City Council at its meeting held on May 30, 2007, approved the following recommendation submitted by the Audit and Administration Committee:

Industry Education Council of Hamilton

(a) That the request for funding in the amount of $25,000, made by the Industry Education Council of Hamilton, be received.

(b) That the request for funding in the amount of $25,000, made by the Industry Education Council of Hamilton, be referred to Committee of the Whole for consideration.

(c) That a representative, from the Industry Education Council of Hamilton, be invited to attend the appropriate Committee of the Whole Committee meeting to speak, as a delegation, respecting their request for funding.
Introduction

The purpose of this agreement is to document a set of future activities and deliverables to be achieved through the existing partnership between the City of Hamilton (City) and the Industry-Education Council of Hamilton (IEC) from May 1, 2007 to December 31, 2007.

Founded in 1980, the Industry-Education Council of Hamilton is a not for profit organization governed by an independent board of directors comprised of senior leaders from business, education and the community. Its mission is to help ensure Hamilton has the skills, knowledge and competencies to compete as a community of choice. Programs and services cluster around three broad themes: School-work transition; workforce development; and, learning partnerships.

The Industry-Education Council of Hamilton and the City of Hamilton have worked closely together for the past five years to advance the relationship between education and the Hamilton economy with a view to help strengthen and support local prosperity. In 2002, the IEC signed a partnership agreement with the City of Hamilton with respect to creating closer working ties with the City of Hamilton Economic Development Department, particularly in the context of leveraging education as a key enabler of economic development and quality of life.

In 2004, the City and IEC teamed up to launch the Mayor’s Roundtable on Education and the Hamilton Economy which in turn led to the development and implementation of Hamilton Education City — a collaborative marketing initiative to promote Hamilton as a leading centre for educational opportunity, research and discovery.

As outlined in the attached report, Hamilton Education City has made significant progress against three interlocking objectives: Strengthening the role of education as the foundation of economic development; building public awareness of Hamilton’s rich education assets; and, influencing key decision makers and opinion leaders relative to Hamilton’s potential as a leading education centre.

The go-forward work described below will build on the success of the Mayor’s Roundtable on Education and the Hamilton Economy and the progress of the Hamilton Education City initiative.

Funding

The City of Hamilton will provide additional funding to its Economic Development Department in the amount of $25,000 that will be paid to the Industry-Education Council of Hamilton for work completed on the following three activities and related deliverables in 2007. Payments will be made in three installments upon receipt of detailed documentation of work completed:

June 30 ~ $10,000
September 30 ~ $10,000
November 30 ~ $5,000
Activity No. 1: Host a Mini Roundtable Event

Working with the City of Hamilton, and with direction from the Hamilton Education Marketing Group, the Industry-Education Council of Hamilton will organize a high level meeting under the banner of the Mayor’s Roundtable on Education and the Hamilton Economy. The meeting — which will be chaired by Mayor Eisenberger and attended by Neil Everson, Executive Director of the City Economic Development Department — will engage Hamilton’s top education leaders representing local universities, colleges and school boards in three activities: a) providing collaborative strategic input into the city’s newly-revised economic development strategy; b) agreeing on key content to inform a presentation to Hamilton City Council on the role of education in the future of Hamilton as a leading centre for educational opportunity, research and discovery; and, c) developing draft content for a framework document to further strengthen Hamilton’s position as an education-rich city at all levels of government.

Funded Activities: Event planning, agenda development, invitations, pre-read documentation, pre-event liaison with Mayor Eisenberger and key education and city staff, post-event closure.

Key Concrete Deliverables: A document respectfully submitted to the City’s Economic Development Department summarizing key input into the department’s revised economic development strategy; collaborative strategies to further engage government in advancing the aims of Hamilton Education City; and, strengthened working relationships between Hamilton’s education sector and the City of Hamilton with respect to economic development and job creation.

Activity No. 2: Continue to Advance the Hamilton Education City Public Awareness Campaign

In 2007, the Hamilton Education Marketing Group will build on the success of its ongoing public awareness campaign in support of Hamilton Education City by:

1. Creating and broadcasting a series of five television public service announcements (PSAs) in partnership with CHTV and Mohawk College of Applied Arts and Technology. The series will be built around the well-established pillars of strength that define Hamilton as an education-rich city (research, globalism, transitions, trades and technologies and people) and feature a signature message by Mayor Eisenberger.

2. Working with Mohawk College, and other education and media partners, to create video content (testimonials, images of R&D, etc.) to be used in connection with the Hamilton Education City display and on partner websites.

3. Continue to secure opportunities to promote the message of Hamilton Education City through a mix of mutually supportive activities, including: speaking engagements at appropriate conferences and events; exhibit opportunities at relevant events; targeted media relations (e.g., op-ed pieces), etc.

Funded Activities: Creative development, scripting, videotaping and editing, speech writing, editorial writing, registration and attendance at trade shows, etc.

Key Concrete Deliverables: A set of high quality custom produced video PSAs; broadcast of PSAs on CHTV to a wide regional audience during peak periods in 2007; supplementary video content available to partners free of charge; extensive positive exposure for Hamilton both locally and regionally.
Activity No. 3: Continue to Work Collaboratively with Key Opinion Leaders and Decision Makers

In 2007, the Hamilton Education Marketing Group will build on the success of its senior level outreach and engagement activities by:

1. Exploring a formal working relationship with the Hamilton Civic Coalition (co-chaired by McMaster President Dr. Peter George and former Dofasco CEO Don Pether) to advance the mutually supportive goal of Hamilton Education City and the coalition’s goal of advancing local prosperity through promoting job creation (particularly high-pay, high-skill employment associated with today’s technology-based knowledge economy).

2. Preparing and delivering a compelling presentation to Hamilton City Council for the purpose of deepening understanding and galvanizing support for the role of our local education sector in building a new economy infrastructure needed to provide access to intellectual capital, create jobs, generate assessment growth, and attract new businesses.

3. Providing third-party support for key initiatives that are at the forefront of Hamilton’s economic transformation (e.g.: the Mohawk STARRT initiative; the West Hamilton Innovation District, Best Start Hamilton, school board career education planning programming, attraction of international students and faculty, etc.).

Funded Activities: Exploratory meetings with the Hamilton Civic Coalition, development and design of a presentation for use with Hamilton City Council and ongoing engagement of local leaders through meetings, correspondence and strategic planning.

Key Concrete Deliverables: Memorandums of Understanding documenting any new working relationships, a high quality PowerPoint presentation that can be readily adapted for use with various audiences key to advancing the vision of Hamilton Education City.

Signed:

Richard Allen  
Executive Director  
Industry-Education Council of Hamilton

City of Hamilton

Dated: