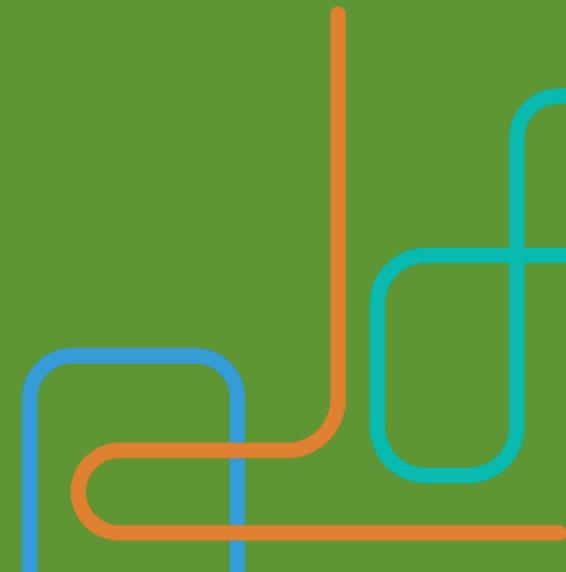


Fostering welcoming communities: Collaborating with municipalities and counties in Nova Scotia through Employer Engagement and Professional Practice Program

HALIFAX


**PICTOU
COUNTY**
Partnership



Presenters

- Cliff MacDonald, ISANS
- Wade Tibbo, Pictou County Partnership
- Erinn Smeltzer, HRM
- Joanna Stewart, ISANS

We acknowledge that our work takes place in Mi'kma'ki, the ancestral, unceded and traditional lands of the Mi'kmaq people. We are grateful for the Peace and Friendship treaties.

In Nova Scotia, we also recognize the contributions and perseverance of African Nova Scotians.

HALIFAX


**PICTOU
COUNTY**
Partnership

During our time with you, we will

- Introduce our organizations
- Talk about rural engagement and community collaboration to attract and retain newcomers – ISANS/Pictou County Partnership
- Explore employer needs and community building from a municipal perspective - HRM
- Show how to create program that equally supports newcomer professionals and local employers: Professional Practice program

40+ years of local impact & global connections

258

Full-time staff

70

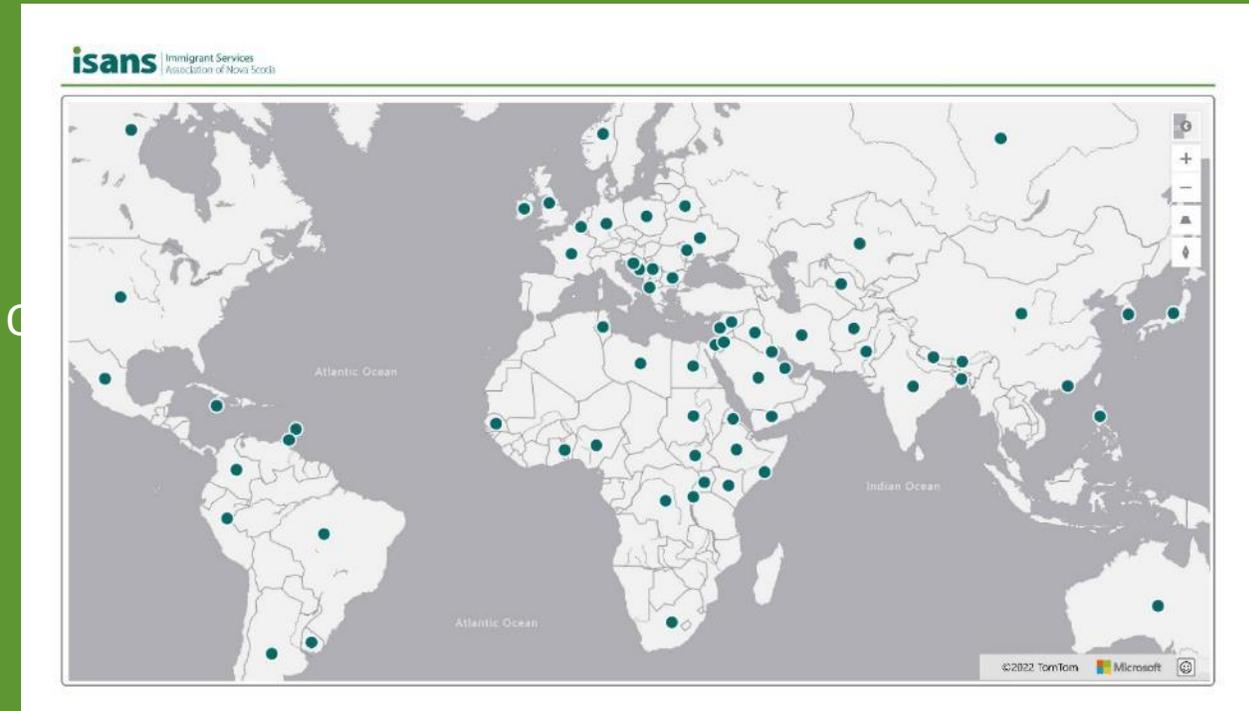
countries
represented

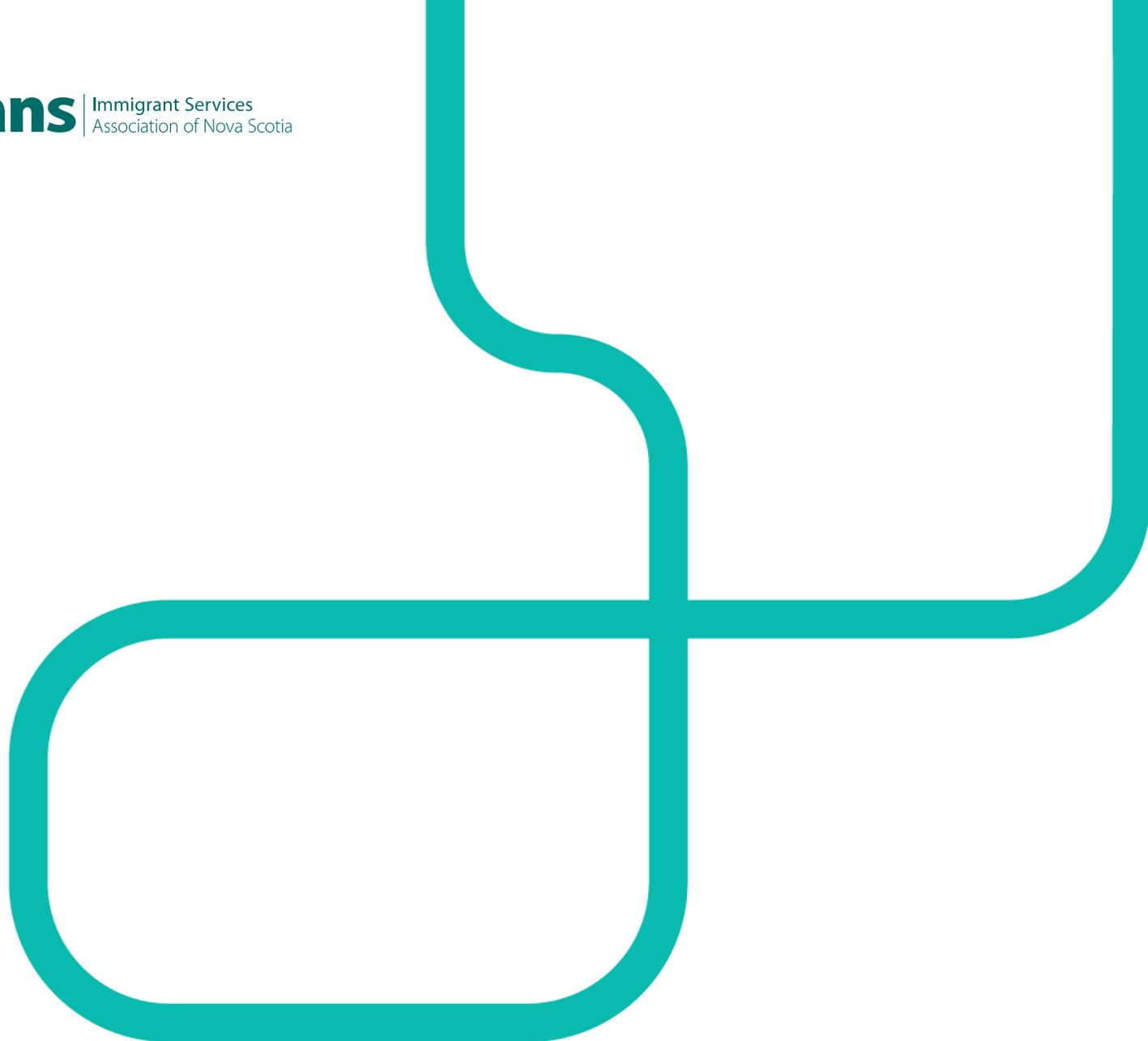
175

casual/on-contract
staff

57

languages spoken



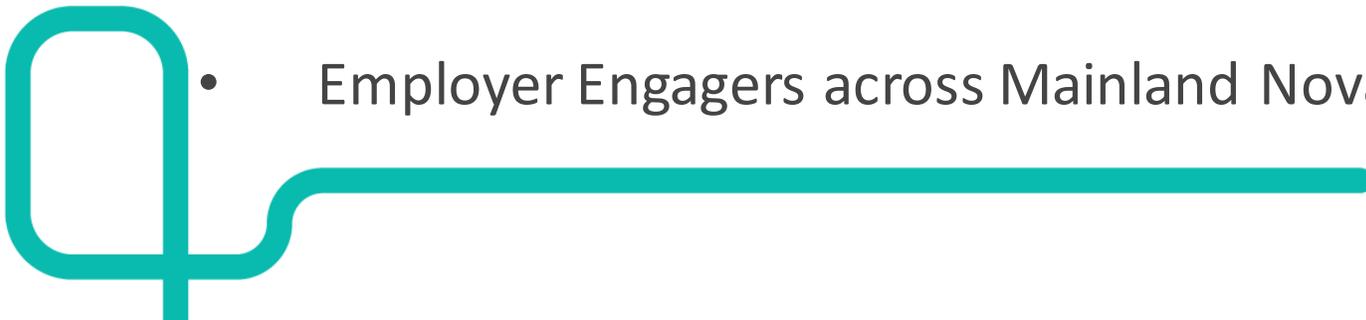


RURAL ENGAGEMENT AND COMMUNITY PARTNERSHIPS

November 21, 2023

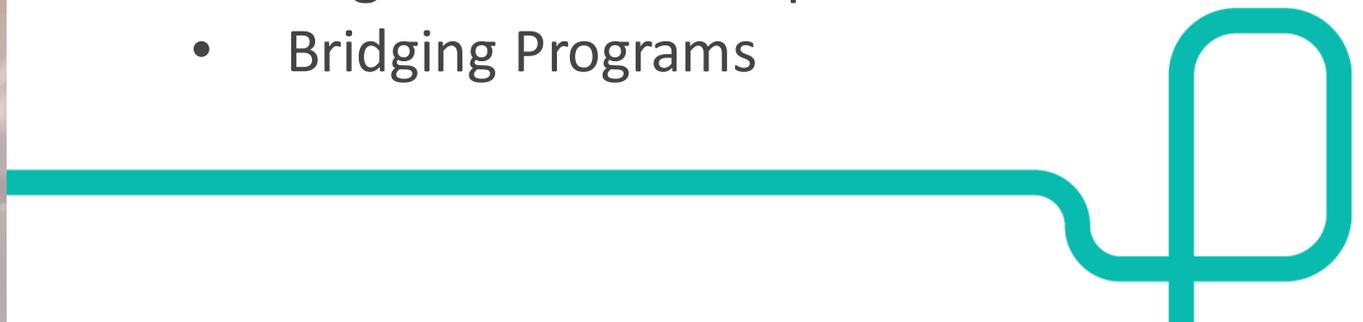
Employer Engagers

- Provide support to Nova Scotian employers to build capacity to hire and retain international talent
- Act as the liaison between employers and ISANS Employer Support programs and services
- Promote the benefits of hiring immigrants (including refugees and AIP participants) to strengthen and diversify their workforce
- Employer Engagers across Mainland Nova Scotia



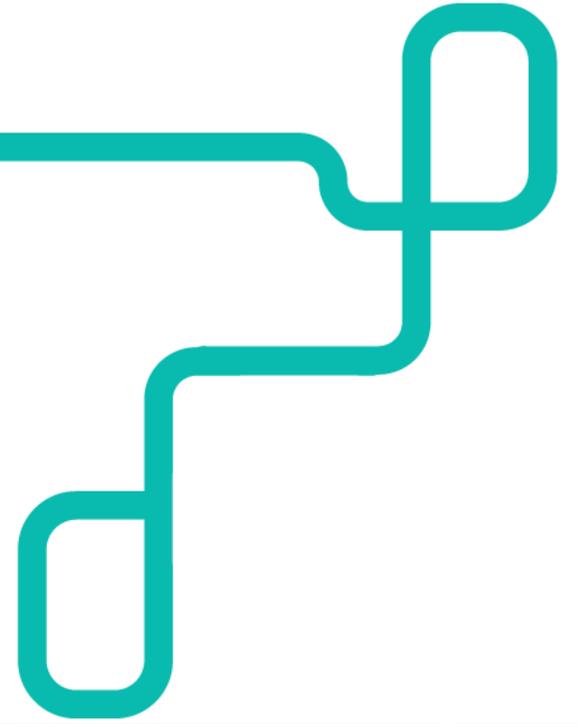
ISANS helps employers build strong and diverse workplaces through:

- Qualified candidate referrals
- On-site recruitment
- Skills Match online recruitment tool
- Intercultural Workplace program
- Professional Practice program
- Information Sessions on Atlantic Immigration Program (AIP)
- English in the Workplace
- Bridging Programs



On-site/Online Recruitment and Information Sessions (ORIS)

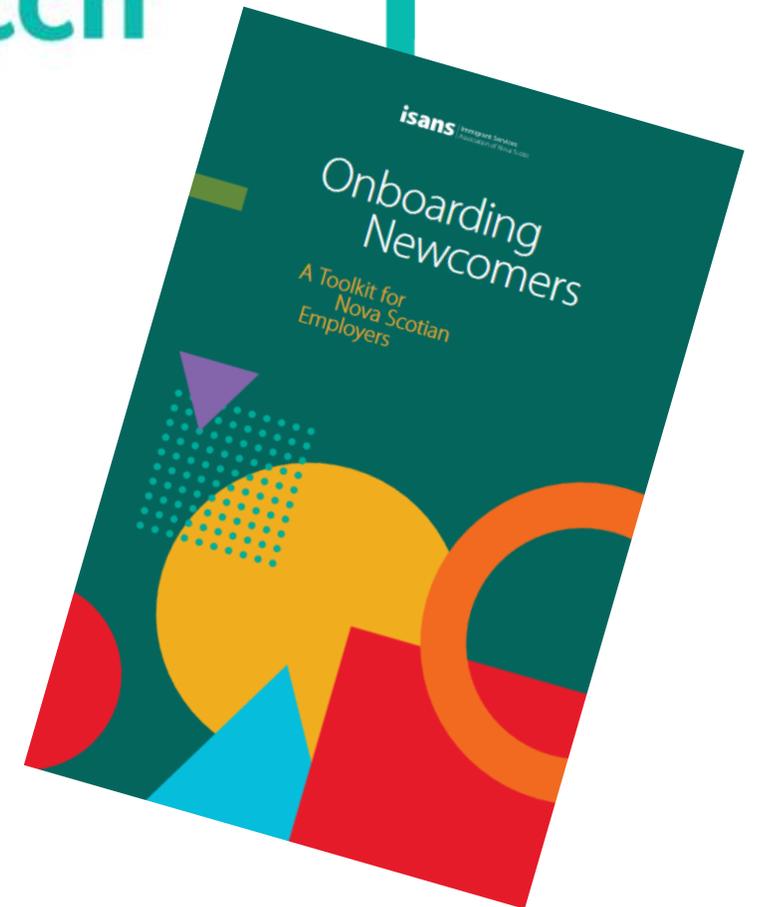
- Employers send their job descriptions to ISANS to meet their recruitment needs
- ISANS arranges an session by inviting a group of pre-screened job ready candidates
- Employers present information about their organization, job opportunities and recruitment process
- End with speed interviews with each candidate



SkillsMatch e-Recruitment Tool

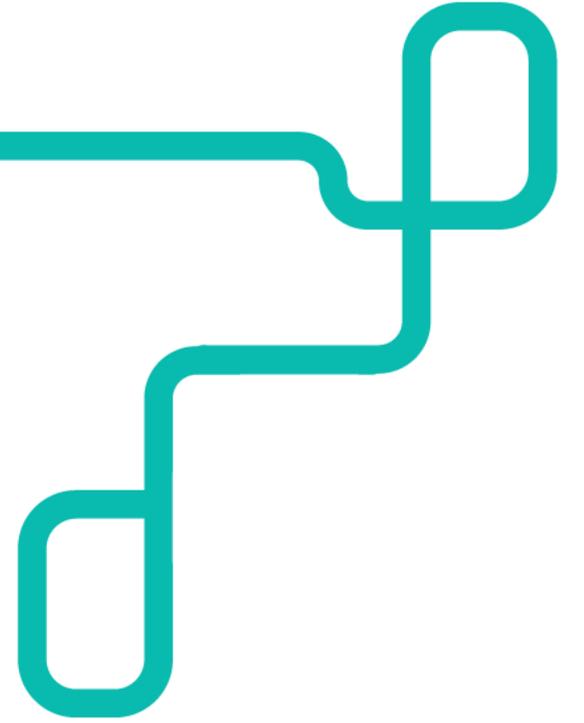
- Time-efficient
- Confidential
- Free of cost to the employer
- Provides access to qualified, pre-screened, job-ready candidates
- Offers opportunities to post jobs and search databases for possible matches
- Employers will have an opportunity to learn about other Employer Support programs

skillsmatch



Rural Engagement Activities

- Podcasts to engage community partners and champions of hiring through immigration
- Information sessions
- Attend job/resource fairs
- AGMs
- Chamber of Commerce memberships throughout Nova Scotia



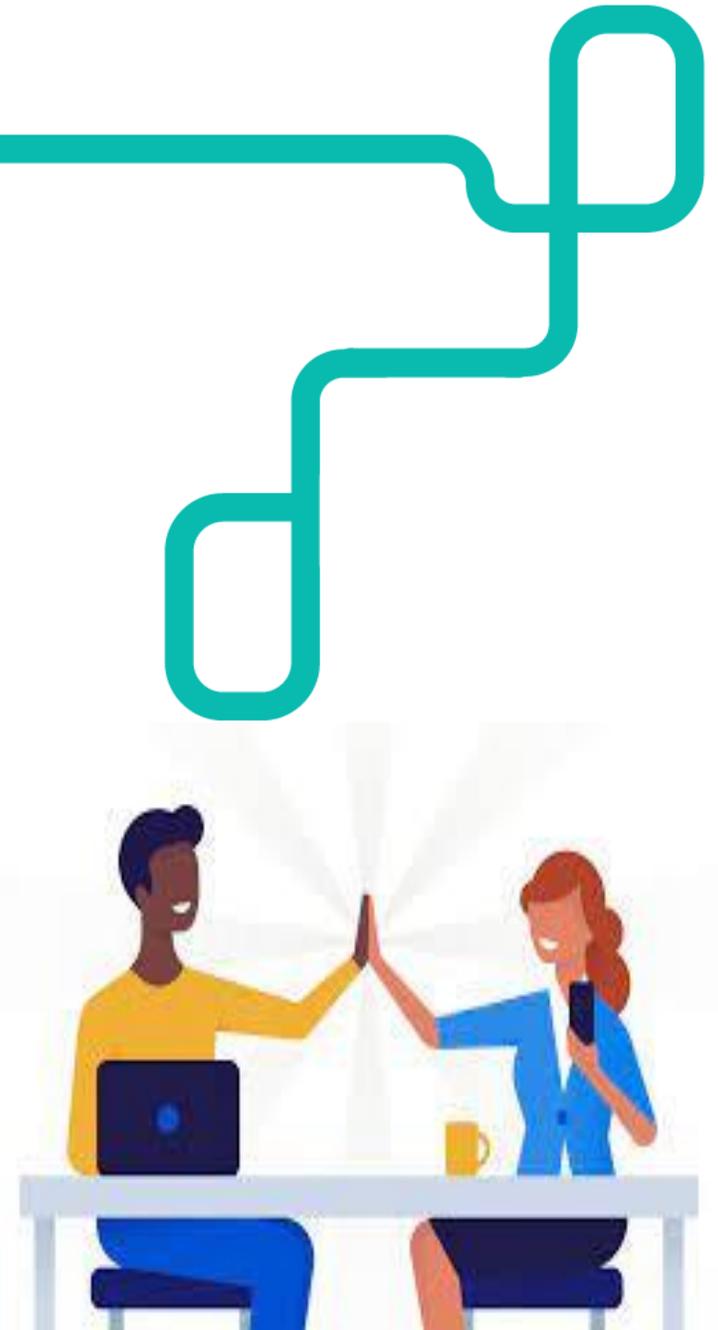
Collaboration

- Cross team webinars – employer related programming
- Community partnered events
- Awareness of programming/sharing opportunities
- External referrals
- Promote on social media



Example of Partners Working Together

- Welcoming Workplaces employer event
- Nova Scotia Works Career Connections, Immigrant Services Association of Nova Scotia (ISANS), Pictou County Partnership, and the Pictou County Chamber of Commerce invite you to the Employer Forum / Mini Job Fair for 2023! This year, the event will take place Tuesday, December 5th at Glasgow Square Theatre from 10:30am-3:00pm.



Committees and councils

- Co-chair for North Shore Local Immigration Partnership (LIP)
- LIP Employment Working Group
- Truro & Colchester Partnership Welcome Network Steering Committee
- Annapolis Valley Workforce Supports Team
- Western Impact Partnership group
- Regional Communications Working Group
- ISANS Employer Advisory Council (EAC)





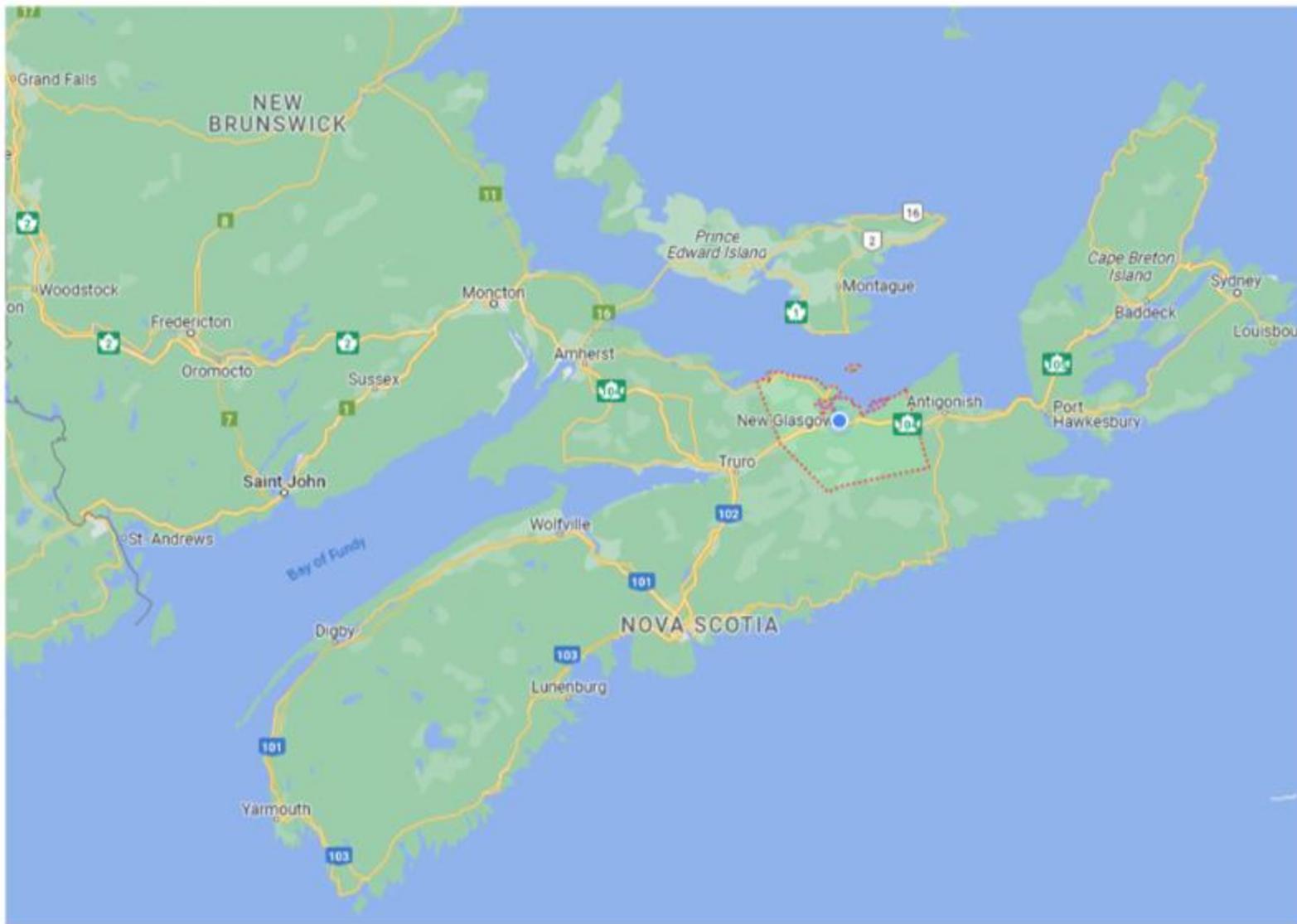
INVEST IN
IMMIGRATION

FOSTERING WELCOMING COMMUNITIES TOGETHER




**PICTOU
COUNTY**
Partnership

**WE ARE ALL
CONNECTED
BY THE OCEAN** 



- **Population 43,657**
- **Median age 50**
- **Median income \$64,000**
- **At 4.9%, the job vacancy rate is double the level pre-pandemic.**
- **Sales and service jobs and trades-related jobs are the most in-demand**

Immigration at the Partnership

Attraction & retention focused approach setting up employers and newcomers for success.



Immigration at the Partnership

- Attraction is based on employer driven needs.
- Connecting local employers to international talent both within and outside of Canada.
- Pictou County Labour Mobility Pilot connecting skilled-refugees to employers using the Economic Mobility Pathways Pilot (EMPP).



Pictou County Labour Mobility Pilot

A collaboration of local and global partnerships!

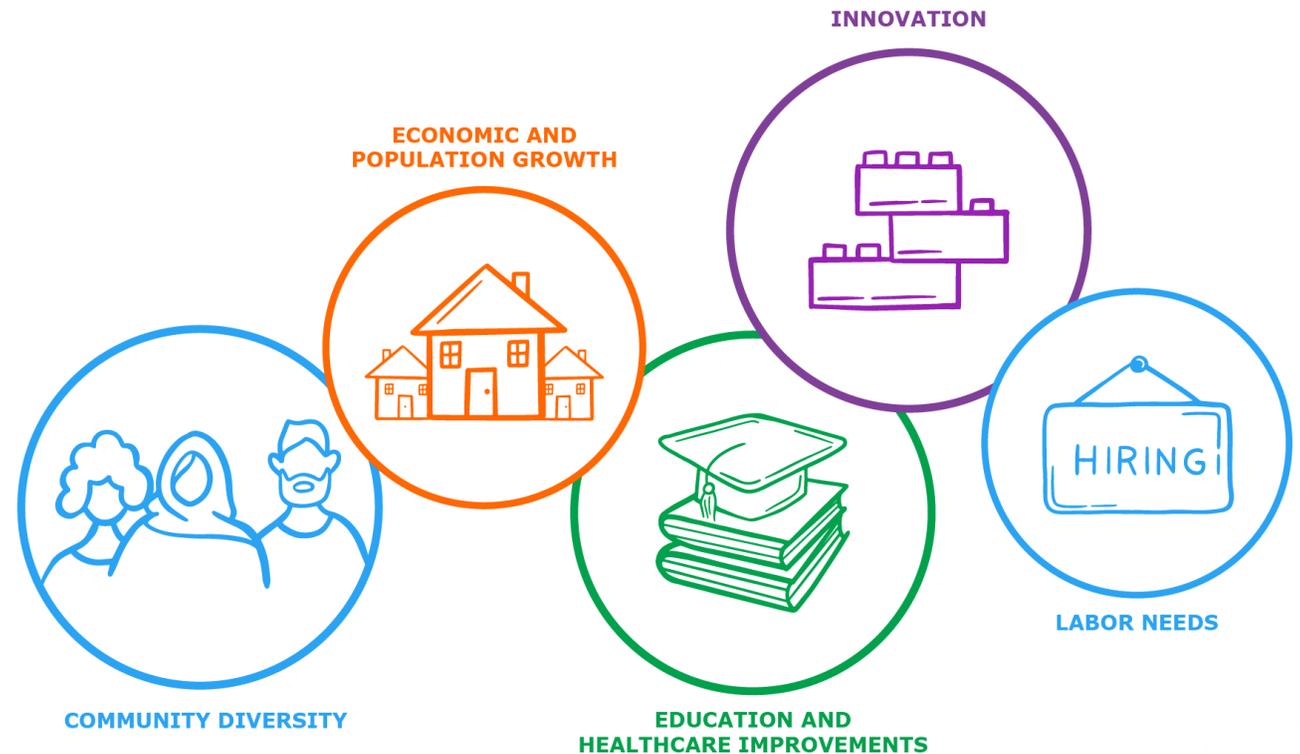


Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Immigration at the Partnership

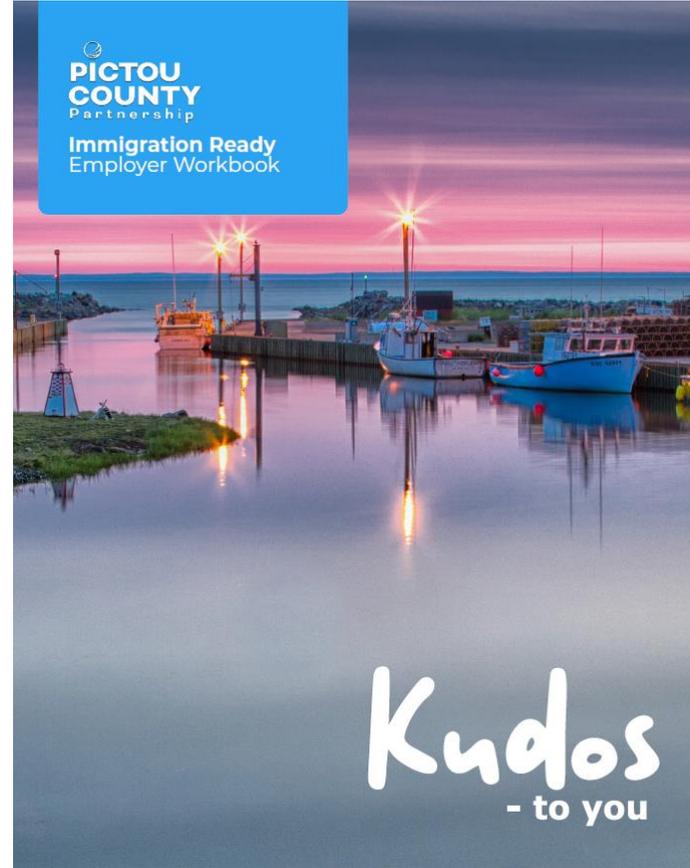
- Focusing on the community benefits of immigration, our *Kudos* Immigration Program supports employers in providing permanent resident pathways to support talent attraction & retention.
- Employers become immigration ready using the Atlantic Immigration Program and Nova Scotia Nomination Program.



NOVA  SCOTIA

Employer tool development

- Kudos Immigration Ready Employer Workbook
- Employer Guide to Inclusive & Welcoming Workplaces



NOVA SCOTIA



Creating more inclusive and Welcoming Workplaces

This guide has been created to support employers in creating more inclusive and welcoming workplaces that promote diversity. In this guide, employers will gain an awareness of cultural sensitivity and the benefits of implementing Diversity, Equity, and Inclusion (DEI) strategies and initiatives to foster organizational growth.

We are pleased to share insights and best practices learned during the Pictou County Labour Mobility Pilot to support employers on their DEI journeys as they prepare to welcome skilled refugees and other talented individuals into their workplaces.

The business case for Diversity, Equity, and Inclusion (DEI)

The business case for DEI goes beyond the feel-good factor of increasing fairness, it fosters real organizational growth by attracting wider talent pools, enabling businesses to reach new markets, improving employee engagement, and increasing innovation. These measurable benefits all have the potential to increase business profitability while supporting employers with one of their greatest challenges today – workforce development.

Talent Attraction

As employers find it more and more challenging to fill labour gaps, job seekers are looking for employers who align with their values, making inclusive and welcoming workplaces that value diversity more attractive. Diversity itself is an outcome of creating an inclusive workplace with equitable recruitment and retention policies. As the labour force declines in Canada due to shifts in population demographics, it is more important than ever that employers consider all the ways they can attract previously overlooked talent pools, both local and global, and DEI is an effective tool that can help.

Definition

Diversity refers to all the ways people can be different including race, gender, religion, sexual orientation, ethnicity, socioeconomic background, language, disability, and age.

Equity is about creating a fair process for all employees to access opportunities. People may experience different barriers in the workplace, and equity works to create balance by identifying those possible barriers and creating purposeful processes to overcoming them.

Inclusion is how employees feel they belong and are valued.

Diversity, Equity, and Inclusion Strategy is an actionable plan outlining how an organization intends to create a more inclusive and welcoming workplace using the DEI values.

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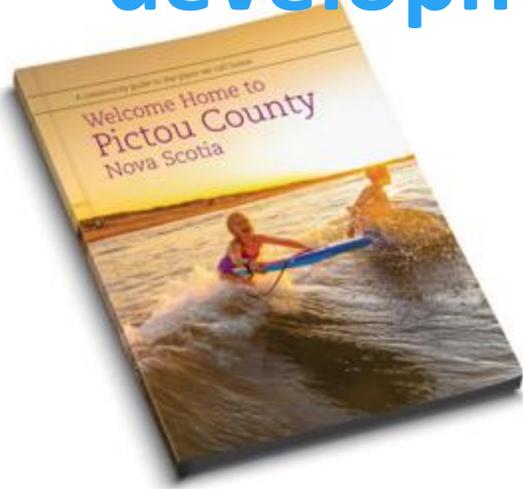
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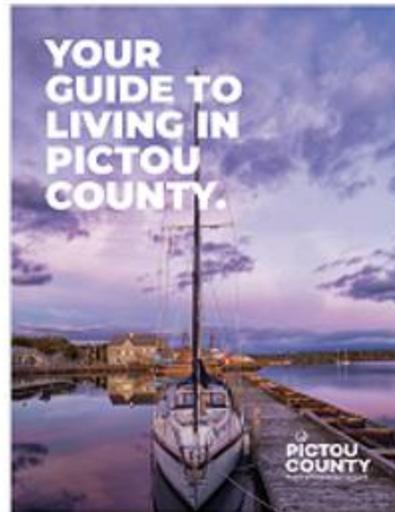
Immigration, Réfugiés et Citoyenneté Canada

Immigration, Refugees and Citizenship Canada

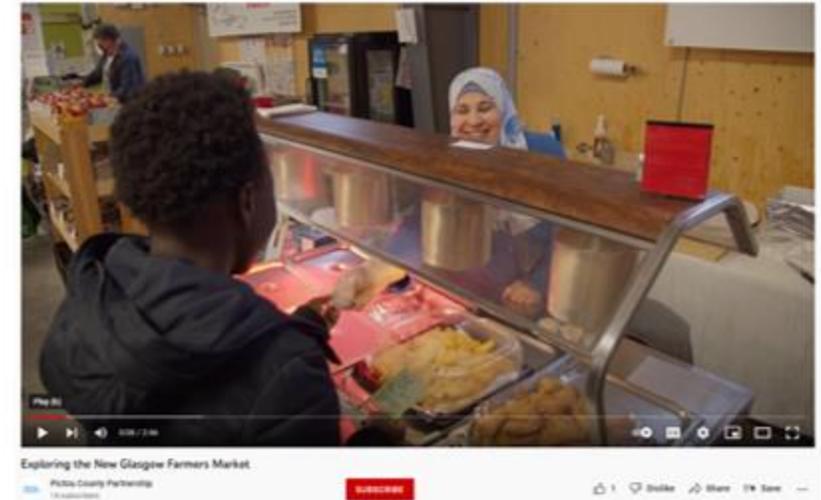
Welcoming Community tool development



92-page guide sharing information about Pictou County.



41-page guide to support settling in Pictou County.



A series of videos that help newcomers feel more comfortable exploring community spaces. (For example: The Farmers' Market)

Community & Economic Integration Initiatives

The Partnership's Community Connections program is a collaboration with partners to collectively foster welcoming communities together.

Our Many Hands approach has been developed to complement the work of our settlement partners at the YMCA Centre for Immigrant Programs.



Community & Economic Integration Initiatives

The Partnership's Newcomer Business Navigation is another way we are working with partners to support both employers and newcomers in being successful while supporting community retention.

In a rural region, if the career opportunity is not available, we are empowering newcomers to becoming entrepreneurs with our wrap around program.



"I have been dreaming of opening my own business for years since settling in Pictou County from Mexico. I was told to stop dreaming. I sat down with Wade and Cindy from the Pictou County Partnership and shared my dream with them. Within an hour, I left with a roadmap with the steps I needed to take to make my dream a reality. I feel like I finally have support to start my own business and feel empowered to contribute back to the community by adding to the diversity of our region."

-Anabel Eudave

It takes a village



Photo taken at our newcomer social event held in the Spring of 2023. We annually host a social for all newcomers and community members to come together and share a meal. This year we also invited newcomers to showcase their talents which included musical performances, poetry, and even circus acts!

HALIFAX



Presented by: Erinn Smeltzer – Manager, Talent Acquisition

Top Employer

The municipality is proud to be recognized as one of the Top Employers for 2023



The HRM Employee Landscape

- Approximately 80% of our workforce is unionized represented by five collective bargaining units:
 - Amalgamated Transit Union Local 508
 - Halifax Civic Workers' Union/CUPE Local 108
 - Halifax Crossing Guards/CUPE Local 4814
 - Halifax Professional Firefighters/ IAFF Local 268
 - Halifax Regional Police Association
 - Nova Scotia Government and General Employees Union Local 222
 - Nova Scotia Government and General Employees Union Local 107

- Over the next 5 years we could be replacing up to 50% of our workforce due to retirements and attrition. This means tremendous opportunities to obtain employment and move up in our organization!

Designated and Preferred Postings

- **Designated** - This position will be designated with the intent to hire an individual from those who self-identify as African Nova Scotians and Other Racially Visible Persons, Women in occupations or positions where they are underrepresented in the workforce, Indigenous/Aboriginal People, Persons with Disabilities and 2SLGBTQ+ Persons. Applicants are encouraged to self-identify on their electronic application.
- **Preferred** - Preference will be given to candidates who self-identify as African Nova Scotians and Other Racially Visible Persons, Women in occupations or positions where they are underrepresented in the workforce, Indigenous/Aboriginal People, Persons with Disabilities and 2SLGBTQ+ Persons. Applicants are encouraged to self-identify on their electronic application.

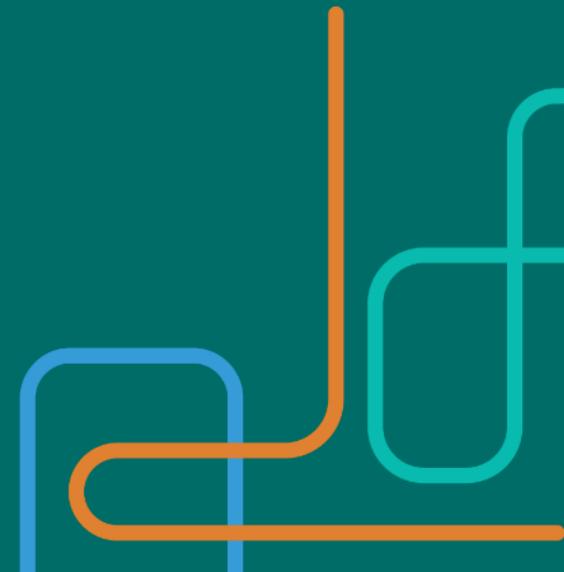


How Professional Practice can Enrich Your Organization

- Opportunity to interview and determine potential career growth
- Ability to tackle projects that are on your “to do” list and bring them to life
- Encourages workplace innovation bringing fresh perspectives
- Low risk to the employer, boosts employer brand
- Increases diversity and brings cultural, linguistic and market knowledge to business
- Supports internationally licensed or regulated professionals to be exposed to relatable work
- Exposes newcomers to Canadian work norms and local social connections
- High caliber talent adding significant value to your team



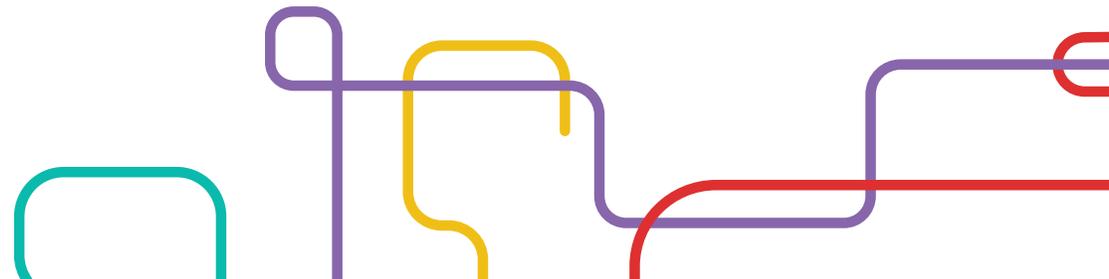
Professional Practice Program





Why?

To help bridge employment gaps by connecting local employers with job-ready immigrant professionals.





What is Professional Practice?

- 6-week, full-time professionally relevant engagement modelled on student internships
- Unpaid or paid format
- Workplace injury insurance covered by ISANS



What does it do?

- Removes barrier of “lack of relevant experience in Canada”
 - Provides local references
 - Increases Canadian workplace culture competence
 - Develops professional networks
-
- Adds no-risk, short-term capacity
 - Serves as a hiring tool
 - Diversifies workplaces



Eligibility Criteria

Applicant:

- ✓ Funder approved immigration status
 - ✓ Lack of Canadian work experience in field
 - ✓ Job Search and Strategy workshop
 - ✓ Min CLB 5, higher preferred
-

Host Employer:

- ✓ Bricks & mortar address
- ✓ Minimum three other employees
- ✓ Professionally relevant assignment
- ✓ Supervision & mentoring



Employers and who to approach first?

- Your municipality
- Provincial government

Why?

- Vested interest
- Capacity to host
- Spectrum of professions
- Equity, diversity and inclusion policies in place



Who next and why?

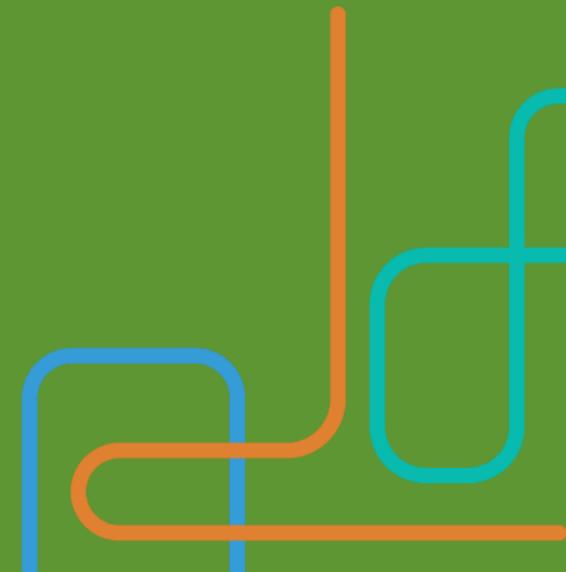
- Small employers – the innovators
- Not for Profits – EDI values
- Corporations with local head offices – access to decision-makers



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Q & A



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Thank you

