

Annual Report 2018-19



“As newcomers, we do not have many connections in our new communities. This program kick starts that very concept. By introducing me to my first Connector I was able to have useful informative interviews to understand more about the sector I want to work in. This Connector in turn connected me with more people in the field. All my connections added to my knowledge of the industry. After five months of meeting people through the program, one of my connections heard that I applied for a position at her organization and helped me get an interview. This directly led me to landing my first full-time job in the sector I had originally wanted to work in. If it weren't for this program, I wouldn't have had the knowledge I now have of this sector, and I wouldn't have met all the amazing people I connected with.”

- KWMC Connectee



“This program gives me the opportunity to connect with those in Manitoba who are already employed in a field related to my field of expertise. By connecting with them I am able to learn what are the needs and requirements of prospective employers in Manitoba as well as have an avenue to communicate to those who might be in touch with the hidden job market in Manitoba.”

- Winnipeg Connector Partnership Connectee



“The Western REN Connector Program has been an enormous help for me. Before joining the program, I never felt confident when meeting with any interviewers and I would normally be unsuccessful with my interviews. After joining the program and realizing my options, I have gained so much more confidence in such a short amount of time! It really has enhanced my networking and job search, and I have since been successful in finding a job. The program has helped me gain a sharp vision as to where I want to be with my career as well as set me up with local connections, so I can stay connected right here in my own region.”

- WREN Connectee

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Participants of the 2018 NCP Learning Exchange at the Game Changers Awards Gala.



Executive Director

I'm pleased to present the 2018-19 Annual Report for the National Connector Program (NCP). It has been another incredible year, and once again we are amazed by the growing interest Canadian communities have in launching their own Connector Programs. There are now 38 Connector communities operating across Canada.

We all understand how important it is for newcomers to build professional networks and find the right job that matches their international skills and experience. Since July 2013, NCP communities have worked with 6,030 Connectees. More than 4,200 Connectors met with these newcomers and provided referrals and introductions, resulting in 2,280 Connectees finding jobs in their field. I would also like to acknowledge the Connector Programs launched prior to 2013 that continue to operate very successfully: Halifax, Montreal, North Bay, and Kingston.

Thank you to Immigration, Refugees and Citizenship Canada (IRCC) and the Halifax Partnership for supporting the National Connector Program since the beginning. This long-standing and consistent support, along with the support of our referral partners, is a demonstration of tremendous commitment to helping Canadian communities support and retain newcomers.

Thank you as well to the passionate and dedicated Connector Program Coordinators for your hard work, resulting in another highly successful year.

We look forward to welcoming even more Connector communities in the coming year.

Sincerely,



Robyn Webb
Executive Director
National Connector Program



Program Manager

Working with NCP communities, partners, and stakeholders is such a rewarding and exciting experience, and 2018-19 was no exception. It takes about a year for a new NCP community to start seeing solid results, and it's been inspiring to see the 10 new communities that joined us in 2017-18 roll out the Connector Program and grow it in their areas.

I've been working on several marketing and branding projects for NCP this past year, including the Newcomer Networking How-To video and toolkit which is now available on our website. We also launched our Super Connector campaign in March, which features 10 amazing Connectors from across Canada. This short campaign generated a lot of buzz online, and it is a project we will look to do on a larger scale in coming years.

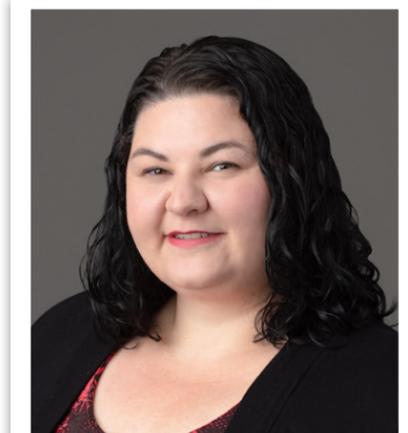
Looking forward to this year, I'm excited to continue supporting NCP communities through training, resource creation and sharing. Planning for the 2019 Learning Exchange is currently underway, and I'm confident it will be bigger and better than ever. As we move into the final year of the NCP's current service agreement, I'm confident we'll finish out this year strong.

Thank you for a wonderful year, and I look forward to seeing what we accomplish in 2019-20!

Sincerely,



Sasha Sears
Program Manager
National Connector Program



Executive Summary

With support from IRCC since 2013, the Halifax Partnership has been supporting the development and growth of **38 Connector Programs** across Canada to help immigrants successfully attach to the workforce. The 2018-19 fiscal year marks year two of a three-year agreement that will lead us to 2020.

Agreement deliverables with IRCC for April 1, 2017 to March 31, 2020:

- Increase labour market participation (jobs) in Canadian business communities and employers' networks.
- Increase labour market and community integration through Connector meetings, networking associations, and community-based activities.
- Increase newcomer confidence and knowledge through targeted connections with employers in their field, networking meetings and events, skill development, and online resources.
- Increase strategic opportunities for newcomers to secure employment through the successful and sustainable implementation of **10** new Connector communities.
- Increase employer engagement to support newcomer integration and retention.

The following targets were established:

- Assist 2,000 newcomers.
- Increase the engagement of business leaders by matching them to immigrants and increasing their business networks.
- Increase labour market participation (jobs) in their respective communities.

We are proud to share that in 2018-19, Connector communities achieved the following collective results:

- **855** newcomers were matched with Connectors
- **601** business leaders became Connectors
- **299** participants found jobs in their related fields

In 2018-19, the NCP recruited one new Connector community, having already achieved the goal of **10** new communities by 2020 the previous year. There are now **38** NCP communities, including one industry association, working to connect immigrants to business networks in Canada.

We would like to acknowledge and thank **IRCC** for funding the **NCP**, and the **Halifax Partnership** for leading it since 2013. This support, along with our referral partners, immigrant serving organizations, local chambers of commerce, local economic development organizations, and business and Immigrant Employment Councils, has shown tremendous commitment to helping Canadian communities welcome and connect newcomers.

“Thank you ACCES Employment for conducting such programs, especially having the best coaches who have painstakingly helped me during the entire program and who continue to help me in my professional and personal development at every step.”

-ACCES Employment Connectee

NCP Scorecard

Targets 2017-2020	Year 1 2017-2018	Year 2 2018-2019	Program Total 2017-2020	Cumulative Results 2013-2018
10 New Connector Communities & Industry Associations will become operational <i>Training provided through NCP</i>	ONB-Moncton ONB-Saint John ONB-Fredericton KWMC-Waterloo Corner Brook, NL Grand Falls, NL Charlottetown, PE Summerside, PE Eastern Region, NS Valley Region, NS	North Superior Workforce Planning Board, ON	11 New NCP Communities Target exceeded	Currently Operational: 38
NCP Communities will aid 2,000 new Connectees	750 New Connectees	855 New Connectees	1,605 New Connectees 80% achieved	2,931 New Connectees
NCP Communities will contribute to increasing labour market participation (jobs) in their respective communities	244 Jobs	299 Jobs	543 Jobs 33% of Connectees	980 Jobs
NCP Communities will increase engagement of business leaders by matching them to immigrants to increase their business networks	672 Connectors	601 Connectors	1,273 Connectors 63% achieved	2,882 Connectors



2018-19 Activity Report

The following provides an overview of results against planned activities in the 2018-19 Contribution Agreement.

Activity 1

Recruit 10 new NCP communities and provide continued support to existing Connector communities.

Efforts to promote NCP included:

- Presenting NCP at the Metropolis Conference in Halifax.
- Hosting a NCP webinar for Planning for Canada.
- Presenting at the Emerging and Best Practices Conference by IRCC and Employment and Social Development Canada (ESDC).
- Presenting at the Immigrant Employment Initiatives and Foreign Qualification Recognition Conference.
- Presenting at the Immigrant Employment Council (IEC) Symposium.
- Engaging with more than 10 Canadian communities and organizations that have expressed interest in joining the NCP.

New International Programs

- Welcome TLC, Toledo-Lucas County, Ohio.
- Portland Professional Connections, Portland, Maine.
- Change Agency, Pittsburgh.

Outputs Achieved

- 11 new Connector communities signed partnership and sharing agreements in the first two years of the current service agreement.

Activity 2

Training of new and existing NCP communities, including hosting a Learning Exchange.

Actions

- Provided customized remote training to 11 communities and on-site training to four communities.
- Held monthly NCP calls to discuss challenges, best practices, resources, and results.

- Held quarterly one-on-one coaching calls with each NCP community.
- Hosted the annual National Connector Learning Exchange in October 2018 which was attended by 17 NCP communities. Topics and workshops included the Super Connector Campaign, networking resources for Connectees, best practices for sponsorship, and social media. All participants were invited as special guests to the Halifax Partnership's Game Changers Awards Gala, which recognizes Connector Organizations and Super Connectors.
- Facilitated NCP communities to share resources on the online portal, including continual enhancement of tools, networking strategies, speed interviewing strategies, presentations, best practices, and lessons learned. Continual emphasis on sharing resources was aimed at improving networking and knowledge of the labour market for newcomers across Canada.



“I’m always happy to connect people, especially those who are new to the region.”

RICHARD TAKAI
KELOWNA CONNECTOR

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- Provided increased social media promotion and content for all communities through the Super Connector campaign (see page 16).
- Provided tips and examples of report writing for communities' funding partners to support the sustainability of Connector Programs.

Outputs Achieved

- Positive feedback from Connector communities that on-site training provided by the NCP Program Manager is an excellent resource. Feedback also determined that providing on-site training when there is Connector staff turnover is a best practice.
- NCP communities appreciate the opportunity to come together at the annual Learning Exchange. When surveyed, 90% of attendees consider the Learning Exchange to be an effective training opportunity, and 90% rated the event either “excellent” (60%) or “very good.” (30%).
- Enhanced NCP website and member portal is valued by new and established Connector Programs.

Activity 3

Ongoing maintenance and enhancement of the NCP tracking software.

Actions

- Received funding from the Province of Nova Scotia and Atlantic Canada Opportunities Agency (ACOA) to rebuild the NCP tracking system. The rebuild was completed in November 2018 to align with current technology and included additions to make the intake process more efficient.
- Provided ongoing support and training to new and existing communities, including training all NCP communities on the new tracking system software.

- Updated the training manual and on-site training schedule to focus on updates to tracking system processes.

Outputs Achieved

- All NCP communities utilize the Connector Tracking software.
- Process improvement allowed improved tracking and engagement of Connectors.
- System rebuild will allow for more control of the system by the NCP team and the communities.

“It has always been my dream to grow in my profession here in Canada. Joining the Connector Program helped me to achieve that dream; I am so glad to state that I just got a job. If I didn't join the Connector Program, I wouldn't have had this opportunity.”

-Winnipeg Connector Partnership Connectee

2018-19 Activity Report

Activity 4

Develop a needs-based integrated marketing, communications and engagement strategy to build on current marketing and engagement assets/resources.

Actions:

- Create a sales and promotional video to encourage new communities to start a Connector Program.
- Create an intake how-to video to support NCP Program Coordinators in attracting quality Connectors to improve engagement and increase the number of referrals.
- Create a how-to video for newcomers with key networking tips to build newcomer confidence and increase knowledge and skills for networking in Canada



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PROGRAMME DE CONNECTEUR NATIONAL

- Create and launch the “Super Connector” digital campaign to build brand awareness of NCP and attract potential new Connectors.

Outputs Achieved:

- Marketing and communications strategy for NCP is complete.
- New branding is being implemented in NCP communities.

- Portal refresh is complete: connectorprogram.ca
- Two videos (networking how-to and Connector in-take training) are complete.
- Super Connector digital campaign was developed and rolled out across Canada (see Activity 6).



Activity 5

Create an online networking toolkit to equip newcomers with the specific business-focused strategies to increase their employability.

Actions:

- Create a how-to video for newcomers with key tips for networking in Canada.
- Gather and compile online resources (articles, tests, videos, etc.) to ensure the toolkit offers many avenues to increase newcomers' networking knowledge and skills.
- Share skill development and online resources for immigrants on the NCP website.

Outputs Achieved:

- Online newcomer networking toolkit is live with a dedicated page on the new NCP website.
- Networking how-to video is complete and is being used by NCP communities as a resource for their Connectees. The general public can also access the toolkit on the NCP website.
- Updates to the toolkit with additional resources and best practices are ongoing.

Activity 6

Identify, recruit, and profile 10 Super Connectors from new and existing NCP communities.

Actions:

- Select and feature 10 Super Connectors from across Canada in a digital marketing campaign.
- Develop the marketing campaign and promote through digital marketing channels and across NCP platforms.
- Share materials with NCP communities to use on their own channels and to create their own Super Connector campaign.

Outputs Achieved:

- Marketing campaign developed and executed in Canadian markets. The campaign can be viewed on the NCP website (see page 16 for more).

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“
I believe in the impact that the Connector program can have on newcomers.
”

LANA SHEPPARD
SASKATOON CONNECTOR



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There are now
38 NCP communities
working to connect immigrants
to business networks
in Canada.

Highlights from Across Canada

Yukon Connector Program:

- Presented to more than **60** newcomers at the **Francophone Association**.
- Held its first networking event in July, which was organized by newcomers. This hands-on experience provided transferrable organization, planning and presentation skills and helped build new networks.

Invest Kelowna Connector Program, British Columbia:

- Hired a new Program Coordinator in Central Okanagan in February 2019.
- Participated in a reverse career fair at **UBC Okanagan** and signed up several new Connectees as a result.

Chartered Professional Accountants (CPA) Alberta:

- Organized events in partnership with **ERIEC** and **CRIEC** to recognize and celebrate Alberta Connectors. A total of **110** Connectors attended.

Edmonton Region Immigrant Employment Council, Alberta:

- Held two speed networking events attended by **25** accounting and engineering Connectees.
- Presented on the **Power of Networking** at the University of Alberta's **I-Work Conference**.

Calgary Connector Program, Alberta:

- Organized a networking workshop with the **CPA Alberta Connector Program** for **80** attendees. Another joint event will be organized this year.

Conseil économique et coopératif de la Saskatchewan (CÉCS), Saskatchewan (Provincial Program):

- Created a dialogue on employability for immigrants to hear directly about their needs.
- Invited female Connectees with IT backgrounds to **"Regina Ladies in Tech Night"**, a working code hackathon to promote innovative recruiting methods in the Saskatchewan technology sector while celebrating existing companies, businesses and people who are growing the technology industry.

Success Skills Centre, Manitoba:

- Hosted the first **Connector Café** with **RBC** in December 2018, which was attended by **17** participants from the Connector Program. This was an excellent opportunity for Connectees to meet **15 RBC** staff including recruiters, managers, and senior executives. One Connectee shared his personal story showing how the Connector Program helped build his confidence.

Kitchener-Waterloo Multicultural Centre, Ontario:

- Created and offered monthly **"Get Connected"** workshops in partnership with the **Pre-Employment Program** at the Kitchener-Waterloo Multicultural Centre to help Connectees learn about networking and share their experiences.
- Hosted after-hours networking event for Connectees and Connectors.

ACCES Employment (GTA), Ontario:

- Aligned the Connector Program with the **Speed Mentoring™ Program** and the **Mentoring Partnership Program**.
- Continued to leverage collaboration with alumni at events to share information about the Connector Program and speak about the benefits of the program. Many **ACCES Connectors** are client alumni who have expressed interest in giving back to the community.

Western REN, Nova Scotia:

- Planned and co-hosted a newcomers' entrepreneur event with **Ignite Labs** in Yarmouth for **25** participants.

Valley REN, Nova Scotia:

- Launched in September 2018.
- Worked with **23** Connectors.
- Worked with **25** Connectees, **1** found a job.
- Hosted a **"How-to-Network"** workshop for **Acadia** and **NSCC** students, and followed with a student networking session attended by **50** people, including employers in the area.

Eastern Strait REN, Nova Scotia:

- Launched in August 2018.
- Worked with **103** Connectors.
- Worked with **8** Connectees, **3** found jobs.



Cape Breton Partnership, Nova Scotia:

- Partnered with **Innovacorp** and **Mentor Connector** to present a Connectee workshop **"Taking the Work Out of Networking"** with a focus on entrepreneurship by the founder of **Robots and Pencils**.
- Partnered with **NextGen** to launch a two-part networking series called **"Off the Clock"** for **40** attendees representing the private and public sectors.

Opportunities New Brunswick Connects (Provincial Program):

- Launched in October 2018, now province-wide.
- Worked with **362** Connectors.
- Worked with **165** Connectees, **40** found jobs.
- Participated in the **NCP Super Connector** initiative to highlight a Connector.
- **Huddle News Site** featured two of their Connector success stories.

PEI Network (Provincial Program):

- Launched in August 2018.
- Worked with **35** Connectors.
- Worked with **58** Connectees, **17** found jobs.
- Delivered a workshop to help **PEI Association of Newcomers** participants learn how to network.

Connector Newfoundland (Provincial Program):

- Expanded program to include Central and Western Newfoundland.
- Launched new brand and website: connectornl.ca
- Created and hosted online webinars focused on resume writing, networking, job searching that will continue on a monthly basis.



The NCP's success is a testament to the effectiveness of the program and the replicability of the Connector model.

Best Practices & Lessons Learned

Through monthly meetings, the NCP Program Manager works with communities to identify and share best practices and lessons learned to ensure continuous learning and program improvements. Below are highlights of what we have uncovered.

Best Practices

- Hosting an annual National Connector Learning Exchange provides many benefits to NCP communities. It is an opportunity to create a common understanding of the importance of immigration to our communities and our country, to strengthen relationships, and to share experiences and best practices.
- Collaborating with and utilizing the Halifax Connector Program as an incubator for new innovations, process improvement, and training feedback. As the most mature and successful program, Halifax has the capacity to support training and process improvement.
- Developing strategic partnerships with business/industry associations to identify opportunities for increased engagement. This may include co-hosting events to provide opportunities for intentional networking for immigrants, identifying potential Connectors within the associations' membership, or increasing awareness of the benefits and need for hiring diverse professionals.

- Ensuring strong alignment with immigrant-serving community organizations ensures immigrant participants are properly prepared and employment ready. The Connectee intake process provides additional quality assurance before connections are made to business leaders. This leads to increased satisfaction for both Connectees and the Connectors.

Lessons Learned

- Increase marketing efforts. The Super Connector campaign brought national attention to the NCP and its communities. Moving forward, we will focus more effort on marketing to continue to increase brand awareness and attraction of participants.
- Provide on-site training for staff turnover. Staff turnover is inevitable, and we've learned that training is crucial to ensure new staff continue to use proper processes and messaging in their community.
- Keep up with technology. Regular technology upgrades allow us to continue to provide excellent service to our client base as we keep up with new technological trends and platforms.

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“It's great to be doing something that really makes a difference to other people.”

PAUL BIGGAR
WINNIPEG CONNECTOR

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BUILDING COMMUNITIES.**



Opportunities Going Forward: 2019-20



Over the last six years, the NCP has seen great success, achieving its goals and surpassing its target of supporting the development and launch of 38 new Connector Programs in Canada. The NCP's success is a testament to the effectiveness of the program and the replicability of the Connector model.

In April 2017, the Halifax Partnership signed a three-year funding agreement with IRCC to continue to lead and deliver the NCP. During the final year of this agreement, the NCP will:

- Continue to recruit new NCP communities as well as support the 11 new and 27 existing communities.
- Continue to profile 10 Super Connectors from new and existing NCP communities.
- Train new and existing NCP Connector communities.
- Update the NCP tracking software.
- Connect NCP communities to best practices, knowledge, and insights.
- Increase awareness and foster engagement within NCP communities
- Celebrate and showcase the success of NCP communities.
- Continue to develop new resources for the online newcomer networking toolkit to increase newcomers' knowledge and confidence.

These activities will increase awareness of NCP locally and nationally, supporting the growth of the Connector base in all industries and sectors and newcomer integration and retention.

“I am an immigrant myself and 7 years ago I had to go through the same type of experience of looking for my first job in a new country. I am very happy to share my experience with people who are going through the very same challenge and journey. It was such a pleasure to meet with my Connectee. I am confident that with her skills and experience she will have a bright future here in Canada. I was happy to share my knowledge with her and give her some feedback on her resume.”

– ERIEC Connector



2018-19 Report Card & Cumulative Results

Excludes communities existing pre-NCP (2013). For total program outcomes, see page 5.

1 Edmonton AB (13/11/27)
Connector Program-Edmonton
 Edmonton Region Immigrant Employment Council (ERIEC)

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	70	81	272
Jobs	7	12	33
Connectors	31	33	120

8 Ottawa ON (14/03/10)
Ottawa Connector Program
 Ottawa Community Immigration Services Organization (OCISO)

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	164	76	497
Jobs	69	66	234
Connectors	55	36	278

15 Regina SK (16/03/31)
Connector Program-Regina

16 Saskatoon SK (16/03/31)
Connector Program-Saskatoon
 Conseil économique et coopératif de la Saskatchewan (CÉCS)

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	128	63	191
Jobs	26	7	33
Connectors	53	72	125

2 CPA Alberta (13/12/18)
Connector Program-CPA Alberta
 Chartered Professional Accountants, Alberta

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	13	4	382
Jobs	0	—	38
Connectors	13	—	279

9 Kitchener-Waterloo ON (17/09/27)
Waterloo Connector Program
 Kitchener-Waterloo Multicultural Centre

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	24	42	66
Jobs	1	34	35
Connectors	31	37	68

17-21 Regional District of Central Okanagan BC (17/01/17)
Connector Programs of Kelowna, West Kelowna, Lake Country, Peachland, West Banks First Nation
 Central Okanagan Economic Development Commission on behalf of the Regional District of Central Okanagan

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	14	—	14
Jobs	3	—	3
Connectors	45	8	53

3 Applied Science Technologies and Technicians of BC (14/01/22)
IEC-BC Connector Program -ASTT-BC

4 Vancouver, BC (14/01/22)
IEC-BC Connector Program -Vancouver

5 Surrey, BC (14/01/22)
IEC-BC Connector Program -Surrey

6 Campbell River, BC (14/01/22)
IEC-BC Connector Program -Vancouver
 Immigrant Employment Council of British Columbia

Closed	2017-18	2018-19	PROGRAM TOTAL
Newcomers	24	—	261
Jobs	37	—	250
Connectors	28	—	227

10 St. John's NF (15/07/06)
11 Corner Brook NF (17/10/24)
12 Grand Falls NF (17/10/24)
NL Connector Program
 St John's Board of Trade

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	41	39	125
Jobs	9	2	22
Connectors	70	39	195

22 Western Region NS (17/02/13)
(Includes Digby, Yarmouth, Barrington)
Connector Program-Western Region
 Western Region Enterprise Network

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	26	2	28
Jobs	3	1	4
Connectors	58	42	100

7 Calgary AB (14/03/10)
Calgary Connector Program
 Calgary Economic Development

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	114	81	272
Jobs	22	12	33
Connectors	39	33	120

13 Yukon Territory (15/08/05)
Yukon Connector Program
 Yukon Tourism Education Council

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	3	3	35
Jobs	0	1	1
Connectors	4	—	13

23 Toronto ON (17/03/13)
24 Scarborough ON (17/03/13)
25 Brampton ON (17/03/13)
26 North York ON (17/03/13)
27 Mississauga ON (17/03/13)
ACCES Employment Connector Program
 ACCES Employment

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	62	182	244
Jobs	19	77	96
Connectors	30	37	67

Key Performance Indicators and Total Program Outcomes

Since 2013

National Connector communities will aid 2,000 newcomers between April 2017 and March 31, 2020

National Connector communities will contribute to increasing labour market participation (jobs) in their communities

Increase the engagement of business leaders by matching them to newcomers to increase their business networks

Legend

NCP Community or Industry Association	Program Name	Delivered by	Status	Program Start Date Y/M/D
1 Edmonton AB	Connector Program-Edmonton	Edmonton Region Immigrant Employment Council (ERIEC)	Operational	(13/11/27)
	Newcomers			70 81 272
	Jobs			7 12 33
	Connectors			31 33 120

28 Cape Breton NS (17/03/22)
Connector Program-Cape Breton
 Cape Breton Partnership

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	39	14	53
Jobs	5	5	10
Connectors	50	79	129

30 Charlottetown PE (17/02/23)
31 Summerside PE (17/02/23)
PEI Network
 Charlottetown Chamber of Commerce

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	—	10	10
Jobs	—	1	1
Connectors	—	16	16

33 Valley Region NS (18/02/13)
Connector Program-Valley Region
 Valley Regional Enterprise Network

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	—	25	25
Jobs	—	1	1
Connectors	—	23	23

29 Province of New Brunswick (17/09/26)
ONB Connects
 Opportunities New Brunswick

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	—	165	165
Jobs	—	40	40
Connectors	144	362	506

32 Eastern Region NS (18/02/13)
Connector Program-Eastern Region
 Eastern Strait Regional Enterprise Network

Operational	2017-18	2018-19	PROGRAM TOTAL
Newcomers	—	10	10
Jobs	—	1	1
Connectors	—	16	16

34 North Superior Workforce Planning Board (19/03/29)
North Superior Connector Program
 Truro & Colchester Partnership for Economic Prosperity

Ramping up	2017-18	2018-19	PROGRAM TOTAL
Newcomers	—	—	—
Jobs	—	—	—
Connectors	—	—	—

We look forward to welcoming even more Connector communities in the coming year.

-Robyn Webb

NCP Super Connectors

Our largest 2019 marketing effort was the creation and launch of the “Super Connector” digital campaign to build brand awareness of NCP and attract potential new Connectors.

The campaign resulted in over 324,982 impressions, with 989 people clicking through to the written profiles of the Super Connectors. Two program referrals (CECS and NL Connector-St. John’s) came directly from this ad campaign.

NATIONAL CONNECTOR PROGRAM **PROGRAMME DE CONNECTEUR NATIONAL**

“As a Connector I feel like I can do something helpful in a short amount of time.”

CHRIS PULFER
OTTAWA CONNECTOR

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“Having the opportunity to build connections with local business leaders has been fantastic for our client base. The program has been beneficial to our newcomer clients who were requiring additional supports with navigating the job market and exploring career opportunities in their respective areas of training. We welcome the partnership with the Connector Program, and feel as it moves forward, the benefit of such a resource will continue to make a difference not only for the clients of our Centre, but for the community as a whole.”

- Cape Breton Partnership referral partner

“TO HAVE A CONNECTOR WHO CAN MAKE WARM INTRODUCTIONS FOR NEWCOMERS IS VERY HELPFUL.”

VALERIE BRADFORD
KITCHENER-WATERLOO CONNECTOR

BE A CONNECTOR.



“WITH EVERY CONNECTEE, YOU LEARN FROM THE CULTURE, YOU LEARN FROM THE PERSON, AND YOU EXPAND YOUR OWN NETWORK.”

ARNOLDO SOTO
CALGARY CONNECTOR

BE A CONNECTOR.



“I really love being a Connector, meeting people and hearing their stories.”

ALEX GIBSON
ST. JOHN'S CONNECTOR

CONNECTING TALENT. BUILDING COMMUNITIES.



“THE BIGGEST FULFILLMENT AS A CONNECTOR IS SEEING PEOPLE SUCCEED.”

KURT BENSON
HALIFAX CONNECTOR

BE A CONNECTOR.



“SOCIALY, ECONOMICALLY, CULTURALLY, WE ALL BENEFIT FROM GROWING OUR POPULATION THROUGH MEANINGFUL CONNECTOR ACTIVITIES.”

HEATHER WHITE BRITAIN
SAINT JOHN CONNECTOR

BE A CONNECTOR.



“NEWCOMERS HAVE TAKEN THE RISK OF STARTING OVER IN A NEW ENVIRONMENT WITH LIMITED SOCIAL CAPITAL OR NETWORKS.”

RON GRAHAM
EDMONTON CONNECTOR

BE A CONNECTOR.



“My Connector explained to me both sides of the employment process - starting from the newcomer’s expectation as well as the employers’ perspectives. Fortunately, he also shared several tips about reaching contacts from my past sectors, contemplating specialized training and reviewing thoroughly my resume. I’m very thankful to his precise insights that will absolutely enhance my professional development.”

- ERIEC Connectee

“I wanted to write to express that it has been my pleasure to be involved in this initiative. I have recently witnessed first-hand the value of the program and how well it works. As one of the Connectors, I was able to facilitate introductions to several persons that I felt would be a valuable resource based on my meeting with the Connectee. Within a very short period of time the Connectee was able to get settled in a new community and obtain meaningful employment, allowing him and his family to permanently relocate to Yarmouth. I cannot imagine that he would have enjoyed that success without the Connector Program. I commend the Western Regional Enterprise Network for the development and continuation of this project.”

- WREN Connector

“The Connector Program is a great resource that allows us to get to know each other for future opportunities and is a great way to connect people and expand their network and introduce Connectees to other hidden opportunities.”

- ESREN Connectee



About the Halifax Partnership

The **Halifax Partnership** is Halifax's public-private economic development organization. The Partnership drives and accelerates economic growth by selling and marketing Halifax to the world, helping businesses reach their full potential and tracking Halifax's economic progress.

In 2009, the Partnership created the Halifax Connector Program to address barriers immigrants face in developing professional networks by matching them with business and community leaders called Connectors.

As an organization committed to collaboration and the sharing of best practices, the Partnership recognized that the Connector model could be replicated in other communities to support their immigrant retention initiatives, and as such, created the National Connector Program in 2013 with support from Immigration, Refugees and Citizenship Canada.

Thank you to our funder:



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



**NATIONAL
CONNECTOR
PROGRAM**

**PROGRAMME
DE CONNECTEUR
NATIONAL**

Led by:

**HALIFAX
PARTNERSHIP**
CONNECT. COLLABORATE. PROSPER.

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