

# INNOVATING FOR NEWCOMERS' EMPLOYMENT SUCCESS IN THE CANADIAN LABOUR MARKET

**Pathways to Prosperity 2018 National Conference**  
**Montreal, Quebec**  
**November 22, 2018**

# Our presenters

---



## **Session #1:** Foreign Credential Loans Pilot & Canadian Work Experience Pilot

- Erin Donais, ECO Canada
- Julie Rodier, SRDC
- Tania Amaral , TCET

## **Session #2:** Using evidence from the FCR pilot to shape the national FCR Loans Program

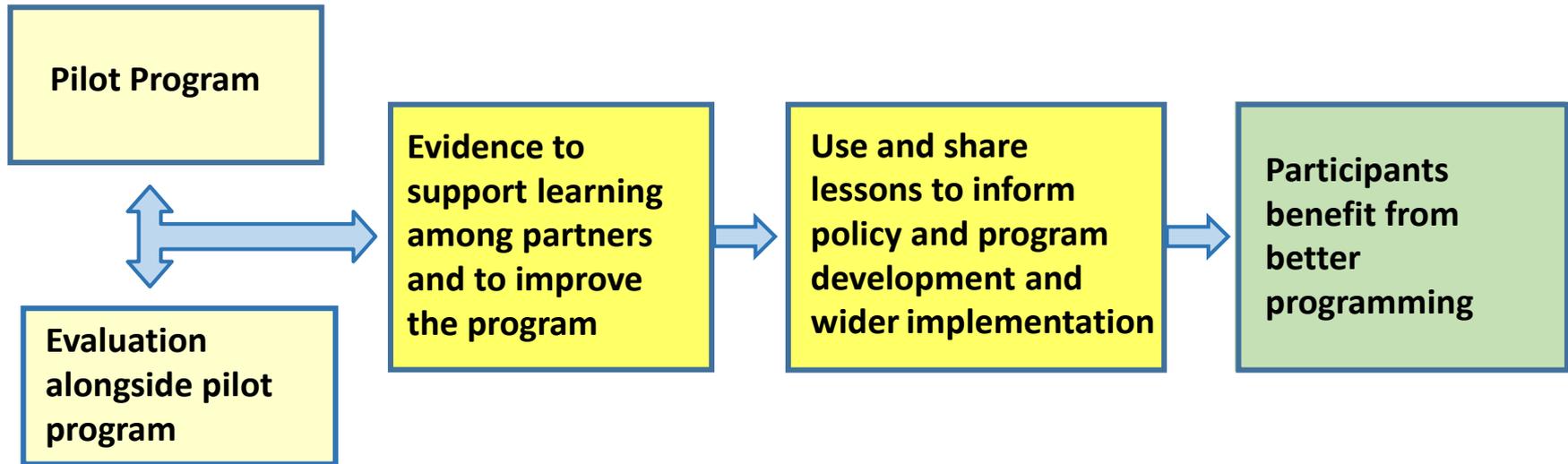
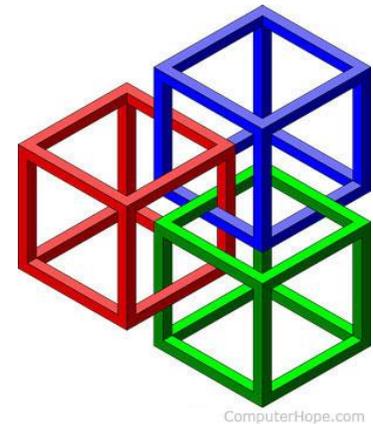
- Julie Tousignant, ESDC

## **Session #3:** Answering ‘big’ questions to facilitate a dialogue on helping skilled immigrants gain their first Canadian work experience in their occupation

# EVIDENCE THAT INFORMS

# Framework for implementation and evaluation of the pilot and program sustainability

---



# Policy Context from ESDC

---



# FOREIGN CREDENTIAL LOANS PILOT PROJECT

## What was the FCR Loans Pilot Project?

---

The FCR Loans Pilot Project was one of Government of Canada's responses to help *internationally-trained workers* (ITWs):

- Complete the assessment and recognition of their foreign credentials
- Enter the Canadian labour market in skills-commensurate jobs.

### **The program:**

- Provided eligible ITWs with microloans to help pay for credentialing activities and living expenses

### **Rationale:**

- Helps reduce a market failure:
  - provides loans to ITWs, a population known to experience difficulties obtaining assistance from the Canadian financial system including student aid
  - screening processes reduce an information asymmetry inducing financial institutions to lend more.

# The program was piloted in 11 service delivery sites across 9 provinces



# What models were tested?

**Loan loss reserve model-** the money is set aside to cover estimated losses. Done in partnership with a financial institution.

**Loan capital model-** the money is lent directly to clients. Loans are delivered by the organization.

Partnerships with multiple community partners, professional associations, and the provincial government for referral purposes and to deliver wrap-around services



## Common microloan program features

---

Common features observed across the nine pilot sites:

- Individualized career plan
- Character-based lending
- Flexible repayment terms
- Additional supports and/or services
- Partnerships to deliver additional supports and services

Character-based lending demands open dialogue between the applicant, the loan program staff, and if applicable, the financial partner

“[The loan is] one piece of the larger puzzle of services that is going to get them [ITWs] employed”

## Summary of outcomes

---

- The pattern of findings suggest positive outcomes:
  - However, it cannot be stated they are the results of the program only.
  
- The program is associated with:
  - improved participation and persistence in the FCR process
  - an accelerated FCR process (i.e., quicker entry to labour market)
  
  - an improvement in labour status leading to
  - an improvement in earnings leading to
  - a decline in government transfers
  
  - an improvement in overall confidence
  - an improvement in other aspects of life (e.g., belonging to Canada).
  
- More evidence is needed to quantify gains in time, taxes and transfers.

## Lessons learned

---

- The loan loss reserve model offer advantages that require solid partnerships
- The pilot project is associated with important benefits for ITWs
  - Pecuniary benefits such as income, skills-commensurate job
  - Non-pecuniary benefits such as confidence, social status, social network
- Pilot sites acquired unique expertise
  - Not found in traditional financial institutions or student aid agencies
- The program cannot solve important systemic issues such as:
  - acquiring Canadian work experience
  - the length of credentialing process or
  - obtaining job references.



*“I just want to address the federal government. We are your partners, but we can be more effective partners if our dreams stay intact. Dreams can stay intact when there is a clear pathway for us to go from where we come from to here in Canada. If they can make things more realistic for us, more attainable, then we can make Canada stronger.”*

Loan recipient

# CANADIAN WORK EXPERIENCE PILOT

## Context

---

- Most recent economic newcomers to Canada are skilled or educated
- Evidence of:
  - Decrease in entry earnings for recent newcomers compared to individuals in earlier cohorts
  - Deterioration in returns to foreign work experience
  - Lower recognition/value for foreign credentials
- The need for Canadian work experience repeatedly comes up as a major barrier for many newcomers seeking employment upon arrival

# The Canadian Work Experience Pilot Project

---

- 2-year project funded by ESDC to gather evidence on the most effective ways to help skilled newcomers acquire their first Canadian work experience in their intended professions.
- 6 pilot projects testing:
  - Different workplace integration training and paid internships schemes
  - Various hiring subsidies and active employer engagement approaches
  - Structured mentoring
- SRDC is the independent evaluator responsible for designing and implementing an evaluation framework to collect data to support the aims of the project



# The Canadian Work Experience Pilots Project



## Purpose of the evaluation

---

- To identify the most promising practices to resolve the issues around first Canadian work experience.

The key objectives of the evaluation are:

- To gather evidence on the most effective ways to facilitate first Canadian work experience for newcomers, including ways to reduce the “recruitment risk” perceived by many employers; and
- To identify opportunities for scaling up promising measures nationally.

Will look at:

- implementation
- outcomes
- cost study

ECO CANADA



# ECO Canada's Environmental Immigrant Bridging Program

**P2P Conference  
Montreal, QC  
November 22, 2018  
Presenter: Erin Donais**



# AGENDA

- About ECO Canada
- Project Overview
- Lessons Learned
- Success Story



# ABOUT ECO CANADA

- **We are EXPERIENCED**

Founded in 1992, ECO Canada established itself as **the leader for the development of human resources** of the Canadian environmental sector.

- **We are INSIGHTFUL**

**20 years of environmental labour market research** used to develop programs that meet both the demand of employers and the supply of labour.

- **We are EFFECTIVE**

Our programs **help environmental practitioners** with professional development resources, certification and internships.



**6,000**

Jobs Created  
To Date



**40M**

In Wage Funding  
Distributed



**5,487**

Participating  
Employers



**32**

Accredited  
Programs



**6,000+**

Professionals  
have been  
Certified



**65,000**

Resource  
Subscribers



**2,000+**

BEAHR  
Graduates



**2,300**

Online Training  
Participants



# ECO Canada's Environmental Immigrant Bridging Program



# Program Overview

## Program Goals

- Provide **new Canadians** with the training and support they need to find their **first Canadian work experience** in the environmental sector
- Provide **employers** with the top **talent** they need to fill their **skills gaps**
- To create a sustainable and scalable program model that can be used across regions and industry

## Program Format

- 20-40 hours of **online training**
- 6-month **paid work placement** term



# Program Overview

## Eligibility – New Canadians

- Prior environmental work experience
- Permanent resident or have refugee status
- Graduated from a recognized post-secondary institution
- Canadian Language Benchmark of 7 or equivalent
- Unemployed or underemployed
- Looking for their first full-time, permanent Canadian work experience in an environmentally-related job



# Program Overview

## Eligibility – Employers

- Offering a full-time, permanent position
- Providing an environmentally-related position
- Planning to hire a new employee
- Canadian owned, or a Canadian subsidiary



# Program Overview

## Online Training Program

- Overview of the Canadian Environmental Sector
- Professional Communications
- Technical Writing
- Job Seeker Playbook



# Program Overview

## Work Placement Program

- Newcomers find a suitable position and employer
- OR***
- Employers apply for the wage subsidy for a position they are recruiting for
- 
- The employer and the newcomer ***must*** fill out reports to receive the wage subsidy



# Lessons Learned

- **Recruitment of Participants**
  - Onboarding Employers & New Canadians
- **Online Training Program**
  - Completion Time
- **Work Placement Program**
  - Finding employers to participate
  - Time needed to make a match, finalize it, and sign contracts



# Success Story

**“Thank you very much and I am really happy to start a real career after two-years of uncertainty and jumping around. I am also glad that the federal government demonstrated their trust in my abilities and potentials and allocated this amount to support my career.”**



# Thank You!

[www.eco.ca](http://www.eco.ca)



# CENTRE FOR EDUCATION AND TRAINING

# SetCan

Skills and Experience Transitioning  
Canada

Pathways to Prosperity: Canada  
November 22, 2018

**SetCan**   
For Internationally Trained Accounting and Finance Professionals

  
**Centre for  
Education & Training**<sup>TM</sup>  
The Power of Change. The Passion for Growth.

## ✦ Who We Are

- Designed for internationally trained accounting and finance professionals
- Facilitating first Canadian Work Experience
- 5 intakes with 10 clients per intake
- At least 50% female participants
- 3 week in-class component
- 50% participate in paid 12 week internship

# ✦ Eligibility Criteria

- Post-secondary degree in finance or accounting
- 2+ years related work experience
- A recent immigrant (less than 5 years in Canada)
- Eligible to work in Canada
- NO previous finance or accounting work experience in Canada
- Actively searching for full-time employment
- CLB 7 or higher (listen, read, write, and speak)

# ✦ 3 Week In-Class

## Employability Skills Development

One-on-One Action Planning, Team Building, Information Interviews, Personality Dimensions, Health and Stress Management, Conflict Resolution in the Workplace, Barriers to Employment, Employer Expectations, Canadian Work Culture, Assertiveness, Health and Stress management, Personal Finance

## Job Readiness

Resume and Cover Letter Development, LinkedIn Profile, Introduction to Labour Market, Job Search Strategies, Workers Rights, Types of Work Environment – Unionized/Non-unionized, Workplace Diversity, Networking, Job Search Support and Community Connections, Job Retention and Job Training Needs, Interview Prep

## Networking and Self-Marketing

Guest Speakers, Information Interviews, Toastmasters, Developing Networks, Speed Networking

# ✦ End of In-Class Session

SetCan hosts a graduation ceremony after the 3 week in-class session where participants receive a certificate of recognition.

Invitations are extended to families, partners, employers, prospective participants and alumni.



# ✦ Internship Opportunity

- 50% of participants receive 12 week paid internship
- A points matrix is used to select eligible interns
- Employers match 50% of participants salary (hourly wage \$24-\$30)
- Employer identified workplace mentor
- Remaining participants receive ongoing job search support from team



# ✦ Challenges

Employers	
<b>Wages</b>	Many Small-Medium Sized Enterprises (SMEs) start their employees at \$20/hour or less, therefore \$24-30 wage requirement is considered out of sync with industry
<b>Large Institutions</b>	Large Institutions prefer to work with industry specific recruiters and financial incentives are perceived as being too time consuming and impractical
<b>Length</b>	Placement length is too short

Participants	
<b>Technical Skills</b>	Some participants are coming from work environment where there is limited or no use of everyday account/finance software
<b>Cultural Difference</b>	Struggle with responding/adopting to Canadian work culture
<b>Expectations</b>	Unrealistic expectations of salary and start positions

# ✦ Where we are at...

## 4 Cohorts

(January – October 2018)

Total Intakes	42
Employed (with incentive)	9
Employed (without incentive)	15
Returned to School/Home Country	4
Dropouts	2
Job Searching	12

## Our Success Stories

"SetCan has been a game changer for me, after struggling for a month even getting calls for interviews seemed like a distant dream. All thanks to the entire team and especially Maurice. I can't thank him enough for an eye opener session about resume/cover letter. I got an interview call the very next day after tweaking my resume. 1 interview only and I got the offer letter in exactly 3 days. Great program for newcomers like us!" - Sumit

"Before commencing the SetCan program I applied for several positions and did not get even a single interview. This program has enabled me to land my first interview which I will make the most of with the guidance and knowledge imparted throughout the duration of the program." -Dayton

"With all their support, help and professionalism the Setcan program gave me the right advice and tools to successfully continue my career path in Canada." -Nour

## ✦ Meet Sarika (Cohort #1)

**Job Title:** Operations Officer

**Employer:** TD

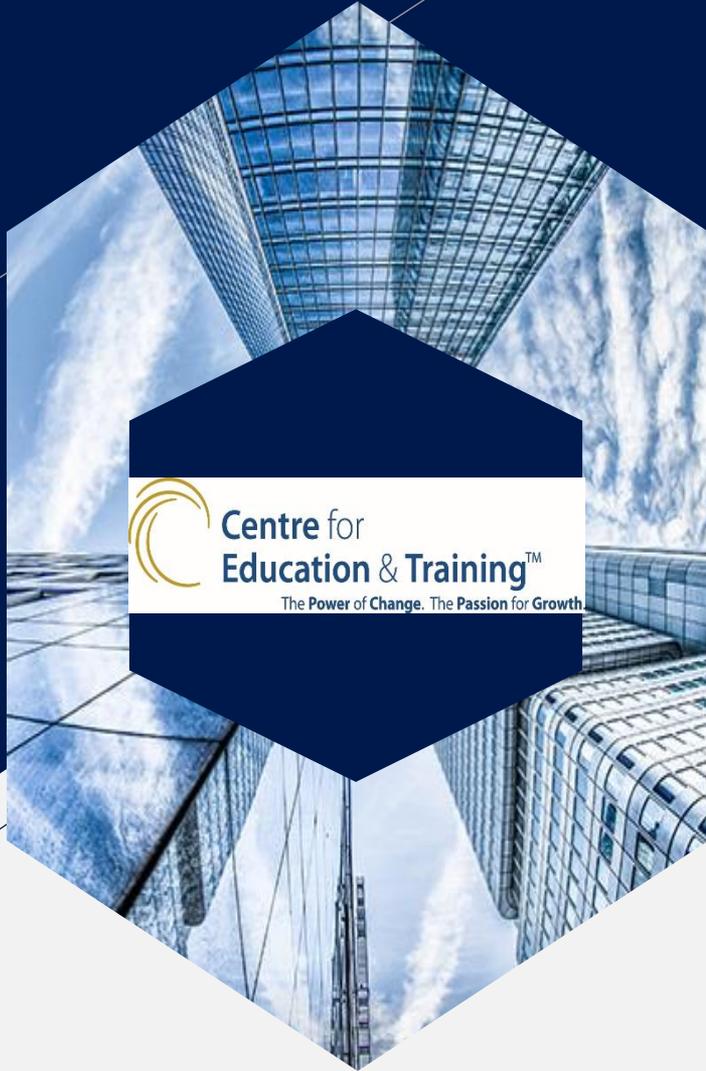


## ✦ Meet Sumit (Cohort #4)

**Job Title:** Finance Consultant

**Employer:** BeneFACT





**Centre for  
Education & Training™**

*The Power of Change. The Passion for Growth.*

# Thank You.



Tania Amaral



905.949.0049 ext. 1225



tamaral@tcet.com



www.tcet.com

# EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA

# Innovating for Newcomers' Employment Success in the Canadian Labour Market

---

- Foreign Credentials Loans Pilot and now Foreign Credentials Loans Program
- Canadian Work Experience Pilot





## “BIG QUESTIONS”

## Your insights and expertise

---



#1 What have you observed that is promising or effective in terms of service providers engaging with employers to help skilled newcomers gain that first Canadian work experience?

...Your insights and expertise

---

Put yourself in  
**THEIR**  
shoes



#2 Putting yourself in the shoes of an employer, how can you mitigate the perceived risk for employers so more **new** employers are willing and happy to hire skilled immigrants?

# Questions and more discussion

---



Thank you  
for  
listening!

