



**NATIONAL  
CONNECTOR  
PROGRAM**

**PROGRAMME  
DE CONNECTEUR  
NATIONAL**

# Connectee Attraction, Engagement, and Retention Guide and Resources

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This guide and the resources therein are meant to assist you in recruiting and engaging connectees in your program. They are tools to guide you but can be adapted based on the needs and makeup of your community. If you have any questions, do not hesitate to reach out.

## Attracting Connectees

### ATTRACTING CONNECTEES THROUGH LOCAL ORGANIZATIONS

Throughout your community there are places, organizations, groups etc who have connections to newcomers, new graduates, and potential Connectees. Use this list as a starting point when trying to recruit new Connectees to your program.

- Immigrant Serving organizations\*
- Newcomer Associations
- Tourism Bureaus
- Professional Associations (i.e CPAs, IEBC, Engineers Nova Scotia etc)
- Junior Chambers of Commerce
- Chambers of Commerce
- Community Economic Development Organizations
- Ethnic Based Organizations
- Whatsapp Newcomer groups
- Not-for-Profit organizations
- Women's Centres
- Volunteer Organizations/Clubs (i.e. Rotary Clubs, Lions Clubs, Kiwanis Clubs etc)
- Government Departments
- Cultural Centres
- Religious Institutions

\*Local immigrant serving organizations are the best way to find recent immigrants to your area. They know who has arrived and when, and have usually helped the newcomer through a program. Working closely with these organizations will allow you to understand who is ready for the Connector program, and who might need to complete another employment readiness program.

When talking to the organizations, make it clear that this is a partnership. You are not infringing on their business or taking their clients away. You are all working towards the same goal – helping newcomers settle in, and become part of, the community. The organization can help the newcomers become employment ready, through programming, mentorship, coaching and internships. The Connector program can help expand the professional networks of the newcomers so they can access the hidden job market and find meaningful employment. When the newcomer does find employment, you have both helped this person become a part of the community, and the success can be shared!

In order to foster the relationship, you might offer to meet once per quarter with the organizations to share information, address concerns or share best practices on certain topics. You might use this time to share how many Connectees have found employment. This information is tracked by the Connector program through LinkedIn and other means, but may not be by the immigrant serving organization. Thus you can help the immigrant serving organization update their databases. Quarterly check-ins are also a way to maintain a connection with the organization and make the relationship stronger and more

robust. Once you feel comfortable with the relationship, ask to have the Connector Program listed on organizations' website so future Connectees have a variety of opportunities to see and learn about the program.

*If you are not an immigrant serving organization, here is a list of organizations searchable by postal code and criteria on the [Government of Canada](#) website.*

When recruiting Connectees, think of complimentary organizations in the area. Complimentary could mean working together to increase access to the program or to events the program holds. For example, a local accessible transportation organization is not a likely recruiter of potential Connectees, but they might be able to provide transportation to an event you will hold. You could advertise this connection, and newcomers using their transportation services might discover your program. At the very least, you have an organization as a partner to bring people to your events.

Building community happens in a variety of organic ways – being better connected to other organizations helps strengthen the web of services for community members, creating a more vibrant and robust place to live. The stronger this web is, the greater the pull to stay in the community, and the more successful everyone's programs will be.

#### ATTRACTING CONNECTEES THROUGH CONNECTEES AND CONNECTORS

Using the contacts and circles of previous Connectees and Connectors can also help bring people to the program. They themselves can vouch for the program and tell the prospective Connectees how beneficial it was for them. They may know others who are looking for work in the community and would be a good first point of contact. Encourage your Connectees and Connectors to pass the word on to their friends, relatives, children, and colleagues – however, make the program qualifications clear so they are referring people who are ready for the program.

You may also run advertising campaigns using Connectees that will serve to attract both Connectees and Connectors to the program, while also increasing the reach and awareness of the program. The PEI Connectors program regularly features Connectee stories on their website and social media – they also hire local professionals to create the stories. Some examples can be seen here:

<https://www.peiconnectors.ca/stories>

#### ATTRACTING CONNECTEES THROUGH HIGHER EDUCATION INSTITUTIONS

If your mandate for the connector program includes new graduates, working with your local higher education institutions is a great way to welcome Connectees to the program. It also creates solid relationships with various departments within the institution – they can be excellent long-term partners in retaining talent and building your community.

Here are some options to engage with Higher Education institution:

- Sports Teams
- Present to Human Resources Classes and EAL (English as an Additional Language) classes
- 10 000 cups of coffee programs
- University Career Fairs (offer to have a booth, or give a presentation)
- Alumni Associations and Departments

- Study and Stay programs (see [NS Study and Stay](#) as an example)
- Black/African Descent and Indigenous Student Advisors
- International Offices/International liaisons in Academic Departments and Faculties
- Career Services
- Student Unions
- Student Societies such as [Enactus](#), [Rotaract](#), Faculty/Department specific societies, or Region/Ethnic specific societies
- Create a Program Ambassador program
  - Recruit final year students to be ambassadors in their classes and on-campus

You may have to reach out to several people in different departments to get a foothold in institutions. Just because you have a good relationship with a specific department does not mean other areas are aware of this connection. As always, begin the relationship by stating you are complimenting their services. This can be a partnership where everyone wins when the student finds a job in their field post-graduation. Career Services departments get the students ready for employment through counselling, resume and interview coaching, and networking workshops. You are offering a targeted networking program that will focus the work they have done for the student.

Engaging staff of the institutions in each of the above-mentioned departments as Connectors would also help bring Connectees to the program. The staff will be great recruiters for the program, as well as advertisers of the many program benefits.

#### ACTIVITIES TO PROMOTE THE PROGRAM

##### Reverse Career Fairs

- This is an event that asks Employers to pitch jobs, and their organizations, to anyone attending the Career Fair. Events are usually two hours in length – giving 15-20 companies 5-8 minutes for a presentation on why people should apply for positions there, and 5 minutes for questions. There is also time at the end for attendees to meet with presenters. This is similar to the #HireMe Competitions listed in the portal, though in this case, the Employers are competing for people to fill their positions. It is a very effective way to inform job seekers of companies they may never consider, as well as the Connector Program itself. The Connector Program can be a presenter at such an event to emphasize the importance of networking and talking to people, knowing what you are looking for, and the benefits of the program

##### Presentations on Networking and Job Searching

- Develop presentations on Networking and Job Searching and be known for these presentations in your community. You can be the expert and thought leader on these topics and can attract those searching for jobs to you. This will serve as an excellent attraction strategy for the program. Present at all the organizations and groups listed above.

##### Promote the Connector Program as an Organizations Professional Development

- Work with organizations to build the Connector program into their supported activities for Professional Development. This could include junior staff as Connectees, as well as Senior staff for Connectors.
- While working with these organizations, promote these connections in your marketing, enticing future Connectees who wish to work for these businesses to sign up for the program.

Engage newcomer performers and artists in your organization's events

- Giving newcomer artists and performers a chance to show their craft can help boost their career and opportunities. It can also broaden the scope of your events and expand your audience.

Create general events for young people

- When moving to a new area, young people want to engage with the job market, but they also want to meet new people and make friends. Therefore, it is a wise practise to attract young newcomers and graduates through general events that are not highly structured. If networking is intimidating, general meetups might be a way to break into the youth space.
  - Partner with a Community Centre to have a Coffee hour where people can come to meet one another, learn about the program and chat with others who share their experiences
  - For a virtual event, use an app such as "[KumoSpace](#)" which allows for smaller conversations without using breakout rooms.
  - Organize informal meetups that have a networking focus, but are not as structured
  - "Each one Teach one" is an activity where everyone brings a friend to a gathering (could be an evening of a pick-up sport, games night, coffee chat, or other informal get-together) and one person teaches those who attend about a certain topic. The topics could include the Connector Program, interview tips, networking tips, the local labour market etc.

#### MARKETING AND PROMOTION FOR ATTRACTING CONNECTEES

Social media is a great way to spread your message far and wide, though it is not as easy as some would believe. It takes a detailed strategy and time to reach a targeted audience who are engaged with your content. Be patient and adapt to your market and don't be afraid to try new things. You don't know what will work until you try.

In your promotion and marketing, make sure to clearly state program outcomes. This is not a program that results in a job – it is a program that helps to intentionally build a Connectees' network and connects them to their profession in the area. By making this clear in the promotion, it will be easier to convey this message when onboarding a Connectee.

Here are some suggestions to begin:

- Social Media Testimonials
  - Get your former Connectees and current Connectors to share testimonials on their experiences with the program
  - Showcase the success stories that exist in your program!
    - Make sure these messages answer the "why" of the program. Focus on the larger benefits of the program. It is not only successful if someone lands a job – it is also successful if they expand their network, feel like a part of the community, meet friends, and are exposed to the business culture of the city/area. The larger the definition of success, the more potential Connectees will understand the program outcome is not only to land a job.
- Encourage Connectors to take "selfies" of their meetings with Connectees (with their consent) and post them on LinkedIn and other sites with a hashtag of your choosing

(#WeAreAllConnectors, #BeAConnector, #GetConnected are options) and share those when you see them

- List organizations that your Connectors work with on your website and profile them in your social media so you might draw in Connectees who are interested in working for these organizations

#### USING LINKEDIN AS A CONNECTOR PROGRAM COORDINATOR

As a Connector Program Coordinator, your presence and activities on LinkedIn are connected to and representative of your program. Not only can you use the platform for thought leadership, reporting (as you see which Connectees have found jobs), and job postings, you can also use it to promote the program, connect with business and connectees, and understand the labour market in your area.

Use LinkedIn to search businesses in the area and connect with them. You might engage with their leaders to ask if they would be interested in the program, or if they have labour needs you can work together to fill. Connect with as many people as possible in this way. This way you get to understand the labour needs in your community, and you have connections to businesses that are hiring – helping to support your program and the connectees involved.

The same thing can be done with Connectees– always accept invitations from connectees, even if you don't know them. They are most likely new to the area and looking to establish their network; your program is crucial to this. Be very open with your LinkedIn profile. You are expanding your social and professional networks into new industry and professional spaces, and this will have an impact on the program in the long run.

#### LINKEDIN THOUGHT LEADERSHIP

Being a leader on LinkedIn will have many benefits for the program. Connectors will see the program and understand its value, the Connector program will be top of mind for many local (and larger) organizations, and Connectees will be able to learn more about the local Labour Market, the program, and information they might need for their job search. However, it takes time, effort and a solid plan to become a thought leader on the platform. Follow the suggestions below to build your brand.

- Develop a plan
  - Curated content and messaging are much easier when you have a plan to follow. The more organized the outlook, the easier it will be to stay on message and focus on building a specific audience.
  - When developing a plan, outline your overall goals, audience, type of content, engagement ideas, social platforms/channels, strategy, timeline and evaluation
    - If you are using two or more platforms/channels, make sure you can justify why you are choosing each site, the overall message, goal and audience of each, how each site will be used independently and how they will interconnect.
- Create and share informative and educational content
  - Your audience should want to visit your pages to see what you are posting. Keep them engaged with content they want/need to see. Try the following content to drive people to your page
    - Pain points for newcomers or new grads
    - Tips on interviewing, networking, resume writing, and other job search tips
    - Labour market information

- Events and activities around job searching in your community
  - Promote Connectee businesses, and visit them and post about them on your social media (PEI Connectors does this regularly, check out their social media pages for more: <https://www.peiconnectors.ca/acc>)
- Start a conversation on social media
  - Invite your audience to engage with your message. Start a conversation so they can share their experiences. This helps create a community around your program, one that also has the potential to reach a larger audience and drive more people to your pages.
    - Ask questions, use polls, play games such as “never have I ever”
    - Share articles and information and ask for input on the topic. Ask for insight, or perhaps stories and lived experiences from your audience that align with or counter the information.
  - It is important to note – once you start a conversation, you must be actively engaged with it. Don’t post a question and never read the answers. When people do respond, answer them and perhaps ask more questions or include more information. Make sure you are able to quickly react to anything happening on the page.
  - Use hashtags that help further your message. Be sure to investigate the hashtag first, so it is not associated with anything that is counter to your organization or message. Use a popular hashtag to your advantage, so your posts are seen by a wider audience.
- Create/engage with interactive content
  - Ask your audience to share stories, run polls, ask questions, or run small “contests” with prizes (these do not always have to be monetary. Perhaps they are meetings with people in your organization, or a seat at an event you are hosting. If you have “Connector Program” swag, that makes for a great prize.).
  - You can also create videos for people to watch – videos tend to get people to stay on your page, but don’t make them too long.
  - Use visuals! Photos and videos will engage far more than blocks of text.
- Engage with other connector communities
  - Everyone is doing similar work, and has similar followings, so tagging each other’s posts, sharing content, using the same hashtags and engaging with the content will help all the communities move forward with their online presence.
- Share user-generated content
  - This helps you stay with your message and creates an opportunity for someone you serve to have their voice heard. It can resonate more with your audience, as they identify with the story.
  - It creates posts for you! So you do not have to create content for every single day.
- Share stories (successes and challenges)
  - Use your platforms to share the good work you are doing! Tag people, places and activities in your successes and stories of individuals or organizations you work with.
  - Don’t be afraid to share your challenges as well, though make sure you aren’t complaining in the post.
- Showcase the real-world impact of the program
  - Use examples of your successes and share data around the impact your organization/program is having on your community. This will also help to increase your following as people recognize the value of your work.

#### TAGLINES AND HASHTAGS

- #Connector
- #MatchConnectRefer
- #BuildingCommunities
- #BeAConnector
- #WeAreAllConnectors
- #GetConnected
- Connecting Talent. Building Communities.
- Match. Connect. Refer
- Talent Access

#### ATTRACTING CONNECTEES THROUGH WORD OF MOUTH AND ADVERTISING

Never underestimate the power of word of mouth and advertising. Use these avenues to promote examples of successful Connectees. You can also develop partnerships with local media, newspapers, magazines, podcasts, blogs, radio, etc. These partnerships will not only be beneficial for spreading information about the program, but also attracting Connectors to the program, and having employment options for Connectees. As previously mentioned, the more connections you have in the community, the more the program is aware of and connected to various businesses and organizations, the more value added you develop for Connectees and Connectors.

### Engaging Connectees

While it is easy enough to keep a Connectee engaged while they are waiting for a match, or even directly after the match; it can be more difficult to keep them engaged with the program after their match and before they land a job in their field. Their continued engagement is important for a number of reasons: to ensure you know when they do find employment, to recruit friends and acquaintances as Connectees, and to promote the program through their social and personal networks and on social media.

As a starting point, it is good to have each of your Connectees share their LinkedIn profile with you and connect with you or your organization on the platform. This way, you can search for each Connectee weeks, months, and even years afterward to see what they are up to and where they are working (provided they keep the information up to date).

There are a variety of events and activities that you can hold annually to ensure Connectees feel engaged, as well as benefiting from the program. When they understand that staying connected to the program will result in invitations to events, workshops, speed interviews or other such opportunities, they are more likely to continue answering your emails or phone calls. Inviting Connectees to various activities throughout the year helps to ensure they are gaining not only a network, but skills and knowledge through the program. Then the benefits of the program are tangible and can be easily promoted and understood by new and potential Connectees.

#### ACTIVITIES AND EVENTS FOR CONNECTEES

- In person and virtual networking events that bring Connectees, Connectors and employers together.
  - Try to be very specific about the nature of the networking event. People might not come to an event branded simply as “networking.” I.e., networking with CPAs, Speed Networking in Banking etc.
- Connector Chats and Meetups for Connectees to make friends and expand their social circle.



- Cape Breton Connector held Virtual Connector Chats over a period of five weeks, and invited each person to answer icebreaker and check-in questions at each session. Their target audience were newcomers and Chinese newcomers. It was not necessary to be a Connectee to attend the session, though it was also used as an attraction activity.
- Speed Networking Events
  - Many connectees will appreciate any assistance in meeting more people. It also keeps them connected to the program after their initial connection.
- Skills workshops
  - Connectees may benefit from, and be interested in, skills workshops from your organization. These could include job searching workshops, networking workshops, interview workshops, resume workshops etc.
  - Look at the connections your organization has and consider if any of them could be leveraged to offer such workshops. You might reach out to recruitment firms, Career Centres at local Post-Secondary institutions, Career coaches, or Connectors who have this skill set (that way you engage them as well!).
- Specific sector events or “Ask an Expert” events where Connectees can have a chance to ask questions about a specific topic, or regarding a specific sector. Use Connectors as the panelists to engage both subsets of the program.
- Create a “Cultural Connector” program that showcases the cultures in your area
  - Cape Breton held a Cultural Connector Event. It was an 8-week program for newcomers, students and anyone in the community who wanted to learn more about the diverse cultures and community across Cape Breton Island. The Cultural Connector series was held weekly, highlighting Mi’kmaq, Acadian, African Nova Scotian and Gaelic cultures. Topics included history, storytelling and cooking classes for traditional foods, focused on cultivating meaningful connections and creating a sense of community across the island.
- If you are holding or organizing events, and your Connectees have an arts or performance background, involved them in your planning.
  - This also applies if you are organizing cultural events or activities. Their perspective is important, and temporary “gigs” can help to keep them engaged.
- Business visits offer the Connectees a chance to engage fully with the program, one another and the local economy.
  - In PEI, the Connector program organized “Discover Rural PEI” which took Connectees to St. Peters Bay, a rural area in Kings County. This event held information sessions on the services available in Kings County and gave Connectees a chance to visit local businesses to understand how this rural area is thriving. They also ran a contest for the Connectees- they filled out a passport for each business they visited, and a draw was held for those who visited the most businesses. The draw was filmed and posted on their social media and can be viewed here: <https://fb.watch/8iUjQU30Vh/>.

#### PITCH COMPETITIONS

The Halifax Connector Program holds an annual “#HiremeHalifax” Pitch competition which is extremely successful. They ask students and new local and international graduates (within two years) to submit 30 second videos stating why a Halifax business should hire them (for employment and experiential learning opportunities). Three participants are chosen from all the video submissions, and they pitch themselves to a panel of three judges during a large networking event.

This event engages Connectees and advertises the program around the city for two months leading up to the live event. During the event, Connectees, Connectors and the wider community can network with one another, and learn more about the program.

This is a great way to not only engage Connectees and give them more chances to network, but to promote the Connector program to a wider audience and showcase its success in retaining talented individuals in the community. The #HiremeHalifax Pitch competition information can be found in the Member Resource Portal under Nova Scotia/Halifax/Hire Me Halifax 2019.

Cape Breton, Northern Nova Scotia, Western Nova Scotia, and PEI have all held version of this event. Reach out to them to ask for insights and tips if you wish to organize a similar event.

#### SPEED INTERVIEWS

Speed interviews are an opportunity for the program to engage Connectees as well as give back to your Connectors and their businesses. A detailed outline of this event can be found in the Member Resources Portal under Nova Scotia/Halifax/Speed Interviews. You can also find “Accelerating Career Connections” a speed networking event organized by PEI Connectors here: [www.peiconnectors.ca/acc](http://www.peiconnectors.ca/acc).

This event matches employment ready, skilled Connectees with organizations looking to hire talent. A best practice would be to choose a singular industry based on your contacts and working relationship with organizations in that industry. Then you can move forward and promote it to Connectees in that industry.

This event’s success is dependent on the work done beforehand to select and adequately prepare participating Connectees. It is important to choose Connectees who would be ready to accept a position, as this is meant to be an exercise that leads to employment, not simply practicing for an interview. At the same time, make sure to choose employers who would be ready to hire the Connectees who are interviewed – of course with further interviewing and fulfilling all requirements post-event.

As with all events, aim to build in networking activities within the event itself. The more connections are made within these events, the better for Connectees and Connectors alike.

#### SPEED NETWORKING

This event focuses on helping Connectees conquer their fear of networking, and helps them develop skills to succeed, while also giving them an opportunity to meet new people. This is networking, but when you are organizing the event, you structure it so that no one needs to just float around the room. They have very specific tasks to accomplish.

You can structure the event however you please, but some activities might include giving out coloured name tags and having “green” nametags talk to “blue” nametags, using mandatory conversation topics (favourite food, last place you visited etc), having participants introduce their last connection to someone else (introduce your partner to the person to your left) etc. Make sure to have a strong facilitator to keep everyone on time and be strict with the structure.

Have fun with the activities and different connections throughout the event. Be creative in your structured discussions, remember, this is to get people used to networking and to help them feel more

comfortable while doing so. Partnering with another organization that has a similar mandate is helpful and will help you bring more attendees in the door. For example, Halifax Partnership ran a Speed Networking event and worked with “Fusion” a networking group for young professionals in Halifax. More information on this event can be found on the Member Resources Portal under Nova Scotia/Halifax/Speed Networking.

#### NETWORKING POWER HOUR

This is a form of Speed Networking focused on mentors and group networking. Portland, Maine held a “Networking Power hour” online in 2021, and their resource can be found in the Member Resources Portal under International Communities/Portland, Maine/Networking Power Hour.

It is best to have a wider theme for this activity, so everyone attending has a particular interest in that industry/theme. For example, Engineering, Accounting, Public Service etc. Then find enough Connectors/Mentors/Industry experts so they can each accommodate approximately 3-4 people at any given time. You don’t want any mentor to have to network with 10 Connectees each time – that doesn’t allow for a meaningful connection for anyone.

Publish the bios of the mentors so the attendees can see who they would like to most talk with, and then organize a number of “rounds” so attendees can speak with 3-4 different mentors over the course of the event. You can include activities such as Elevator pitches, and networking tips and tricks.

#### INTERACTIONS WITH CONNECTEES TO ENHANCE ENGAGEMENT

There is no question that when a person feels connected, they want to continue the engagement. Thus, when interacting with Connectees, try to personalize your messaging as much as possible. Send your Connectees personalized messages and emails, but you can also go further by inviting them, or making them aware of activities, events, and information that matches their expertise, experience, and interests. The more they see that you care about their integration into the community and their job search, the more they will want to engage with the program. Another way to engage Connectees is to be their “coach” – cheer them on and support them in their various endeavors. Once they have been connected, they will still be looking for ways to engage to bolster their employment search. You might also engage them in cultural events you are holding. If they are working in the performance field, they might be able to contribute a performance of some kind.

Introducing your Connectees to Canadian and local Labour Market Information and local job boards will also give them a place to do more research into their field and employment opportunities. This can also help them prepare for their Connector meeting to glean the information they need to be successful. If you are connected with LMI professionals, share this contact with your Connectee so they can follow up.

You might also connect the Connectee with other Community Service Organizations to get them engaged in the community and active in areas that are of interest to them. Such organizations might be:

- Youth Councils
- Youth Leadership Groups (such as [Fusion](#) in Halifax)
- Volunteer Clubs and Organizations
- Local Libraries or Community Centres have groups and activities for all ages
- YMCA/YWCA
- Faith Based Organizations

Making sure you articulate the value you bring to the Connectee past their original match will help convince the Connectee that continuing to engage with the program is in their best interest. The size of your program will also influence how you keep in touch with Connectees. The fewer Connectees you have each year, the easier it is to continue to engage and stay in contact, but the harder it is to have larger scale events. Don't let the number of Connectees discourage you. There are a variety of ways to engage, regardless of program size.

#### WORKING WITH CONNECTORS TO KEEP CONNECTEES ENGAGED

To keep Connectees engaged, you need to offer value added experiences, so they want to stay informed and involved with your organization and the program. Value-added experiences might mean suggesting the Connectee as a candidate to a business you are working with. Perhaps they are looking to hire for a position, and you have a Connectee who has impressed you and has the skills, experience and attributes for the position. In this way, you are helping local business, the Connectee, and bolstering your Connector program. While this program is not about getting Connectees jobs, the connections made by Connectors, Connectees and the Program overall can lead to job opportunities for some.

To do this, make sure you are engaging with a range of businesses of all sizes so you can offer a variety of Connectors to your Connectees. By acting as a middle person for hiring in some cases (though this is not always possible, use your discretion, and ensure privacy), this can lead to increased satisfaction by Connectors and Connectees. The Connector is linked to great talent, and the Connectee is able to be put in a perfect position to land a job.

#### SOCIAL MEDIA IN CONNECTEE ENGAGEMENT

There are several ways you can increase Connectee Engagement with the program over social media. Try these suggestions on your channels:

- Share local employer updates, labour market information, interview, resume, and networking tips over your social media channels
- Share new postings and job opportunities from Connector organizations and other major employers in your network
- Give them things to look forward to! Post upcoming local cultural and longstanding events, activities, and any information session/workshops you are hosting

## Retaining Connectees and “Paying it Forward”

#### SHOWING CONNECTEES THEIR VALUE

Connectees bring a great deal to a community. They have new perspectives, skills, abilities, and help to create a more diverse place for everyone to live. Connectees also make the Connector program successful. It is important to show the Connectees that they too add value to the program and are making an impact on their community. There are several ways you might show the Connectees their value to the program:

- Recognize Connectees upon their recruitment as Connectors. Give them an award or recognition at an event. By doing so, this will show they are appreciated, and their contribution to the program is welcomed
- Feature them as speakers at events you hold to promote the program and its benefits.
- Ask them to refer more Connectees to the program. Perhaps they have friends, relatives, colleagues, or acquaintances who might benefit from the program

### SHOWCASE OTHER BENEFITS OF THE PROGRAM

Though of course one of the benefits of the program might be that Connectees find employment, there are many other tangible benefits of the Connector Program. Make sure to showcase these benefits, and use Connectees to do so. Asking them to tell their story and share what they gained as a result of the program will keep them engaged, and generate content for your reports, social media, and promotion.

Develop a list of “Learning Outcomes” and benefits of the program that you have experienced. This can then be shared widely to show future Connectees that not only will they expand their professional network and meet new people, they will also gain insights into the Canadian Labour Market, and they may improve their resume and interview skills and become more confident with networking.

There is so much more to this program than finding employment. Though important, everything else they gain is also significant in their overall job search and professional life. Making sure that this assumption is countered with all the marketing and information the program promotes is key to avoiding this assumption from the beginning.

### DEVELOP NATIONAL CONNECTEE SUCCESS STORIES

As this is a national program, it is important to showcase the successes of Connectees across the country. This can be done by working in concert with other NCP Communities and sharing the content of other programs on social media and on websites. The National Program has a Twitter and LinkedIn, as well as a website that is used to showcase the program and how it is benefiting communities across Canada. Share stories of your community with the Program Manager to make sure they reach a broader audience.


When sharing these stories, make sure to share successes outside of a Connectee landing a job. It is important to showcase the broad benefits of the program, and a national profile is the perfect way to accomplish this. Of course, the program will also focus on employment outcomes – but do not assume jobs filled is the only measure of success.

Validating a Connectees experience is important for them to feel they benefitted from the program – and so they too will continue as a Connector if and when they find employment. Their story of the support they received and the benefits they gained from the program might be the catalyst for a future Connectee to reach out to the program and join.

### CONNECTEES PAYING IT FORWARD

Connectees can only be connected once through the program, so retention means something different for them. You want them to secure employment; thus a goal of the program would be to remain in contact with the Connectees so they can ultimately become Connectors themselves.

We call this process “paying-it-forward.” Connectees have built connections and a network due to the program, and once they find employment, they can become Connectors and share their network with new Connectees. Give them time to develop their networks, and feel comfortable in their new work environment, and reach out to them after three months to ask if they would be interested in becoming a part of the program from the Connector perspective.



Former Connectees are fabulous Connectors for several reasons. They already understand the program and the expectations around meetings, referrals, and time commitments, so they should not need a lot of time to be onboarded. They know what it is like to sit on the other side of the table, and thus are often more compassionate and empathetic to the Connectees and what they are going through. Finally, they might be able to recruit their colleagues and contacts to the program to be Connectors as well, as they are walking advertisements for the benefits of the program.

Ultimately, keeping Connectees engaged and connected to the program is beneficial long-term. The program will benefit from their experience, knowledge, and willingness to engage after they have been matched. Your community will also benefit from having new, talented individuals staying and calling this place home.

## Appendices

### EACH ONE TEACH ONE YOUTH MENTORSHIP PROGRAM

Supported by the Department of Community Services  
Presented under the Association of Black Social Workers

12 week program for male youth ages 14 to 16

Each two hour session hour consisting of

1. Life skills/knowledge presentations
2. Discussion
3. Refreshments
4. Basketball skills development
5. Basketball Scrimmage

Life skills presentation topics were:

- **Mental Health and Youth**  
Clinical Social Worker (working with youth) discussing the many ways to cope with Mental Stress
- **Life Skills**  
Presentation on awareness of advertisements, credit cards, first impressions, signing contracts, responsibility
- **Coping with Racism**  
Discussion of the various encounters with racism with people from 3 generations and an opportunity for the youth to share their experiences
- **Job Search**  
Discussing resumes, job searching, interview skills, Connector Program, workforce Trends in HRM
- **Youth mentoring Youth**  
Featuring a 22 year old banker from the ANS Community and listening to his story of growing up in the inner-city and using basketball to get his Business Degree
- **Sports success stories**  
Listening to success stories from an Olympic Bronze Medal Boxer and a Football player with a Canadian University championship ring, Grey Cup Football Ring and two Superbowl Football rings,
- **A Politicians Life**  
Discussion with a local politician from the neighborhood and how to focus on your goal and not fall to the pitfalls of inner-city life

Each Basketball Skills Development Session instructed by a qualified instructor/coach.