

Strategic Objective #2: Workforce Development

Action 1: Polytechnic University - Lobby for equal representation of City and YKDFN on governance board as identified in discussion paper. Lobby the Apprenticeship Trades and Occupation Certification Board (ATOCB) to improve the operating model.

Task	Priority	Lead(s)	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Coordinate stakeholder engagement on post-secondary transformation between YKDFN and CoYK	High	CoYK/YKDFN		Ongoing depending on schedule of GNWT engagement process	Minimal cost with internal resources		GNWT will be starting stakeholder engagement on the <i>Aurora College Act</i>
Joint letter to ATOCB	High	YKDFN		Q2 2022	Accommodated within existing budgets		
Identify engagement opportunities for feedback and monitor engagement process	High	CoYK	YKDFN. City will inform YKDFN of opportunities.	Ongoing	Accommodated within existing budgets		
Consider what membership on Governance Board may look like	Low	YKDFN/CoYK		TBD	Accommodated within existing budgets		

Action 2: Work Integrated Learning Opportunities - Investigate the feasibility of supporting enhanced work integrated learning opportunities and identify shared interests and roles for YKDFN and CoYK

Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Clarify what types of learning opportunities are needed. Identify shared learning interests between the City and YKDFN.	Low	YKDFN/CoYK	GNWT (Education, ITI), Chamber of Commerce, Trades Bodies	Q4 2022	Accommodated within existing budgets		
Explore opportunities for co-ops or internships within respective organizations	Low	YKDFN/CoYK	GNWT (Education, ITI), Chamber of Commerce, Trades Bodies	Q4 2022	Accommodated within existing budgets		

Action 3: Regional Collaboration - Collaborate with regional partners and businesses to develop student engagement strategies.

Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Develop Yellowknife residency student promotional campaign	Medium	CoYK	GNWT		2022 \$40k (estimate)		Seek external funding for cost.
Investigate local factors preventing students from staying in Yellowknife area (surveys?)	Low	YKDFN/CoYK	GNWT	TBD	\$5k (estimate)		Need more direction on Aurora College before doing surveys. Seek external funding for cost
Investigate external factors preventing students from considering Yellowknife area (surveys?)	Low	YKDFN/CoYK	GNWT	TBD	\$5k (estimate)		Need more direction on Aurora College before doing surveys. Seek external funding for cost

Strategic Objective #3 Tourism

Action 1: COVID-19 Recovery and Support - Continue promoting COVID-19 financial support programs; conduct business retention and expansion efforts; continue partnership collaboration							
Task	Priority	Lead(s)	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Continue promoting financial support programs	Low	CoYK/YKDFN	GNWT	Ongoing	TBD depending on partnerships		If COVID increases there could be need for joint lobbying
Action 2: Culture Training & Certification - Work together to lobby and advocate to Industry Tourism Investment and GNWT Tourism to develop an Indigenous Culture Training and Certification							
Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Draft Joint Letter YKDFN and CoYK to ITI and NWT Tourism	Medium	YKDFN	YKDFN - Include Angela Lafferty for review	Q2 2022	No financial cost		
Action 3: Creating the Tourism Experience of Tomorrow - Work with NWT Tourism to create an innovative visitor experience (could be AR) to highlight Chief Drygeese Territory and YKDFN culture.							
Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Draft Joint Letter to NWT Tourism	Low	YKDFN	CoYK	Q3 2022	No financial cost		
Action 4: Product Development and Branding - Jointly lobby GNWT to work in collaboration with YKDFN and City of Yellowknife to rebrand the Yellowknife Airport arrival and departure displays and explore new branding initiatives for tourism in Chief Drygeese Territory.							
Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Draft Joint Letter to GNWT	Medium	YKDFN	CoYK	Q2 2022	No financial cost		Follow-up if no response received
Action 5: Visitor's Centre							
Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Engage with YKDFN on theme and content for display	High	Angela Lafferty (YKDFN) and Janine Farmer (CoYK)		Early June 2021 (start)/2022	No financial cost	Engagement ongoing	Preliminary design is finalized. More changes may come when space is under construction.
Establish procedure to obtain YKDFN approval for any YKDFN related content	High	CoYK	YKDFN to review	Q2 2022	No financial cost		To be completed when Visitor's Centre is open
Action 6: Friendship Festival - Host a joint YKDFN-CoYK celebration to acknowledge the growth of our community-to-community partnership, with and for our communities							
Task	Priority	Lead	Partners	Start /End Date	Cost	Progress to Date/Status	Administrative Notes
Review of other examples from other municipalities and best practices	High	Co-led.			2022	No financial cost	
Investigate potential funding sources	High	Co-led.			2022	No financial cost	
Determine scope of event including cost, location, timing, potential partnerships	High	Co-led.			2022	No financial cost	
Promote JEDS at 2022 festivals	Medium	Co-led.			2022	No financial cost	Committee members to share information about festivals and other events at monthly check-ins

YKDFN - CoYK JEDS Action - Scoring Matrix

CRITERIA	
VISION	<p>Is there a commitment from YKDFN – CoYK to develop a strong shared vision for this project?</p> <p>Does the project advance the shared vision of YKDFN – CoYK?</p>
PARTNERSHIP	<p>Is there potential for a clear framework for decision-making between partners and agreements in place to manage risk and responsibility?</p>
ORGANIZATIONAL CAPACITY	<p>Does YKDFN – CoYK have the organizational capacity (human resources) to successfully advance the project while balancing other priorities?</p>
IMPACT	<p>Will the project generate direct and indirect economic development for both YKDFN – CoYK?</p> <p>Will the project generate other positive impacts, for example, cultural, social and environmental?</p>
COMMUNITY SUPPORT	<p>Has the project grown organically from a need or desire expressed by the communities?</p> <p>Is there evidence of strong support or engagement in the project among key stakeholders, i.e., community members, local/regional residents, and visitors to the region?</p>
INNOVATION	<p>Will the project advance best practices in environmental enhancement and sustainability?</p> <p>Will the project contribute to strengthening your First Nation – municipal partnership?</p> <p>Will the project build and leverage local assets, knowledge and culture?</p>
FINANCIAL FEASIBILITY	<p>Is there a realistic chance of jointly raising the funding or an opportunity to leverage funding required for this project?</p> <p>Are sufficient resources available to support the pre-project planning work required (feasibility, design, etc.)?</p> <p>Is the project likely to be financially self-sustaining without requiring ongoing subsidy?</p>
TIMEFRAME	<p>Does the timing of the project fit into YKDFN – CoYK growth, development plans and schedules?</p>

Category	Action #	JEDS Action - Revised April 2021	Priority	Misc. Notes
Local Business and Entrepreneurship Support	1.1	Entrepreneurship Hub: Working together, connect with stakeholders in the region who are creating space and providing entrepreneurial service to all community members.	Didn't score as not a current priority because already being completed by Makers Space	
Local Business and Entrepreneurship Support	1.2	Data Collection and Management: Jointly collect, share and analyze public data on the regional labourforce and skills and business development and retention, for the purpose of advancing YKDFN and CoYK joint projects and lobbying territorial and federal governments. MDB: Investigate creating Yellowknife and YKDFN Labour Market and Business Information webpage.	#1	(sub actions:exploration of scope of data needed (public or..) when, how, by how, what information are we collecting, where does it live (database), how long to we manage the data, etc.) - data collection may include: including skills, education, roles and industries
Workforce Development	2.1	Polytechnic University: Lobby for equal representation of City and YKDFN on governance board as identified in discussion paper. Increasing Participation of Skilled Trades Programs: Lobby the Apprenticeship Trades and Occupation Certification Board (ATOCB) to improve operating model.	#9	No control or jurisdiction over post secondary education; ranked lower because it is a lobby effort
Workforce Development	2.3	Work Integrated Learning Opportunities: Investigate the feasibility of supporting and enhancing work integrated learning opportunities and identify shared interests and roles for YKDFN and CoYK.	#8	
Workforce Development	2.4	Regional Collaboration: Collaborate with regional partners and businesses to develop student engagement strategies.	#5	
Tourism	3.1	COVID-19 Recovery and Support: Continue promoting COVID-19 financial support programs; conduct business retention and expansion efforts; continue partnership collaboration	#6 (tied)	
Tourism	3.2	Joint Visitor Centre: Collaborate to ensure that Chief Drygeese Territory and YKDFN representation and information is created by YKDFN and is incorporated at the Visitors Centre.	#2	
Tourism	3.3	Friendship Festival: Host a joint YKDFN - City of Yellowknife celebration to acknowledge the growth of our community-to-community partnership, with and for our communities.	#7 (almost tied with 6)	
Tourism	3.4	Culture Training & Certification: Work together to lobby and advocate to Industry Tourism Investment and GNWT Tourism to develop an Indigenous Culture Training and Certification.	#3	
Tourism	3.5	Creating the Tourism Experience of Tomorrow: Work with NWT Tourism to create an innovative visitor experience (could be AR) to highlight Chief Drygeese territory and YKDFN culture.	#6 (tied)	
Tourism	3.6	Product Development and Branding: Jointly lobby GNWT to work in collaboration with YKDFN and City of Yellowknife to rebrand the Yellowknife Airport arrival and departure displays and explore new branding initiatives for tourism in Chief Drygeese territory.	#4	