



# Integrating Employer Partnerships with a Client Case Management Approach in Employment Related Services

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# Rural Employment Landscape



# Rural Employment Landscape

## Rural Manitoba

- South Central Region - Pembina Valley
- Offices: Morden, Winkler, Altona

## Population

- Morden: 10,000
- Winkler: 14,000
- Altona: 4,000

## Immigration Programs

- Morden Community Driven Immigration Initiative (MCDII)
- Winkler Stanley Economic Development (WSEDC) Pilot Manitoba Immigration Initiative
- Rural and Northern Immigration Pilot (RNIP)

## Unemployment Rate

- Region: 4.8%
- National Average: 6.5%

## Key Industries

- Manufacturing
- Construction
- Agriculture
- Health Services
- Education
- Retail

## Businesses

- small businesses and start-ups
- large enterprises

# Employment Related Services



**Regional Connections**  
IMMIGRANT SERVICES

# Employment Related Services

## EMPLOYMENT ASSISTANCE SERVICES (EAS)

- adult jobseekers
- employment assistance
  - resume
  - interview preparation
  - job search

## PROFESSIONAL BRIDGING

- internationally-educated professionals (IEPs)
- bridging support
  - credential recognition
  - professional skills development
- employment assistance
  - resume
  - interview preparation
  - job search

## GATEWAY TO WORK EXPERIENCE FOR NEWCOMERS (GWEN)

- newcomers experiencing multiple barriers to employment
- training-to-employment program
  - skills training
  - work experience practicum
  - focus on high-demand industries
- employment assistance
  - resume
  - interview preparation
  - job search

## OUTCOME

long-term, meaningful employment

# Delayed Workforce Participation

**SUCCESSFUL  
OUTCOMES**

**11 CASES  
PER  
MONTH**

## **EMPLOYERS**

- positions remain unfilled for extended periods
- reduced productivity
- increased operational costs

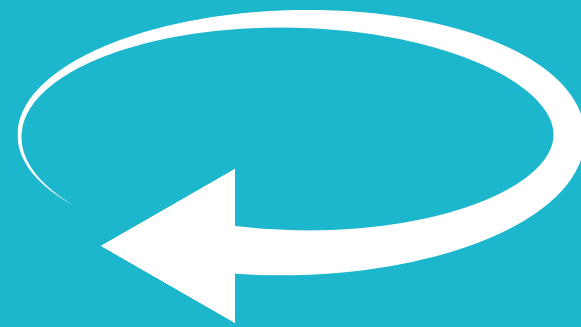
## **NEWCOMERS**

- prolonged job searches
- depleted savings
- increased financial and emotional stress

## **PROGRAM**

- resources and people stretched thin
- reduced programming effectiveness

# Goal



# Output Measure

## INTERVIEWS

### JOBSEEKER

- validates job fit
- expands network and builds confidence
- accelerates success

### EMPLOYER

- enhanced selection process
- informed hiring decisions





# Employer Partnerships



# Annual Job Fairs

## IDEAL FOR:

- high-demand industries
- large businesses
- ongoing staffing needs

## FORMAT

- 2-day or 3-day job fairs
- limited exhibitors (8 - 10 per day)
- private interview rooms
- hiring manager participation

## BENEFITS

- meaningful interactions
- opportunity for thorough interviews
- fast-track hiring processes / decisions



# Job Fair Marathons

## IDEAL FOR:

- high-demand industries
- large businesses
- ongoing staffing needs

## FORMAT

- 1 to 2 employers per day over a period of several weeks to a month
- promotional strategy similar to a typical job fair to reach a wide audience

## BENEFITS

- slow and more focused environment
- all participants are interviewed
- targeted applicant pool for employers
- fast-track hiring processes / decisions



# Drop-in Interview Days

## IDEAL FOR:

- high-volume hiring needs
- entry-level
- typically urgent

## FORMAT

- targeted promotion - only qualified candidates are invited
- employer interviews a group of pre-screened candidates throughout the day

## BENEFITS

- program remains responsive to emerging opportunities
- requires minimal logistics and promotion
- slow and more focused environment
- all participants are interviewed
- targeted applicant pool for employers



# Direct Referrals

## IDEAL FOR:

- roles or industries that require specific skills, qualifications, and experiences
- typically backfilled positions or new positions

## FORMAT

- staff initiates one-on-one consultations with employers and recommends qualified candidates
- staff may serve as professional reference

## BENEFITS

- targeted applicant pool for employers
- vetted candidates increases hiring confidence



# Workplace Visits

## IDEAL FOR:

- business with vacancies across different departments, selection process and decision-makers vary
- businesses with no immediate openings but anticipate future staffing needs

## FORMAT

- presentation from employer re: organization, career paths and opportunities
- guided workplace tour
- staff initiates direct referrals post-event

## BENEFITS

- increased visibility for jobseekers
- increased hiring confidence for employers
- branding opportunity for businesses



# Integrate Industry Expertise into Program Delivery

## IDEAL FOR:

jobseekers:

- enrolled in training and skills development programs
- may be experiencing multiple barriers to employment

employers:

- high-demand industries
- accustomed to hiring newcomers
- have the capacity to provide ongoing support as needed (e.g. language gaps)

## FORMAT

- integrate sector-specific trainings and workplace tours into programming
- staff initiates direct referrals post training

## BENEFITS

- participants receive industry-recognized trainings
- accelerates post-training job matching



# Outcomes & Successes





# Improved Client Engagement & Retention



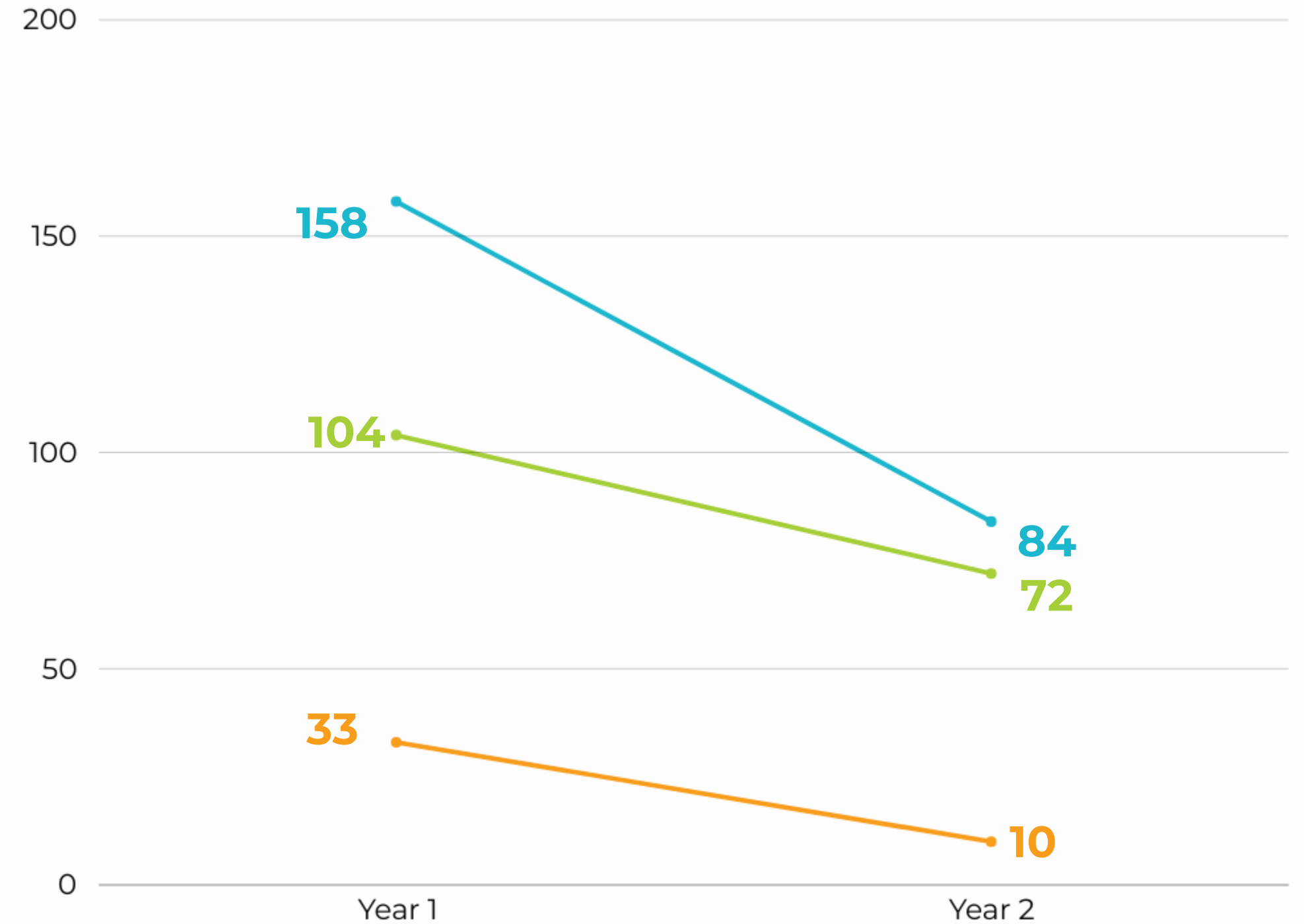
**47%**  
**INFORMAL EXITS  
(UNKNOWN)**



**31%**  
**CARRY  
FORWARDS**



**69%**  
**SERVICE  
WITHDRAWALS**



**UNKNOWN**

**CARRY FORWARD**

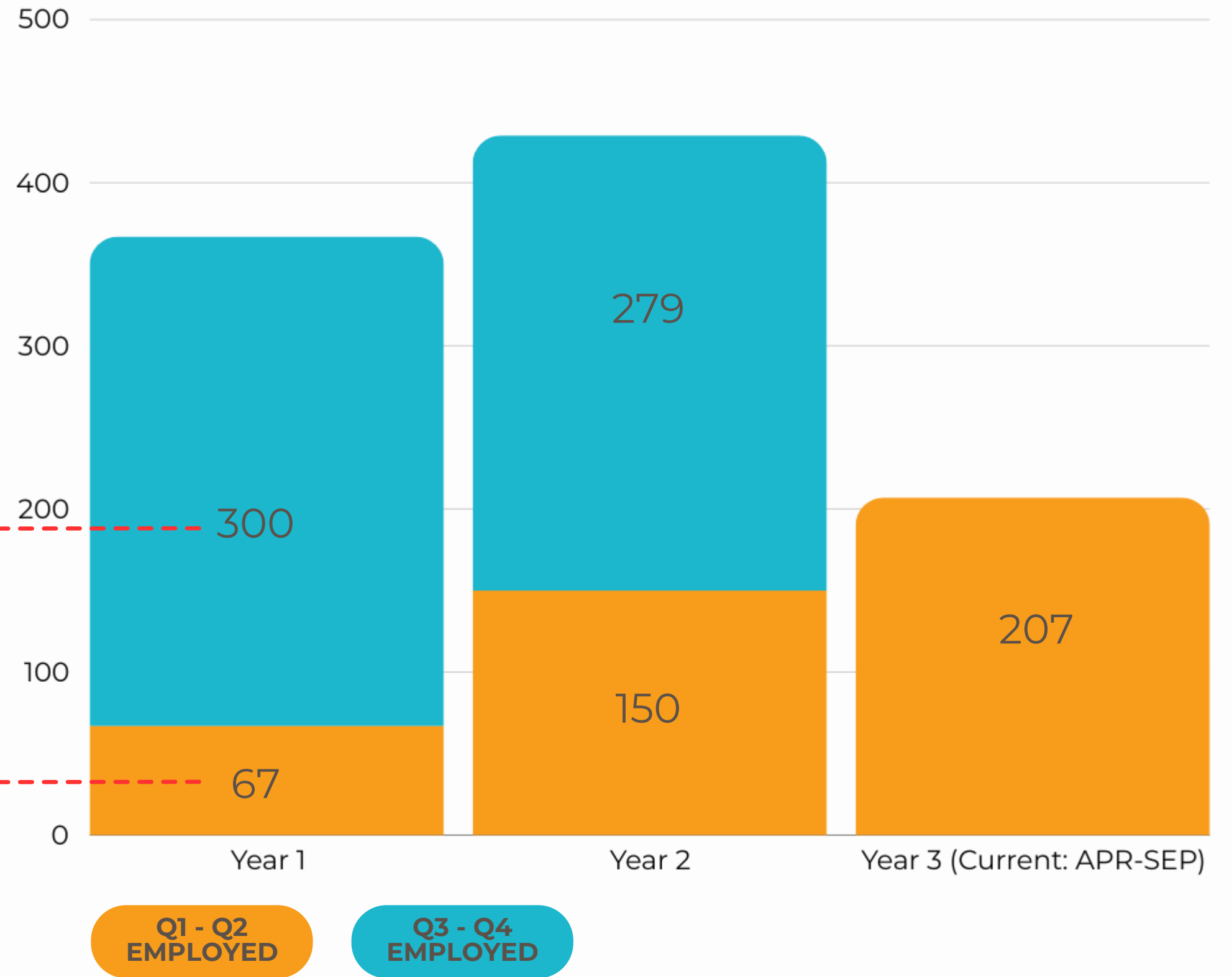
**SERVICE  
WITHDRAWAL**

# Increased Successful Employment Outcomes

- Staffing capacity and funding remained the same each year
- Year 1 and Year 2 total cases are nearly identical (Year 1 ahead by only 5 clients)

*started integrating more employer partnerships* ←

*started at only 11 successful outcomes per month* ←



# Seamless Training-to-Employment Transition

## Fall 2024 Manufacturing Cohort

- 11 participants
- 7 employed within 1 month of completing the training
- all hired by employers that partnered with the program during this or a previous delivery



CANADIAN  
MANUFACTURERS  
& EXPORTERS

HELPING MANUFACTURERS GROW

## Reliable Talent Hub

### Vacancy at Water Treatment Plant

- employer directly requested referrals
- referred 2 qualified IEPs, both unemployed and new to Canada
- both advanced to the final stage, one selected
- vacancy filled within few weeks from initial contact

Client secured his first job in Canada less than 2 months from landing, and it is aligned with his skills and long-term career goal! He is now working on getting his engineering license.

These types of opportunities have not been as accessible to newcomers without Canadian experience.



## Fully-Utilized Skills

### Two Internationally-Educated Teachers

- one was working as a cashier, and the other as a cleaner
- both were invited to a workplace tour and information session with the school division, after which they were directly recommended to HR

Today, both are employed within the school division - one as a substitute teacher and the other as an educational assistant.

They are now working on obtaining their professional teaching license in Manitoba.



## Trusted Partner

Oct 2023

- employer based out of town and unfamiliar with the service area, landed a major construction project
- program initiated connection

Nov 2023

- attended **annual job fair**
- filled 1 key position critical for project expansion

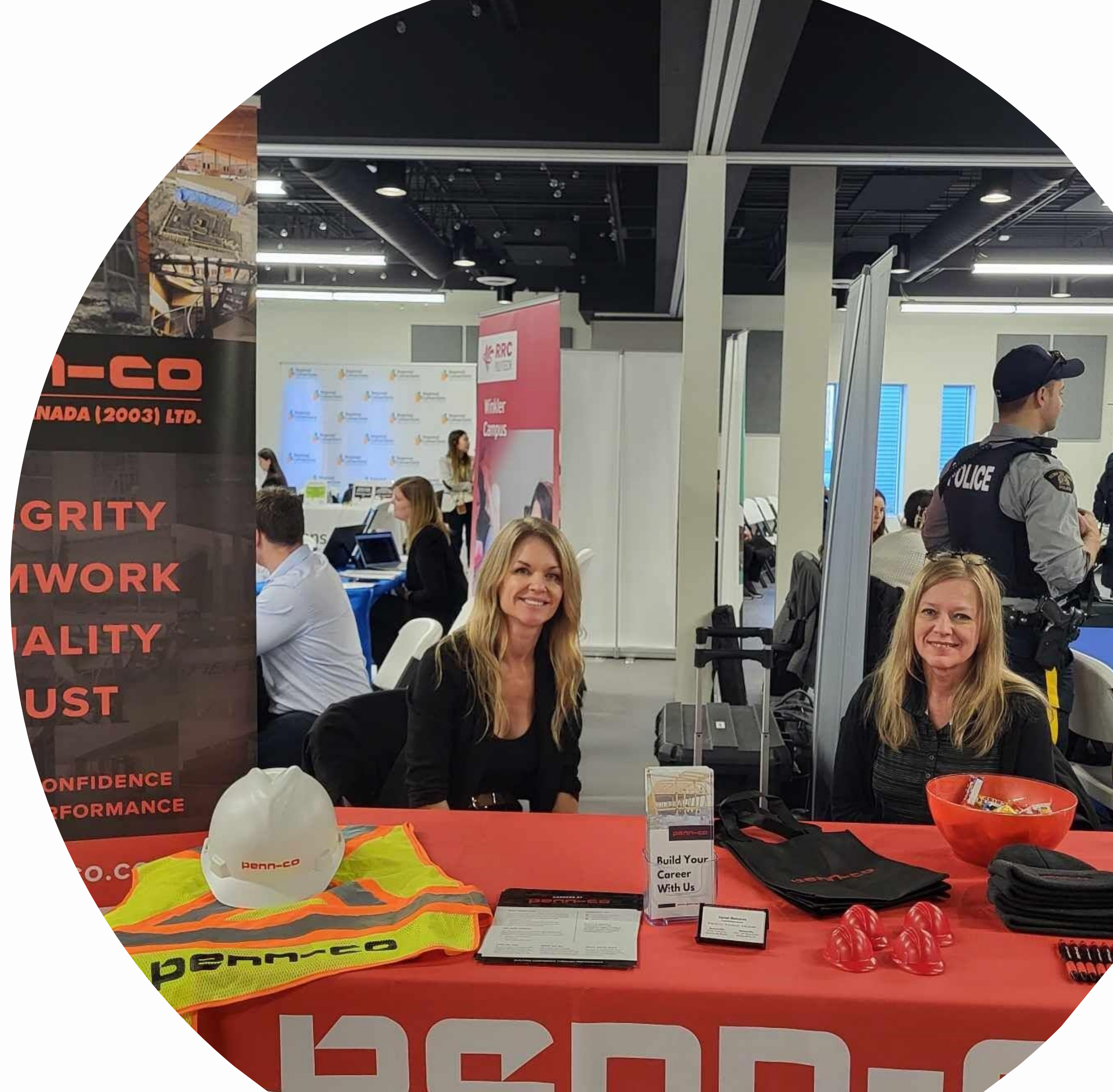
Jul 2024

- attended **drop-in interview day**
- filled 7 positions for skilled carpenters and labourers

Nov 2024

- will be attending the next **annual job fair**

Employer hired several more in-between events via **direct referrals**



## Access to Hidden Job Market

### Urgent Vacancies for Skilled Labourers

- a contractor based out of town initiated connection
- urgently needed a large number of workers for a new project
- set-up drop-in interview day, filled all positions by the end of the day

Recommended us to another contractor - organized another drop-in interview day and filled all vacancies on the same day.

Both employers were impressed by their workers and re-hired many of them for subsequent projects.

Many of them are still learning English and haven't had a job in Canada before.



Well-Prepared Jobseekers

Health Services



Manufacturing



Hospitality



DELIVERING KNOWLEDGE FOR BUSINESS SUCCESS  
*"Be the employer you would like to work for."*



## Employers

- Reduced time to fill hiring requirements.
- Increased access to a diverse and skilled workforce.
- Enhanced productivity fueling economic growth.

## Newcomers

- Quicker transition into the workforce.
- Accelerated financial stability.
- Improved well-being and long-term integration.

## Program

- Improved program effectiveness and efficiency.
- Lasting contributions to building resilient and inclusive businesses and communities.





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Thank You!