

Workforce Development in St James Town – Accelerating the integration of newcomers into the job market

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The Solution Proposal Team Workforce in St James Town



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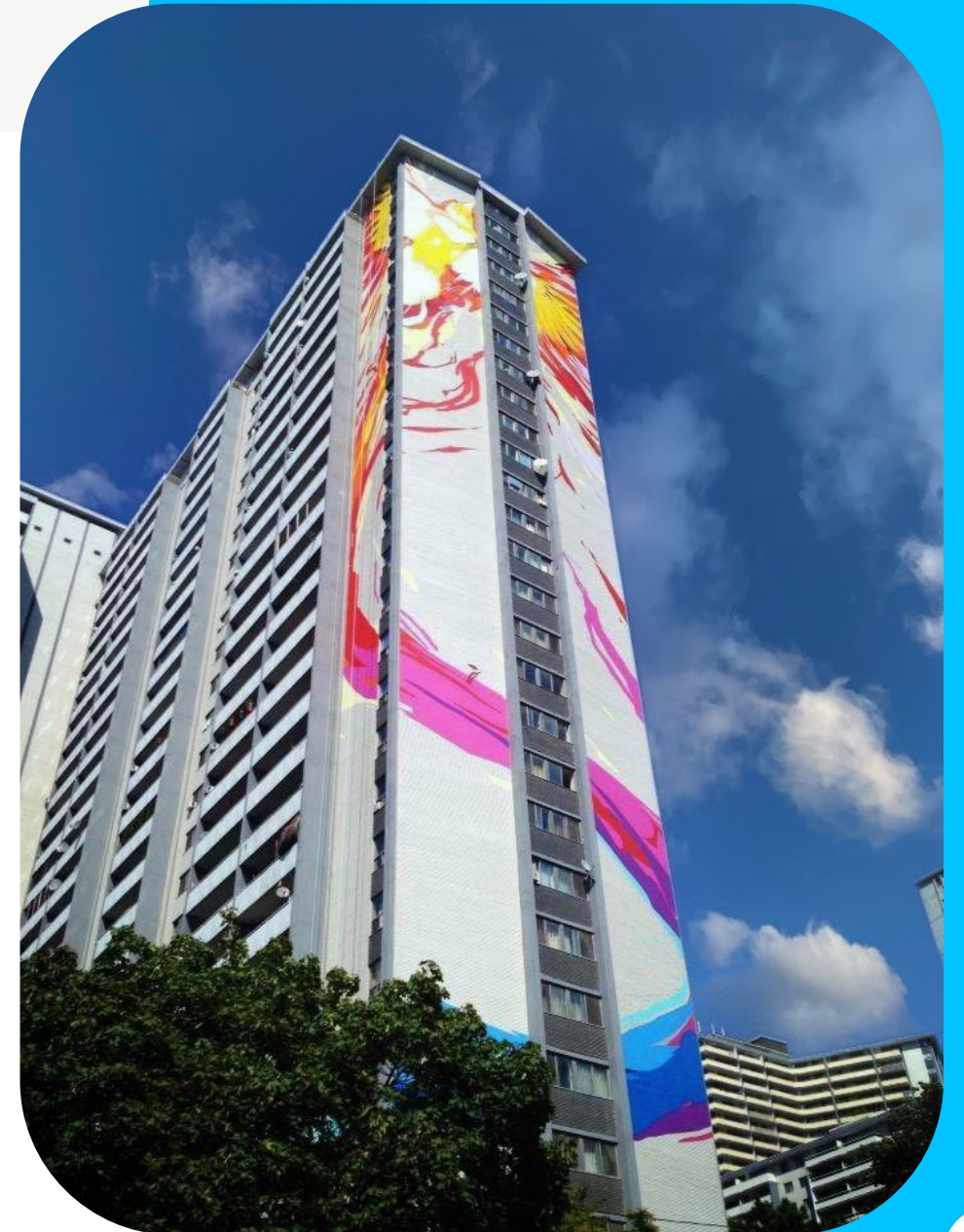
Workforce in St James Town

The Problem: Untapped talent in St James Town

- **High poverty** rate
- **High education** rate
- **Few settlement services**
- **Low knowledge of Canadian workplace**, opportunities and pay scales
- **High potential** largely unrealized

FACTS AND WHAT WE'VE HEARD TO DATE

- **FACTS:** Poverty rate 40% moving to 50% during pandemic.
- **LOW EXPECTATIONS/WORKFORCE DISCOURAGED.** e.g. IT professional seeks to work in catering
- **LOW CONFIDENCE:** e.g. soft skills and work/life balance are among requests
- **STRATEGIES NEEDED:** May not be aware of strategies; need for career path development; how to negotiate salary



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Solution: Mentoring Circles.

- Peer groups meet for support
 - Facilitator brings resources based on group needs
 - A bridge to a Job Search – readiness coaching for the job search
 - Information on Canadian workplace, growth sectors, networking, research etc.
 - Environmental job postings are at an all-time high e.g. 6x manufacturing or health care*
- Prepares and coaches residents in IT, Engineering, Environmental Sciences, or with a Master's or PhD degree; older or mid-career job seekers;



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Unique value proposition: Bring Settlement to Residents vs searching for resources

- **Proactive invitation** to job seekers to participate.
- Proactive **engagement** of **potential employers and entrepreneurs**.
- **Meets unmet need** - No settlement services operating in SJT.
- **Can be a feeder** to conventional settlement services.



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Benefits vs Costs

Benefits of Mentoring: TRIEC Mentoring Partnership research found that skilled individuals were 2.45 times more likely to be in good quality employment after 3 months than individuals in the control group (Demand for & Impact of Mentoring Newcomer Professionals: The case of TRIEC Mentoring Partnership Evaluation Findings 11 February 2020)

Budget:

Approx. \$100,000 for one year

- Coordinator 45-60K;
- Assistant 25K;
- Honoraria : 10K
- Expenses (e.g. Zoom; IT; refreshments; venue rental) - \$1000



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Alignment with SDG Goals

- **#1 No poverty**
- **#2 Zero Hunger**
- **#3 Good Health and Well-being**
- **#8 Decent work and economic growth**
- **#10 Reduced inequalities**
- **#17 Partnerships for the goals**



Thank you!

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