

Manitoba Start – City and Rural Economic Integration of Immigrants and Supporting Businesses to Ensure Success

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Manitoba Start

Where local business meets global talent

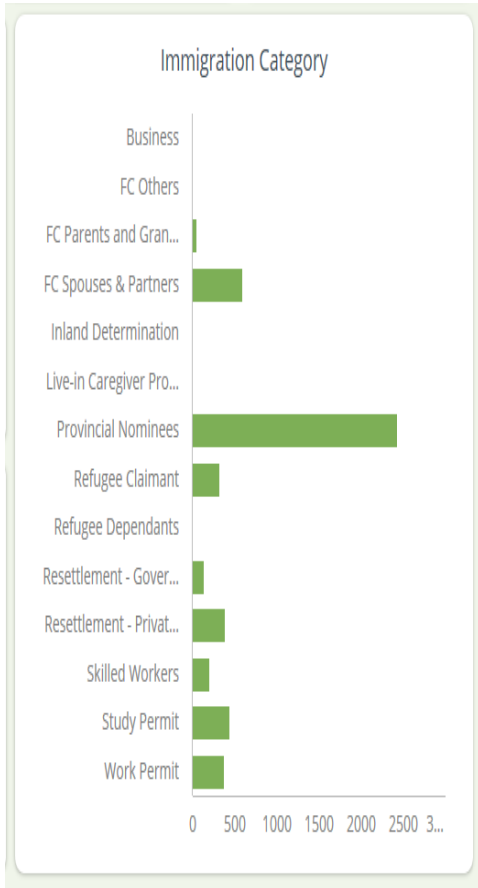
- Leading Provider of career development and job matching services to immigrants since 2010.
- Primary contact point for local business to hire a world class workforce.
- Diversity drives everything we do.

Four core service prongs:

1. Centralized Intake
2. Career Services
3. Job Matching Unit
4. Business Supports



2018-19: Manitoba Start Service Stats



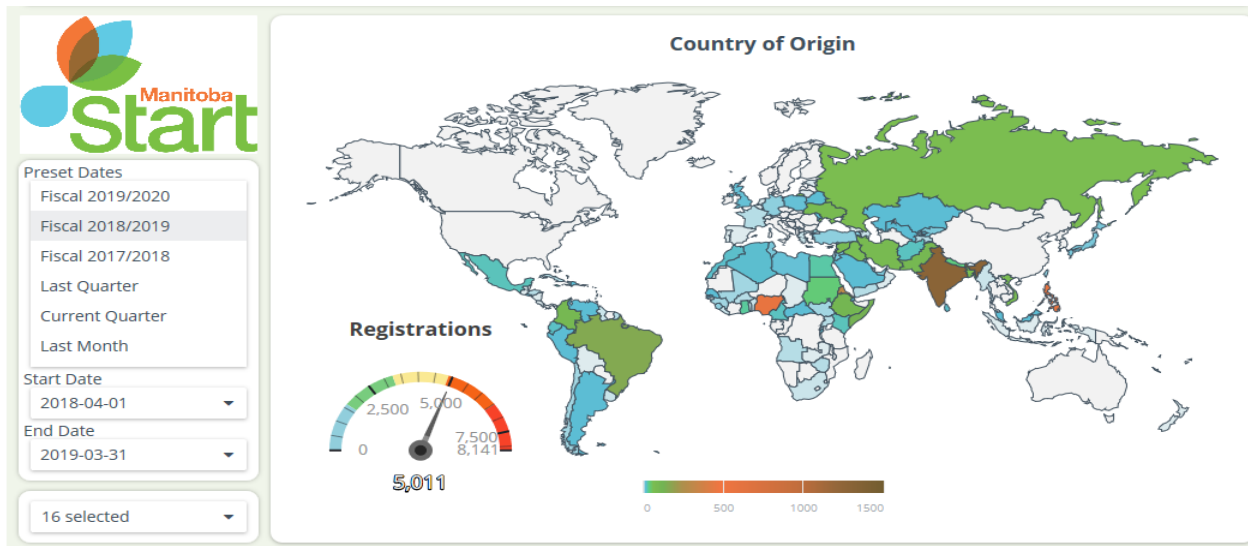
- 5011 clients registered at Intake
- 3774 clients registered for Career Services
- 2570+ closed files by Career Services as a result of clients attaining job and/or pursuing education
- 2408 employment outcomes; 776 were direct placement by Job Matching Unit
- 1570 active business partnerships

~49, 752

clients served as of October 25, 2019

Typical Manitoba Start Client (2018-19)

- Average age: 33.7 (80% are under 40)
- Average years of education: 15.4 years
 - 63% have bachelor's degree (minimum)
- 25-30% self-identify having a regulated profession background



2018-19 Manitoba Start Regulated Professions

255
Accounting
and Finance

831
Management
(regulated
and
unregulated)

371
Engineers

431
Educators

195
Registered
Nurses

214
Technician/
Technologists

163
Other
Professional
Health
Occupations

275
Trades

2018-19 Manitoba Start Refugee Stats

534

**Private and
Government
Refugees
Registered**

324

**Refugee
Claimants**

**Top 3
countries:
Eritrea,
Somalia and
Syria**

**Top languages:
Tigrigna,
Arabic,
Somali,
Swahili**

Challenges experienced:

- Low to no English
- Literacy levels: 51% are Foundations and Basic (CLB pre-1, Literacy Phase 1 or CLB 1, Literacy Phase II-III)
- Daycare and transportation challenges due to large family size
- Program scheduling (one at a time)

Manitoba Start:

- ✓ Hired Arabic and French speaking Intake Advisor and Career Coach
- ✓ Translated program schedules to Arabic

REDI – Refugee Employment Development Initiative (1.0 & 2.0)

- Generally, refugees experience numerous challenges including:
 - Language barriers
 - Culture and role shock
 - Financial/economic challenges
 - Trauma and psychosocial challenges

Project Details:

- Aim: offer refugees the opportunity to learn skills transferable to the workplace, and to ensure that work placements can serve as stepping stones into the labour market
- 54 clients with 9 week (4 intakes/year) of concentrated employment preparation and on-job supports to client and employer
- 3 weeks of paid pre-employment essential skills training including English for Specific Purposes followed by 6 weeks of work placements
- Sectors include: Manufacturing, Construction, Agriculture, Hospitality

REDI 3.0

- Referral to service providers:
 - Manitoba Institute of Trades and Technology (language training) collaborating with Opportunities for Employment (employment training and placement)
 - Red River College (language training) collaborating with Winnipeg Industrial Skills Training Center (employment training and placement)
 - Pluri-elles (employment training, French speakers only)

Typical Professional Client Post-Arrival Next Steps

- study in preparation for licensing exams
- promptly challenge credentials in their field

Typical Information Gaps

- occupation in a particular Province
- the regulatory body
- what the QR process involves
- labour market needs/trends
- pre-arrival career planning
- readiness (practical, personal, professional)

Sample comment from IEP client:

“I’m well-educated. I graduated from a prestigious university. I’ve worked in my field for over 15 years and have prospered. I’m coming to Canada because Canada needs me, and I can do my job well. When you see my skills, you will like me and what I can do.”

Challenge: Confusion about what “acceptance” as a Provincial Nominee means in terms of licensing and finding work in their field

Internationally educated professionals (IEPs) need:

- Information on the Canadian workplace
- Relevant self-marketing tools
- Regulatory body–specific information
- Professional connections
- Meaningful employment while completing QR process

**Manitoba Start offers employment preparation
and career development services targeted to IEP needs**



Responding to IEP Workforce Needs: Manitoba Start Service Approach

- **Step 1:** IEP-targeted career planning and employment preparation services
- **Step 2:** Stakeholder partnerships (for integration and consistency)
- **Step 3:** Professional connections
- **Step 4:** Employer engagement

Goal: Integrate all lines of service, funding, information, and support to create a consistent, quality program for IEPs' labour market integration in a relevant professional field

Step 1: IEP-Targeted Career Services

QR Information

- Customized workshops: career information on regulatory bodies and licensing processes
- IEPs identify training gaps (e.g. language, computer applications, technical training).

Career Development and Employment Preparation

- Explore alternate career paths: How to best use skills/experience while navigating next steps?
- Create career development plan and self-marketing tools (e.g. targeted resumes).

Resources

- Connect IEPs with resources to achieve their career goals (stakeholder partnerships, professional connections, employer engagement).



IEPs: Observed Career Growth Paths



Accountant

- Accounting Technicians/
- Bookkeepers
- Financial Managers
- Program or other Non-financial Auditors



Engineer

- Logistics Coordinator
- Planning Officer
- Purchasing Agents
- Drafting Technician
- Technical Salesperson
- Technician/
- Technologist
- Industrial Designer



Teacher

- Educational Assistant
- Respite Worker
- EAL Instructor
- Office Assistant
- Administrative Clerk
- School Lunch Supervisors
- Child Care Workers

The Results: IEP Employment Outcomes 2018/2019

- **69% employed or education or employment/education/training outcome**
 - **49% employed in their field** (high-level existing career path or related to pre-arrival career path);
 - **26% employed in alternate career path**
- **Success Stories**
 - Internationally educated pilot from China directly marketed to Keewatin Air as Pilot
 - Internationally educated Content and Copyright Writer from India directly marketed to Westoba Credit Union in Brandon, MB; started off as Junior Marketing Specialist and within 6 months promoted to Acting Manager of Digital Media
 - Internationally educated Pharmacist from Egypt directly marketed to local pharmacy as pharmacy assistant; currently self-employed offering pharmacy management services

Step 2: Stakeholder Integration

- Professional Practice Seminars
- Profession-Specific Resource Guides (QR guides, Fact Sheets)
- Canadian Culture and Communication for Nurses and Health Care Navigator (Manitoba Nurses Union)
- Occupation-Specific Training Programs (through industry partnerships)
 - CAD training
 - Coding – ComIT
 - Accounting software training
 - Manitoba Construction Association supervisory training
 - Safe Food Handler’s Certification
 - First Aid/CPR/AED training
 - **Immigrant Integration Program: Credit Union Training & Work Experience**
 - **Class 5 Power Engineering**

Step 3: Professional Connections

☐ Networking Events



- *Industry Insights*
- *Share Success*
- Manitoba Career and Workforce Development Month
- Employer Cafes and Job Fairs
- Monthly eNewsletter
- Job Orders advertised on Manitoba Start website



Step 4: Employer Engagement

- Job Matching Unit
 - Free staffing solutions, including pre-screening and matching
 - World Class Workforce: large pool of job-ready IEPs representing all sectors
- Diversity Training Program & Diversity HR Supports
 - Customized workplace diversity training
 - Individualized diversity coaching
 - Workplace Diversity Kit

WorkStart – Youth Work Experience Program

- **Program Details:**
 - Funded by Provincial and Federal Government
 - 8 weeks in length
 - Work Experience/Training component
 - 31.5 hours work experience with host organization
 - 3.5 hours Friday Workplace Integration training with Manitoba Start
 - Financial supports provided
 - MB Start is the temporary employer



Client Criteria:

- 18 to 30 years of age
- must be a permanent resident of Canada
- not in receipt of Employment Insurance in the last 5 years
- have not received funding supports from another program
- ready to be placed in professional level jobs

Intercultural Competence THROUGH Communication



The ability to understand oneself, other people and our diversity and to extend empathy towards one another is what builds strong teams and businesses.

FROM Onboarding TO Career Mobility



Onboarding helps new hires adjust to social, cultural and performance expectations of the workplace so that they can become quickly engaged and productive.

THE Benefits OF International Talent



Talent is the life blood of successful economies, but like other valuable commodities it is a scarce resource.

Attracting AND Recruiting Newcomers



Finding committed, motivated and qualified individuals, and capitalizing on the economic benefits that diverse populations have to offer.

Workplace Diversity Kit enables SMEs to directly provide diversity training to their staff.



Manitoba Start Employer Awards Event

Recognized employers partnering with Manitoba Start to hire skilled immigrants

Keynote Speaker for 2020: Lionel Laroche

Three awards presented:

1. Manitoba Start Employer Partner of the Year Award
2. Manitoba Start Legacy Award for Excellence
3. Manitoba Start Recognition Award for Excellence



Recognize the value of international skilled talent

Create opportunities for IEPs

Support IEPs along career path

Multi-stakeholder partnerships are vital

Diversity makes our workforce stronger