



Unlocking Potential:

Building Community Capacity for Canada's Infrastructure Future

Community Led Workforce Development | Building an Agile Workforce

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People are the Foundation of Canada's Infrastructure Future

600,800+

In 2019 there were infrastructure jobs in Canada. 1.4 million infrastructure jobs in 2019 (direct + indirect)

*2019, Statistics Canada

64,000

64,000 worker shortage; 20% of the workforce retires by 2034 - skilled trades, project management, digital construction, technical roles.

**2023, Diversity Institute

We're not just building projects - we're building people.

Today's Focus

01

Reframe workforce readiness

View workforce development as community capacity-building, not just job placement.

03

Discover the SkillNet tool

Explore how technology can support community-level talent planning and collaboration.

02

Explore local skillsets

Use flexible mapping approaches to identify existing talent and capability gaps.

04

Take action forward

Leave with practical, actionable takeaways you can act on.

Quick Connection - Lightning Speed

At your table, share:

- Your name
 - What are you hoping to get out of today's session
 - What lens are you bringing to this conversation? Community, industry, education, government etc.
 - One example of infrastructure or workforce activity happening in your community (or one you're curious about)
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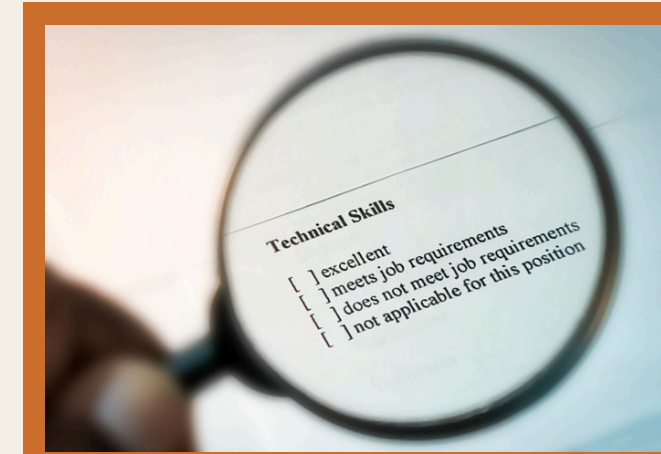
One person share back and bottom line:

- The key themes of what came up in the discussion

Community at the Centre

"Every community has assets and capacity - as leaders our job is to make them visible and connected."

- Start from local strengths and vision.
- Map assets and partners clearly.
- Lead with intention - then align investment.



Strategic Community Workforce Planning



Workforce Skill Development Cycle

Attract

Draw talent through promotion, outreach, and showcasing local opportunity

Retain

Create conditions for workers to stay, grow, and contribute long-term



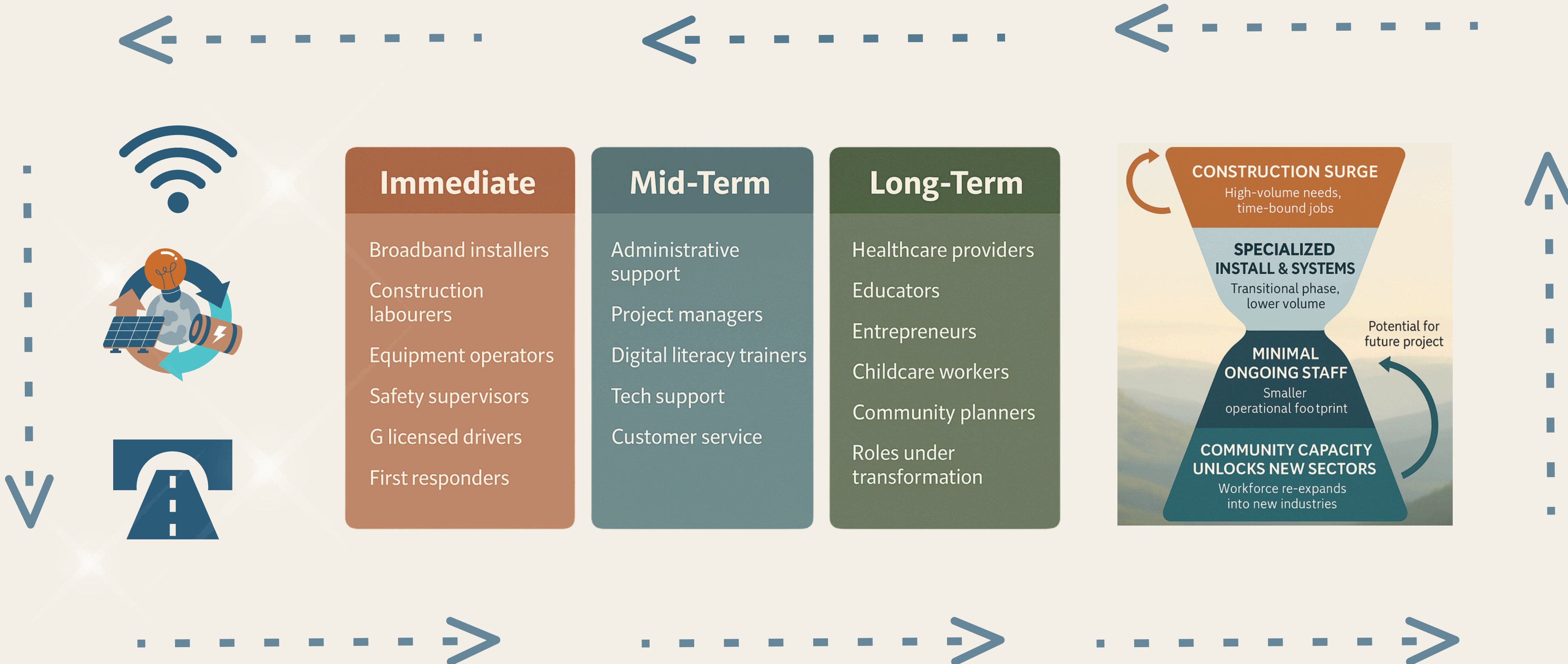
Develop

Build skills through training, education partnerships, and certification programs

Deploy

Connect skilled workers to meaningful employment and career pathways

What are we building?



Skills Mapping Exercise

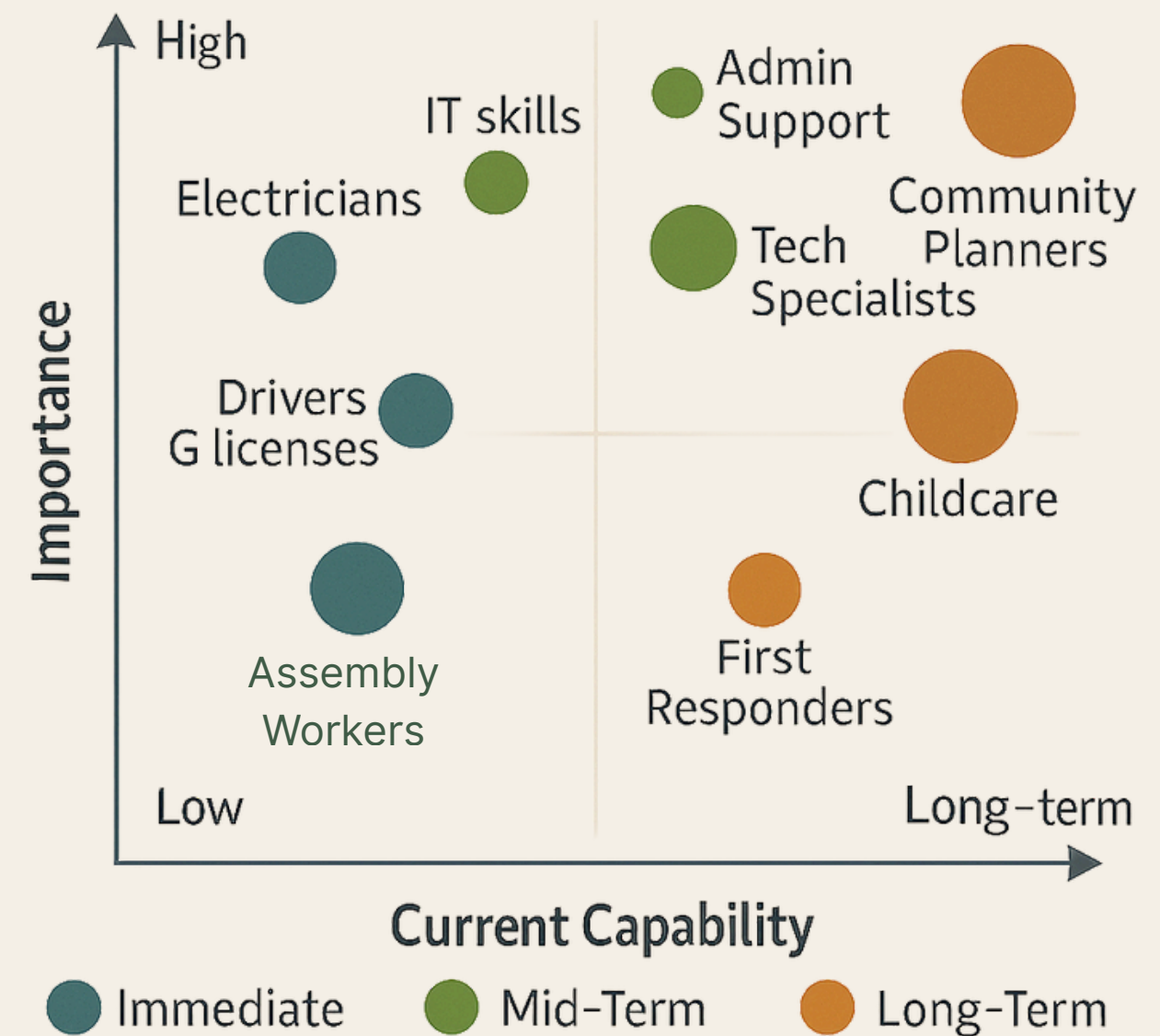
Each project reveals the skills story in your community - what you have, what’s hidden, and what’s emerging.

- **Broadband Build**
- **Infrastructure Project**
- **Cyber Security & Digital Skills Development**
- **AI Implementation**
- **Choose your own**

Skills	Examples	Notes
What we have	Visible roles & skills in the community: retail, drivers,administration, heavy equipment, farming	
What might be hidden?	Underused talent, informal skills, lived experience (youth with tech skills, community volunteers, retirees	
What might be needed	Skills for upcoming project: fibre skills, digital skills, leadership, Change management	
What might be missing?	What is emerging as a gap, and what action do you want to take?	

Community Workforce Assessment Data

- **Project timeline & demand**
- **Current Capacity**
- **Gaps & Actions**



Communities as Workforce Planners

At your table. Pick one project. Fill “Partners Section”. Star a gap and a quick win.

Function	Attract	Develop	Retain
Purpose (examples)	Promote local opportunities	Build training & skills pathways	Create stable, ongoing employment
Activities (examples)	Community outreach, job boards, school partnerships	Training providers, certification programs, apprenticeships	Mentorship programs, employer partnerships, career progression
Your Partners (examples)	Economic Development, Community Futures Organizations Community Centres, Social Media, Localized HR Support	Local education institutes, High Schools, Trade Unions, Indigenous Training Programs, Skills camps, Private training organizations	Community owned networks & utilities, local broadband or energy companies, mentorship or intern programs - associations, Community leaders, Elders, Knowledge Keepers



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Your Partners	Your Partners (examples)	Your Partners (examples)	Your Partners (examples)

Technology Support: Turning Ideas into Action

SkillNet software helps communities connect people, training opportunities, and jobs in a coordinated way. It visualizes local workforce data to support strategic planning and collaboration.



Identify

Map local skills and gaps



Match

Connect people to pathways



Plan

Coordinate community action



Skills Mapping & Development Tool

The Rural Workforce

Search

Telecom Training

Assign

Assess

Ratings

Library

Exec Staff

Install Techs

Plant Techs

Sales

Name ▾

Self ▾

Manager ▾

Rate

Mentor

Transcript

Skill Data

Goals

Learning Plan

Learning Progress

Coaching

Multi Rater

Notes

Files

Erin Evans

84%

67%

Hannah Higgs

Fiona Finch

79%

75%

Isabel Igby

Dana Doles

83%

90%

Ethan Walker

Erin Evans

Outside Plant Tech

Composite Skill Rating

84%

Credentials +

OJT Experiences +

Education +

Development Activities +

Continuing Education Hours +

Print

The Rural Workforce

Search

Telecom Training

Ratings

Skill Data

Goals

Learning Plan

Coaching

Transcript

Skills

Capabilities

Progress

Competency ▾

Skill ▾

Rating ▾

Academic

Grade 12 or GED Equivalent

Yes

Academic

40 Hours of Hands-On In-Home Service Installation

Yes

Interpersonal & Workplace Sk...

Customer Service Awareness

4

Interpersonal & Workplace Sk...

Workforce Readiness

4

Interpersonal & Workplace Sk...

Digital Literacy

3

Interpersonal & Workplace Sk...

Cultural Competency

3

Interpersonal & Workplace Sk...

Employed

No

Interpersonal & Workplace Sk...

Resume

Yes

Interpersonal & Workplace Sk...

Punctionality

Yes

Interpersonal & Workplace Sk...

Time Management

4

Interpersonal & Workplace Sk...

Confidence

3

Interpersonal & Workplace Sk...

Valid Driver's Licence (G)

Yes

Interpersonal & Workplace Sk...

Communication Skills (verbal, listening)

4

Interpersonal & Workplace Sk...

Customer Service Mindset

5

On the Job Experience

On the Job Experience

yes

On the Job Experience

12-week Job Placement

no

of years Experience

Experience

5

of years Experience

Employed

5

Safety & Compliance Plant Tech

First Aid & CPR with AED

5

Safety & Compliance Plant Tech

Working at Heights

5

Safety & Compliance Plant Tech

Ladder Handling

5

Safety & Compliance Plant Tech

Electrical Awareness for Telecommunications

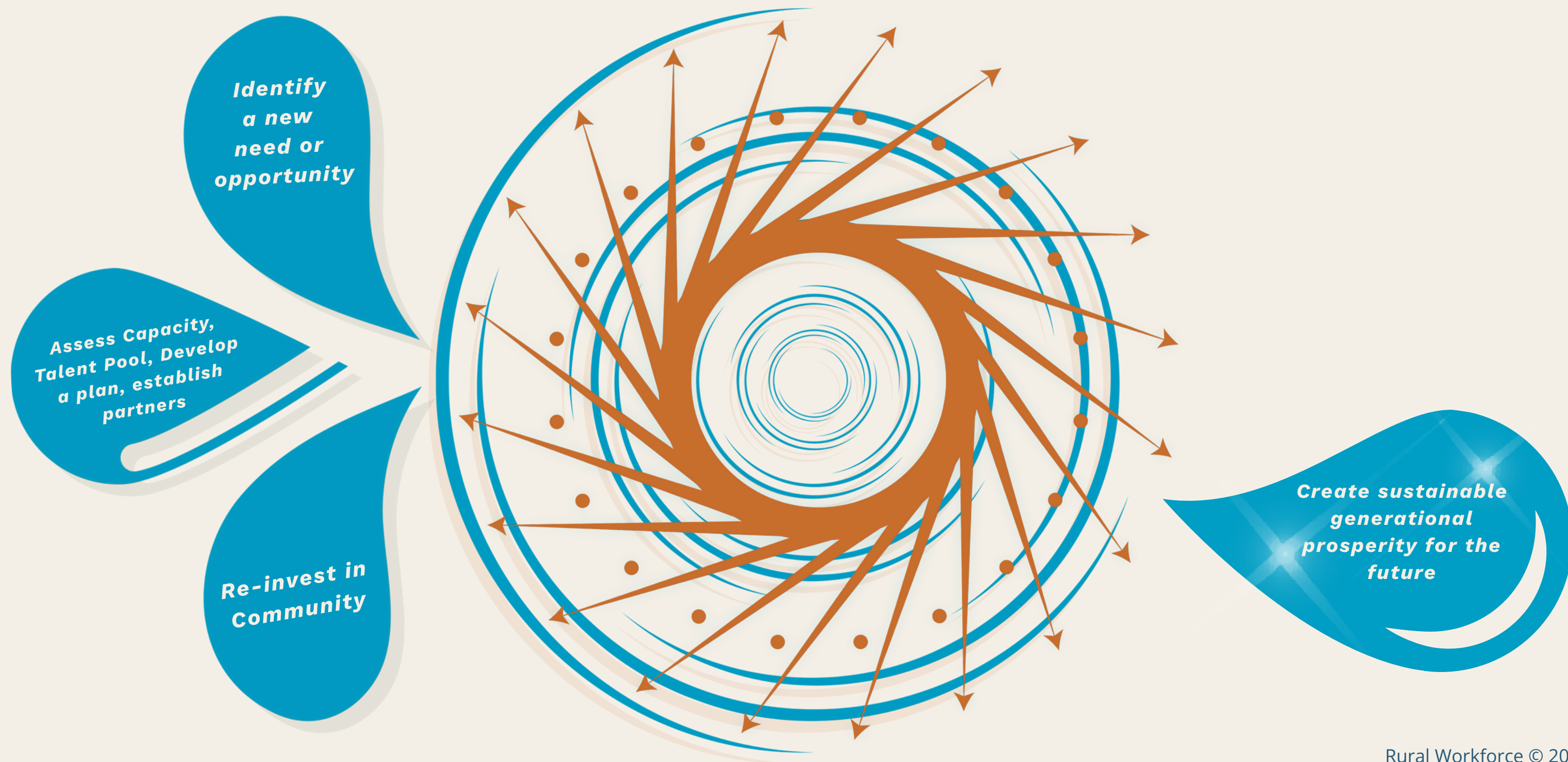
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The Rural Workforce



Capacity Building is a Continuous Journey





What is your Community Development Story?

Every ripple starts with a vision.
What will yours be?



What's one action you can take in the next 3–6 months?

Think small and achievable. What conversation needs to happen first?

Who needs to be part of that next conversation?

Which partners, leaders, or organizations should be at the table?

What success can you build on?

What's already working that you can strengthen or expand?