



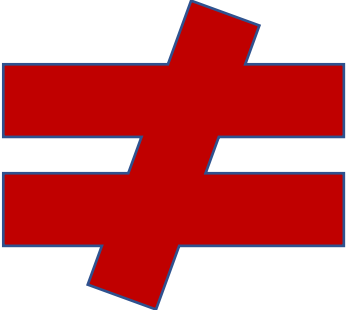
## Connector Program Training

Alida Campbell – Program Manager, National Connector Program



Process

# Disconnect between local jobs and newcomer talent



## The Connector Program

Simple, yet highly effective networking program that helps local businesses and organizations connect with immigrants and recent local and international graduates who are interested in starting and growing their careers.



# How does Connector work?



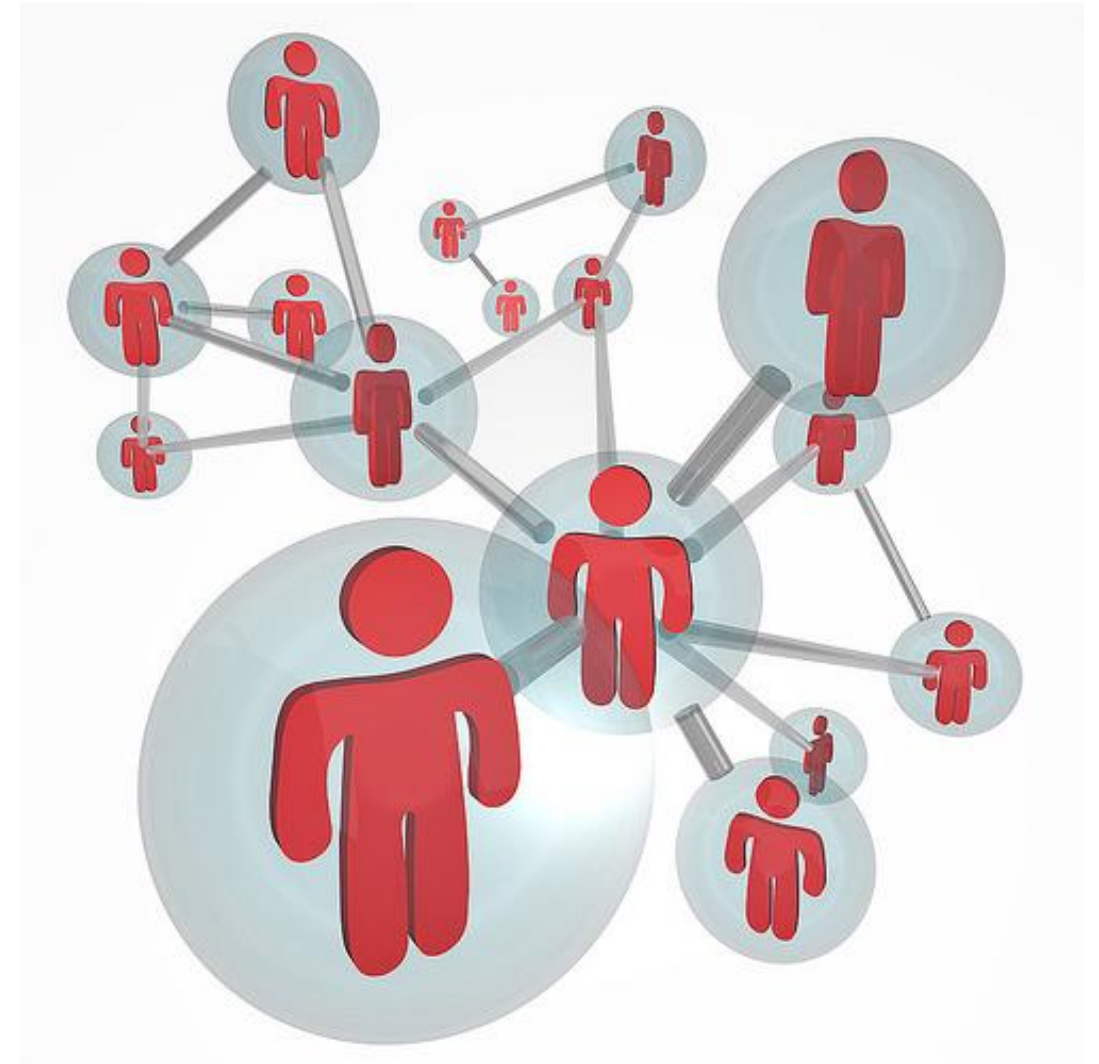
Match



Connect

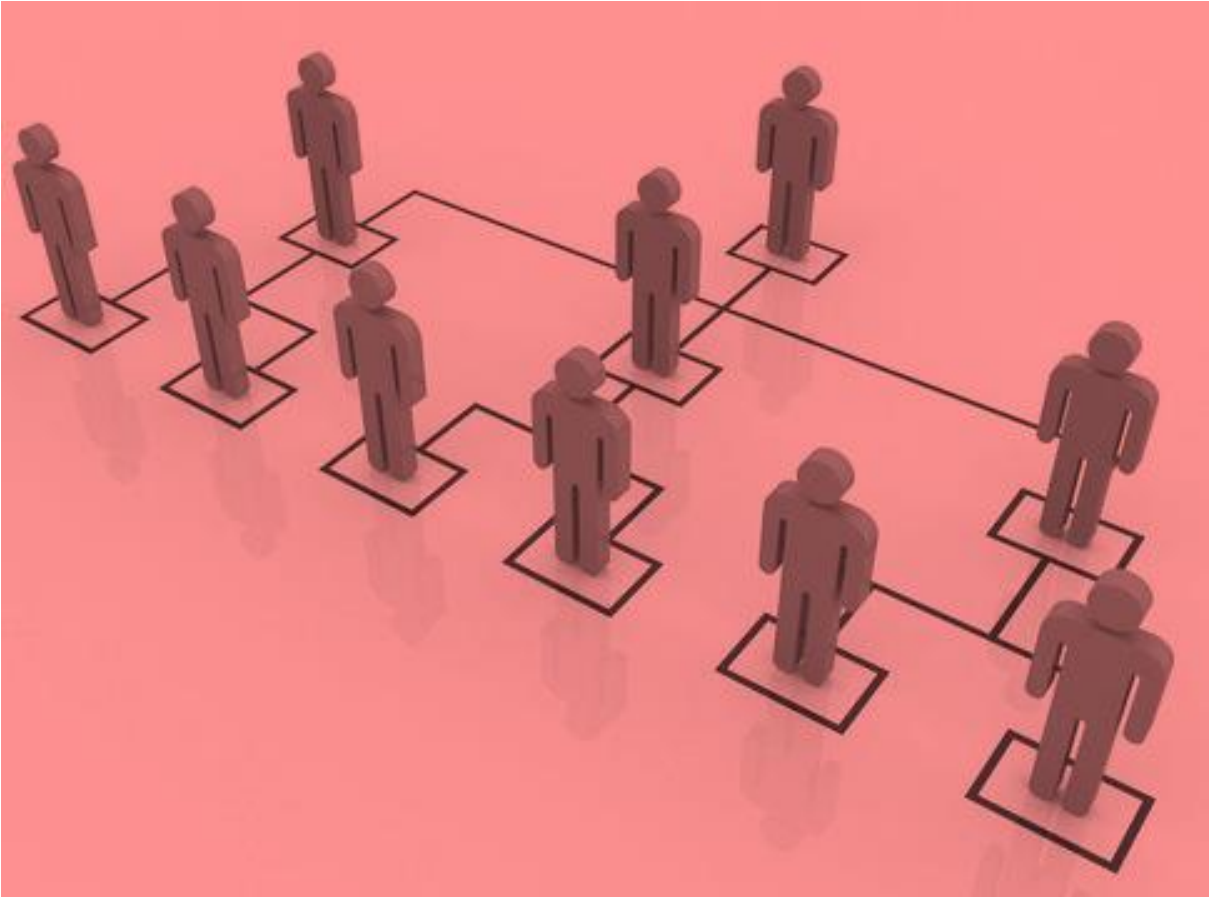


Refer





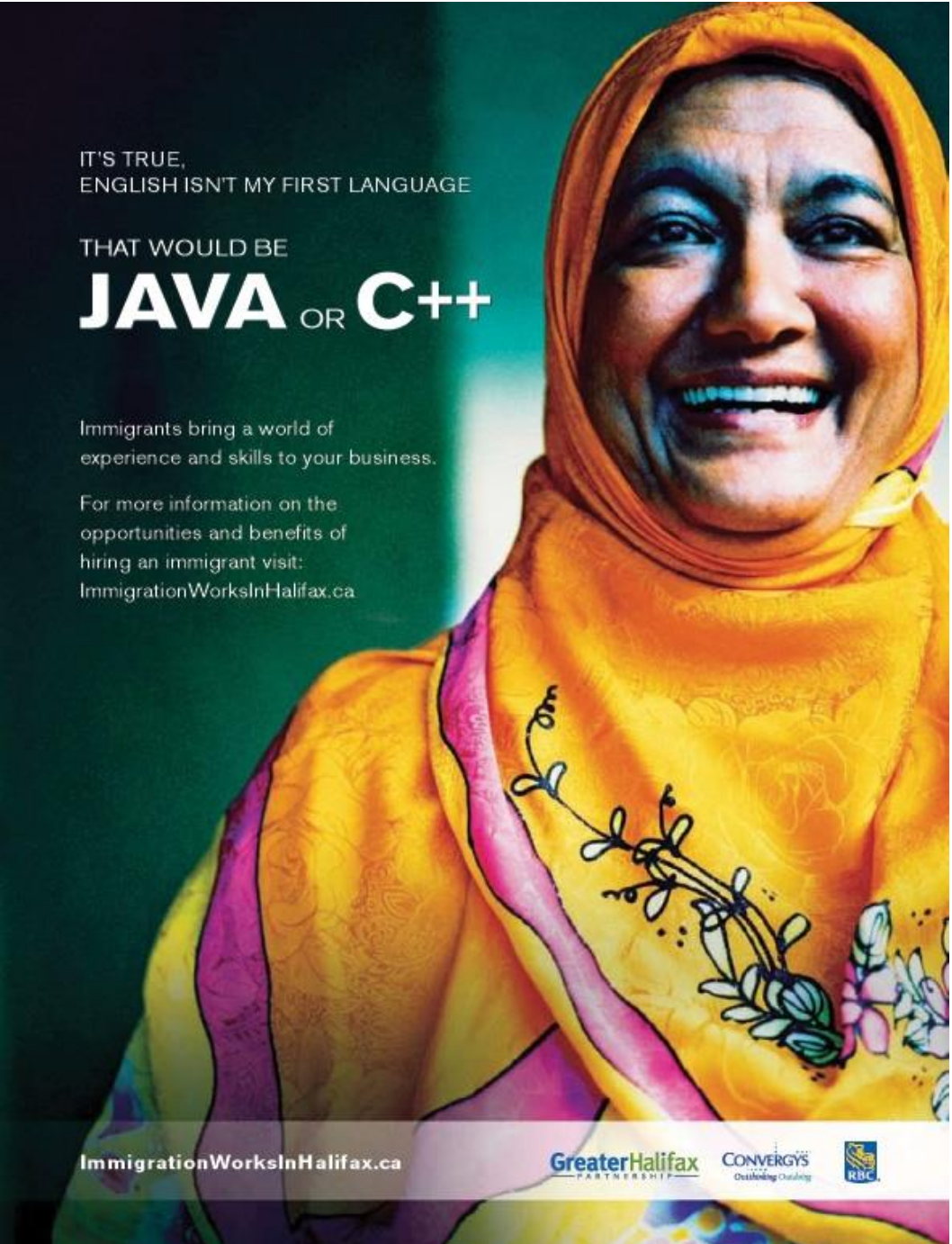
# How does Connector work?



# Connecting Immigrants to Opportunity

## Challenges to finding meaningful employment

- Lots of barriers – cultural, language, etc.
- Lack of established networks
- Circles of trust



IT'S TRUE,  
ENGLISH ISN'T MY FIRST LANGUAGE

THAT WOULD BE  
**JAVA** OR **C++**

Immigrants bring a world of  
experience and skills to your business.

For more information on the  
opportunities and benefits of  
hiring an immigrant visit:  
[ImmigrationWorksInHalifax.ca](http://ImmigrationWorksInHalifax.ca)

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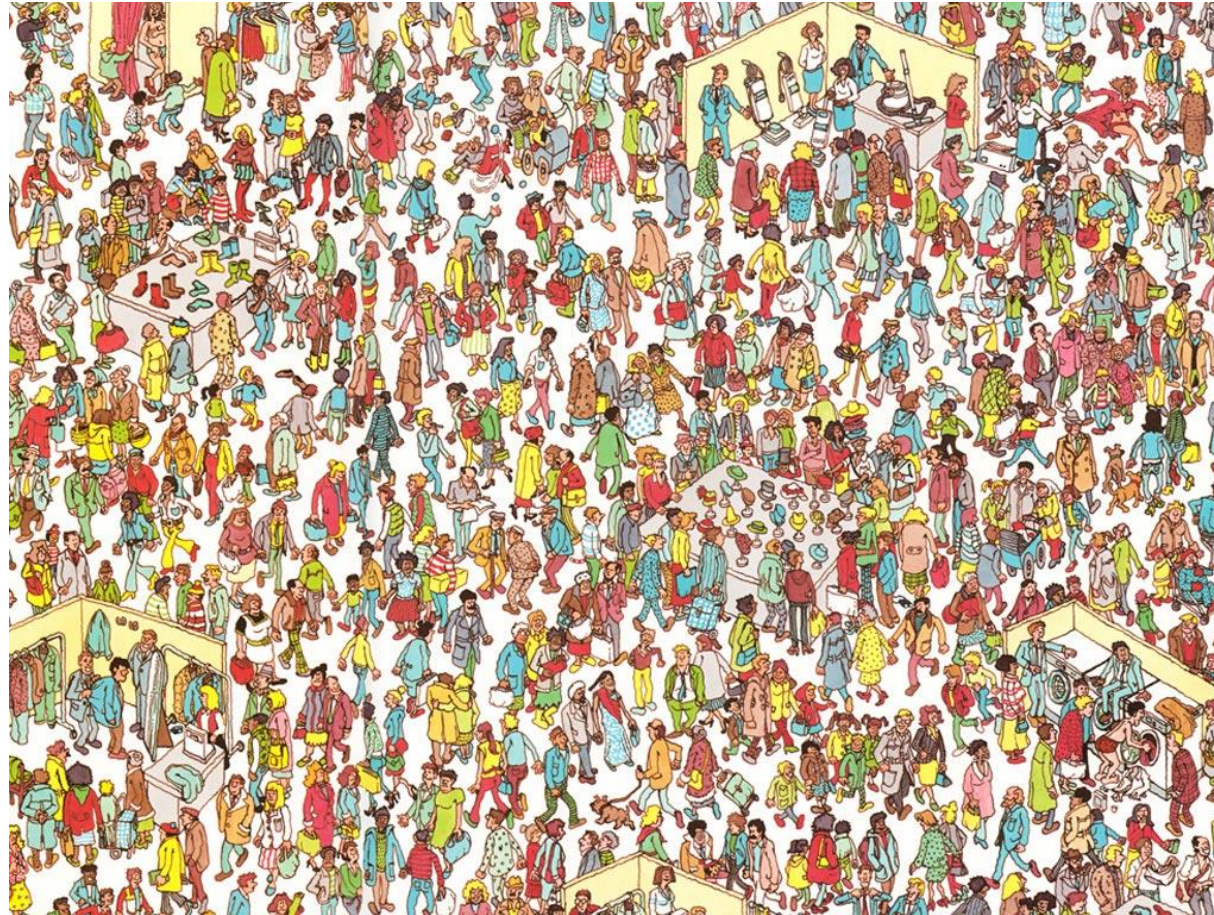
GreaterHalifax  
PARTNERSHIP

CONVERGYS  
Outstanding. Ordinary.

RBC

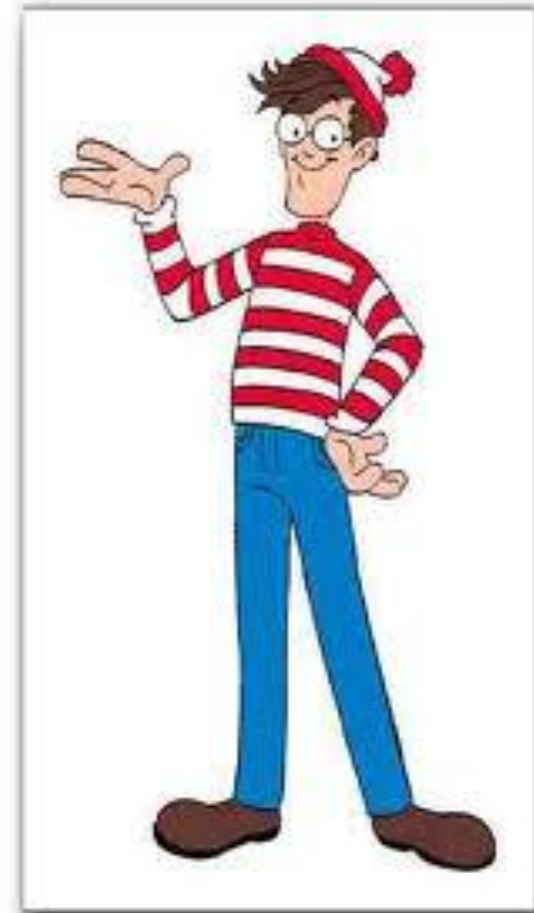


# Finding the *right* contact is a big challenge for a newcomer



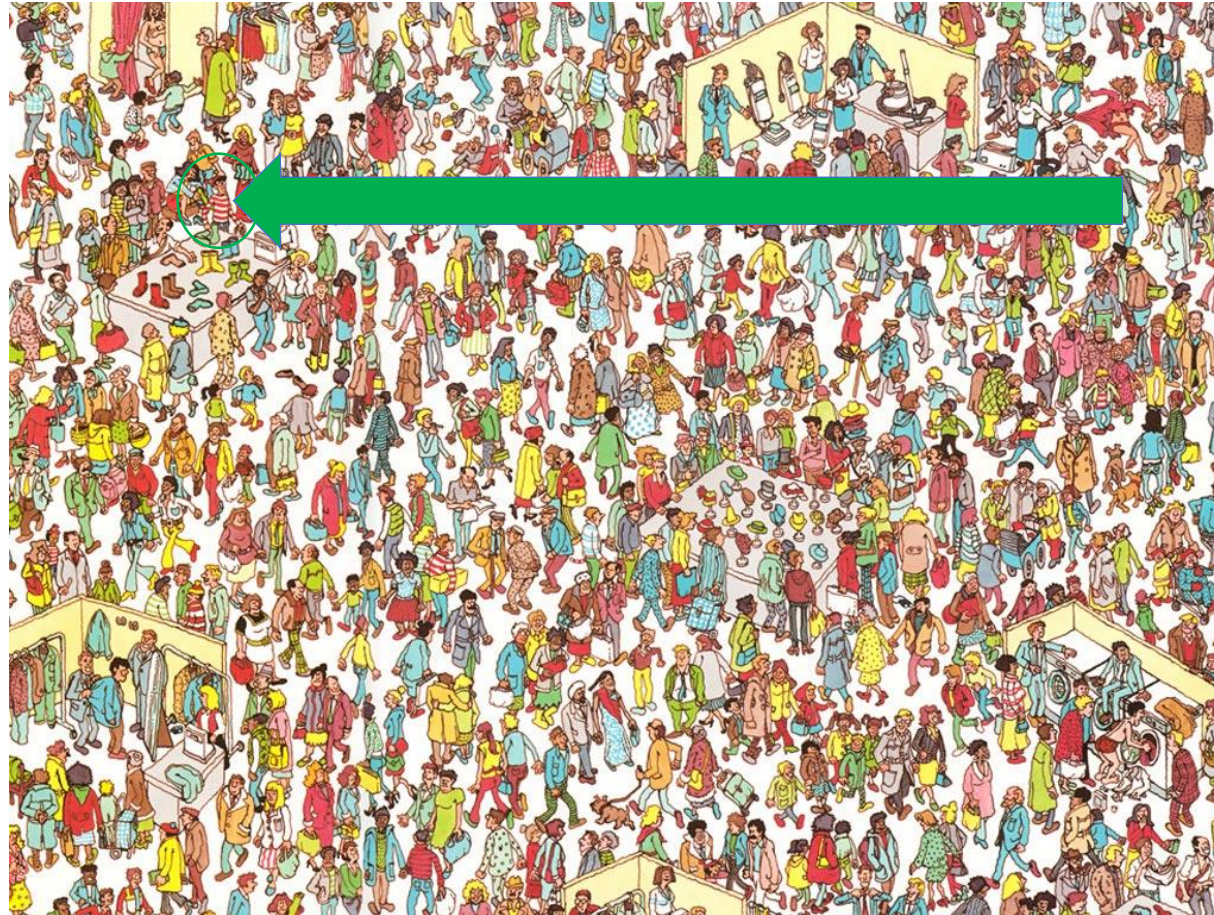
## Finding the right contact


- Where to look
- Who to talk to
- Companies of interest





## Finding the right contact



it's <sup>not</sup> who <sup>at</sup> you know 

IT'S BOTH

it's  
who you  
know.

it's  
what you  
know.



# The “Chamber” Dinner



# BRAND INFORMATION



**NATIONAL  
CONNECTOR  
PROGRAM**



**PROGRAMME  
DE CONNECTEUR  
NATIONAL**

# MEMBER RESOURCES PORTAL

- <https://connectorprogram.ca/>

## Talent Retention Solution

Engage **business** in helping Immigrants and Local and International Graduates connect to the labour market.

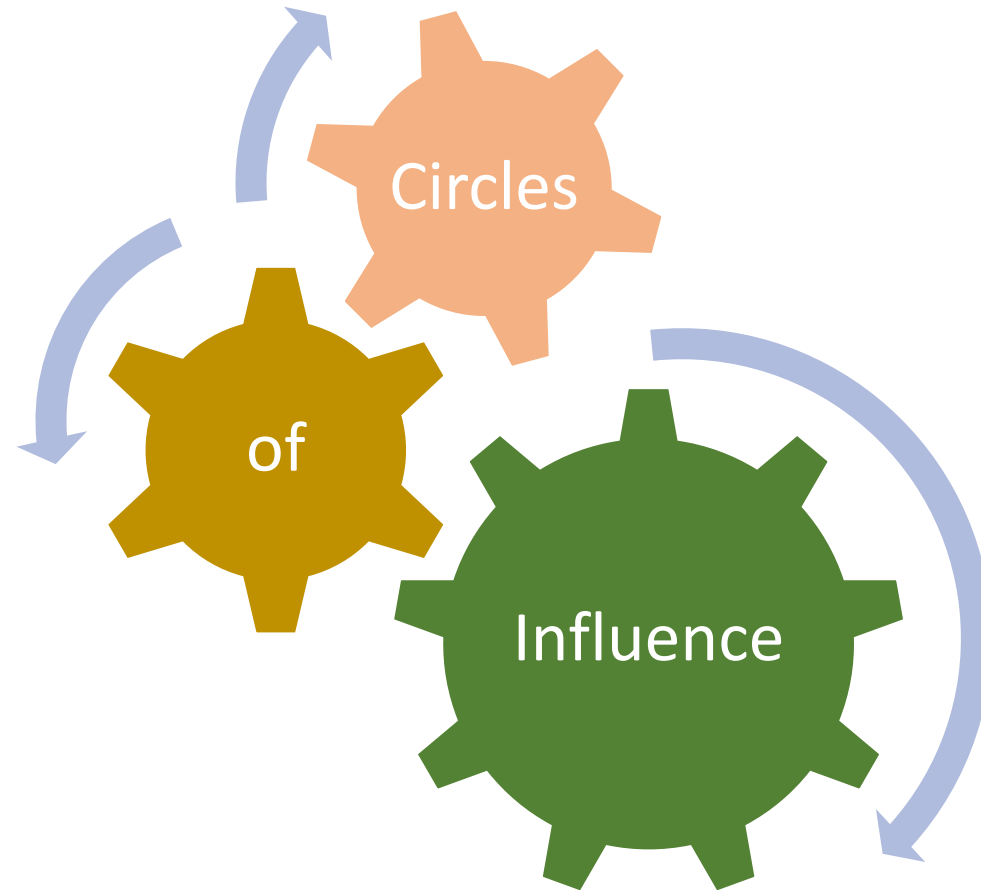


Connectors

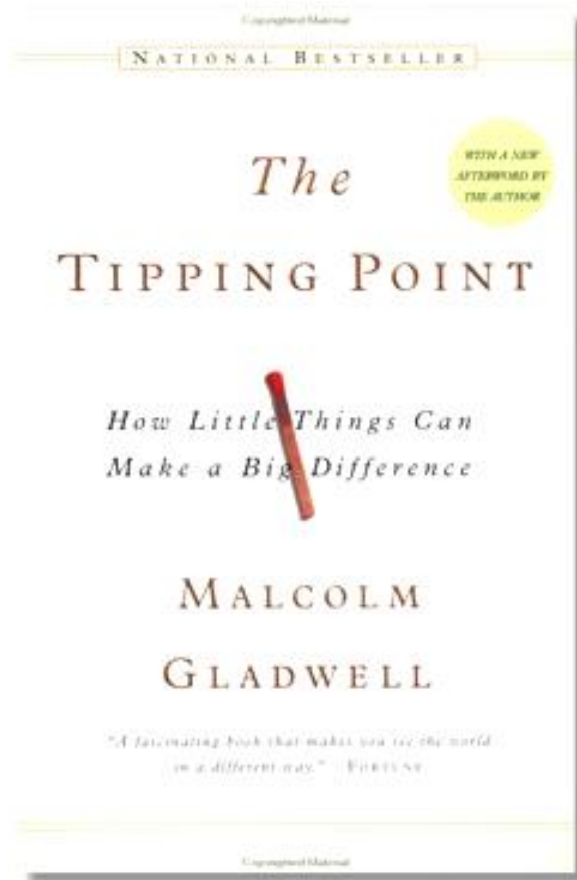




# WANTED: LOCAL PROFESSIONALS TO SHARE



# Are you a Connector?



## Who are Connectors?

“Connectors are people in a community who know large numbers of people and who ***are in the habit of making introductions***. A connector is essentially the social equivalent of a computer network hub. Connectors usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles”

*-The Tipping Point: How Little Things Can Make a Big Difference*

*Malcolm Gladwell*

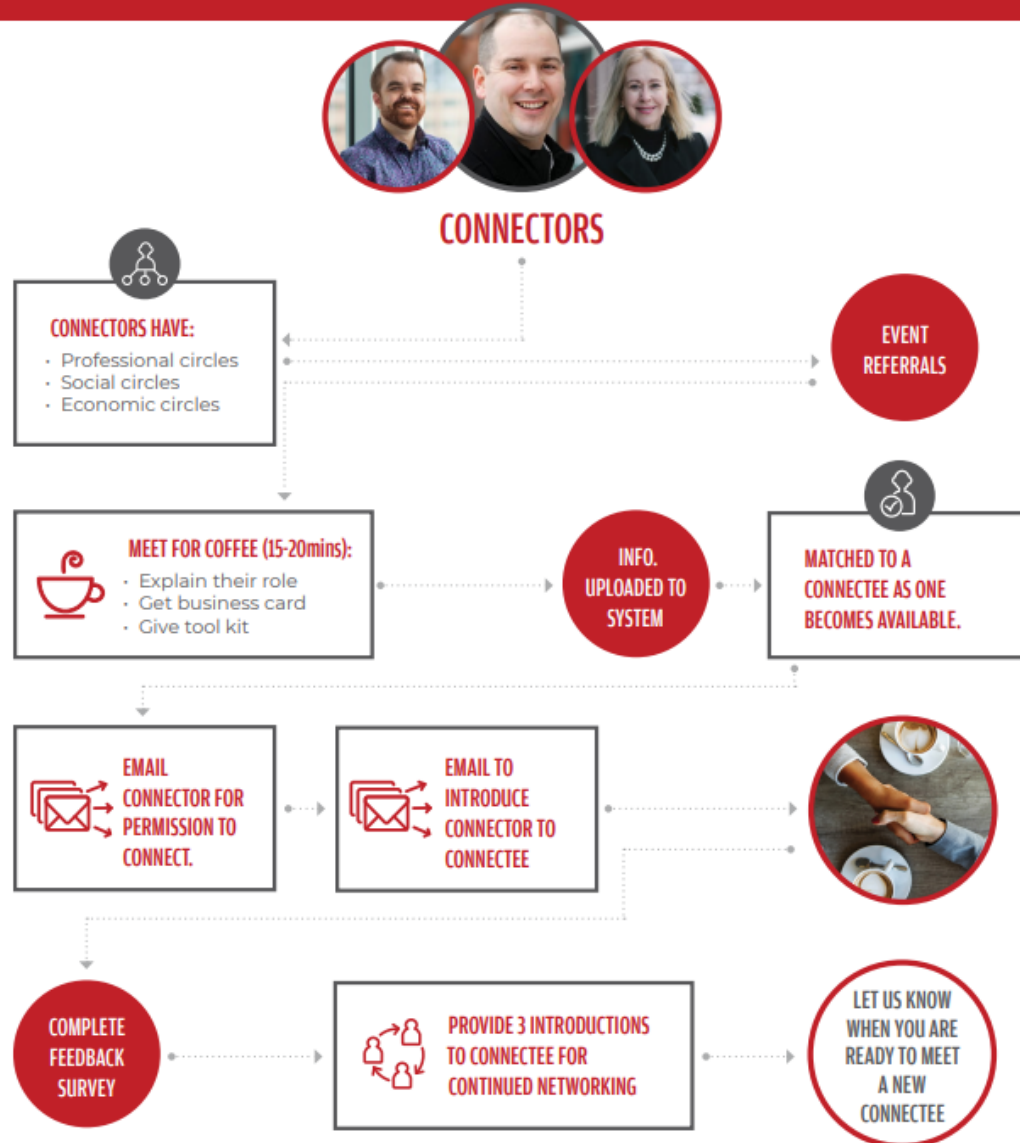
## Where can I find Connectors?

- Personal networks
- Business networks
- Attending networking events
- Presenting to organizations (Chamber, Industry associations, etc)
- Asking committed Connectors for referrals
- Look for industries and sectors in your local economy that are searching for talent
- [Connector Attraction and Engagement Toolkit](#)



# HOW DOES THE CONNECTOR PROGRAM WORK?

## Connector in-take process

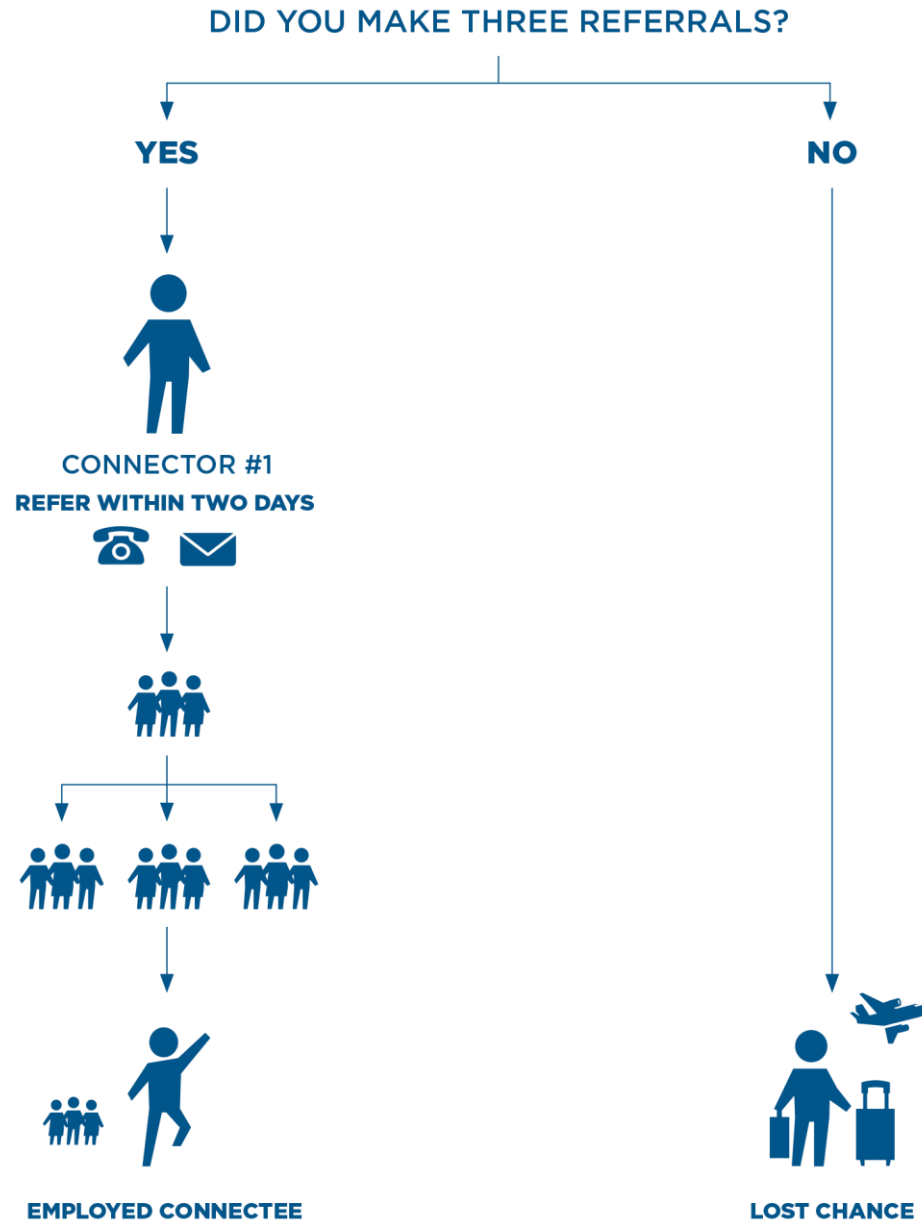


## Important Tips

- Not everyone is a fit for the Connector Program and that's ok!
- Connectors need to be open minded and willing to share knowledge and referrals
- Ask open ended questions to understand your Connectors' motivations and where their network lies
- **Providing 3 referrals** is integral to making the match a success, this needs to be a clear expectation
- No expectation of providing employment to any Connectees met with



# Connector referrals build networks







# CONNECTOR IN-TAKE GUIDE

# CONNECTOR TOOLKIT



# How to break up with a Connector

- Thank them for their time/interest in the program
- Explain that the Connector program process doesn't seem to fit for them
- Offer to circle back in 6 months or 1 year if time commitment is the issue

Connectees

## Who makes a good Connectee?

- Have not already participated in the Connector Program
- Must be eligible to work in Canada
- Sufficient English (or French) language skills related to profession
- Graduating within 6 months from a post-secondary institution or graduated with a post-secondary degree or diploma
- Must be unemployed or underemployed
- Professional resume
- Employment readiness
- Positive attitude
- Willingness to network



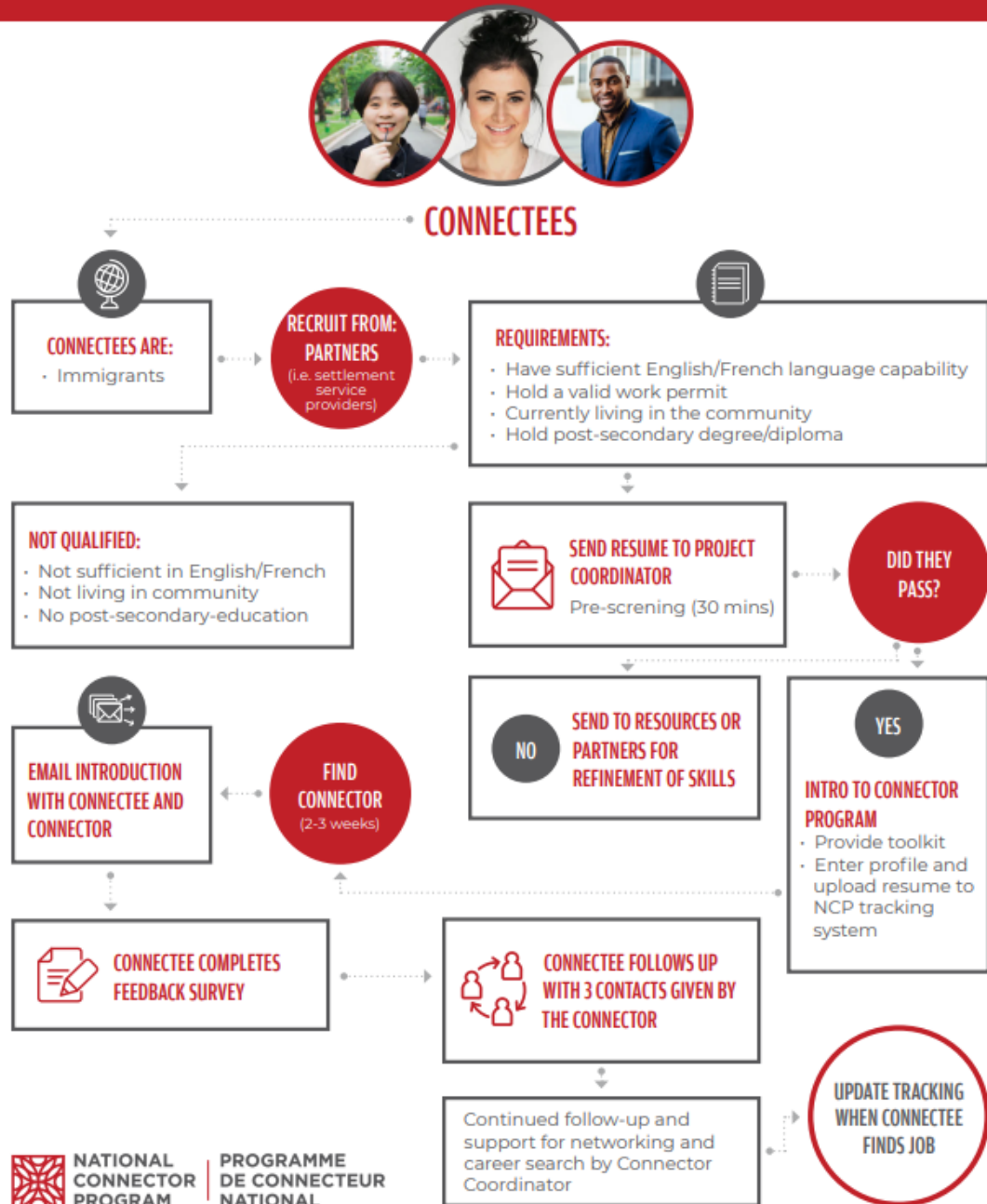
## Where can I find Connectees?

Partners and their referrals are key for a successful program. Some potential partners include:

- Universities and colleges
- Immigrant serving organizations
- YMCA/YWCA
- Societies, Associations
- Employment/career support organizations
- Economic development organizations
  - \*Chambers
  - \*Board of Trade
  - \*Industry Associations



# HOW DOES THE CONNECTOR PROGRAM WORK?



## Connectee in-take process

Important tips for Connectee in-take

- Not everyone is a fit for the Connector Program and that's ok!
- Coaching/support will vary connectee to connectee
- Looking for the “perfect match” can decrease engagement and results
- Make sure Connectees prepare as if this was a job interview (even though it is not) – first impressions count!
- If someone is not a good fit, refer to additional resources that could help



# CONNECTEE IN-TAKE GUIDE

# CONNECTEE TOOLKIT

## Case Studies

# Problem Solving – Case Studies

## Case Study #1

Tamer came for our intake process and it took more than the usual 30 minutes. I asked him to return the next week because he wasn't ready to do the mock interview. When we began with the 'Tell me about yourself question', Tamer spoke for 15 minutes about all the challenges he has faced and how workplaces had been unfair.



# Problem Solving – Case Studies

## Case Study #1

**Potential solution:** Provide constructive feedback about negative attitude and needing to focus on the positive skills, experience and talent he can bring. Refer to a partner organization for further interview practice and re-visit in a few weeks to see if there is improvement to participate in the program.



# Problem Solving – Case Studies

## Case Study #2

Xiao Mei had been a dentist for 20 years. She wanted to join the connector program but was unable to work in this field without further schooling. I had asked her in advance to think of organizations/businesses she was interested in that were related to dental/medical fields. She came in insisting that being a dentist was the only thing she knew and that I needed to connect her.





# Problem Solving – Case Studies

## Case Study #2

**Potential solution:** Encourage Xiao Mei to work with immigrant services and a career counsellor to come up with a few alternate plans before participating in the Connector Program.



## Problem Solving – Case Studies

### Case Study #3

Jacob had done well in the in-take interview and I had connected him to a manager of an I.T company. Jacob had a habit of calling the Connector every two days and demanding to meet despite the Manager asking him to be patient.



## Problem Solving – Case Studies

### Case Study #3

**Potential solution:** Be sure to coach on acceptable follow up practices prior to connecting any Connectee.

Call Jacob and explain that he has to be patient and respectful in the way he requests a meeting. Jacob is from a different culture so explain how business culture works in Canada so he doesn't ruin his chances of meeting with people. Also call the Connector and explain the situation and that it was a cultural difference that Jacob has now been coached on.



## Problem Solving – Case Studies



### Case Study #4

Sarah has a background in information technology and had some experience while she was attending university. She came to see you and demanded to be connected but was not open to the idea of networking. You explained to her what our Program is about and that she would have to network for it to be effective. She completely refused to buy into the idea but still demanded you connect her.

## Problem Solving – Case Studies



### Case Study #4

**Potential solution:** Ask probing questions to understand why Sarah is not interested in networking. Offer to take her to a networking event to help her feel more comfortable. If still not wanting to network, explain that the program would not be a good fit.



# Problem Solving – Case Studies

## Case Study #5

Nancy interviewed well and once she was connected she did the follow up and networking necessary to gain referrals and continue networking. However, once the referrals stopped, Nancy came back to you asking for more connections from the program. You had set the expectation in your meeting that we could only connect her to one Connector because of supply/demand and the need to protect our connectors from burnout.

**Potential solution:** Make sure to re-iterate this expectation. A good compromise would be to invite her to any networking events you are attending or hear about to help ease the tension and her expectations of being constantly given new connectors.

# Problem Solving – Case Studies

## Case Study #6

David has been a connector with the program for 3 years. You recently sent him Louis, a project engineer and the surveys for both David and the connectee indicated that the meeting went well. He was supposed to give Louis three referrals but didn't. A week went by and you contacted him to understand how the meeting went and if he would be able to provide the referrals, and he said he would provide the referrals shortly. A month has now gone by and he is ignoring emails and phone calls.





# Problem Solving – Case Studies

## Case Study #6

**Potential Solution:** Follow up again to understand if the Connector has the time or capacity for the Connector Program. If able to make contact, ask to circle back in 6 months to re-evaluate and you can close him to connections. If he says he would still like to participate, re-set expectations about providing 3 referrals and send him a new connectee and follow up closely to ensure follow through is met.

If he does not connect Louis and the meeting was positive, give Louis a new Connector.



Promotion

# WHY ONLINE MARKETING

- Cheap
- Wide Range
- Close relationship
- Higher ROI
- Measurable



# Email-Marketing



# EMAIL MARKETING

- 88% of smartphone users check their email on their phones
- Email marketing has an ROI of 4200%
- Over half of businesses achieve over 10% of total sales through email marketing
- 9 of 10 marketers use email marketing to distribute content organically
- Marketing and Advertising Emails influence the buying decision of 50.7% of customers
- 72% of customers prefer email as their main channel for distributing content and business communication

## EMAIL MARKETING TIPS

*Best Tools: MailChimp, Constant Contact*

- Short and Visual
- Use mobile friendly templates
- Include videos! *(54% of email subscribers prefer emails with videos)*
- Have good subject lines *(47% emails are opened based on subject line alone)*
- For best readership, think: mid-week, mid-day





SOCIAL MEDIA



## WHY SOCIAL MEDIA?

- 4.48 billion people use some form of social media
- An average of 2.5 hours per day (per person) is spent on social networks and messaging
- 46% of web users look to social media when making a purchase
- Average Twitter user follows five or more brands
- 43% of social browsers use social media to research products

## SOCIAL MEDIA TIPS

*Best tool: Hootsuite*

- Don't be too serious – be yourself!
- Have a plan and stick to it
- 90/10 Rule
  - 90% of the time listening and engaging, 10% talking about yourself
- Use the same hashtags (#GetConnected, #BeAConnector)
- Fine line between posting enough and too much (depends on platform)
- Always include visuals or videos!
- Use “Influencers” from your program
- Tag people and businesses

# NATIONAL CONNECTOR SOCIAL MEDIA

- LinkedIn – National Connector Program
- Twitter - @ConnectorPrgm
- [National Connector Communities Social Media Handles](#)



**Nishka Rajesh** (She/Her) • 1st

Program Coordinator, Halifax Connector Program at Halifax Partnership

11mo • 🌐

"I want to try and give back to this community based upon those that took a chance on me when I was a new grad." – Chris O'Shea.

Halifax Partnership's Connector Program, presented by RBC Future Launch, matches new immigrants and recent graduates (Connectees) in Halifax with established business and community leaders (Connectors) like you. Whether you only have a few years of experience or are a C-level executive, we all have the potential to be Connectors, and it pays off for everyone involved.

Learn about becoming a #Connector today! <https://bit.ly/3aLv1RH>

#WeAreAllConnectors #RBCFutureLaunch RBC



Mes



**Isaac Mbaziira** @IsaacMbaziira1 · 2 Sep 2016

Guess who just hired one of our @ConnectorPrgm participants? A big thanks to @TD\_Insurance, NS gets to keep another one here @oneNovaScotia

🗨️ 1 ❤️ 11 ✉️



**Halifax Partnership** @HfxPartnership · Jan 10, 2018

"I love the Connector Program. It allows me to meet fantastic people while at the same time helping them grow their professional network with "first" connections." – Krista Martin #WeAreAllConnectors #ConnectorPRGM #Halifax #NS @RBC



🗨️ 8 ❤️ 20 ↗️

# WEBSITE CONTENT TIPS

*Best tool: Google Analytics*

- Keep content up-to-date
  - What is this program?
  - How can it help me?
  - Why should I trust this organization?
  - How do I sign up?
- Call-to-action
- Don't use generic emails
- FAQs / Recent Success pages
- Link back to other online tools

How do I find the time?



# HOW TO MANAGE CONTENT MARKETING

- Editorial calendar
  - Images/videos/infographics
  - Cautiously schedule social media posts
- Split your time
- Partnerships
- Sharing is Caring

Social Media	Emails
Morning – 30 minutes	Monday – Outline ideas
Afternoon – 30 minutes	Tuesday – Write your piece
30 minutes	Wednesday – Embellish (pics, videos, links etc.)
10 minutes	Thursday – Proofread and Send!



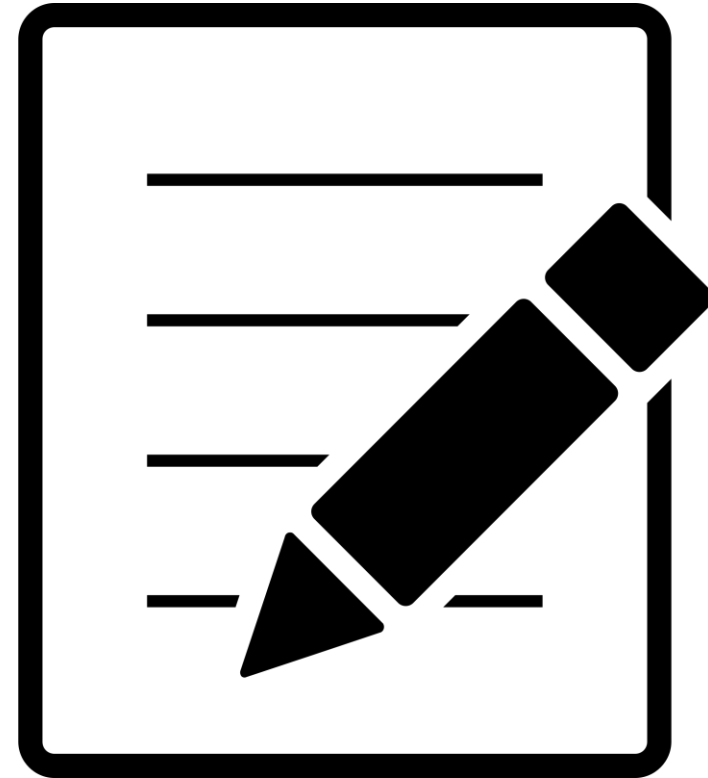
Tracking Results

# National Connector Program Tracking System

Reporting

# REPORTING YOUR RESULTS

- April and October to NCP Manager
- Qualitative and Quantitative
- # of Connectees
- # of Connectors
- # of matches made
- # of jobs found by Connectees\*\*\*\*
- Activities done to support program – presentations, networking events, partnered events, workshops, social media, engagement
- Testimonials
- [Reporting Template](#)



## ON-GOING SUPPORT

- On-site training
- Remote training
- Customized training
- Member portal at [connectorprogram.ca](https://connectorprogram.ca)
- Monthly conference calls
- Quarterly check-ins
- Annual Learning Exchange

# IMPORTANCE OF LINKEDIN

- Most Connectors will have a LinkedIn account, and can be found there
- You can search for companies and Connectors on LinkedIn
- You can find who has found jobs to report on
- It opens networking opportunities for Connectees (encourage them all to join the platform)
- The platform focuses on relevance over "newness" of a post

## Complimentary Activities



## Complementary Activities

- Program Launch
- Speed Interview Events
- Speed Networking Events
- Annual Connector Recognition Event
- Pitch Competitions
- Business Visits



# CONNECTOR PROGRAM YEAR OVERVIEW

- Suggested activities
  - Connector Appreciation Event
  - Networking Events (Connectee Events)
  - Career Fair
  - Other events to engage businesses in the program
- Reporting
  - Once in October and once in April
- Connectee/ Connector targets
  - What is your target amount? Will that be static or increased each year?
- NCP Activities
  - Monthly Conference Calls
  - Learning Exchange (travel to Halifax in 2023-24)



**NATIONAL  
CONNECTOR  
PROGRAM**

**PROGRAMME  
DE CONNECTEUR  
NATIONAL**