



For Immediate Release

Who: Chad Callander, Project Coordinator and Research Associates Jenna Murphy, Ria Urbi, Denny Timm and Chris Circelli of Electronic Youth- "Creating the Current" invite you to participate.

What/Why: Take part by completing the survey that could shape the future of job-searching in this age of information technology. Fill out the survey and earn the chance to win one of two ipod shuffles being given away.

<http://www.surveymonkey.com/s/electronicyouth>

London February 8th, 2011- Youth are greatly concerned about future employment opportunities. Employers want to hire the right person for the job. Clearly, a gap exists between an employer's and a young jobseeker's job expectations. The researchers invite youth ages 15-29 to take part in the survey to bridge the divide. The survey takes no more than 15 minutes.

Online resources have become increasingly important and are leaving a lasting impression on the labour market. Social media is a growing online resource that divides many on its values as a job searching tool. Despite the differing opinions about Social media, the landscape of the job market will continue to change around it.

The research is aimed towards gaining a better understanding of what and how youth are using various electronic means in their job search, their willingness to share job market information in their social networks and factors that attract them to a particular job posting. By providing information through the survey, you will be supplying data that will help connect employers and jobseekers in Ontario. We again want to thank the below partners for their participation and assistance in this project:

- Elgin Middlesex Oxford Workforce Planning Development Board (Lead)
- Boards from the Western Region which includes: Sarnia, Grand Erie, Niagara, Hamilton, Windsor/Essex
- Four County Labour Marketing Planning Board
- London Economic Development Corporation
- Emerging Leaders

The survey is only one pillar in the project but is essential to taking the pulse of youth. Discussion groups, personal interviews with youth and employers are still ongoing. We thank those who have already contributed and if you would like to contribute, please reach Chad Callander at the information below.

About the Workforce Planning and Development Board

Has been in existence since 1997 as a non-profit organization but was originally under the name of Elgin, Middlesex, Oxford Local Training Board (EMOLTB). It works across the three counties to help address workforce development issues. It encourages the inclusion of all parties in tackling these issues and in 2010 did change its name to better reflect its role in the community. It also functions as the local business education council and hosts the local Business and Education Network.

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