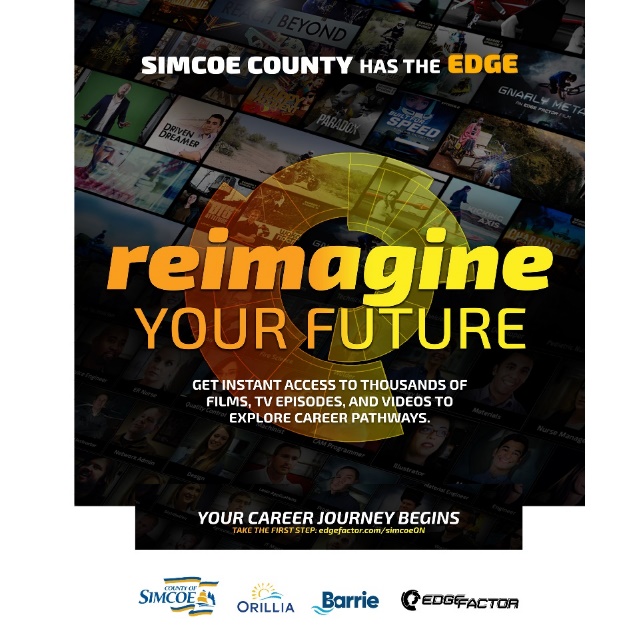
**New Tool for Career Exploration in Simcoe County**

**What is the Edge Factor and the Community Hub Page?**

****Edge Factor is a suite of multimedia and interactive web-based resources, designed to help explain various STEAM (science, technology, engineering, arts and math) careers; including a focus on the skilled trades. The Simcoe County, Barrie and Orillia Edge Factor Hub aims to help empower and inspire students, parents and job seekers of all ages and help our local schools and companies raise awareness of what they do and the types of training and career opportunities they offer. Eligible businesses can create a free company profile to showcase opportunities to local schools, jobseekers and families across the region.

The tool is free for residents of Simcoe County to use and is featured under the “Career Exploration” tab on the County of Simcoe’s job site: [www.workinsimcoecounty.ca](http://www.workinsimcoecounty.ca)

The Simcoe County, Barrie and Orillia Edge Factor Hub includes:

1. Unlimited access to the platform for anyone within the Simcoe County geographical boundaries
2. A customized community directory with basic listings for school boards, post-secondary institutions and local companies
3. A labour market information builder providing information on job outlook, average wages and estimated number of openings (Note: this links directly to Work in Simcoe County)
4. A community Hub Profile Page to showcase the region’s economic development sectors of interest and local business profiles