



Magnet: Technology Innovation in Matching and Connecting Immigrants to Employment

Mark Patterson, Ryerson University

Ryerson
University

Magnet is a social innovation founded by Ryerson University, in partnership with the Ontario Chamber of Commerce, that uses powerful job-matching technology to quickly and accurately connects job seekers to employers based on skills, preferences and talent needs. Magnet is also a unique and valuable source of actionable, real-time labour market information for decision-makers and community planners.

BACKGROUND

Innovation is needed in Canada's newcomer employment system to improve efficiency, effectiveness, and outcomes for immigrant and newcomer job seekers. Studies show that newcomers are fundamental to labour market growth and Canada's economic competitiveness, but research indicate they still face barriers to full employment (Statistics Canada, 2014). Barriers to employment include lack of understanding of the Canadian employment system, as well as systemic barriers related to "Canadian experience," credential recognition, racial discrimination (OHRC, 2014) and bias. Fragmented service delivery and information and a lack of local labour market information may contribute to inefficiencies and potentially inadequate supports (CLCS, 2013; APLMI, 2009; Mowat Centre, 2014).

Research also indicates that Canadians with foreign sounding names are not as likely as those with Canadian names to get called back for interviews. This issue of bias even happens with online job boards. So how does one bridge the divide between employers and unemployed/underemployed groups in an online world? That was the question we asked ourselves when developing Magnet.

Magnet uses a unique job-matching technology that connects job seekers to employers based on skills, preferences, and talent needs, even before the names or where job seekers earned their experience or education are shared.

GOAL

Magnet's goal is to address unemployment and underemployment, specifically as it relates to:

- New immigrants
- Youth/students
- Aboriginal peoples
- Persons with disabilities and
- Other individuals facing barriers to employment

Magnet provides a multi-faceted approach to solving these pressing social issues by bringing together five stakeholder groups together, including education, government, labour, not for profit and industry sectors, on one common platform to address common goals.

SCOPE

Magnet is currently promoted among job seekers and businesses across Ontario and some communities in other provinces in Canada. In 2016, Magnet will be actively promoted to job seekers and businesses across Canada.

MATCHING & CONNECTING IMMIGRANTS TO JOBS

Here is how Magnet helps immigrants:

- Matches immigrants with jobs that fit their skills, experience and education.
- User-friendly for immigrants to build their profile with ease.
- Protects immigrants' privacy by keeping their profile private until they decide to share it with employers.
- Reduces bias by making employers see immigrants' skills, experience and education first, before having access to their name, gender and where they earned their experience and education.
- Functions as 24/7 recruiter. Every time a suitable job is posted, qualified candidates are informed.
- Promotes immigrants' profile by enabling them to add images, audio and video to showcase their unique talents to potential employers.

OUTREACH TO IMMIGRANTS

Magnet reaches out to immigrants by partnering with:

- Immigrant serving organizations
- Multi-stakeholders initiatives
- Ethno-cultural organizations
- Professional Immigrant Networks

HELPING EMPLOYERS CONNECT TO TOP CANDIDATES

Here is how Magnet helps employers:

- Enables employers to post jobs and review candidates' anonymous profile, for free.
- Provides employers with a list of pre-qualified candidates to choose from.
- Allows employers to connect with experienced candidates for a small connection fee (\$10 per candidate).
- Helps employers develop a talent funnel to accelerate hiring and drive productivity.
- Facilitates private and secure hiring to meet their labour force needs.
- Promotes employers' company, region and job openings through extensive multimedia capability.

OUTREACH TO EMPLOYERS

Magnet reaches out to employers by partnering with:

- Chambers of commerce and boards of trades
- Industry-specific associations and councils
- Universities and colleges
- Community partners

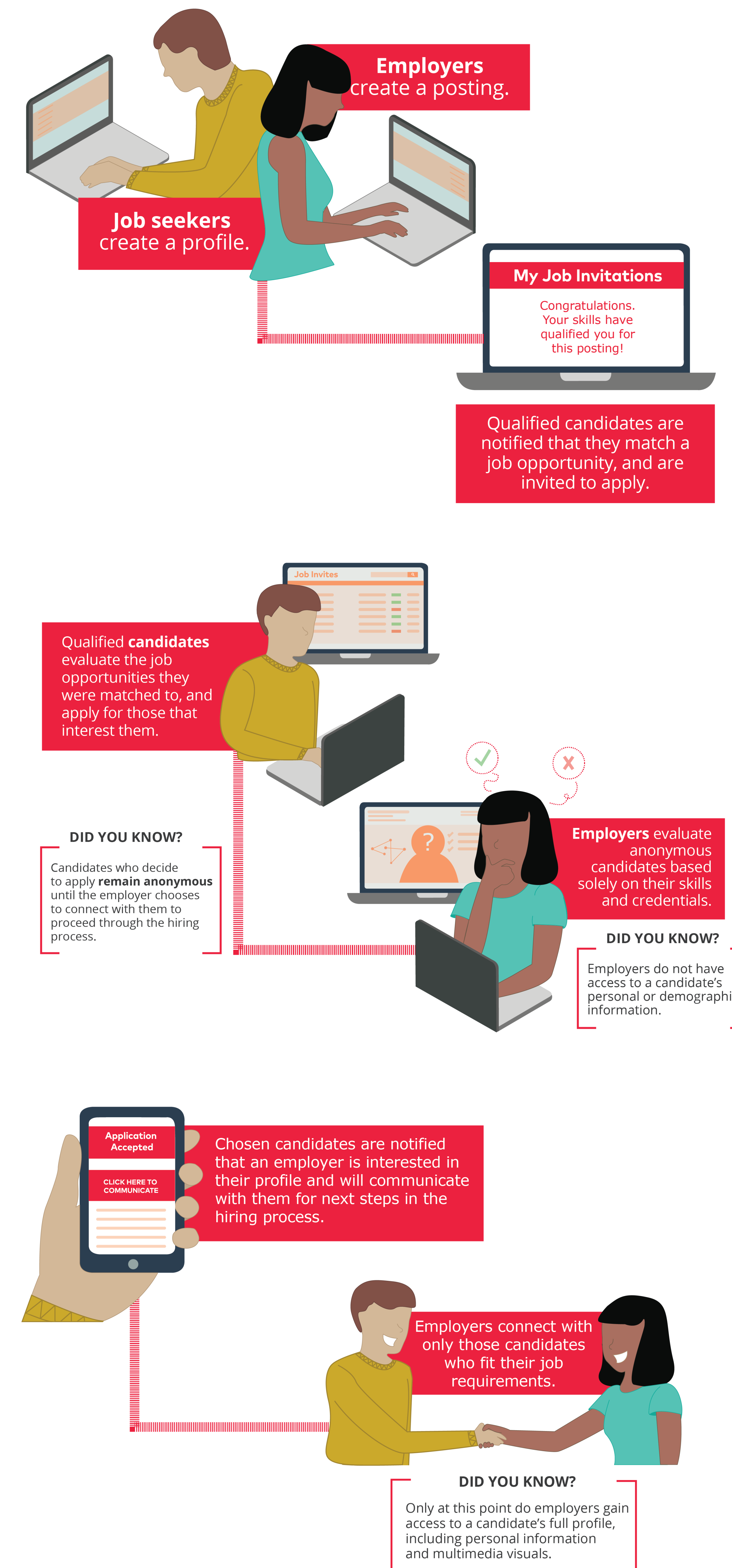
INTERNATIONALLY TRAINED IMMIGRANTS

Magnet matches the skills, experiences, and education of immigrant professionals to the right jobs.

Magnet Benefits

- Job that match their skills
- User-friendly platform
- Protects privacy
- Reduces bias
- 24/7 recruiter

HOW IT WORKS



IMPACT/OUTCOME

- 70,000+ active job seekers registered with Magnet
- Average user with complete profiles received on average 50 job application invitations from employers in the last year
- Average user receives 11 connections over 6-month period
- 4,200+ employers who uses the system to post jobs and hire talent
- 25 educational partners across Ontario and Canada
- 18 economic development regional partnerships in Ontario
- Launching partnerships in Quebec, Atlantic Canada, Saskatchewan, BC

Visit www.magnet.today to find out more.