



2016 PEI YOUTH SUMMIT REPORT



WE'RE ON THE EDGE OF CHANGE IN PEI.
IT'S IMPORTANT THAT THE TRANSITION
IS WHAT YOUTH AND YOUNG PEOPLE
WANT AND NEED.



Our thanks to the YDay supporters who made this event possible:



The following report outlines the planning process, the agenda, and the outcomes of the 2016 YDay PEI Youth Summit. YDay PEI was a full-day event taking place on October 21ST at Holland College in Charlottetown. It was designed for Islanders aged 16–34 who are passionate about creating better opportunities for young people, and who bring diverse perspectives and life experiences.

The purpose of the YDay PEI 2016 Youth Summit was to discuss strategies related to Prince Edward Island youth, including employment, entrepreneurship, skills and training, migration and demographic shifts, labour market challenges, and more. YDay also gave Island youth the opportunity to connect to and learn from like-minded people, have their voice heard, and inform decision makers about the future of PEI, and play a role in making PEI a great place to work, grow, and thrive.



Contents

About YDay	4
Planning Process	6
Participants	8
Event	10
Evaluation	12
Capturing the Conversations	16
Next Steps	18



In many ways, YDay is a unique event, as the Island faces many modern challenges and opportunities; however, many of the issues talked about at YDay have been long-running, historical issues for PEI.

How would you make PEI a great place for young people to work, grow and thrive?

For instance, youth out-migration, which is when young people move away from PEI, has been a concern for the Island since around the 1870s. Only back then, it was our great-great grandparents moving to the “Boston States.” Really, every generation since then has had a preferred destination, whether it has been the mills, mines, factories, or oil sands. Thus, one of our longest-running exports in PEI is our young people.

- In 1880, a short editorial in the Charlottetown Patriot warned about so many young people leaving: “The exodus to the United States, from this province, goes on without any diminution...We have no means of knowing how many have gone by the Company’s steamers, but we find that during the last month 386 have left this port by the American steamers alone.”
- In 1904, an article in the Prince Edward Island Magazine implored teachers to impress upon students that becoming a farmer was a noble profession to aspire to, because too many young people were leaving to pursue elsewhere.
- In the 20th century, the only decade where we didn’t see a net outmigration of young people was in the 1930s during the Great Depression, when there wasn’t work anywhere off-Island either.

About YDay

YDay is a unique 1-day event that brought together young people ages 16-34 to listen, learn and contribute to the future of PEI, by engaging with other young people, influencing decision makers and hearing from provocative and inspiring speakers.

The pattern of young people moving away from PEI emerged again in the 1940s and has continued until today, with some ebb and flow over the decades. This trend coincided with increasing urbanization on the Island as well – young people especially cluster in the urban parts of the province, making our rural areas disproportionately populated by an older crowd.

In the 1990s, there were some efforts to form a Population Strategy, and a key part of that was making the Island a viable place for young people to live and work. In 1998, the government held the Premier's Forum on Youth. A lot of the issues that came up are still things we talk about today: making sure young people have access to well-paying jobs in their field; transitioning from education to work; public transit; the environment; having more a more vibrant social and cultural scene; making sure everyone has equal access to services and infrastructure; including young people in policy-making and governance; and improving inclusive and equality and diversity.

These are complicated and complex issues that require a lot of collaboration in policy-making and investment. Therefore, the purpose of YDay is to not only identify these issues, but to work together collaboratively to solve them by sharing ideas, perspectives, and challenging old assumptions.



Planning Process

“We’re a small place but we have big potential.”

- Katharine MacDonald, UPEI Master’s Student

Recognizing that young Islanders want to be engaged and involved in the decisions affecting them, the Youth Futures Council, a province-wide advisory body, was constructed to act as the “voice” for Island youth. Council members were chosen to assist the Province in informing strategies on youth retention and attraction, engagement with Island communities, and the development of youth-oriented services. The Youth Futures Council includes 12–15 passionate young people between the ages of 16 and 29 years from diverse communities and backgrounds. One of the duties of the Youth Futures Council is to work collaboratively and seek input from their peers to provide wider input in selected areas, which is what gave rise to the idea of YDay PEI. YDay PEI was developed to be the Council’s first public engagement event, which brought together young Islanders to discuss how PEI can create better opportunities for youth.

YDay was supported by the Government of Prince Edward Island through the Department of Workforce and Advanced Learning and the Department of Economic Development and Tourism; the Charlottetown Chamber of Commerce; the University of Prince Edward Island; Holland College; Collège Acadie, and Atlantic Canada Opportunities Agency. People were drawn or put forward from each of these groups to make up the YDay PEI Steering Committee, which consisted of the following people:

Susan MacKenzie (Co-Chair)

Department of Workforce and Advanced Learning

Melissa James-MacEachern (Co-Chair)

University of Prince Edward Island

Sarah Bulman

Youth Coordinator, Department of Workforce and Advanced Learning

Ella Kelly

Skills PEI

Ellen O’Brien

Greater Charlottetown Area Chamber of Commerce

Tim McRoberts

Holland College

Penny Walsh-McGuire

Greater Charlottetown Area Chamber of Commerce

Katharine MacDonald

UPEI Master’s Student

Kendi Tarichia

Stanley Immigration and Consulting

Trenton Smith

Oak Acres Children’s Camp | Aboriginal Youth Member of Native Council

Madhi Selseleh

Professional photographer and videographer

Mathieu Arsenault

Think Forward Solutions

Alexandra MacKenzie

Office of Immigration

Heather Rossiter

Innovation PEI





Beginning in the spring, the Steering Committee began meeting every second Friday with meetings being held at the Atlantic Technology Center. During one of the first meetings it was discussed that the Summit should be very interactive and less lecture-based, with limited political representatives leading the discussion.

With these criteria in mind it was determined that Tim Merry would be the preferred event facilitator. Tim Merry has been supporting diverse stakeholders to come together to launch, sustain and grow innovative initiatives for over 16 years. All of his work is rooted in the belief that if we create the right conditions people will organize together and solve their own problems. It was also decided by the committee that Tracey Singleton of the Versatile Group would serve as the event planner for the summit. Another major development at this meeting was the decision by the committee to incorporate a 20x20 speaker segment into the summit, which is a presentation format that was previously used during the Georgetown Conference.

During the August 5th meeting, a date for YDay PEI was put forth by Susan MacKenzie and discussed by the committee. The committee accepted Susan's suggestion and concluded that October 21st would be the date of the youth summit. Because the date was now set, the committee was able to begin focusing on outreach and specifics of the event. Over the next couple of months, the committee would continue to meet every second Friday to make decisions on key items such as the DJ, 20x20 speakers, lunch provider, and keynote speaker. One of the key things to come out of these further discussions were the goals that the Steering Committee outlined for the summit.

Goals outlined by the committee included the following:

- Recommendations/report to government (all levels), post-secondary institutions, community organizations and businesses on how to address youth employment issues and approaches that will offer the most value for youth and employers.
- To learn from the collective knowledge of young Islanders (Young Islanders addressing issues together).
- A changed attitude or narrative from the participants and Prince Edward Island in regards to the role young people can play on PEI and the opportunities that exist here for them.
- Actionable items that could be used to build or push forward the youth retention strategy or population development strategy.
- An opportunity to hear from young people who are working for positive youth development in their community.
- The perception that the Province of PEI wants to work with youth organizations and young leaders to ensure that PEI is doing everything it can to make PEI a great place for young PEI to succeed.
- A gained momentum or energy to drive forward other youth-related initiatives coming out of the Province of PEI.

Participants

The Steering Committee set their goal at 120 participants, which means that they would end up accommodating 150 with organizers and speakers.

Before beginning the recruitment of Youth Summit participants, the Steering Committee first had to identify what age of participant would best be able to contribute to the outcomes of the Youth Summit. For the purpose of the summit, youth was defined by the Steering Committee as those between the ages of 16-34.

The committee decided that they wanted the minimum age to be 16, so as to include those high school students who were motivated and wanted to have an impact on the Island's future, as they are the major stakeholders of this change. The committee also didn't want to make the age limit too low, as they wanted to make sure to include those people who have had valuable life experiences on the Island and ideas around what could make it better. Another thing that was important to the Steering Committee was makeup of participants. The Steering Committee wanted to make it a priority to ensure that the makeup of participants was proportional to the Island's population, both geographically and demographically. In regards to the actual number of participants, the Steering Committee set their goal at 120 participants, which means that they would end up accommodating 150 with organizers and speakers, etc.

Application

The Steering Committee determined that, rather than having an application process, interested participants would simply just have to register for the event. The committee decided that they would find a way to accommodate any number of people who wanted to have their voice heard and contribute to making PEI a better place to live.

Recruitment

- Social media options... etc... see sample youth summit report.
- Email that went out to stakeholders encouraging them to promote the event to their constituents.
- It was determined that there wasn't a need for a dedicated group for outreach and that these responsibilities would be delegated by Tracey Singleton. At the following meeting it was determined that an outreach video would be created by Confound Films and would be used in the initial YDay announcement to public.
- From there, it was up to the communications personnel to handle outreach through means of postcards.





Following the closure
of registration on
September 21ST,
the numbers were:

Year Born	Quantity	Age	% of
1980	1	36	0.83
1982	3	34	5.50
1983	7	33	5.83
1984	3	32	2.50
1985	5	31	4.17
1986	6	30	5.00
1987	4	29	3.33
1988	11	28	9.17
1989	10	27	8.33
1990	5	26	4.17
1991	8	25	6.67
1992	5	24	4.17
1993	5	23	4.17
1994	6	22	5.00
1995	18	21	15.00
1996	7	20	5.83
1997	5	19	4.17
1998	3	18	2.50
1999	6	17	5.00
2000	2	16	1.67

Total : 120

How many actually attended:

Registered Youth	112
Steering Committee/Youth Committees/ Organizations	40
Special Guests	19
Total:	171



Event

Participants began to arrive at 8AM. There were complimentary headshots and interactive registration happening until 9AM, which was the official event start time.

Insta-Booth and professional headshots with Photographer Rachel Peters were available

YDay's official DJ, Lonely Kid, an exciting young local talent who has been nominated at both the East Coast Music Awards and Music PEI Awards, played music as guests arrived and was on-site all day to help keep energy levels high.

Welcome

YDay officially kicked off with a short video and some words of welcome from Sarah Bulman of the YDay Steering Committee and the Honorable Richard Brown, Minister of Workforce and Advanced Learning. Next up was Katherine MacDonald, a Master's student from UPEI and a member of the steering committee, who shared some research on similar events that have been held over the years, including one dating back to 1880. Katherine is doing some research on youth retention issues on PEI and wanted to show that these issues are not new to the Island.

YDay's facilitator Tim Merry, who works locally and internationally to support change in communities, organizations, and societies through participatory engagement, then took the stage and got the conversation going by asking participants what their best experience was of PEI serving young people.

YDay's official DJ, Lonely Kid, an exciting young local talent who has been nominated at both the East Coast Music Awards and Music PEI Awards, played music as guests arrived and was on-site all day to help keep energy levels high.

20x20 Presentations from Youth Leaders

The 20x20 segment is a presentation format that was previously used at the Georgetown Conference and features a set of speakers each of who show 20 images for 20 seconds each. YDay featured six stories of individuals with personal experiences of working, growing and thriving in PEI. The session was focused on understanding our current reality so that we can plan ahead. Speakers included Emily Coffin, Heather and Lenny Gallant, Christina Morales, Terrence Taylor, Amber James, and Keir White.

Collective Conversation

Following the 20x20 presentations, Tim looked to build upon what was discussed and posed the following questions to participants: what do we dream PEI could be for young people and where do we need to focus our attention for greatest impact and long term results?

Premier Wade MacLauchlan

Following all of the morning discussion, Premier Wade MacLauchlan appeared just before lunch to talk to YDay participants and respond to any questions or comments of participants.

Lunch

It was then time for lunch and we were happy to have students from Holland College's Culinary Institute of Canada catering YDay with a BBQ lunch.

Keynote Speaker – Candy Palmater

We lost power over lunch but went ahead with an intimate and moving keynote from Candy Palmater. Candy Palmater is a Canadian comedian, activist, actress, writer, international speaker, and award-winning TV and radio personality who has executive produced three films on Mi'kmaq culture.

Participant Driven Conversations

Power was eventually restored in time for some participant driven breakout sessions. The whole day had been planned to guide participants, but after all of the dialogue that took place throughout the day Tim saw benefit in having participants lead the discussion. Participants chose topics that they wanted to discuss and led breakout sessions with others who wanted to also address that issue or potential opportunity. There were two waves of these breakout sessions to enable people the opportunity to move around and attend multiple sessions.

Closing Activity

Before wrapping up for the day, Tim brought everyone together into a circle to talk a little bit about the day. It was a time dedicated for people to speak their mind and have any closing remarks about the day.

Evening Social

After leaving for the day, participants were invited to The Alley for some food, bowling, and to informally interact and talk about the day.



Evaluation

The Steering Committee set its goal at 120 participants, which means the event would end up accommodating 150 with organizers and speakers.

Changes in Perceptions of PEI between Pre- and Post-Conference

Respondents were asked to answer their general perceptions of PEI before attending the Conference and after the conference for the following four sets of statements: (1) PEI is a place with lots of potentials for young people, (2) PEI is a place where young people could have great work opportunities, (3) my opportunities on PEI is good, and (4) I am able to work and live in PEI using a scale from 1 (strongly disagree) to 5 (strongly agree).

Table 4 and Figure 1 present differences/changes in perceptions of PEI between pre- and post-conference by using paired t-tests and descriptive statistics (percentage).

- Overall, respondents' perceptions of PEI have been more significantly, positively changed after the Conference (Figure 1 and Table 4).
- While over an half (51.8%) of respondents reported that PEI is a place with lots of potential for young people before attending the Conference, 85.7 percent of respondents believed that PEI is a place with lots of potential for young people after the Conference.
- Regarding other three statements including "I am able to work and live in PEI," "PEI is a place where young people could have great work opportunities," and "my opportunities on PEI are good," perceptions have been significantly increased after the Conference (more positively increased at 23.2%, 42.9%, and 30.4) as viewed in Figure 1.

Figure 1: Changes in Perceptions of PEI

PEI is a place with lots of potential for young people



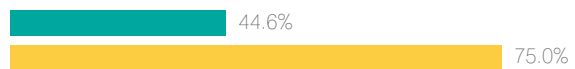
I am able to work and live in PEI



PEI is a place where young people could have great work opportunities



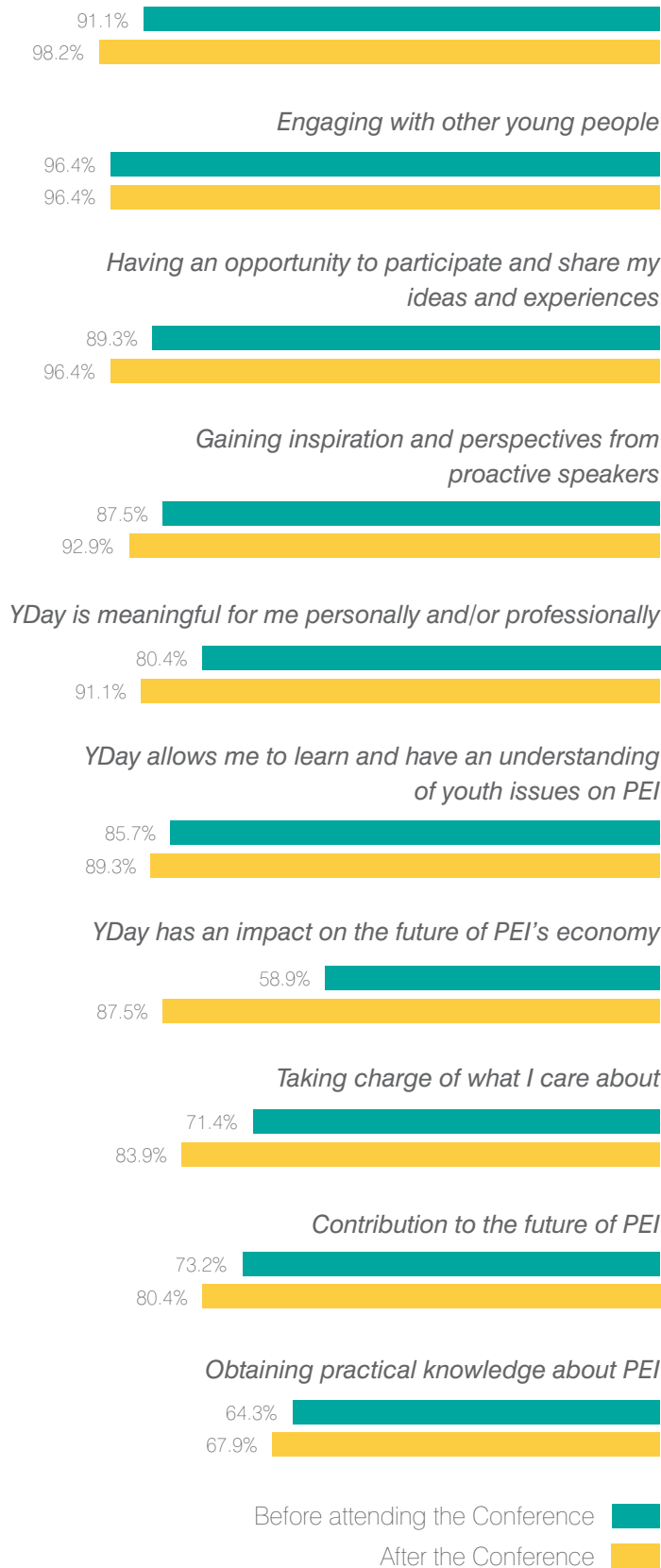
My opportunities on PEI are good



Before attending the Conference
After the Conference



Figure 2: Changes in Perceptions of YDay Summit
Learning from like-minded young people/peers



Changes in Perceptions of YDay Summit between Pre- and Post-Conference

Respondents were also asked to answer their expectations of the YDay Summit Conference before attending the Conference and perceptions of the YDay Summit after the conference for the ten sets of statements using a scale from 1 (strongly disagree) to 5 (strongly agree) as presented in Table 5 and Figure 2.

- Overall, respondents' perceptions of YDay Summit Conference have been positively changed after the Conference, excluding one item of "learning from like-minded young people/peers".
- Nonetheless, only four items were significantly, positively changed in perceptions of YDay Summit after the Conference including (1) YDay could have more positive impacts on the future of PEI economy after the Conference, (2) I had an opportunity to participate and share my ideas and experiences, (3) I contributed to the future of Prince Edward Island, and (4) I took charge of what I care about (Figure 2 and Table 5).





Table 5: Differences in Perceptions of PEI, Paired t-test Results

Differences in Perceptions of PEI between Pre- and Post-Conference: Paired t-test Results	Before the Conference (N=56)	After the Conference (N=56)	t-value
Engaging with other young people	4.45	4.45	0.000
Learning from like-minded young people/peers	4.41	4.39	0.191
Gaining inspiration and perspectives from provocative speakers	4.34	4.45	-0.925
Taking charge of what I care about	3.91	4.13	-1.569
Obtaining practical knowledge about PEI	3.82	3.88	-0.434
Having an opportunity to participate and share my ideas and experiences	4.25	4.55	-2.669
Contributing to the future of Prince Edward Island	3.95	4.14	-1.628
YDay is meaningful for me personally and/or professionally	4.11	4.29	-1.694
YDay allows me to learn and have an understanding of youth issues on PEI	4.20	4.29	-0.927
YDay has an impact on the future of PEI's economy	3.71	4.29	-5.164

“ We don’t have to choose between our young people and our elders, we need intergenerational collaboration across communities.”

- Katharine MacDonald, UPEI Master’s Student

Overall Evaluation of the Conference

As seen in Figure 3, respondents were asked to evaluate the conference program and overall satisfaction with attending the Conference, and also asked to rate the likelihood of behavioural intentions (saying positive things about the Summit to others and attending another similar summit in the future).

- Mean scores of the conference program evaluations were ranged from 4.20 to 4.79, which are higher than 4.0 (out of a 5-point scale).
- Of the conference programs, it was found that “value in the Participant Driven Breakout Sessions (m = 4.79)” was the highest rated conference program.
- “Keynote Speaker (m=4.63),” “value in the 20/20 Presentations from youth leaders (m=4.34),” “Luncheon (m=4.25),” and “World Café (m=4.20)” follow in that order.
- Mean score of overall satisfaction was 4.68, which are higher than 4.0 (out of a 5-point scale).
- Mean scores of behavioural intentions were 4.68 for attending another similar summit in the future and 4.66 for saying positive things about the Summit to others.

Figure 3: Overall Evaluation of the Conference

I found value in the Participant Driven Breakout sessions (m=4.70)



I enjoyed the Keynote Speaker, Candy Palmater (m=4.63)



I found value in the 20/20 Presentations from youth leaders (m=4.34)



I was satisfied with the World Café (m=4.68)



I was satisfied with the Luncheon (m=4.25)



Overall Satisfaction with attending the YDay Conference (m=4.68)



Behavioral Intentions

Attend another similar summit in the future (m=4.68)



Say positive things about the Summit to others (m=4.66)



■ Agree / Satisfied / Likely ■ Strongly Agree / Very Satisfied / Very Likely



Capturing the Conversations

The conversations had during YDay were passionate, encompassing and captivating. Sessions throughout the day allowed for large group dialogue that allowed many voices to be heard.

The conversations had during YDay were passionate, encompassing and captivating.

The purposes behind these dialogues were twofold: to identify the opportunities that exist on PEI that work for Island youth while envisioning what PEI could become for young people; and to understand where we need to focus our attention for greatest impact and long term results. To accomplish this, key questions were asked of participants.

What is your best experience of PEI serving young people?

Facilitator Tim Merry asked participants to pair up and discuss what their best experience is of PEI serving young people. Here is a summary of the answers that were shared out loud:

- Abundance of support for young entrepreneurs, as it creates a way for young people to create their own opportunities
- The George Coles Bursary
- Graduate Mentorship Program, as it helps employers hire and train young Islanders
- Canadian Parents for French, as it shows students the benefits of being bilingual
- Affordable home ownership - at a young age, you can actually own your own home

What do we dream PEI could be for young people?

The below slam poem was created from the answers harvested from this question.

YDAY 2016

*Craziest thing you've ever seen
We've got youth drivin' a change
A re-arrange of PEI
Spreading the wings to fly
Into a future
That cannot be predicted by any computer
A vision beyond division
A decision
To take a stand today
Here's what you had to say:*

*Grew up thinking this was not a great place
"Oh you're staying?"
Time for us to start playing proud
Loud
Change the default to pride
Open up wide
To rural internet
We have to set
This right
We've got to get more megabytes
Become leader in technology
Talking gigabyte downloads see!*

*Teens don't realize what we've got
How to wake up to the shock
Of what we have?
Spreading the work
Undeterred
By the narrative of "have not"
Checking it to "have got"!*

*This must be intergenerational
Relational
Across the ages and silos
So we grow
Together
Become collectively clever*

*Make it affordable:
Education, housing, childcare
These should be staple fare
Accessible information
Through the education system*

*Especially building entrepreneurship
To uplift
The Island
An education that is adaptable
Flexible
For all
That is the call.*

*The great equalizer is tech
It's a good bet
Let's take the risks to get it moving
Or we'll be losing out first
To get to the future first.*

*There are not more prizes for predicting
The rain
The pain*

*New starts
It's time to build the arks*

*New starts
It's time to build the arks.*

Where do we need to focus our attention for greatest impact and long term results?

The conversations were captured into six themes. Some of the themes were given specific recommendations or suggested actions that could work as a solution to the issue. Other themes are a broader and may require further investigation. It is highly recommended that readers of this report visit www.yday.ca/what-happened for photos, videos and actual wording compiled from the collective conversations.

The conversations focused on the following areas where it was felt bold actions were needed to make PEI a great place for young people to work, grow and thrive:

1. Bridge the gap from education to secure employment, including:
 - Early K-12 intervention and support
 - Increase support to students during transition from high school into labour force
 - Bolster the opportunities high school and postsecondary students, as well as lifelong learners, have for experiential learning
 - Nurture entrepreneurship and support small businesses
2. Celebrate our newcomers and encourage diversity in our communities
3. Change the current narratives and prevalent attitudes about opportunities for youth
4. Address key foundational issues and increase social supports to young Islanders in areas such as:
 - Mental Health
 - Poverty
 - Accessing youth-related services and supports
5. Update Island infrastructure
6. Encourage early civic engagement and increase authentic representation of young Islanders in governance and decision-making





Next Steps

YDay was a great day, with a lot of energy and passion in the room. However, the intent was for the initiatives discussed at YDay to continue beyond one single.

How can PEI be the best place for young people to work, grow and thrive?

It was the beginning of a movement created to tackle the issues of youth outmigration called YPEI. How can PEI be the best place for young people to work, grow and thrive? Knowing that the conversations in the room would be broad, structures were created within government as part of YPEI to facilitate conversations and outcomes stemming from the event that relate to provincial programs and services. These structures include:

Youth Futures Council: A youth advisory council made up of young leaders and professionals between 16-29 mandated to facilitate the development and modification of provincial policy and programs to better meet the needs of young people on PEI.

Interdepartmental Youth Liaison Committee: A government committee made up of a representative from each provincial department under the age of 39 to drive youth initiatives within an intergovernmental context. This committee serves as a conduit for communication between government decision-makers and the external Youth Futures Council.

YDay will become an annual event that will act as a way to have young Islanders prioritize the issues facing their generation. During the months in between YDays, a series of initiatives will be carried out under YPEI which will aim to ensuring young Islanders are given the opportunity to be engaged and involved in the decisions affecting them.

YPEI - The Collective Impact Approach to Engagement:

Following YDay, the Department of Workforce and Advanced Learning reflected on what was heard. A strong message stemming from this day is that the issue of youth outmigration is complex and would require more than just an examination of what the provincial government could offer to young Islanders. It would require continued engagement of youth, momentum with partners, projects and activities moving the needle and a strong communications plan to share the great news stemming from YDay. Most importantly, it would require collaboration from a magnitude of individuals, all working toward common goals.

YDay will become an annual event that will act as a way to have young Islanders prioritize the issues facing their generation. During the months in between YDays, a series of initiatives will be carried out under YPEI which will aim to ensuring young Islanders are given the opportunity to be engaged and involved in the decisions affecting them. YPEI is a collaborative effort and will call upon the pre-existing structures to work together on common goals outlined at YDay. There are two main facets of YPEI:

- Government (including Youth Futures Council and the Interdepartmental Youth Liaison Committee); and
- Community (including members of the original organizing committee, community partners, postsecondary institutions, businesses, not-for-profits, youth-led organizations and youth).

YPEI will focus on efforts that work toward the overall vision laid out on October 21st, 2016. Particular emphasis will be on the themes noted in this report. These themes are based on the answers provided by participants at YDay and are deemed the areas we need to focus our attention for greatest impact and long term results in order to make PEI a great place for young people to work, grow and thrive.





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