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Funded by:



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**NORTH SHORE  
LOCAL IMMIGRATION  
PARTNERSHIP**

COLCHESTER COUNTY PICTOU COUNTY ANTIGONISH COUNTY

# Newcomer & Employer Engagement Sessions

## June 2023 - Dec 2023



**In Feb 2023, the North Shore Local Immigration Partnership (LIP) completed a Newcomer Roundtable series which was designed to inform future projects. One of the common gaps for Newcomers was networking & face to face interactions with employers.**

**The LIP completed 3 in person engagement sessions in Truro, Stellarton, & Antigonish. Newcomers and employers were invited to a speed meeting type event located in their communities.**

**Industries in attendance were: retail, construction, printing, long term care, corrections, automotive, food manufacturing, healthcare, and retail grocery.**

**The LIP will also develop a toolkit for other organizations to use in hopes that there will be events held in areas outside the catchment of the North Shore LIP.**

**32 Newcomers joined across the 3 events.**



**10 different employers joined the sessions**



**The event was advertised within local organizations, on social media and email.**



# FEEDBACK AND TAKEAWAYS

We evaluated the effectiveness of our initiatives through feedback collected after each of the three Newcomer Employer Networking Sessions. It addressed concerns raised by both newcomers and employers across the North Shore region.

Newcomers highlighted challenges in networking & face to face interactions with employers and workforce integration during the Newcomer Roundtable Sessions.

Employers, on the other hand, emphasized persistent labour shortages and limited strategies for effectively recruiting and integrating international talent. This insight was gathered from international talent-hiring information sessions and other employer-focused gatherings.

# EMPLOYERS

## Introduction to Newcomer Communities

"Nice to introduce us to Newcomers."



"It gave me the opportunity to explain what our company does to all participants."



New Glasgow

## Apprised on Newcomer Perspectives

"Listening to others' perspectives and hearing the questions from the Newcomers."



"I also found it valuable to hear some real testimonies from immigrants and their struggles."

## Face-to-Face

"The agility to have one-on-one time with participants."



"The time individually with the candidates."

# NEWCOMERS



## Exposure to Opportunities

"Knowing that there are employers willing and need to hire someone without experience."

"Meeting with employers and knowing that one employer has different types of employment opportunities."

"I got acquainted with professions and met employers. It was a new experience for me in Canada."



## Time with employers

"Communication with employers."

"Chance for one-on-ones with employers."

"The chances to talk one-on-one with employers to hear what their needs are and show them how I could fill them."

Highlighting the value of direct, face-to-face interaction and networking opportunities with employers.



## Networking

"We met different kinds of nationality (sc), and they treated us friendly."

"The space was very inviting and convenient."

Feedback to Highlighting various sectors, programs, and opportunities for employment, including specific focus areas like IT, hospitality, and finance.

# Recommendations for next time:

- **Better Advertising to Newcomers & Immigrants**

- Use social media platforms that are more popular with this demographic: WhatsApp, Instagram, & Snapchat, not just Facebook & LinkedIn.

- **Have more immigration-specific resources available**

- Settlement staff and/or their contact information at the event.
- Access to welcome guides, welcome networks, multicultural associations, & other tools to help with community navigation & social cohesion.
- Have information about provincial and federal immigration streams (invite representatives of each to be present to answer questions and present on the streams if time permits).

- **Diversify the sectors that attend**

- Send out a poll to newcomers beforehand to identify sectors people are interested to learn more about to increase engagement.

- **Minimize noise levels**

- Choose venues that allow to create designated quiet areas away from high-traffic areas that minimize echo & background noise.

- **Provide Employer Information beforehand and at the event**

- Who will be there, the type of work they do, employer list, handout/QR code.



# Summary of Events

## ***Session 1: Colchester County NSCC Truro Campus***



- Had 1 employer with members from different departments, e.g. HR, warehouse, IT, and sales.
- Roundtable set up for open dialogue and Q&A.
- Worked well but challenging for larger groups.

## ***Session 2: Pictou County NSCC Pictou Campus***

- 6 sectors present
- Set up as timed speed networking with opportunity before and after rounds
- Flow worked well, attendees spoke to all employers to learn more about the different roles & workplace training available.
- Recommend a designated space for people to “hang out” before session.

## ***Session 3: Antigonish County The People's Place: Antigonish Town and County Library***

- 5 sectors present
- Participants didn't resonate with the timed rounds, pivoted and encouraged Newcomers to approach employers they were interested in and speak with them for as long as they wanted.

**Settlement staff was present & NS Works had a table at each session.**



# Set up

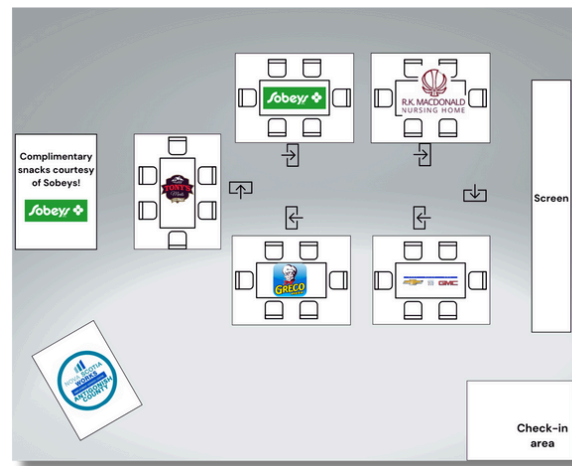
Events were organized by local employment / education organizations within their communities.

Each event was set up to maximize the connections between Newcomers and local Employers.

Each location set up 'Employer Tables' where local employers would stay as Newcomer participants rotated every 5-10 minutes.

Each location featured a registration/check in area as well as a refreshment station for all attendees.

After each event all attendees were sent feedback forms.





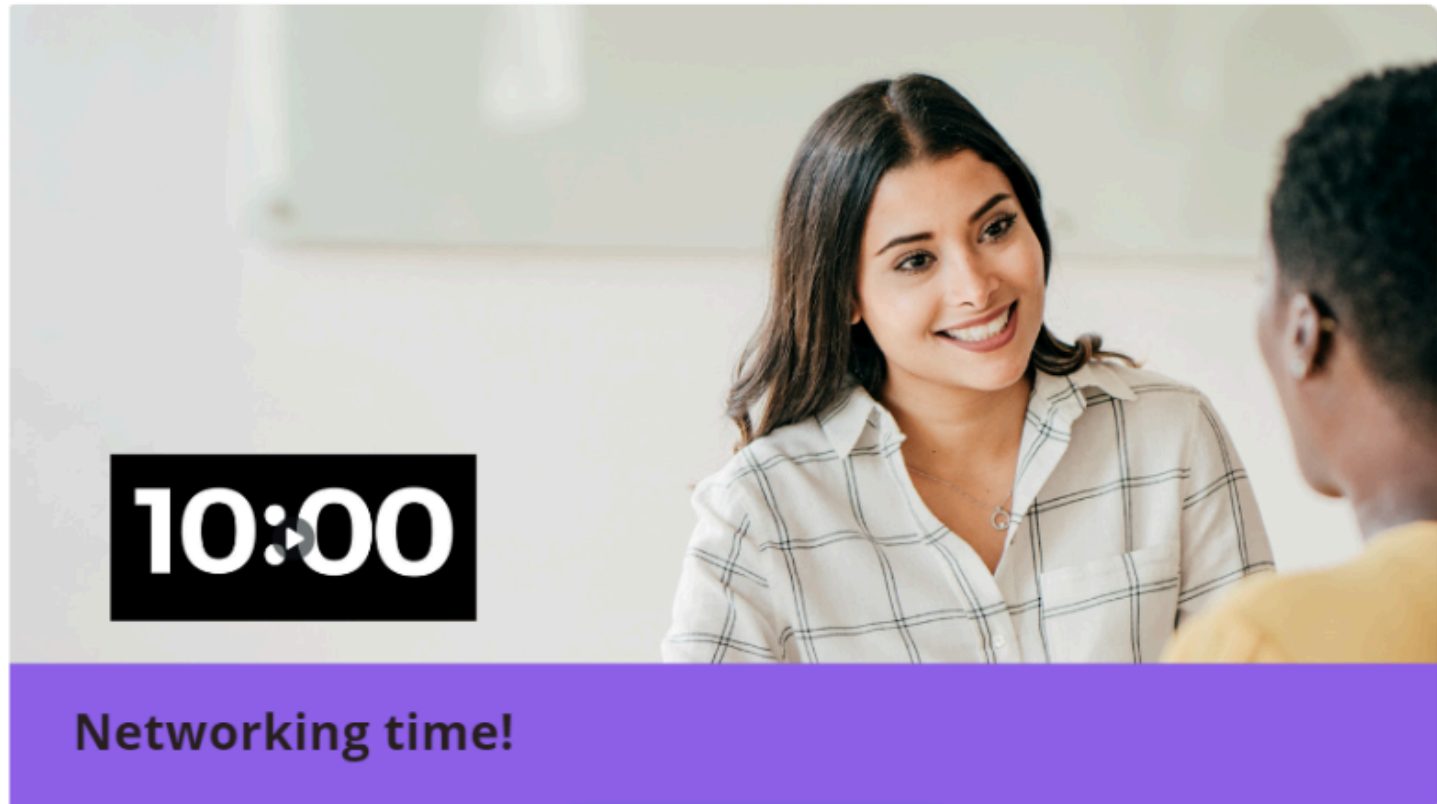
# **Helpful Materials**

**Time Keeping Slideshow**

**Sample Map Layout**

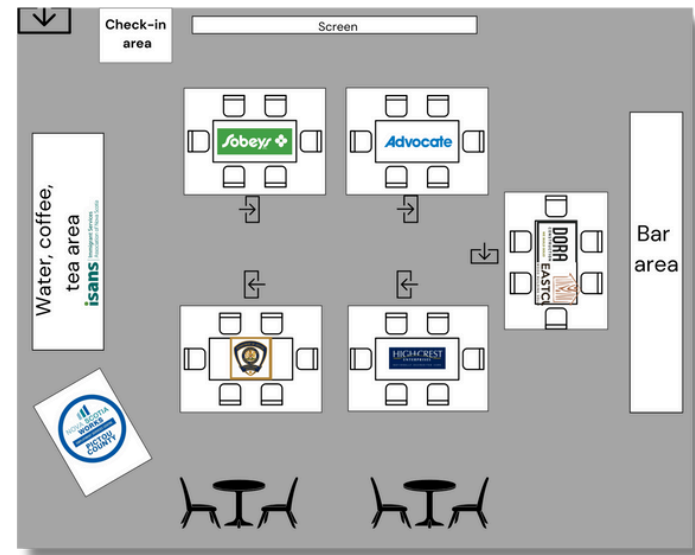
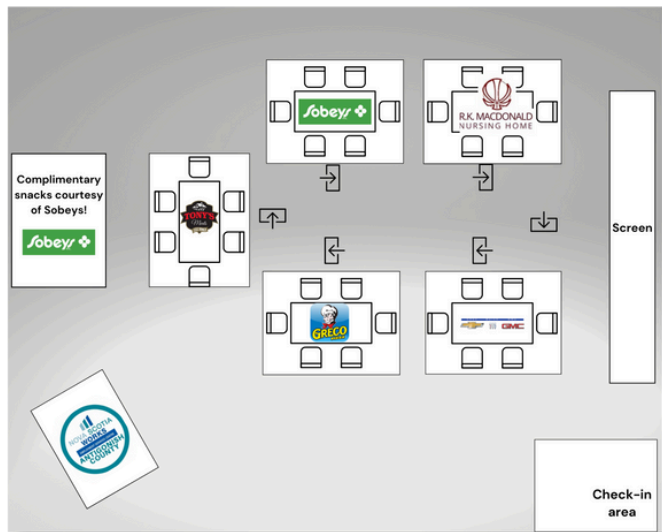
**Employer Orientation Slideshow**

# Time Keeping Slideshow



**Slide show playing for organizers,  
participants and employers to keep time.**

# Sample Map Layouts



# Orientation Slideshow for Employers

A presentation slide with a blue and orange background. A purple box in the top left contains the text 'WELCOME! Newcomer Employer Networking Session'. The main content area is white and contains text about the purpose of the events, a list of topics employers are encouraged to share, and a statement about newcomers' contributions. Logos for the North Shore Local Immigration Partnership and the Government of Canada are at the bottom.

**WELCOME!**  
Newcomer Employer Networking Session

These events are an opportunity for newcomers to make professional connections with local employers in an informal setting.

Employers are encouraged to share:

- what kinds of jobs are available in their organization
- a day in the life for those unfamiliar with those job/roles
  - workplace culture
  - employee benefits (not just salary)
- how their workplace is welcoming & inclusive to newcomers

Newcomers will be encouraged to share the values & experiences they bring to shed light on how to improve access and success in Canadian workplaces.

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Funded by:  Immigration, Refugees and Citizenship Canada  
Presented by:  Immigration, Refugees and Citizenship Canada

# Sample Emails to Employers & Newcomers

## Email to Newcomers after registering



Hello and thank you for registering for the Newcomer Employer Networking Session taking place on *(date)* from *(time)*. The session will be held at *(location)*.

I've attached a map of how to get to the *(venue)*. We'll be upstairs in *(room name/number)* and will post signs to help you find us. 😊 *(include a map to help with parking and/or finding the room, and any other instructions to make it as clear as possible to find the venue)*.

Refreshments and snacks will be provided. *(Always have food!)*. Some employers may take resumes, so bring a few just in case. Let me know if you have any questions. *(support participants to be as prepared as possible)*.

**\*\*Reminder\*\*** By attending this event, you are giving permission to have your picture taken which may be used for social media purposes, LIP newsletter, infographics, and other reporting. *(media release disclaimer during registration and visible sign at event)*.

# Sample Emails to Employers

## Employer Registration:



Employers participating in the *(location)*  
Newcomer Employer Networking Session,  
will be on *(date)* from *(time)*.  
Location: (Name of venue& address)

Please note that there is a limited number of employers that can participate at each session, registration will be based on a first come basis and availability.

Questions? Contact:*(info)*

This event is not a job fair but an opportunity for newcomers to make some professional connections with local employers in an informal setting. They will have the opportunity to share the value that they can bring to the Canadian workforce, which can be their education, skills, past work experience, attitude, and innovative ideas that can increase newcomer success and retention.

Employers will be asked to share what kinds of jobs are available in their organization, what training and education is required, if there is any training and upskills provided by the employer, what a day in the life looks like for those that may not be familiar with those job/roles, workplace culture, salary, employee benefits, and whatever questions arise from the group.

# Sample Emails to Employers

## Employer Invitation:



Attention employers!

Are you looking to expand your workforce with International talent but don't know how to connect with them or where to find them?

*(Name of organization)* will be hosting a Newcomer Employer Networking Session this Fall.

Make sure to register to be one of the employers showcased at this event. It's a great way to get to hear about the amazing talent and value that newcomers bring to the workplace, how to be more welcoming and inclusive, and how some small changes can help with the attraction and retention of employees.

Register using the link below or by scanning the QR Code. *(provide link here)*

Spots are limited, so apply early for your opportunity to showcase what your business has to offer and to connect with this talent pool.

Thank you.



# LIP Employment Working Group Members



LAUNCHING TECH CAREERS.  
TRANSFORMING LIVES.



Colchester Adult  
Learning Association



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COLCHESTER COUNTY  
PCTOU COUNTY  
ANTIGONISH COUNTY