

Understanding and Mitigating Employer Engagement Challenges: Lessons Learned from Newcomer Service Providers and Employers in Canada

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P2P 2023 Virtual Workshop Series

February 21st, 2023

Financé par :

Funded by:



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et Citoyenneté Canada

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Introduction

Background

- Employer engagement has been identified as a key component of successful employment programs

Project Objectives

1. Document effective approaches to employer engagement, including challenges and lessons learned
2. Develop resources and tools to help inform partnership-building and relationship management practices



Different Levels of Employer Engagement

Low engagement

- Engage occasionally in activities requiring a low level of effort, for example, SPO help employers advertise job vacancies

Medium engagement

- Engage often in activities requiring a moderate level of effort, for example, employers participate in professional mentorship initiatives

High engagement

- Engage continually in high-effort activities, for example, employers participate in curriculum co-development and training program delivery



Challenge 1: Limited Employer Awareness or Interest in SPO Services

SPO Awareness (n=1,117)			
		Share	Sample Size
Employers' knowledge of SPOs' strategies to recruit and retain newcomers	Yes	29%	328
	No	71%	789
Employers currently engaging with SPOs that serve newcomers	Yes	10%	117
	No	74%	827
	Don't know	15%	173



Emerging Practices to Mitigate the Challenge

- Effective employer engagement involves multiple ways of connecting
- Make the business case for employer engagement
- Be transparent and open to learning

For Employers	For SPOs
<ul style="list-style-type: none">• Be transparent about goals and needs• Be aware of SPOs' services• Be open to hiring newcomers	<ul style="list-style-type: none">• Understand how to respond to employers' specific needs• Do due diligence before placing newcomers



Challenge 2: Resource Constraints

- Limited staff capacity and funding

Ways to mitigate the challenge

- Assess SPO and employer staff capacity and positions for engagement
- More funding for smaller SPOs with innovative engagement programs and digital advertising to raise awareness
- Employers being more understanding of SPOs' constraints



Challenge 3: Lack of SPO Coordination and Efficiency

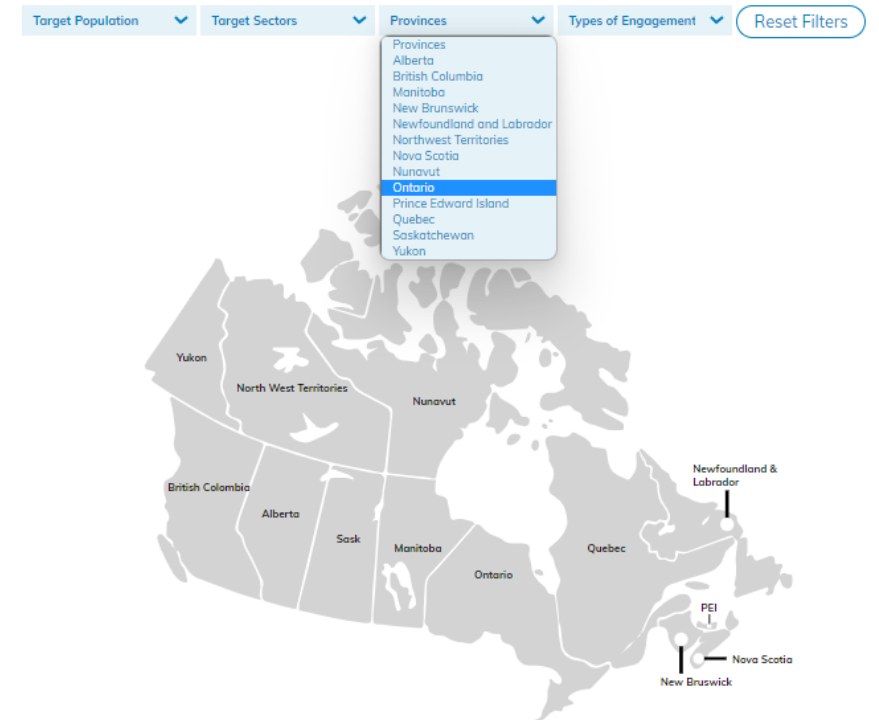
Internal	External
<ul style="list-style-type: none">• Multiple programs involving different funders and staff within a SPO	<ul style="list-style-type: none">• Need for a centralized data base with information on the different SPOs and programs

Key practices to mitigate the challenge

- Have a single point of contact within a SPO
- Continuous two-way communication is key

Tools and Resources

- Employer-SPO Engagement Index
- Interactive SPO Mapping Tool
- Guidebooks for Employers and SPOs
- How-to Webinars for SPOs





Conclusion

- Employer engagement is a crucial component of any employment program
- Different levels of employer engagement: high, medium, low
- Employers and SPOs reported several employer engagement challenges, and key practices to address these challenges
- Based on findings, the project developed practical tools for SPOs and employers to help form and strengthen relationships, and ultimately contribute towards better employment outcomes for newcomers

Thank you!

Download the Report:

https://triec.ca/wp-content/uploads/2023/02/TRIEC-SDI-Project-Findings-Report_14Feb2023.pdf

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