



Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

Customer Service Department Partnership – Seneca College Information Report to Council

Report Number: INFO-2022-01

Department(s): Customer Services

Author(s): Jamie Boyle, Supervisor, Customer Service Kiosks

Distribution Date: January 10, 2022

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

Purpose

This report updates Members of Council about the partnership between the Town of Newmarket's Customer Service Department and Seneca College.

Background

In 2019, a partnership was created between the Town of Newmarket and Seneca College's Public Administration Program. The post-secondary institution reached out to the Town regarding its 'Enhanced Customer Service in the Public Sector' training program. In an effort to expose their post-graduate students to the rewards and challenges of working in the Public Sector, college officials collaborated with the Town of Newmarket's award-winning Customer Service department to customize a training workshop for their program.

Workshops were created and delivered to Seneca students, focusing on best practices in municipal service delivery, and our centralized customer service model. Career development panels with Town of Newmarket municipal professionals from across the organization were also introduced and were highly successful.

The feedback related to these workshops was highly regarded by both staff and faculty, thereby leading to multi-day courses being developed and offered in 2020 & 2021 as part of Seneca's Public Administration Program. The course, titled "Excellence in Municipal Government", was very well received. The workshop is being facilitated by Customer Service Supervisor Jamie Boyle and co-facilitated by one of the Customer

Service associates, as a development opportunity and to provide the students with access to a municipal professional with front-line exposure to service delivery.

Discussion

In June 2021, Seneca College approached the Town of Newmarket to grow the partnership even further, by requesting this public Sector training program become a regular part of their diploma program and their curriculum. A contractual partnership has been formed, and starting in January 2022, the Town of Newmarket program will be a key course in Seneca's Public Administration diploma program.

This partnership agreement consists of the Supervisor of Customer Service teach the 'Excellence in Municipal Government' workshop, and in addition, work with Seneca College as a facilitator and subject matter expert for the program's new WIP (Work Integrated Project) public administration curriculum.

The 14-week Work Integrated Project (WIP) will provide post-graduate students with the multi-disciplinary skills and experience required to problem solve in the municipal sector with pre-determined municipal public sector 'business cases'. The course training session outlines municipal operations, municipal service delivery models, and organizational structure and will allow students looking for a career in the Public Sector to tackle current and relevant projects encountered by municipalities.

As a part of the new WIP course, the Town will partner students with Town of Newmarket "Project Advisors" to assist students with their work-integrated projects. These project advisors will be subject matter experts; students will work on a Town of Newmarket supplied business case or challenge. With guidance from their project advisor, students will research, analyse, prepare & present recommendations to the leadership team and/or the respective department.

Conclusion

This is an excellent opportunity for the Town of Newmarket to be seen as a leader in public sector service delivery and one of the first municipalities in the GTA to collaborate with a major post-secondary institution. By providing valuable work-related experience along with access to Town of Newmarket municipal professionals, we will be contributing to the growth and development of future public service employees. This partnership opens the door to future partnership between Newmarket and higher learning institutions, as well as give the Town of Newmarket the opportunity to see and work with high potential and future employees for the public sector.

This is also a tremendous opportunity for staff members to contribute to the growth of future public service employees.

Business Plan and Strategic Plan Linkages

This partnership with Seneca College, supports our vision of being Well-Equipped and Managed and Well-Respected. By initiating a joint relationship with the post-secondary institution, the Town of Newmarket's Customer Service Department will be displaying

leadership excellence, and leading edge management, while also establishing Newmarket as a government learning organization, able to help develop future public sector employees. This agreement reinforces that the Town of Newmarket truly is... A community well beyond the ordinary.

Consultation

The Corporate Learning and Development Specialist is supporting this initiative through the selection and support for Town of Newmarket staff Project Advisors.

Human Resource Considerations

Not applicable to this report.

Budget Impact

This partnership is a revenue opportunity for the Town of Newmarket with fees more than covering the costs associated with creating and delivering this program.

Attachments

None

Contact

For more information on this report contact: Jamie Boyle (jboyle@newmarket.ca or extension 2254) or Bonnie Munslow (bmunslow@newmarket.ca or extension 2251).

Approval

Jamie Boyle, Supervisor, Customer Service Kiosks

Bonnie Munslow, Manager, Corporate Customer Service

Ian McDougall, CAO