



WORLD SKILLS
EMPLOYMENT CENTRE D'EMPLOI
COMPÉTENCES MONDIALES

Connecting Immigrants to Employment



24+ years
of dedicated service
towards the
economic integration of
newcomers in Ottawa

PRESENTER



Magdalene Cooman

Senior Director

World Skills Employment Centre

AGENDA

- Into work in just six months! Model for jobs for immigrant women
- Can legislation remove barriers to integrating newcomers into the job market?
- Skill shortages in Canada
- How is World Skills is responding to these shortages?

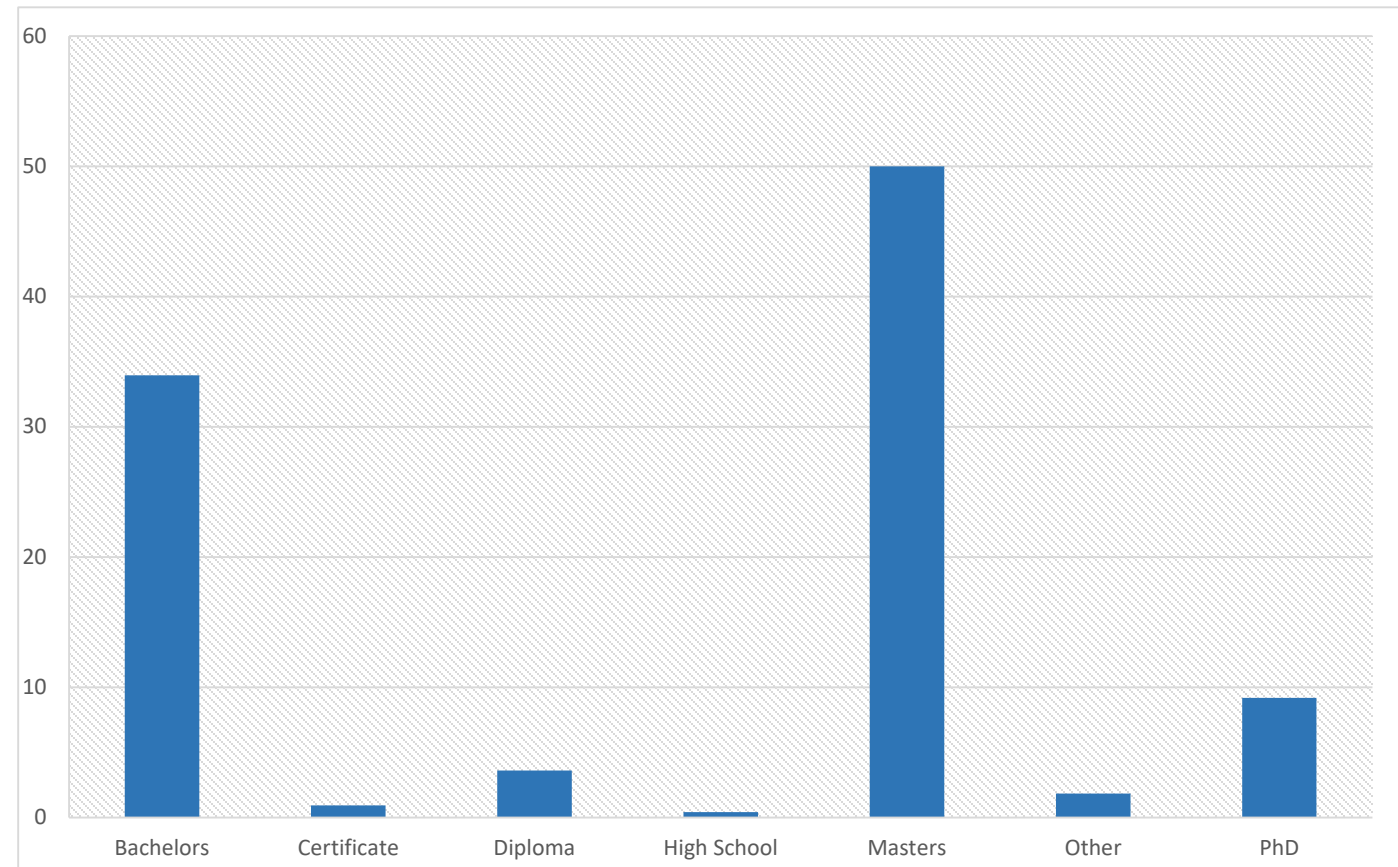
OUR VISION FOR EMPLOYER ENGAGEMENT

To develop **partnerships** with **employers** to facilitate the **recruitment, hiring, retention** and **promotion** of immigrant talent.



MEET OUR NEWCOMER TALENT POOL

- 80% of our clientele are highly skilled newcomers with a bachelors degree and additional qualifications - Master's and PhD
- Racialized women/ Visible Minority Newcomer Women
- 20% low skilled, usually with low-level language, experience with various trades
- Bilingual – French and English
- Multilingual – over 50 languages
- Willing to learn and grow
- International experience



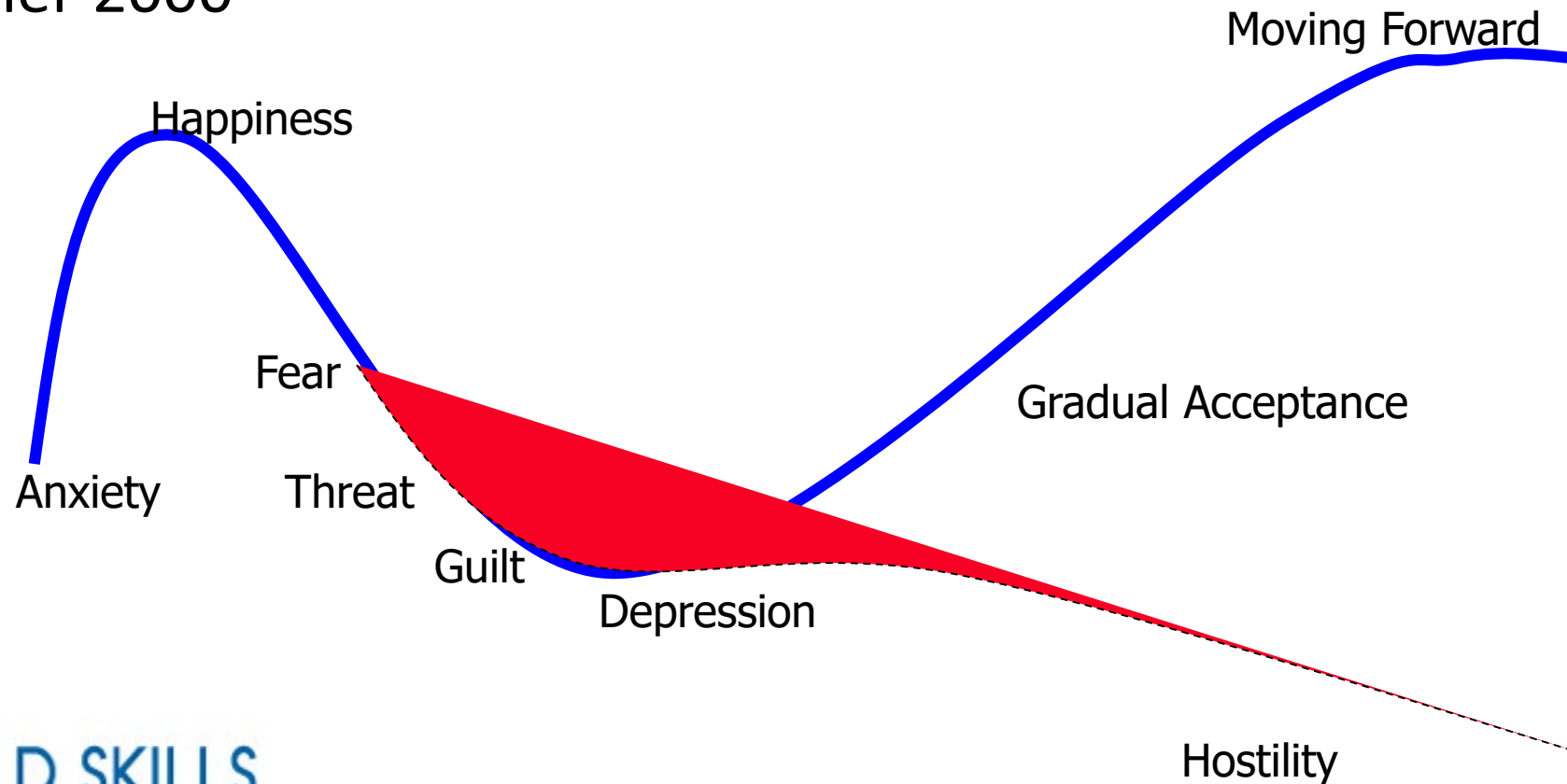
THE IMMIGRATION TRANSITION PROCESS

FOUR STAGES OF THE IMMIGRATION PROCESS:

PRE-IMMIGRATION	SETTLEMENT (0 – 2 years)	ADAPTATION (2 – 4 years)	INTEGRATION (5 th year)
<ul style="list-style-type: none"> ■ Assessment ■ Preparation ■ Application ■ Acceptance ■ Pre-departure 	<ul style="list-style-type: none"> ■ Language training ■ Employment ■ Schools ■ Culture ■ Network 	<ul style="list-style-type: none"> ■ Improved Language skills ■ Better jobs ■ Knowledge of Canada ■ Sense of identity ■ Larger Networks 	<ul style="list-style-type: none"> ■ Citizenship ■ Increased participation in: <ul style="list-style-type: none"> - Society - Economy - Politics - Civic life

THE PROCESS OF TRANSITION

J M Fisher 2000





EMPOWERING VISIBLE MINORITY NEWCOMER **WOMEN** TO SUCCEED IN THE CANADIAN LABOUR MARKET (National Research Pilot Project)



Funded by:

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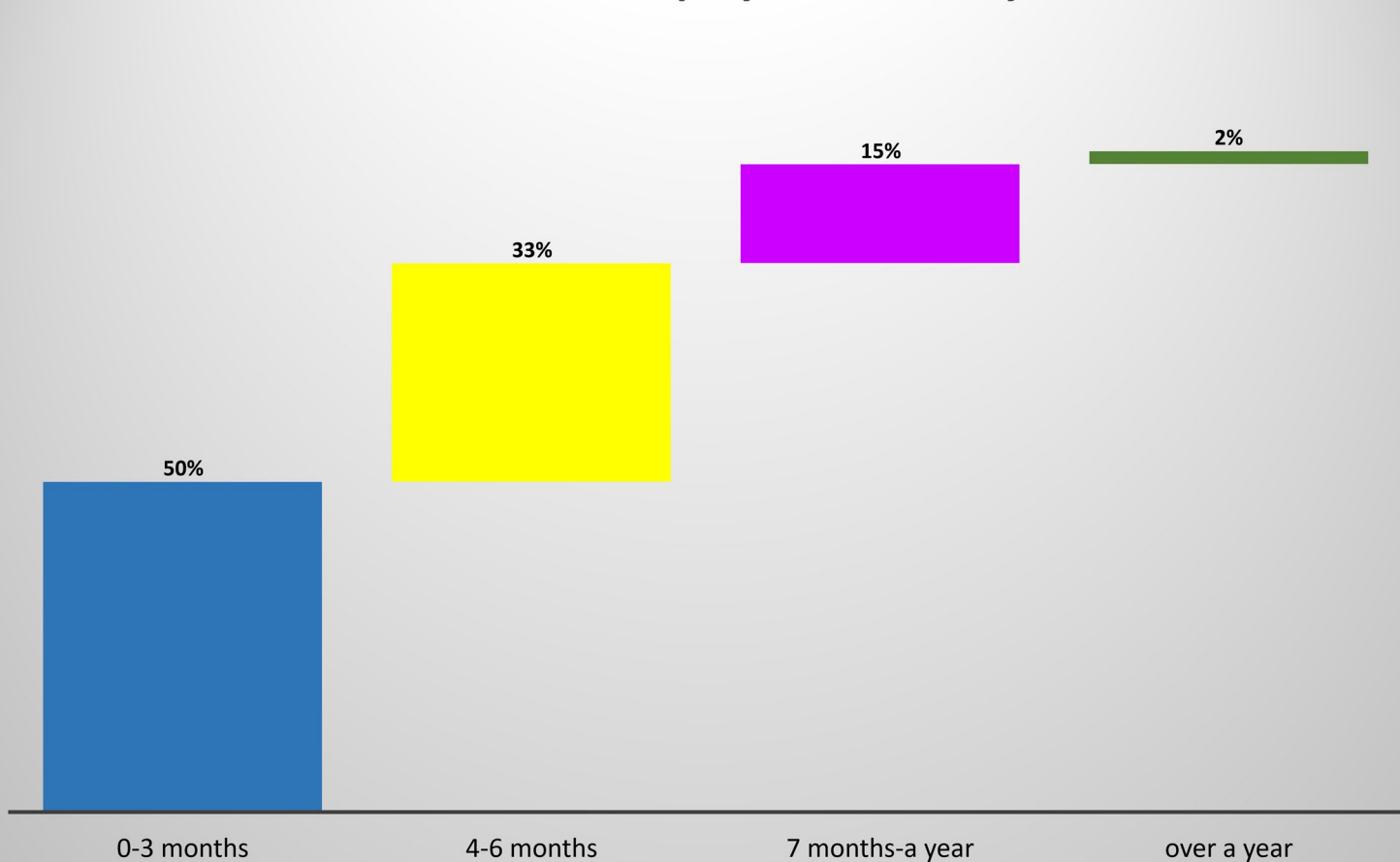


Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

INITIAL EMPLOYMENT RESULTS FROM OTTAWA'S PILOT PROJECT

ENW Client Employment Journey



Results of program group clients after one year
Total number of participants: 164
#who got jobs within 3 months: 50%
#who got jobs within 4 - 6 months: 33%
who got jobs within 7 – 12 months:15%
who got jobs over a year: 2%

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SKILL SHORTAGES IN CANADA

A prairie labour shortage

ECONOMY

Job vacancies soar beyond one million in tightening labour market

Hiring is most difficult in Quebec and for rural businesses

Figure 2: Hiring difficulty by region

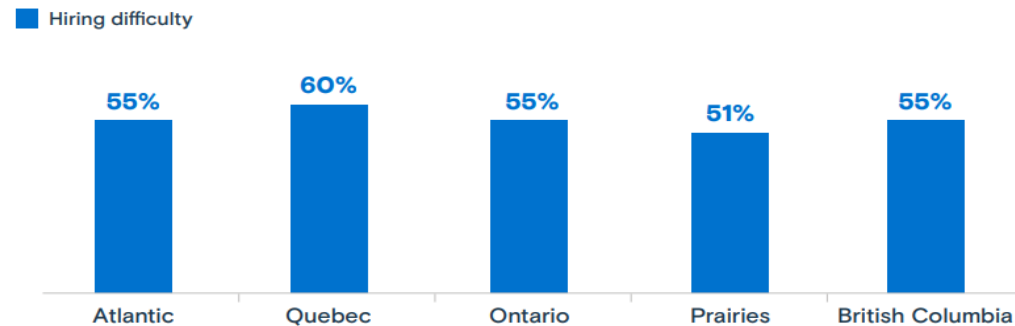


Figure 3: Hiring difficulty by city size

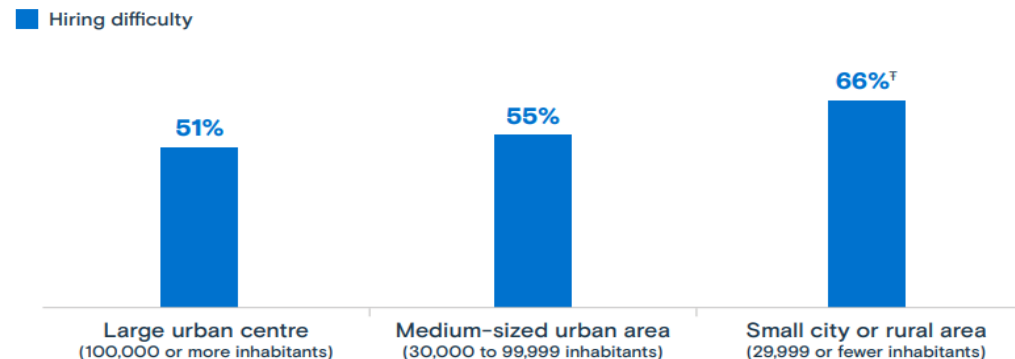
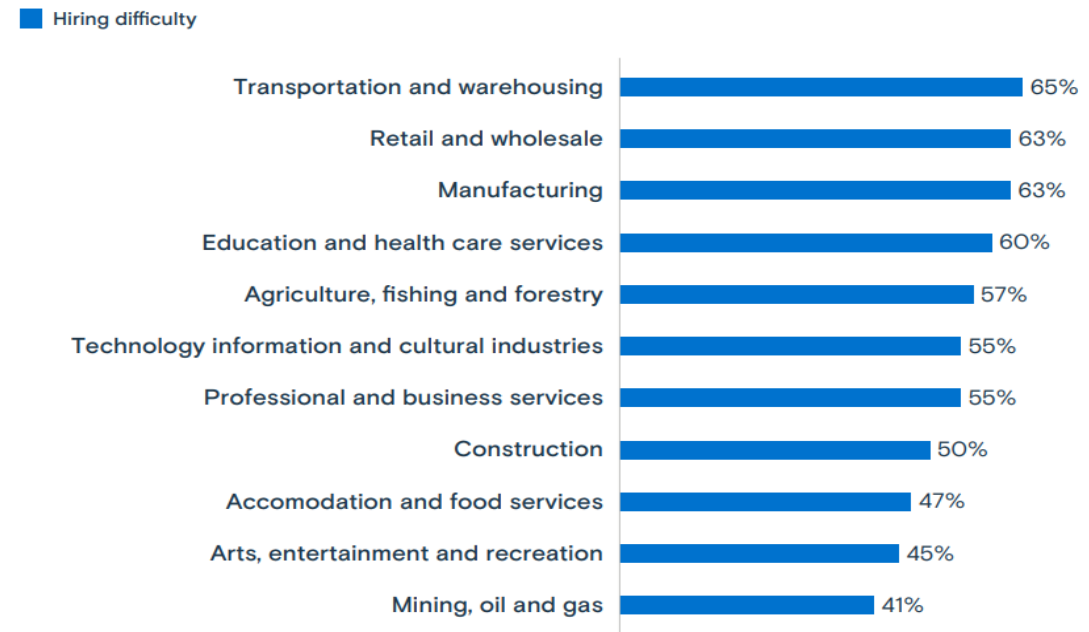


Figure 4: Hiring difficulty by sector



Note: [†] represents a result that is significantly different than numbers for other regions, with a confidence level of 95%. Source: BDC, Survey on Labour Shortage, May 2021. Base: Respondents who experienced difficulty hiring employees, excluding those who answered "I don't know" (n=560).

SKILL SHORTAGES IN CANADA

Agricultural Professionals
Aircraft & Aerospace
Professionals
All Trade Professionals
Animal Professionals
Architecture Professionals
Arts Professionals
Aquaculture Professionals
Business & Office
Professionals
Construction Professionals
Culinary Professionals
Educational Professionals
Engineer Professionals
Financial Professionals
Geological & Geographical

Government Professionals
Hair & Beauty Professionals
Horticultural Professionals
HR Professionals
Industrial Professionals
Legal Professionals
Marine Professionals
Manufacturing Professionals
Media Professionals
Medical Professionals
Mechanical Professionals
Scientific Professionals
Service Professionals
Social Professionals
Sports Professionals
Technological Professionals
Transportation Professionals

**80% of jobs do
not require
licensure**

**20% of jobs
require
licensure**

SKILL SHORTAGES IN CANADA

Labour Minister Monte McNaughton says the province is facing a significant labour shortage that has been intensified by the impact of the COVID-19 pandemic.

- He says doubling the number of immigrants allowed under the Ontario Immigrant Nominee Program from 9,000 to 18,000 a year will help tackle that shortage.
- The number of job vacancies in Ontario has increased from 234,000 in October of last year to almost 316,000 vacant jobs last month, according to Statistics Canada.
- While all industries are dealing with a labour crunch, 38,000 jobs in health care, 29,000 in food services, 24,000 in manufacturing and 21,000 in construction were unfilled in the second quarter of this year.

Ontario to make it easier for immigrants to work in their professions

- ❑ The proposed legislation would apply to licensing bodies governing engineers, architects, teachers, accountants and social workers, among other.
- ❑ But it would not affect those regulating medical professions, including those that licence doctors and nurses.
- ❑ The legislation would also help internationally trained workers in 23 trades, including electricians, plumbers and hoisting engineers.
- ❑ Licensing bodies would still be able to apply for exemptions that could require Canadian work experience, but that would need government approval

EMPLOYER ENGAGEMENT STRATEGIES TO RESPOND TO SKILLS SHORTAGE AND ENGAGE EMPLOYERS

DIRECT	INDIRECT
✓ Job Matching and Referral (Response to job postings with employers we work with)	✓ New interactive Job Board
✓ Targeted Recruitment Events	✓ Networking and Coaching Events
✓ Internships	✓ Employer Panels
✓ Annual Job Fair	✓ Informational Interviews with professionals
	✓ Circle of Champions / Mentoring / Corporate Mentorship
	✓ Retention Support for New Hires
	✓ Multi-disciplinary team

EMPLOYER PARTNERSHIPS & INVESTMENTS



Federal Internship for Newcomers Program
Programme fédéral de stage pour les nouveaux arrivants



RBC
Royal Bank



HOW WORLD SKILLS IS RESPONDING TO SKILLS SHORTAGES IN OTTAWA, CANADA

PARTNERSHIP WITH EMPLOYERS



- New Interactive Job Board
- Job Matching and Referral Opportunities
- Internship
- Mentorship
- Networking and Coaching Events
- Targeted Recruitment Events
- Networking and Coaching Events
- Circle of Champions
- Resume and Interview clinics
- Retention Workshops
- Annual Job Fair

OUR GOAL FOR 2021

1000 NEW HIRES

**From January 2021 to November 2021,
719 of our clients have been hired by employers
in Ottawa!**



Thank You!



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and Citizenship Canada

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et Citoyenneté Canada

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Small loans, big impact
Petit prêt va loin



CanRev
Agency

