

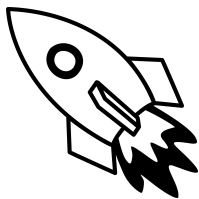


LAUNCHING TECH CAREERS.  
TRANSFORMING LIVES.

# 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



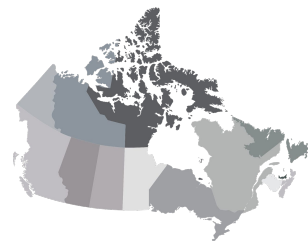
2014

- 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.

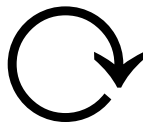
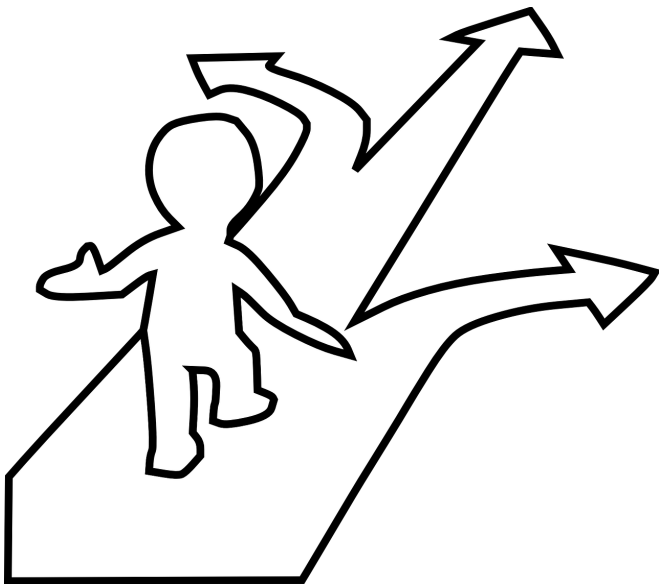
*"When I first moved to Canada, I did not have any local education or work experience which was the biggest barrier on my career path before beginning my NPower Canada program."*



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

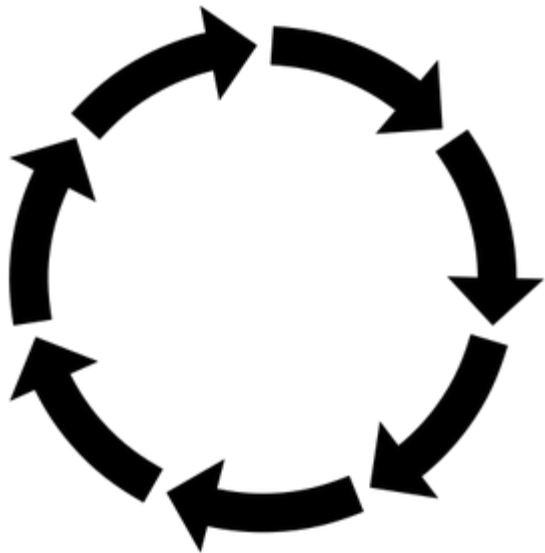


- Interviews & Surveys with our alumni found that 70% of our participants, before NPower Canada, felt stuck in a 'spin state'

# 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

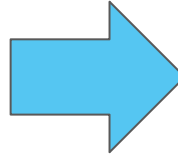
- Designed a Skills Based Assessment baked on CGI's top hiring priorities
- Only applicants successful in the Skills Based Assessment were put forward
- CGI could be assured applicants met their needs
- The collaboration also allowed us to understand which skills top tech employers like CGI are searching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

# Employer engagement during a pandemic:

## Example - CGI Skills Based Assessment (SBA)

### May 2021 Cohort

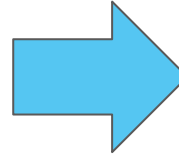
- 19 participants passed the SBA and were submitted to CGI
- 6 candidates were hired (31% conversion rate).



Review feedback from CGI and revise ideal candidate profile.

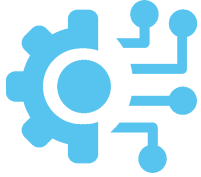
### September 2021 Cohort

- 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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