

Employer Engagement: Closing the Gap

Responding to a Changing Immigration Environment

Pathways to Prosperity
November 30-December 1

Toronto



World Education Services

Overview

- Recent immigration trends
- Changing selection processes
- Motivations, expectations and realities
- Aligning services with changing trends
- Linking with employers

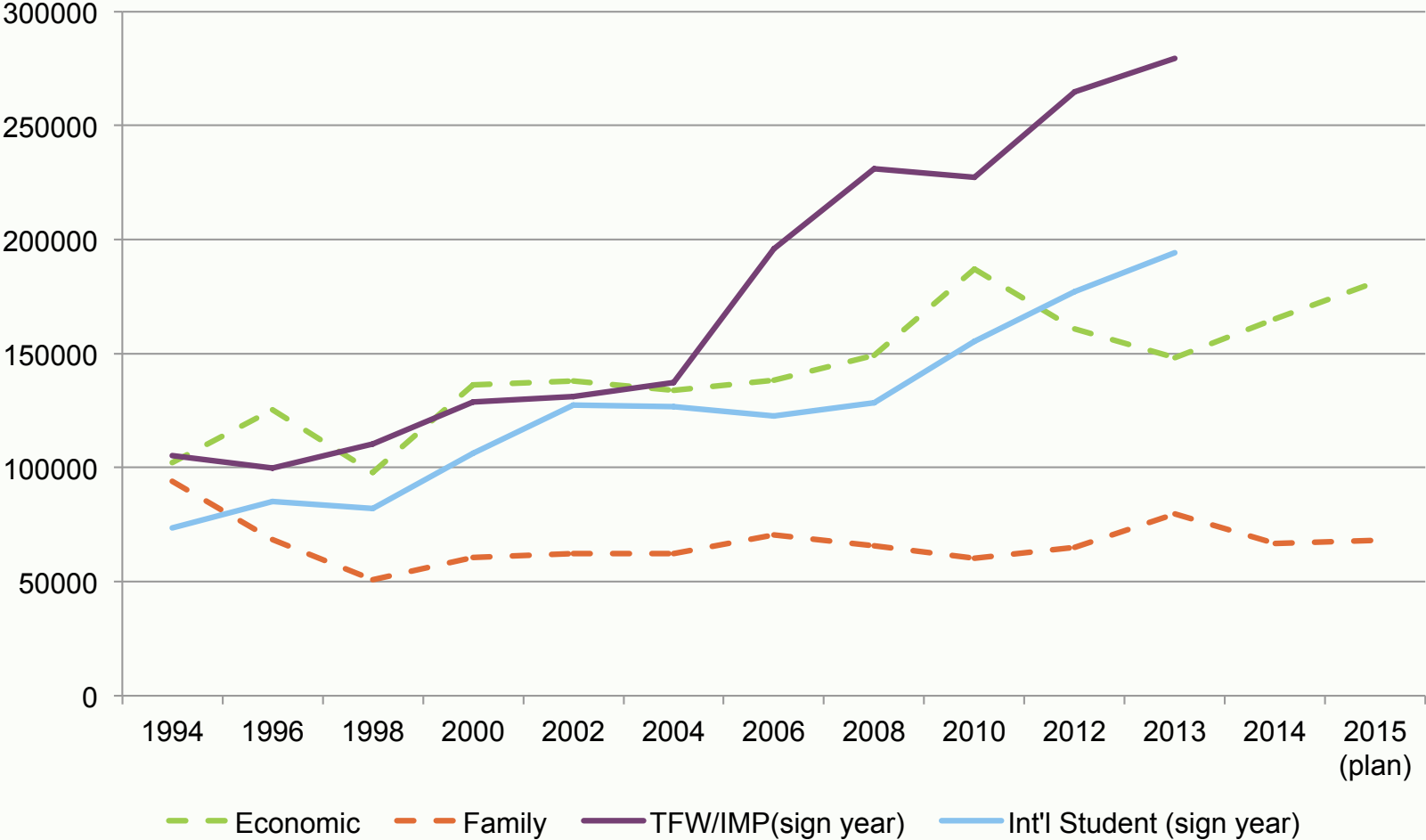
About WES

- International not for profit organization with a mission to support the mobility and integration of people into academic and professional settings
- Provides credential assessment services for over 10,000 people in Canada each year, and more recently, over 90,000 people who are planning to apply to enter Canada as skilled immigrants
- Through Global Talent Bridge initiative, delivers information through webinars, in person seminars, and other partnership activities that support individuals in their academic and career pathways
- Undertakes research activities in support of these objectives

Immigration Trends

- Canada was a pioneer in creating a “points-based” immigration selection system in the 1960s
- In the 1990s, there was another shift, emphasizing economic class over family class
- In 2001, a shift from trying to respond to labour market needs, to selecting for human capital
- Since 2006, a shift towards two-step immigration , increasing temporary migrants
- in 2015, shift from responding to immigration applications to inviting people to apply

Historical trends



Program shifts

- Express Entry for highly skilled applicants
 - Those interested in immigrating post a profile
 - Profiles ranked and top ones invited to apply
 - A job offer or PNP nomination provides ½ of the possible points
 - Most job offers must include a LMIA
- International Students seen as potential immigrants
 - LMIA requirement may limit number who are invited
- Greater selection of immigrants on-shore
 - In first six months of Express Entry , 85% of those invited to apply for immigration were resident in Canada

Employment issues

- Skilled immigrants continue to underperform in employment relative to skills
- Real and perceived barriers
 - ▣ Non recognition of credentials
 - ▣ Poor communication skills
 - ▣ Lack of Canadian experience
 - ▣ Employers feel hiring immigrants presents a higher risk

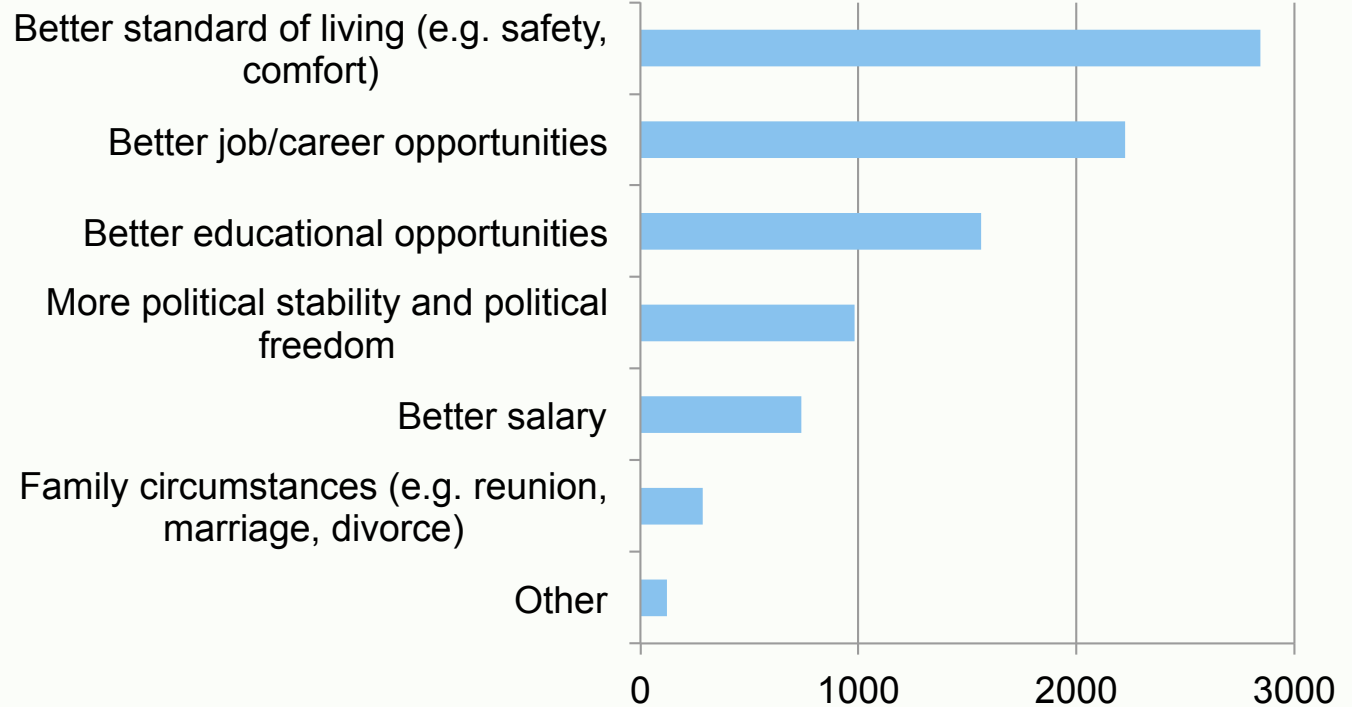
WES Research: *Considering Canada*

- July 2014 survey of 20,841 clients who were intending to apply as skilled immigrants(3181 responses)
- Biggest pull factor is better standard of living (safety, comfort)
- Very optimistic:
 - 65% say migrating will have significant positive impact on career
 - 60% say they expect to find a job in their field within a year
- Not enough Canadian work experience is perceived as the biggest barrier
- 59% likely or very likely to consider a career switch
- Those applying to WES were younger and better educated than 2012 skilled workers
- 62% would be willing to pay for services

Motivations

Please select up to three main factors that influenced you the most on your decision to migrate to Canada

3181 responses



Expectations of Barriers

What are the top three barriers that you think will prevent you from achieving your educational/career goals in Canada?

2888 Responses



Expectations of Service Needs

Please select the top three options regarding career/employment information you are most likely to need when arriving in Canada.

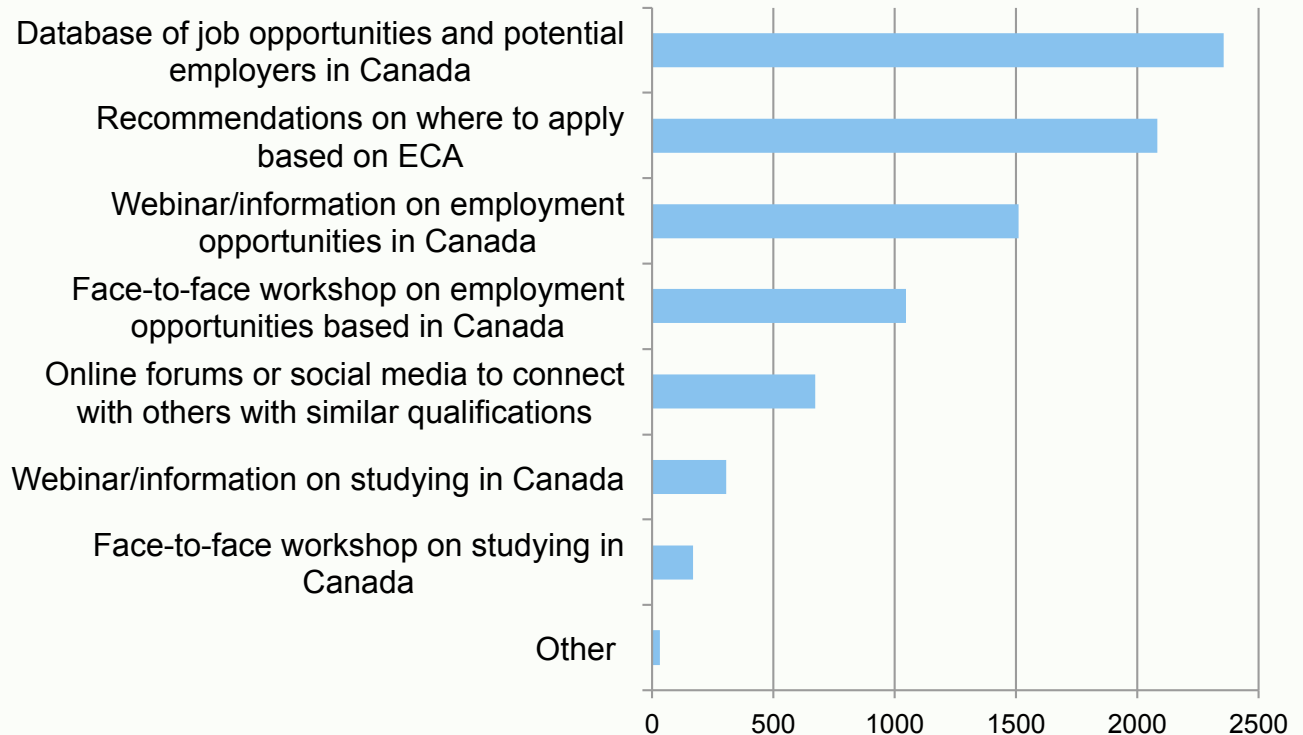
2888 Responses



Services Desired

Please select up to three most valuable services that you would like WES to provide you, beyond credential evaluation.

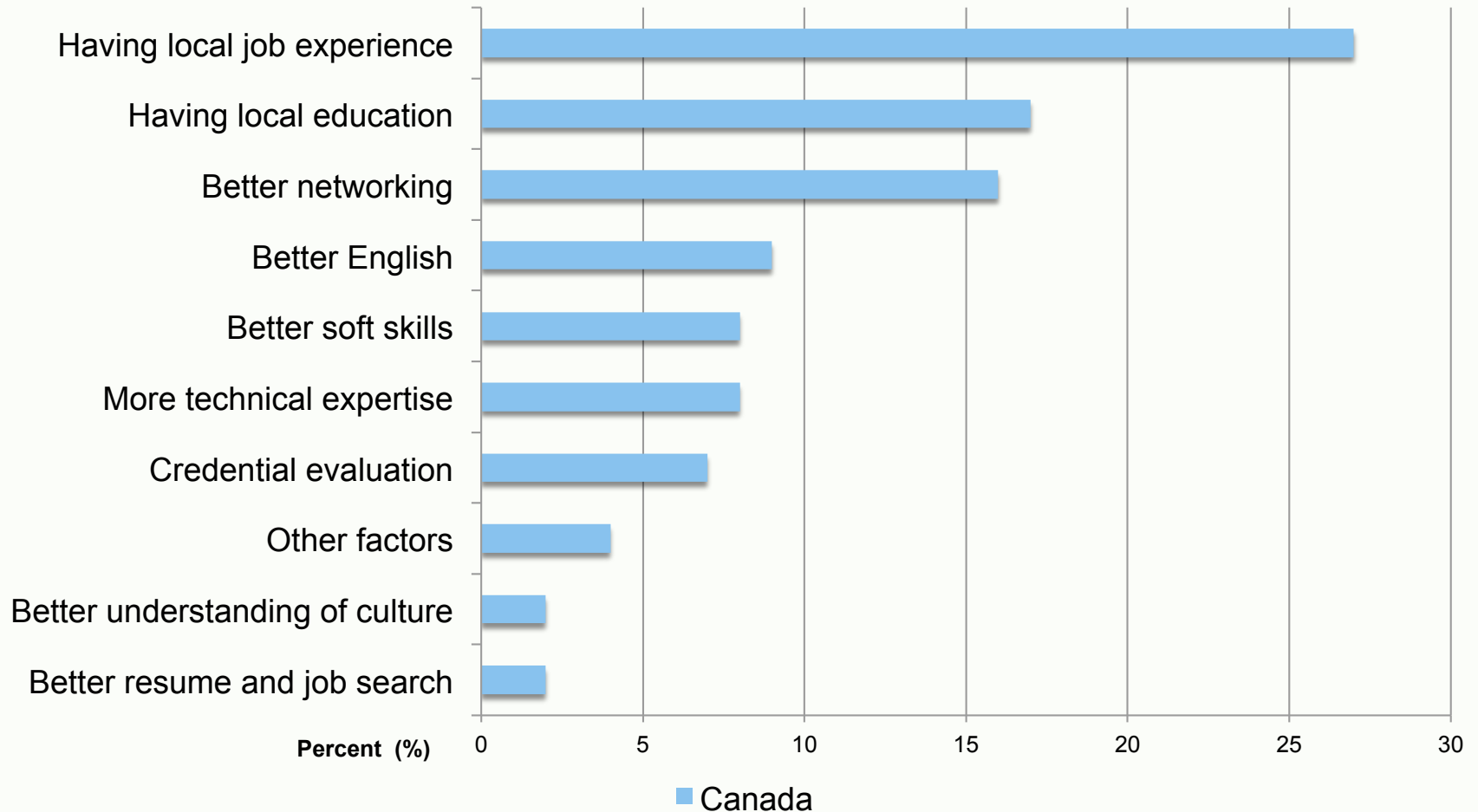
2888 Responses



Cross Border Research

- In March 2015, WES commissioned research on the experiences of newcomers in six US cities and Toronto in the years after arrival:
 - ▣ Barriers faced by newcomers in securing meaningful employment in their new country
 - ▣ What services they used, what helped most
 - ▣ What services or information would have made a difference
- In Canada, 37 people participated in focus groups, 321 in an online survey, and 10 key informants

What would have made the biggest difference in trying to use your qualifications and experience in Canada



Trends that Impact on Services

- Networking is seen as critical for success, linking immigrants directly with employers
- High use of social media and web based services
- More than half of potential immigrants would consider an alternative career, but few undertake career planning
- As more principal applicants are selected on-shore, links to employers and services are (can be) initiated earlier
- International students are eligible for off campus employment while in school, and for extended post graduate periods
- Different services/supports are required (both for employers and immigrants) at different stages of immigration process

Some Suggestions

- Mentoring and internships provide a formal platform for networking, giving employers first hand experience with immigrants, reducing perceived “risk”
- Providing settlement and employment services from “first contact” would enhance the long term integration of temporary residents
- Settlement and employment service providers could engage with employers, both to support hiring potential immigrants, as well as during the temporary employment period
- Links to employers/jobs in fields related to study could result in better immigration transitions for international students
- Specialized/enhanced services could be considered both for immigrants and employers on a fee basis

Questions?



Timothy Owen

towen@wes.org

www.wes.org/ca