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# Right in your Back Yard: Sourcing Immigrant Talent Faster

July 24, 2013 – 12-1 pm

Listen to the webinar  
through your computer's speakers or headphones.

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using the **Chat box** on the right side of your screen.

# Agenda

## **Introduction to the Ottawa Job Match Network**

- Magdalene Cooman-Maxwell, Director, Employer Engagement, Ottawa Job Match Network, LASI World Skills

## **Panel Discussion**

- Magdalene Cooman-Maxwell
- Kelly McGahey, Senior Manager, Stakeholder Relations, Hire Immigrants Ottawa
- Jessica Tomlin, Manager of HR, Canadian Bureau for International Education

## **Question & Answer Period**

- You will be given the opportunity to type in a question
- Evaluation of the webinar

# THE OTTAWA JOB MATCH NETWORK

Matching qualified, job ready  
internationally trained individuals with employers in Ottawa

We build strong kids...  
strong families...  
strong communities.



Dévoué au mieux-être  
des enfants... des familles...  
des communautés.

YMCA-YWCA



# About OJMN

- ❑ A **Partnership Program** between LASI World Skills (lead), Ottawa Community Immigrant Services Organization (OCISO) and YMCA-YWCA
- ❑ It's greatest asset: A **pool of highly skilled internationally trained individuals in Ottawa who are job ready**
- ❑ A **one stop shop** to meet the hiring needs of employers in Ottawa
- ❑ A **dynamic response to labour market need and supply** between job seekers and employers



# OJMN Client Profile

## **Gender**

Male: 43%

Female: 57%

## **Education:**

College: 6.2%

BA: 39%

Masters: 38%

PhD: 10%

## **Professional Experience before coming to Canada**

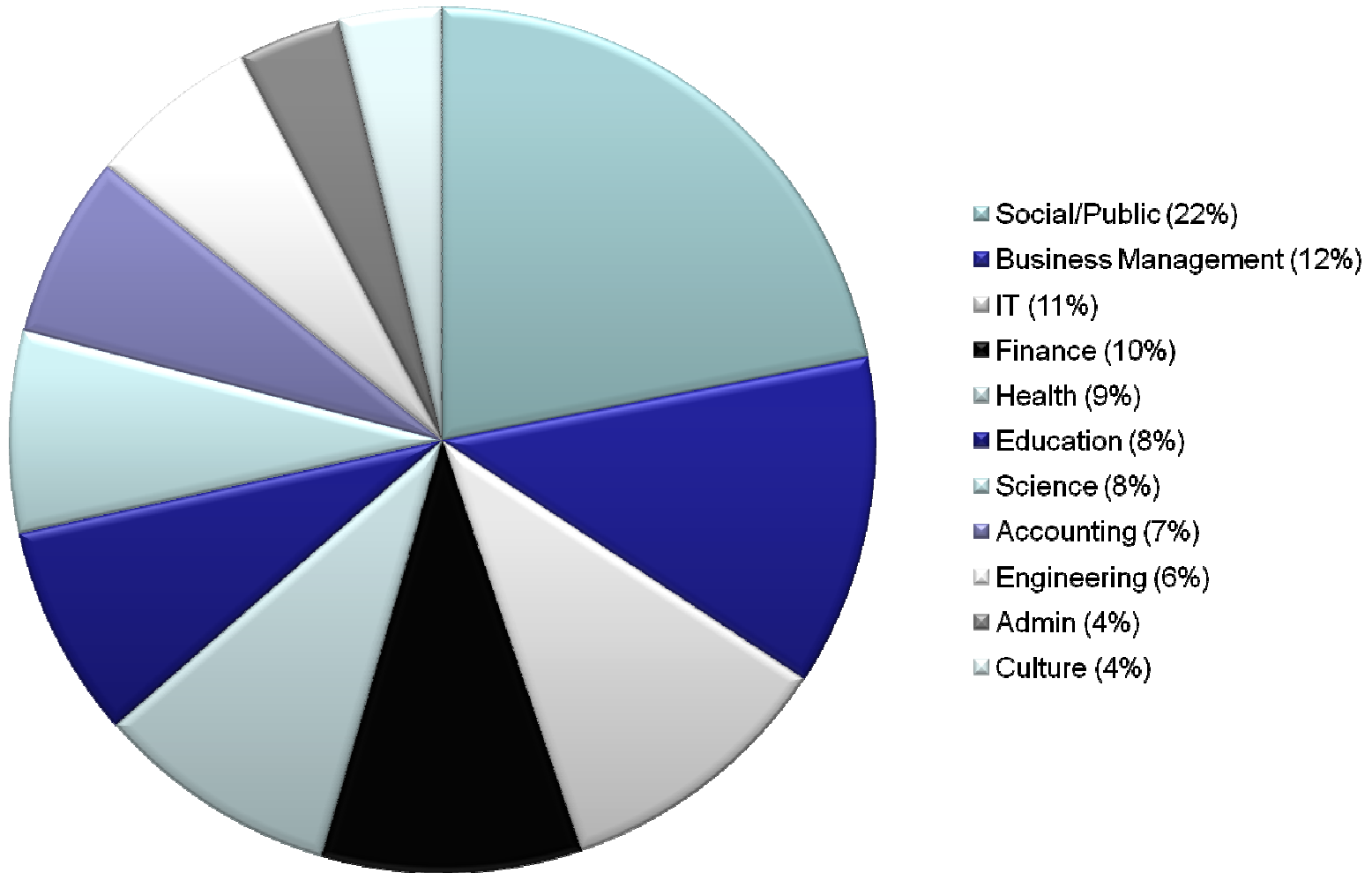
Less than 5 years: 31.7%

6 – 10 years: 53.2%

11 – 20 years: 9.1%

Over 21 years: 1.2%

# OJMN Client Profile - Sectors



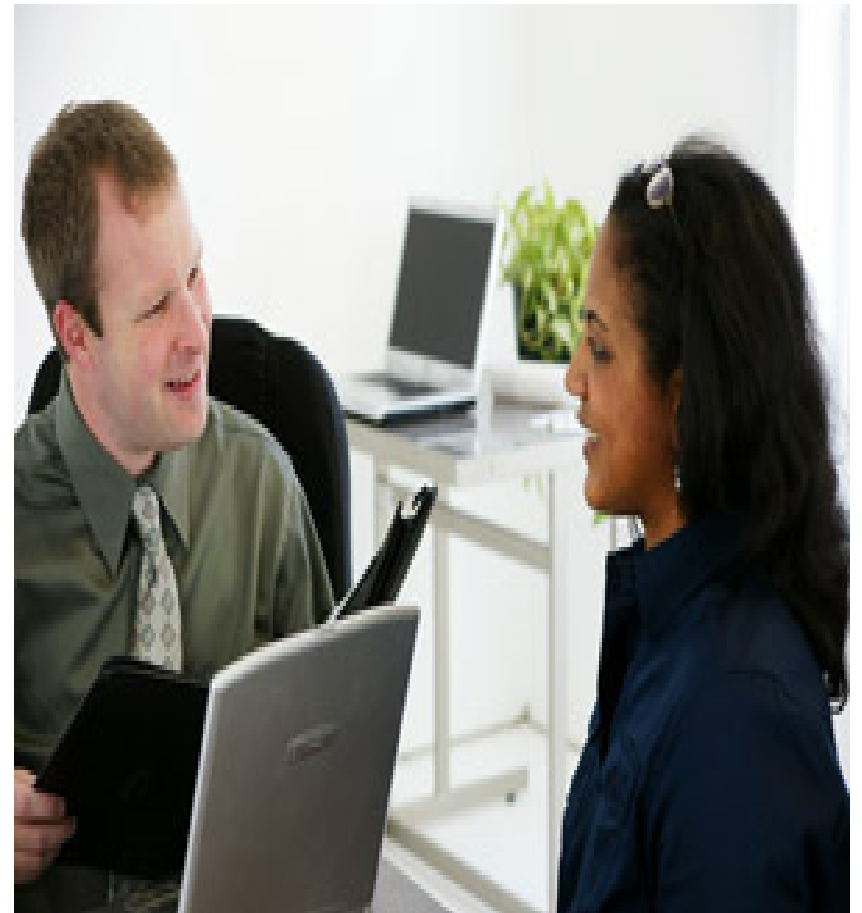
# Why OJMN?

## **OJMN and Hire Immigrants Ottawa are responding to labour market demand for skilled workers:**

- As many as 10,000 Ottawa workers could be retiring annually
- It is estimated that by 2025 Canada will face a skill labour force deficit of 1.2 million people and that by 2031 immigrants will provide 100% of all net population growth

# OJMN services to employers:

- ✓ Access to a data base of over 1000 skilled professionals with global perspective and experience
- ✓ Pre-screened, job ready candidates to match your needs
- ✓ Post-recruitment support to hiring managers / supervisors and newly hired employees (includes orientation, coaching, diversity training, cross-cultural communication)





# How OJMN Works:

## FIVE STEPS

to match your needs quickly and efficiently:

1. we receive job orders from employers
2. we scan our database of job-ready candidates and short list to meet your requirements
3. we refer pre-screened, qualified candidates
4. employers set up interviews with candidates and make hiring decision
5. we provide post-recruitment support to employers and newly hired employees

# Business Benefits of Hiring Immigrants:

- ✓ better understand and respond to your increasingly diverse customer base
- ✓ tap into new local markets, expanding your customer base through improved cultural awareness and communications
- ✓ enhance creativity, productivity, and decision-making through diverse approaches
- ✓ broaden your talent pool for recruiting new employees
- ✓ attract and retain top talent in an environment of labour shortages

Source: Hire Immigrants Ottawa

## **OTTAWA JOB MATCH NETWORK**

Matching qualified, job ready  
internationally trained individuals with employers in Ottawa



Working with OJMN is very important to TJX Canada for 2 reasons. 1st we are growing as an organization and the talent pool of the Canadian market is shrinking so we want to have the opportunity in hiring new immigrants before these raw talents are scoop up by other employer such as our competitors. Second, one of our value that we live by is diversity and what better way to promote this by partnering with organization like yours.

We were very happy with the pool of candidates that attended the event. We have already 2 hires and would like to have more coming out from it.

**Genevieve Guilbeault, Regional Talent Acquisition Manager**

# Promising models which help to connect employers with newcomers

## ✓ Networking opportunities

❑ Hosted by HIO in the form of a Networking Summit once a year for employers to meet with ITI's in an informal setting.

❑ Alternative Career Event with Citizenship and Immigration Canada which brings together employers and ITI's to talk about Alternative Careers. Earlier this year we hosted the first one which was focused on alternative careers in biotechnology, finance and engineering



Results: Hiring/ expanded networks

# Promising models which help to connect employers with newcomers

## ✓ Job Orders and Targeted Recruitment

- ❑ Clients get matched to a specific job order or employers host a targeted recruitment exercises for specific positions e.g CBIE, Skywave, Pythion, Stats Canada, CRA, FINP, (above employers)

## ✓ Coaching Events

- ❑ Hosted by employers in HIO working groups (IT, Health Care, Public Sector, Finance)
- ❑ Employers meet pre-screened candidates and provide coaching – resume critic, interview prep or advice about field of work



# Promising models which help to connect employers with newcomers

## ✓ **Corporate Mentorship:**

- ❑ One corporate mentorship program has been developed with the Asian Leadership Network - TD Canada. It has just completed its 3<sup>rd</sup> round with 31 ITI's benefitting as mentees, 31 executives as mentors but also over 70 staff member have been able contribute towards newcomer by hosting additional workshops for over 75 newcomers



# Promising models which help to connect employers with newcomers

## ✓ **Employer Information Sessions and Events**

- ❑ Monthly events that provide an opportunity for employers to present their workplace/opportunities to newcomers
  - Winners, City of Ottawa, RBC, Scotia bank, TD, Ottawa District School Board
  - Algonquin College, University of Ottawa, EDC, Investors Group, Sunlife Financial etc

## ✓ **Internships**

- ❑ Federal Internship for Newcomers Program. About 200 newcomers have successfully worked as interns. Some have been able to secure further employment with government and others within the private sector
- ❑ EDC internship program. EDC provided 4 internship opportunities in 2010



# Program Success: 2013

**2012 - 2013**

**# job ready: 1130**

**# employed in field and related field: 617**

## **Types of jobs:**

Research, policy analyst, accounting, finance, business administration, information technology, engineering, health care, social service workers, customer service, information technology, director, hospitality and operations management, program administrator, team leader, Institute manager, conference planner, learning assessment officer, professor, CRM developer, software engineer, network support specialist, graphic design consultant, community organizer, banking officer, pharmacy technician, supply chain management,



# Thank you!

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Funded by: Ministry of Citizenship



# Poll

**Where do you find sources of talent?**



# Question 1

*Kelly:*

Tell us how Hire Immigrants Ottawa supports employers in finding and managing skilled immigrant talent?

**hire | embauche**  
immigrants ottawa

 **hireimmigrants.ca**

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## Question 2

*Jessica:*

- How did you learn of the Ottawa Job Match Network and what made you interested in the program?
- What early steps did you take to incorporate it into how you source talent?



## Question 3

*Magdalene:*

How do you reach out to employers to promote the Ottawa Job Match Network?



## Question 4

*Jessica:* Tell us a little bit about your experience in using the Ottawa Job Match Network



- How was the process?
- How many hires were you able to make?
- How are they doing in your company?
- Which aspects of the post-hiring supports did you find most effective?
- Did you find any challenges?

## Question 5

*Kelly:*

Tell us about the cross-cultural competency training that Hire Immigrants Ottawa provides to employers?



# Cross Cultural Competency Training



- » Introduction to Cultural Competency Building
- » Intercultural Problem-Solving Strategies and Understanding Verbal and Non-Verbal Messages
- » Effective Cultural Adaptation Strategies
- » Performance Management and Feedback
- » Creating the Workplace that Accommodates Effectively
- » Dimensions of Inclusiveness



## Question 6

*Jessica :*

How has your partnership with initiatives such as Ottawa Job Match Network and Hire Immigrant Ottawa benefitted your company?

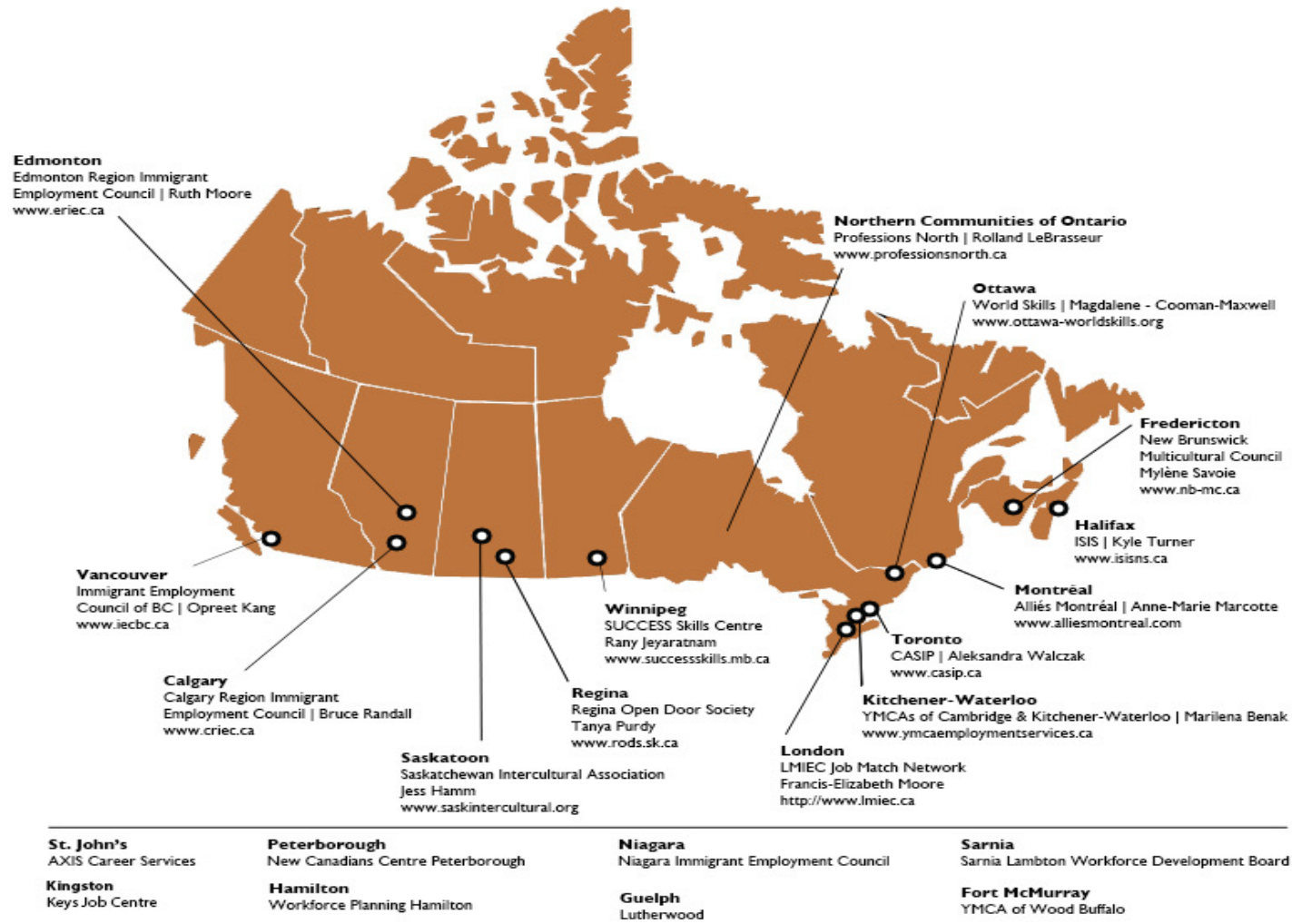


## Question 7

Provide us with two tips on how we can make sourcing immigrant talent more effective?



# Local Resources to Find Immigrant Talent



# Poll

**Would you be willing to pay for recruiting services such as the one we just heard about?**



# Question & Answer Period

Please type your questions in the Questions Box in the centre of your screen.



# Wrap Up



- Visit [www.hireimmigrants.ca](http://www.hireimmigrants.ca) to access success stories, sign up for eTips and watch past webinars
- Feedback survey