



Barista Training Program for  
Newcomer Youth with  
Starbucks Canada



# About ACCES

## VISION

A fully inclusive labour force that reflects the diversity, skills and experience of Canada's population.

## MISSION

We assist jobseekers from diverse backgrounds, who are facing barriers to employment, to integrate into the Canadian job market. We achieve this by providing employment services, linking employers to skilled people and building strong networks in collaboration with community partners.



# Delivering Results

ACCES’s integrated service model allows us to target and customize our employment services to meet the unique needs of our jobseekers. In 2019, we continued to deliver strong results across all of our programs and services.

35,000

Jobseekers Served

148,472

Jobseeker Visits  
In-Person and Online

86%

Jobseekers Found Employment  
or Achieved Training Objectives

99%

Jobseekers Would Recommend  
our Programs and Services



**SUCCESS STORY**  
**CHRISTINE KONERI,**  
SENIOR SECURITY  
CONSULTANT, IBM  
CYBERSECURITY  
CONNECTIONS  
PROGRAM ALUM

“The team at ACCES were invested in my success. They were very supportive and provided me with valuable critical feedback which helped me fine tune my interview and presentation skills. The Cybersecurity Connections program was phenomenal and it provided me with strategic tools to find my dream job!”

# Barista Training for Newcomer Youth with Starbucks Canada

- In 2016, Starbucks committed to hiring 10,000 refugees globally by the year 2022.
- ACCES has a history of responsive and customized programming that addresses the needs and expectations of specific populations of jobseekers
- Starbucks Canada engaged ACCES to provide strategic guidance on education and support service programming
- ACCES began by running recruitment events with Starbucks Canada with a focus on opening doors for refugee youth
- The program evolved out of this and was developed to provide refugee and newcomer youth with training, support, mentoring and employment opportunities



# Program Description



- The program supports newcomer youth to secure competitive entry-level employment as baristas in Starbucks locations across the Greater Toronto Area.
- Clients participate in a four-day training session where they learn about Starbucks corporate culture and the barista role, earn an industry-recognized certificate in Customer Service Excellence, develop their knowledge of Canadian workplace culture, and hone their interviewing skills.



Each year, a minimum of 120 newcomer youth who are facing barriers to employment participate in this four-day training program.

# Delivery & Funding Partners

Co-Delivery Partners



Funding Provided By



Funded by:  
Immigration, Refugees  
and Citizenship Canada

Financé par :  
Immigration, Réfugiés  
et Citoyenneté Canada

Program Partners



# Program Goals

To support the participation of newcomer youth in the local economy

To support the integration of newcomer youth into their new community

To increase youth employability skills that boost their long-term career prospects

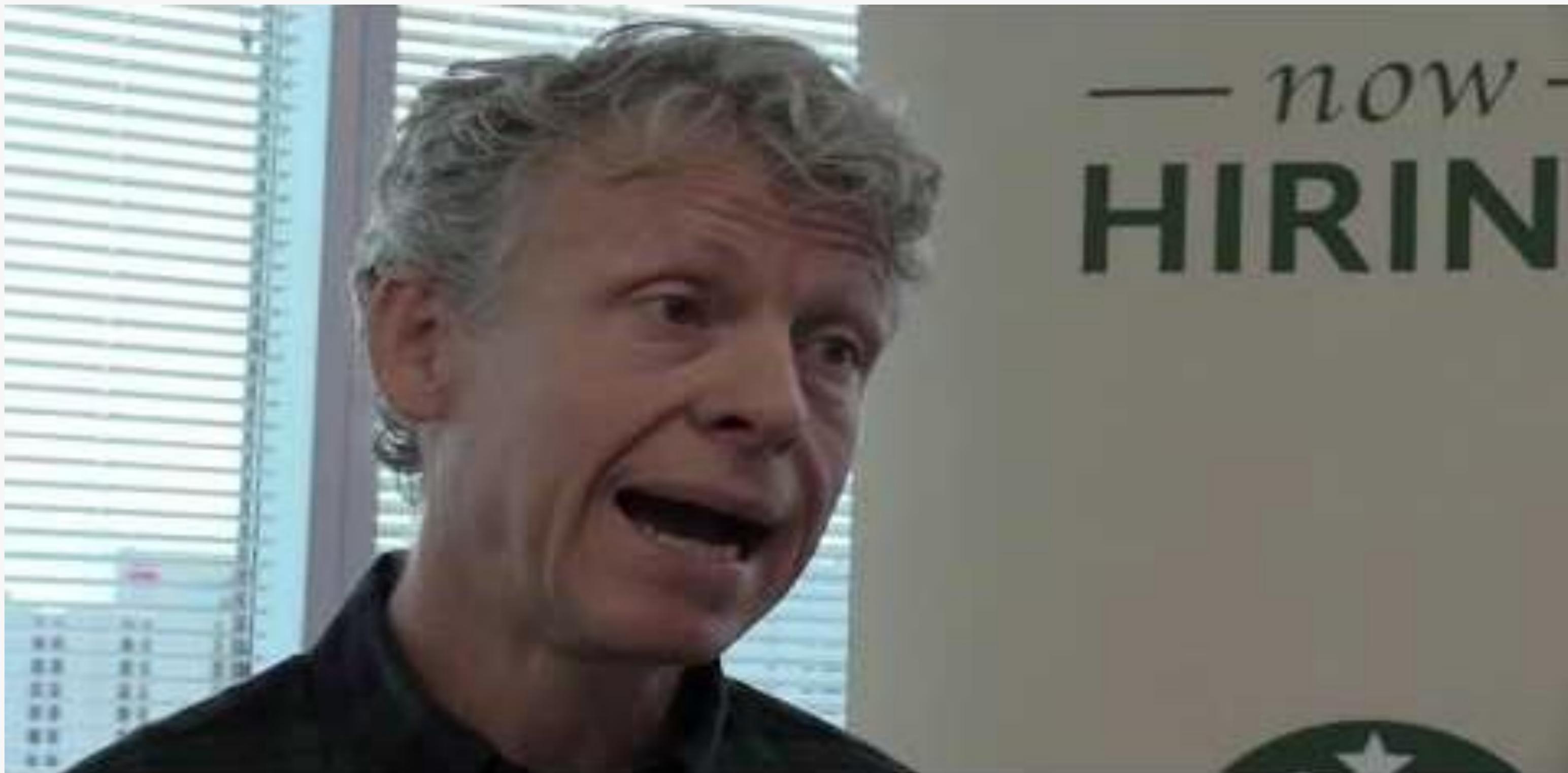
To increase the capacity of employers to onboard and retain newcomer hires and demonstrate leadership in this area



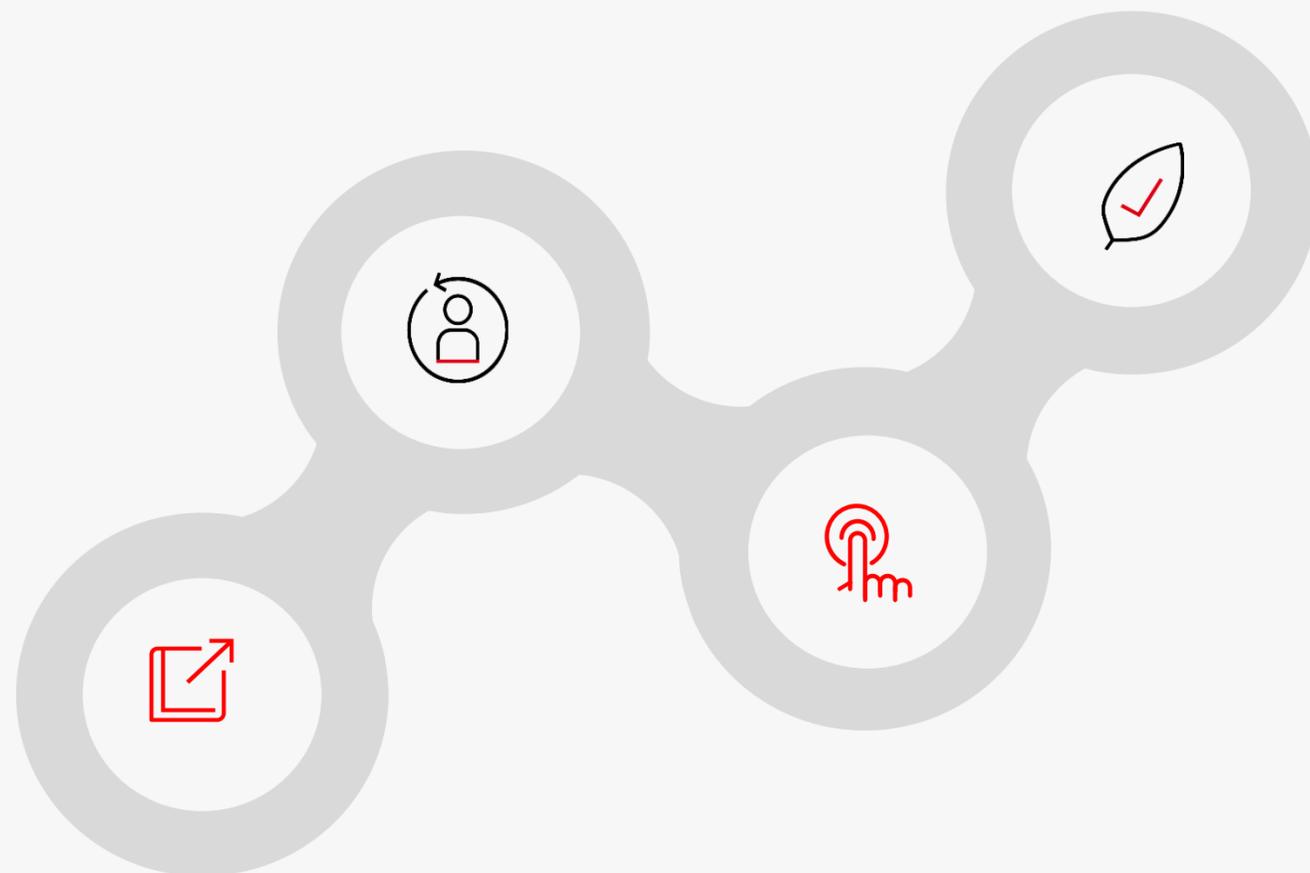
# Program Model



Video



# Key Features for Success



## **01. Effective**

Incorporates theory-and evidence-informed approaches that are effective at improving labour market outcomes for newcomer youth within short-and long-term timeframes. Features employer-engagement strategies, post-program coaching and work-based experiential learning.

## **02. Efficient**

The program includes pre-program activities to determine client eligibility and suitability and to estimate their “fit” for the entry-level barista role, or with other programs if the current program is not a match.

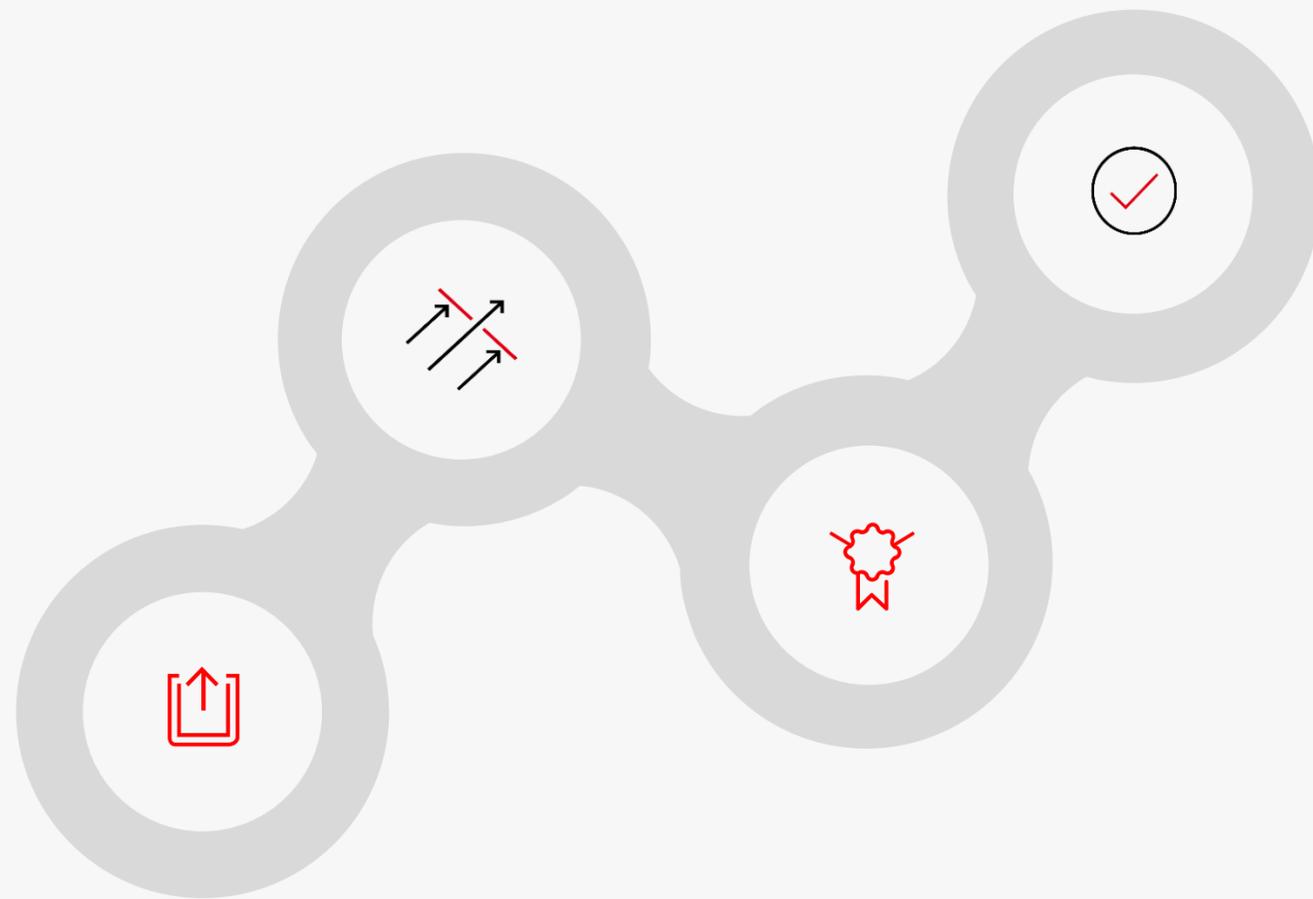
## **03. Relevant**

The content and format of the training sessions align with Starbucks Canada’s expectations for the barista role, and are regularly adjusted based on client and employer feedback.

## **04. Sustainable**

Starbucks Canada has committed to hiring 1,000 refugees between 2017 and 2022. The program is an employer-targeted program

# Key Features for Success Cont'



## **05. Transferable**

The program has the potential to be scaled and replicated in terms of geography, sector, employer, and client population.

## **06. Innovative & Forward Thinking**

An innovative approach to supporting an employer to meet their hiring needs and corporate social responsibility goals. Supports a vulnerable immigrant client group to secure meaningful employment and enhance their long-term career prospects

## **07. Definably Different**

Represents an approach to systemic change in the space of employment and social service provision, as well as business hiring and staffing models

## **08. Successful**

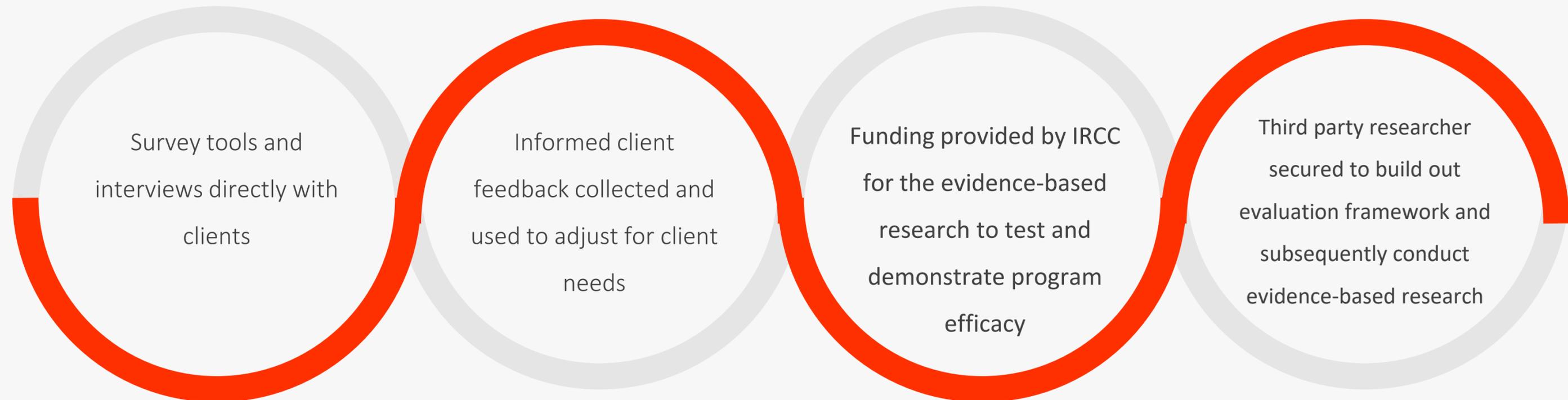
The program is a high performing program that is currently meeting all of its enrollment and employment targets

# Performance Measurement Strategy

- ACCES mobilize several internal departments to ensure the performance of our programs. These teams include quality assurance, program development, data management and the program team directly.
- The performance of the program is enabled by organizational structure and capacity
- The program is a high performing program that is currently meeting all of its enrollment and employment targets
- Client, volunteers and partners are regularly interviewed and surveyed at different intervals in the program to ascertain performance
- The results of the program are disseminated and shared with the program advisory committee, employers (Starbucks in this instance) the Board of Directors and other ACCES stakeholders.

# Performance Measurement Strategy

Our evaluation strategy is to conduct evaluation for each of the major components of the program at the stages when they are complete



# Program Outcomes

75 + 30

Hired by  
Starbucks  
(2/3 of program  
participants)

Secured  
employment  
elsewhere

84%

Retention  
rate after 3  
months



# Success Story

Program Participant, Daniela, was offered a barista position with Starbucks during her cohorts recruitment event. She provided the quote below on her experience:

“My experience in the Barista Training Program has been fantastic. To be honest it has exceeded her expectations. The quality of the workshops has been very useful and professional. I can feel and see the quality of the programming and how engaged the staff are in helping clients. I feel very supported. I would recommend this program to all of my friends looking to find employment in customer services”.

- Daniela



# Thank you

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For more information on the ACCES and the Barista Training Program for Newcomer Youth visit:

**ACCES Employment**

<http://acesemployment.ca>

**Barista Training for Newcomer Youth with Starbucks Canada**

<http://acesemployment.ca/barista-training>



# Locations

Toronto  
489 College St., Unit 100  
416.921.1800

Scarborough  
2100 Ellesmere Rd., Unit 250  
416.431.5326

North York  
2001 Sheppard Ave East, Suite 201  
416.443.9008

Mississauga  
151 City Centre Dr., Unit 600  
905.361.2522

Brampton  
44 Peel Centre Drive, Unit 201  
905.454.2316

Markham  
8500 Leslie Street, Suite 470  
905.840.2660

