

# Employer engagement in employment services for racialized newcomer women

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## Project Description

### **Model 2: Navigating the Canadian Labour Market**

- Offers visible minority newcomer women support to develop a clear career plan and provides them opportunities to connect with potential employers
- Identifies employer connections and establishes employer interest in contributing to the program
- Two streams:
  - Stream A: Without employer engagement activities
  - Stream B: With employer engagement activities

## Project Description (Cont'd)

### Model 4: Building Canadian Work Experience

- Creates paid short-term jobs to assist unemployed newcomer refugee women in gaining meaningful work experience
- A 22-week program with 75% wage subsidy for up to 12-week Work Placement
- Wrap-around support services

## Best Practices

- Reach out to employers via social media and invite them to the program as guest speakers
  - Provide updates about the Labour Market
  - Direct feedback about in-demand qualifications and skills
  - Job openings
- Job fairs and community events
- Collaborate with other departments and organizations
- Cold calling and emailing

## Challenges

- On-going COVID-19 pandemic
- Multiple barriers to employment that newcomer women face
- Get the buy-in and support from Employers
- Manage expectations
- Find the match
- Act as a liaison between the Employers and Clients

## Lessons Learned

- Client-centred approach
- On-going relationships building with employers
- Utilize any resources available
- Reliable and comprehensive support system for participants
- Collaborate with other organizations and partners to maximize the outcomes



# Successes



## Successes

New employers participated in the program regularly

- Director of Human Resources, Hothead Games
- Senior Key Account Manager, BC Hydro
- People Manager, Vantage Point
- Senior HR Manager, Woodfibre LNG Limited
- Vice-President, HR & Recruitment, Career Contacts
- Co-Director, Immigrant Women in STEM Program, Society for Canadian Women in Science and Technology
- Assistant Department Head/Instructor, Vancouver Community College
- Talent Acquisition Manager, Squamish Nation
- And many more



- Model 2: Many participants secured employment in line with their career goals
- Model 4: 64% of the participants were placed in a full-time or part-time position
- Model 4: Almost 55% of the participants became financially independent after the program ended





*“This was my first day at the office and I absolutely loved everything about my new position! And I am so happy that I landed a job I targeted for so long. The job that I can apply all my skills and experiences and be in the direction of continuous learning.*

*Today, for the first time after two and a half years, I had the feelings that I got myself back, after struggling with all those challenges and unknowns I have been through as a new immigrant. The feeling that I am finally officially settled and rooted in my new Home!”*

Model 2 Former Participant



*"In our online workshops... I met other women with similar background and it makes it easier to know that you are not alone, I got a reason to wake up every day, I expanded my network through this program not only I got amazing mentors but I also gained friends. After 3 weeks attending this program I was already feeling different, feeling happy and having confidence that I can set goals and achieve them, something that I didn't believe in anymore..."*

Model 4 Former participant

**THANK YOU**