



Employer Services Network: A Model of Job Development Coordination

Webinar – February 18th, 2015



Citizenship and
Immigration Canada

Citoyenneté et
Immigration Canada

CASIP Background

- Consortium of independent, community-based agencies and colleges who deliver **employment** and **training** services to **internationally-trained** job seekers and to employers in the **GTA**
- Working together since **1998**, we share our experience, expertise and resources to improve service delivery
- Together we serve over **70,000** newcomers per year – and some of our organizations have been doing this for over 60 years!

CASIP Members



COLLÈGE BORÉAL



JobStart



Seneca



Our Vision

Inclusive Canadian communities where skilled newcomers are able to find meaningful, sustainable employment in their fields of expertise and contribute to building our society

Employers able to integrate internationally-trained individuals and build a diverse work environment, using immigrants' skills to best advantage

Our Mission

Through collaboration, CASIP drives innovation, advocacy and excellence in employment services for skilled immigrants and employers in the Greater Toronto Area (GTA).

Individually:

- Full suite employment services and supports
- Sector-specific bridging programs
- Language training opportunities
- Referrals to additional programs and services

Together:

- Strategic partnerships
- Coordinated Job Development (ESN)
- Joint Marketing
- Joint Professional Development
- Advocacy
- Information-Sharing

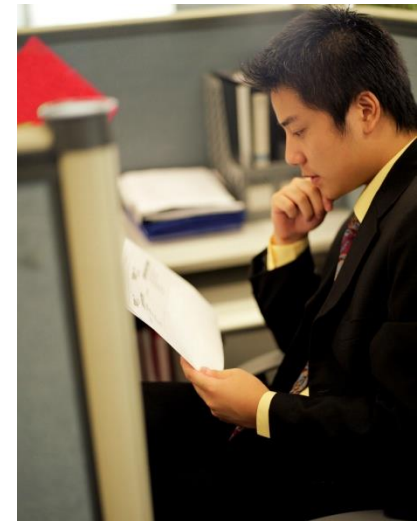


Services Offered to Employers

- Full suite of human resource services
- Pre-screened job ready professional candidates
- Coordinated access point to diverse and qualified talent pool
- Core group of 20+ Job Developers
- Monthly meetings and job sharing website
- Over 70 Job Developers in expanded network
- Training incentives to hire candidates
- Sector-specific specialization
- Tailored recruitment, networking & mentorship events
- Hotline and website

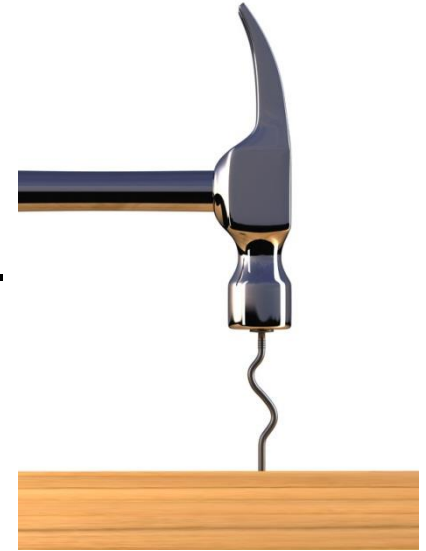
Services Offered to Job-Seekers

- Full suite of employment services and supports
- Sector specific bridging programs in a range of fields
- Language training opportunities
- Mentorship programs
- Coordinated access to additional programs and services



CASIP members identified common challenges in delivering services:

- Low employer awareness of the internationally-trained talent pool and strategies of hiring and retaining this population;
- De-centralized employer intake;
- Low brand recognizability or legibility.



Poll #2:

In the job development process, who do you consider to be the “client”?

- The job seeker
- The employer
- It's not black and white; it's a mix.

The ESN Solution:

- Recognizes employers as clients;
- Coordinates Job Developers across CASIP members to centralize employer intake and share postings;
- Leverages centralized intake to focus on a single, rich talent pool – internationally-trained professionals



ESN Objectives:

- to connect employers effectively to services and supports that would make it easier for them to hire newcomers;
- to support employers to imbed services, tools and network connections into their HR practices;
- to build the capacity of CASIP agencies to work collaboratively and coordinate services.

Examples of Joint Initiatives

- Bridging Programs
- Canadian Workplace Communications
- Coordinated Job Development (Employer Services Network)
- The Mentoring Partnership
- Job Fairs
- Recruitment & Networking Events
- Marketing Campaign
- Professional Development
- Information Sharing
- Visioning



Benefits of Our Coordinated Approach

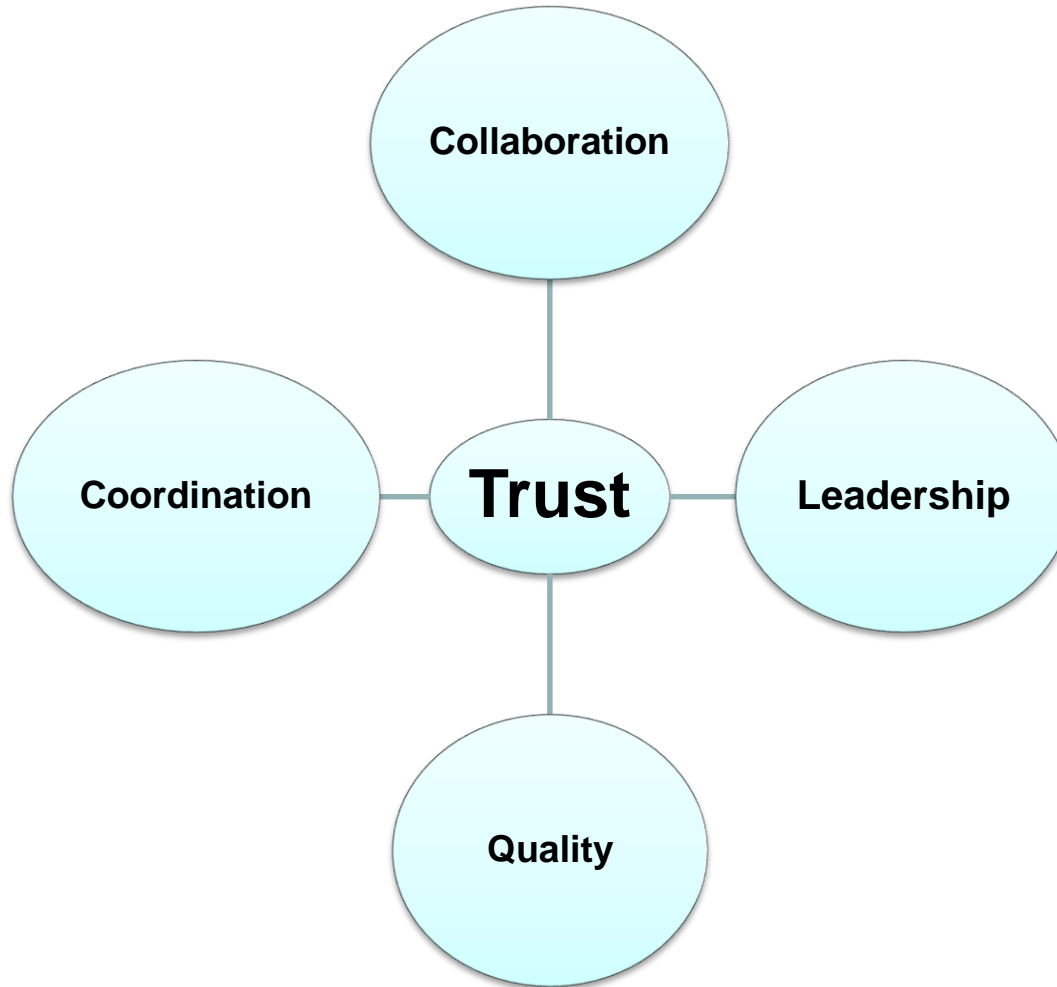
Our members work together to:

- Increase employment opportunities for skilled immigrants
- Coordinate employment services across the GTA, providing seamless service and increased capacity to provide and offer services
- Anticipate and address employer needs
- Improve service effectiveness through the sharing of best practices
- Identify gaps in service and develop innovative initiatives
- Share information on policy changes and funding opportunities to promote joint action
- Engage the broader network of peer organizations and associations in common action
- Collaborate and undertake initiatives to extend our ability to serve

Between April 1, 2013 and March 31, 2014

- 195 ***new*** employers referred into CASIP ESN
- 998 positions on our website
- 1,387 ITIs with increased access to opportunities

ESN Factors for Success



Lessons Learned

- Clearly delineate and share stakeholder roles and responsibilities;
- Formalize operations through protocols and partnership agreement;
- Centralize training and professional development among the staff and team that is collaborating;
- Cultivate team spirit;
- Integrate responsibilities into performance measurement and job descriptions;
- Continuously seek to improve operations.

ESN Next Steps

Coming soon...

- Toolkit for replication of ESN Model;
- Opportunities for expansion of existing Model.

How to reach us

info@casip.ca

www.casip.ca

1-855-CASIP-99



@CASIP_ESN