

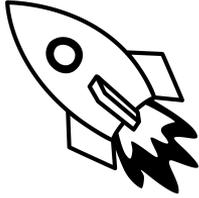
npower canada

LAUNCHING TECH CAREERS.
TRANSFORMING LIVES.

Employer Engagement for Successful Outcomes

Denisse Alejo, Senior Vice President, Programs &
Partnerships at NPower Canada

About NPower Canada



Our mission is to create pathways to economic prosperity for Canada's underserved youth and adults by launching them into meaningful and sustainable digital careers.



Our vision is a diverse technology workforce, where people from any cultural ethnicity, gender, or socio-economic background can succeed in our digital economy.

Our Journey



2014

- Identified a gap between a large pool of young jobseekers & employers need for tech talent
- Aimed to serve 100 youth per year



2019

- 1,399 youth graduated from our programs
- Launched our first site outside of the GTA, in Alberta



2021

- 2910 youth & adults graduated from our programs
- Expanded nationally, into Nova Scotia & British Columbia

The secret sauce: Employer Engagement

- Strong understanding of both jobseekers & employers
- Consistently achieve 80%+ employment rate within six months of completing our program
- Strong relationships with industry leaders such as Accenture, CGI, CIBC, Cisco, Deloitte, IBM, RBC, Softchoice, TD and TELUS

New Canadian/Immigrant Jobseeker

In 2021,

- 80.7% of our participants were racialized
- 42% of our participants were Canadian newcomers



Animesh D.

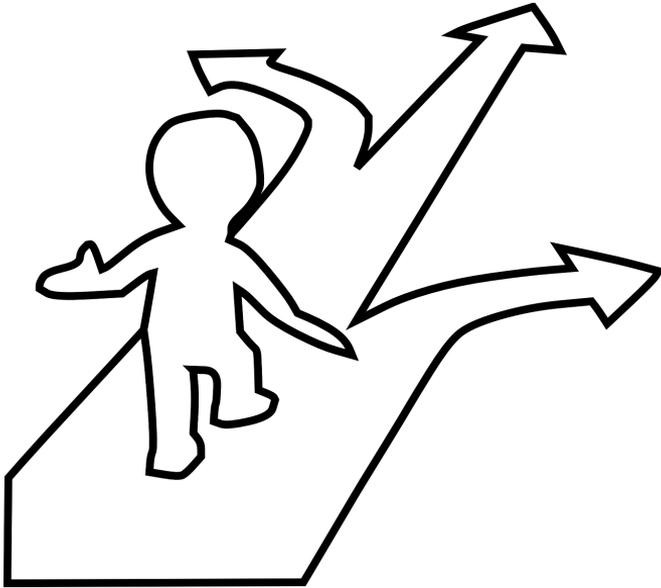
“When I first moved to Canada, I did not have any local education or work experience which was the biggest barrier on my career path before beginning my NPower Canada program.”



Glory O.

“I immigrated to Canada from Nigeria in April 2017. I applied for hundreds of jobs, but did not receive a single call back due to my lack of Canadian experience.”

The Spin State

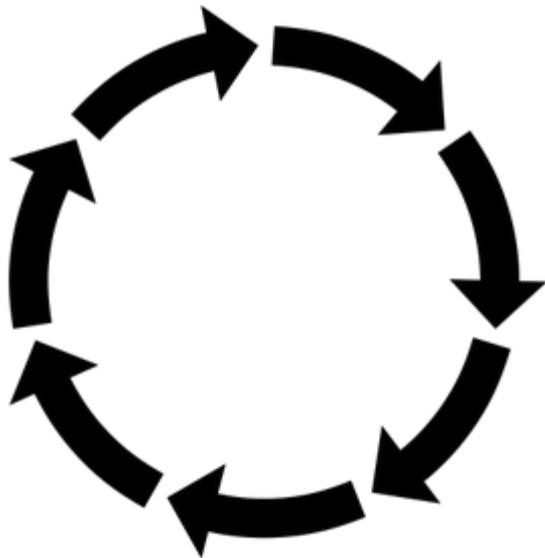


- Interviews & Surveys with our alumni found that 70% of our participants, before NPower Canada, felt stuck in a 'spin state'

Bridging the gap for immigrant jobseekers

- Immigrant job seekers face additional challenges to employment due to lack of Canadian experience
- Employer partners:
 - Provide input into curriculum design
 - Support program delivery through classroom visits
 - Host site tours and opportunities for work-integrated learning
 - Provide individual mentorship to youth
 - Recruit talent from the program

Employer Feedback Loop



By working closely with employers, we are able to:

- Identify market gaps & talent demands
- Deliver a sector-based workforce development program
- Understand how our alumni are performing to make adjustments as necessary

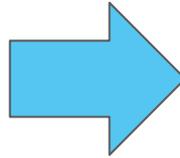
Employer Engagement Example: CGI

- Designed a Skills Based Assessment baked on CGI's top hiring priorities
- Only applicants successful in the Skills Based Assessment were put forward
- CGI could be assured applicants met their needs
- The collaboration also allowed us to understand which skills top tech employers like CGI are searching for, and adjust our curriculum and ideal candidates accordingly

Employer engagement during a pandemic: Example - CGI Skills Based Assessment (SBA)

May 2021 Cohort

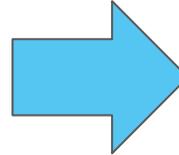
- 19 participants passed the SBA and were submitted to CGI
- 6 candidates were hired (31% conversion rate).



Review feedback from CGI and revise ideal candidate profile.

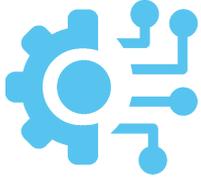
September 2021 Cohort

- 29 participants passed the SBA.
- 23 candidates were submitted to CGI.
- 12 candidates were hired (52% conversion rate).



Due to this success, CGI approached us for additional hiring for Operations Specialist and Operation Lead roles. 36 candidates submitted and 28 were hired (78% conversion rate).

Three Component Model



Tech Training

- Participants earn industry-recognized certifications.
- Focus on obtaining micro-credentials to showcase prowess in particular tech skills



Personal Development

- Guide participants in building their personal brand.
- Embolden participants to showcase their talents to stand out.



Professional Development

- Help participants build their adaptability, problem-solving skills and resilience.
- Focus on skills that are essential and valuable in all industries and all roles.

Other benefits of our model for Immigrant Jobseekers

- A welcoming community of like-minded individuals
- Our work-integrated learning approach provides networking opportunities with some of Canada's top employers
- 5 years of post program completion support

“Even my colleagues and other fellow students, we helped each other out... I knew no one when I came here, so I got family and friends from the program.”

-Ruth W., 2019 graduate, Technical Support Specialist at ecobee

A win-win situation

- Employers have access to a direct pipeline of custom-trained talent - for free!
- Employers benefit from diverse hires, which leads to diversity of thought in the workplace
- With more youth and adults in meaningful jobs, the community benefits





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Thank you!

Presenter information

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