporations must:

- Provide a job description of the international placement being offered
- Provide a safe, challenging and enriching placement, salary and living allowance
- Provide a qualified staff person to act as a local mentor/liaison for the student and point of regular contact for Global Vision
- Provide orientation to the company, work/project area, and to the city or region within the first week of the students' arrival
- Complete evaluations as needed

# Issues Management

Issue – Why was Global Vision chosen as a partner in this program?

Response – Global Vision is an ideal match to facilitate the pilot program on behalf of the ministry. It's a national, not-for-profit organization, which has ample experience coordinating and facilitating international work placements and trade missions for youth. Its mandate is closely aligned with our goal of promoting the enterprising spirit of young Ontarians. We are pleased to work with Global Vision in this pilot year

Issue – How is Global Vision involved in Global Edge?

Response – Global Vision is coordinating student placements and facilitating student selection. It's responsible for developing job descriptions with corporate partners, posting job placements on its website, screening student applicants, coordinating pre-departure activities and monitoring students' work progress and wellbeing while they're abroad

Issue – How does Global Vision benefit from supporting Global Edge?

Response – Global Edge gives Global Vision the opportunity to showcase its considerable experience in facilitating international work placements for youth. Global Edge adds to its list of programs and helps it promote what it has to offer to Ontarians

# Issues Management

Issue – How much funding will Global Vision receive?

Response – Global Vision is receiving a small grant to coordinate the pilot year. The grant will help the organization facilitate placements and maintain contact with students while they're overseas

Issue – Why were partner companies selected?

Response – The companies were selected because of their economic performance and scale of operations in the global economy. They'll offer engaging, safe and challenging placements that will expose students to business on the world stage

Issue – Why did the companies agree to host students for a work placement?

Response – Not only are the companies industry leaders, they're good corporate citizens. They recognize the value of providing learning opportunities for future generations of entrepreneurs and business leaders. Global Edge helps companies give enterprising students the chance to develop essential business skills, which are key to their personal growth. The companies will also benefit from the knowledge, spirit, ideas and expertise that the youth will bring to the table

# Issues Management

Issue – Will the companies receive any funding from the ministry for their involvement with Global Edge?

Response – No. The companies are hosting students for the learning opportunities involved. The ministry will not be providing any funding to partner companies

Issue – Do students have to speak the national language of the country?

Response – In most cases, no. Fluency will be valued but not necessary. All participating students will be encouraged to learn some basic language skills prior to their departure to help ease their transition once they arrive. If fluency is absolutely essential, a company will list it as a requirement in its job description

Issue – What happens if a student does not feel his/her placement is working out as planned and would like to return to Ontario before his/her tenure is complete?

Response – Global Vision will be monitoring the placements closely. It will check-in with the students once a week, and with their supervisor/mentor every two weeks. During these check-ins, Global Vision will take an active role to address any issues prior to the student making the decision to leave their placement.

A student may end his or her placement early and travel back to Ontario, but must provide written justification to Global Vision for this decision prior to departure and provide his or her employer with sufficient and reasonable notice of leave. We'll assess the situation and if warranted, the ministry will pay for the student's return trip.

# Issues Management

Issue – What happens if a student is not performing to standards and the corporation feels that terminating the student's contract is the best option for both parties?

Response – Students are employees of the corporation. Global Vision will be conducting ongoing monitoring with the corporation to address any problems that relate to student performance. If a decision to terminate the contract is made, however, the student will return to Ontario at the earliest convenience. The student will have reasonable time to coordinate a safe, return trip.

Issue – How much will students be paid in salary? Living allowances?

Response – Payment will vary with each job position, depending on the required skills of the job. Salary and living allowances will be posted with every job description.

# Tactical Rollout

## NEWS RELEASE

### Date

March 14, 2007

### Strategy

News release will be distributed province-wide as a call for applications. It will give a brief explanation of the program and encourage students to visit [www.gvconnects.com](http://www.gvconnects.com) (to be replaced by deep link) to apply for available job positions

### Important notes:

- The news release will be distributed on the day the first job position is posted
- After initial release from Ministry, news release will be distributed by Global Vision to post-secondary education network of colleges/universities

### Supporting products:

- Qs and As

# Tactical Rollout

## EVENT ANNOUNCEMENT

**Date:**

TBD – Early May 2007

**Time:**

TBD

**Strategy:**

The Minister will speak during an Global Edge training session in Spring 2007. The training session will include successful candidates, members from Global Vision and representatives from partner corporations

- Photo-op
- Q and A

**Media Attraction:**

All parties involved in the Global Edge program will be in one room and available for media interviews

**Supporting Material:**

- News Release
- Backgrounder
- Qs and As

# Tactical Rollout

## POST NEWS RELEASE

### **Date:**

TBD – Early Fall 2007

### **Strategy:**

News release will highlight the success of the pilot Global Edge program. It will include 3<sup>rd</sup> party quotes (partner companies/ participating students) and announce the continuation of the program (pending).

### **Supporting Material:**

- Backgrounder
- Qs and As



# Measurement

- Local media coverage to determine if key messages and storyline were picked up
- Successful feedback from partner companies once the program is complete – post news release
- Successful feedback from students once the program is complete – post news release
- Public opinion tracking through letters to the Minister and emails to the ministry website

# Announcement

## **What:**

- The Ministry of Small Business and Entrepreneurship will launch a new, youth-oriented project called Global Edge. Approximately 10 enterprising, post-secondary students will be selected to work overseas with international corporations for up to a four month placement, from May to August 2007

## **Why:**

- Global Edge will provide Ontario post-secondary students – the province's future business leaders– with the opportunity to learn how the global economy operates
- Students will learn about the challenges of working in the global marketplace, and will be provided with opportunities to better understand Ontario's role in the global economy – a key to Ontario's economic vitality

## **Key Components of Announcement:**

- Phase One: Pre-news release will be issued in March to announce the program and call for applications
- Phase Two: Event to gain media attention will be held closer to the placement date
- Phase Three: Post-news release will be issued after program completion

## **The link to government's broader agenda:**

- Announcement supports the McGuinty Government's priorities of fostering youth entrepreneurship and skill development

# Communications Objectives

- Launch a new pilot initiative that builds youth understanding of the global marketplace
- Promote Minister Takhar as advancing the government's commitment to its youth agenda
- Leverage media opportunities to promote enterprising student accomplishments
- Build and sustain stakeholder support

## **Lasting Impression**

- The McGuinty Government is preparing Ontario's workforce of tomorrow to compete in the global economy