



**Annual Report  
for  
NATIONAL CONNECTOR PROGRAM**

For the Period: April 1, 2019 to March 31, 2020

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## Message from the Executive Director

It's my pleasure to present the 2019-2020 Annual Report for the National Connector Program (NCP). Immigrants, recent graduates and employers all throughout Canada are creating connections to fulfill labour needs and grow professional networks. We are moving into the 2020-2021 year with over 39 Connector communities operating across Canada. This is truly extraordinary.

Since July 2013, NCP communities have worked with 3 586 Connectees. More than 3 501 Connectors met with these newcomers and provided referrals and introductions, resulting in 1 244 Connectees finding jobs in their field. We would also like to acknowledge the Connector Programs launched prior to 2013 that continue to operate very successfully: Halifax, Montreal, North Bay, and Kingston.

This year, the NCP wrapped a five-year funding agreement with Immigration, Refugees and Citizenship Canada (IRCC). As we move into the next five-year agreement for 2020-2021, we would like to thank IRCC for their continued support of the program, enabling Canadian communities to support and retain emerging talent. We would also like to thank the Halifax Partnership for their commitment to the NCP and congratulate them on a successful 10<sup>th</sup> anniversary of their Halifax Connector Program.

It goes without saying that the NCP would not be possible without the work of the passionate and dedicated Connector Program Coordinators and Managers across Canada. Thank you for all for your hard work you have done in 2019-2020.

We look forward to the growth of the NCP in the upcoming year.

Sincerely,

**Robyn Webb**  
Executive Director  
National Connector Program

## Executive Summary

The Halifax Partnership is pleased to present the 2019-20 Annual Report for the National Connector Program (NCP).

With support from IRCC over the last seven years, the Halifax Partnership has been supporting the development and growth of 39 Connector Programs across Canada to help immigrants successfully attach to the workforce. The 2019-20 fiscal year marks the end of the three-year service agreement that led us to 2020.

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

- 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 2,000-4,000 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.

In 2019-20 the NCP recruited another new Connector community, having already exceeded the goal of 10 new communities the 2017-18 year:

- Truro and Colchester Partnership for Economic Prosperity




There is now a total of 39 National Connector communities, including one industry association, working to connect immigrants to business networks in Canada.

We are proud to share that, in 2019-20, Connector communities achieved the following collective results:

- 687 newcomers matched with Connectors in their industries, for a total of 3 856 since 2013
- 804 business leaders became Connectors, for a total of 3 501 Connectors since 2013
- 301 participants found jobs in their related fields, bringing the five-year total to 1 244 jobs

We would like to acknowledge and thank **IRCC** for funding the NCP and the **Halifax Partnership** for leading it over the past seven years. 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 newcomers and communities by launching Connector Programs.

## National Connector Program Scorecard

TARGETS	Year 1: 2017-18	Year 2: 2018-19	Year 3: 2019-20	Program Total 2017-20	CUMULATIVE RESULTS (2013 – 2018)
<p><b>10 New Connector communities &amp; industry associations will become operational (training provided through NCP)</b></p>	<ol style="list-style-type: none"> <li>1. ONB - Moncton</li> <li>2. ONB – Saint John's</li> <li>3. ONB – Fredericton</li> <li>4. KWMC - Waterloo</li> <li>5. Corner Brook, NL</li> <li>6. Grand Falls, NL</li> <li>7. Charlottetown, PEI</li> <li>8. Summerside, PEI</li> <li>9. Eastern Region, NS</li> <li>10. Valley Region, NS</li> </ol>	<ol style="list-style-type: none"> <li>11. North Superior Workforce Planning Board</li> </ol>	<ol style="list-style-type: none"> <li>12. Truro and Colchester Partnership for Economic Prosperity</li> </ol>	<p><b>12 new NCP communities Target Exceeded</b></p>	 <p>Currently Operational: 39</p>
<p><b>NCP communities will aid 2,000 new Connectees</b></p>	<p><b>750 New Connectees</b></p>	<p><b>855 New Connectees</b></p>	<p><b>687 New Connectees</b></p>	<p><b>2,500 new Connectees</b></p>	 <p>3 856 New Connectees</p>
<p><b>NCP communities will contribute to increasing labour market participation (jobs) in their respective communities</b></p>	<p><b>244 Jobs</b></p>	<p><b>299 Jobs</b></p>	<p><b>301 Jobs</b></p>	<p><b>844 Jobs</b></p>	 <p>1 244 Jobs</p>
<p><b>NCP communities will increase engagement of business leaders by matching them to immigrants to increase their business networks</b></p>	<p><b>672 Connectors</b></p>	<p><b>601 Connectors</b></p>	<p><b>804 Connectors</b></p>	<p><b>2 077 Connectors</b></p>	 <p>3 501 Connectors</p>

## 2019-20 ACTIVITY REPORT

The following provides an overview of 2019-20 results against the statement of planned activities and intended results identified in the 2019-20 Contribution Agreement.

### ***Activity 1: Recruit 10 new National Connector Programs and provide continued support to existing Connector communities.***

#### **Potential new Connector communities engaged:**

- Central Alberta Refugee Effort-Red Deer, ON
- Lethbridge Family Services, AB
- Pictou Chamber of Commerce, NS
- Niagara Workforce Planning Board, ON
- Municipality of Chester, NS
- North Superior Workforce Planning Board, ON
- Lunenburg Now, NS
- Immploy London, ON
- Northumberland County, ON
- IEC-BC, BC
- Truro-Colchester REN, NS
- Sault Ste. Marie LIP

#### **Promoting NCP:**

- Presented NCP at Metropolis Conference held in Halifax
- NCP webinar for Planning for Canada
- Emerging and Best Practices Conference by IRCC and Employment and Social Development Canada (ESDC)
- Immigrant Employment Initiatives and Foreign Qualification Recognition Conference
- Immigrant Employment Council (IEC) Symposium

#### **International Programs:**

- **Welcome TLC**, Toledo-Lucas County, Ohio recently launched a Connector Program
- **Portland Professional Connections**, Portland, Maine recently launched a Connector Program
- **Change Agency**, Pittsburgh recently launched a Connector Program

#### **Outputs Achieved:**

- 12 new Connector communities signed partnership and sharing agreements during the current service agreement

## **Activity 2: Training of new and existing NCP community participants, including a Learning Exchange.**

### **Actions:**

- Provided customized remote training to 7 communities and on-site training to 12 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 November 2019; 14 NCP communities attended. Topics and workshops included: marketing campaigns, Hire Me Halifax event, selling Connector to business, coaching Connectees for success, Connector engagement and increasing newcomer's confidence and skills.
- NCP communities shared resources on the online portal, including continual enhancement of tools, network 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
- This year focused on the creation and delivery of training materials and resources in support of community events, Connector engagement and value add activities for Connectees.

### **Outputs Achieved:**

- Positive feedback from Connector communities that on-site training provided by the NCP Program Manager is an excellent resource. Feedback also determined 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 annual Learning Exchange to be an effective training opportunity, and 100% rated the event either "excellent" (67%) or "very good." (33%)
- Enhanced NCP website and member portal valued by newly launched and established Connector Programs

## **Activity 3: Ongoing maintenance and enhancement of the NCP tracking software.**

### **Actions:**

- Upgrades to the software are executed on an on-going basis. Costs for the upgrades are covered through the IRCC budget and new Connector Communities. Given the age of the tracking system, and the impact of the high volume of communities (39+), the tracking system needed to be re-built last year. We engaged the original partner who built the system to complete the rebuild.
- During this time, the Halifax Partnership also began development of a Connector+ App to increase the number of participants engaging in the Connector program. The intention was to pilot the app in Nova Scotia this year and expand it to Atlantic Canada the following year, and eventually roll it out to all NCP communities. Unfortunately, since the Connector+ App and NCP share the same tracking system, development of the app caused significant technical defects with the NCP tracking system which our long-time technical supplier was unable to fix. This forced us to ask the communities to stop using the tracking system until the system is fixed. The communities are currently manually tracking their connections and results.
- In September, we engaged a new technology partner (Mindsea) to fix the issues and bring the system back online. MindSea has completed the discovery phase and has informed us that we will need an additional \$90,000 for the NCP tracking system to function properly.

The tracking system is critical to success as it:

- Tracks all new and existing Connectees and Connectors
- Makes the best possible match, through an algorithm, between Connectors and Connectees
- Generates satisfaction surveys for Connectees and Connectors
- Sends notifications to participants throughout the process
- Serves as the CRM (customer relations management) system for the Connector Program
- Enables accurate tracking and reporting for NCP communities and the NCP Secretariat responsible for reporting to the communities and our funding partners

### **Outputs Achieved:**

- The tracking system is currently undergoing system wide fixing, and we are working towards having it operational again.

#### **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 Coordinators attracting quality Connectors in order to improve engagement and increase the number of referrals generated by Connectors
- Create a how-to video for newcomers with key networking tips in Canada to build newcomer confidence and increase knowledge and skills in networking
- 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 into NCP communities
- Portal refresh is now also completed. Connectorprogram.ca
- 2 videos (Connector Program promotion and Connector in-take training) are completed:  
Connector in-take training video: <https://youtu.be/fvhdENaDmcw>  
NCP Promo video: [https://youtu.be/pD\\_RJg1SaVY](https://youtu.be/pD_RJg1SaVY)
- Super Connector digital campaign developed and rolled out across Canada

#### **Activity 5: Create online networking toolkit to equip newcomers with the specific business-focused strategies to increase their employability.**

##### **Actions:**

- Created how-to video for newcomers with key networking tips in Canada
- Gathered and compiled online resources (articles, tests, videos, etc.) to ensure the toolkit offers many avenues to increase newcomers networking knowledge and skills.
- Shared skill development and online resources for immigrants on the NCP website

##### **Outputs Achieved:**

- Online newcomer networking toolkit is live with a dedicated 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 our web. The toolkit can be found here: <https://connectorprogram.ca/networking-how-to-toolkit/>
- Ongoing updates to the toolkit with additional resources and best practices



## Activity 6: Identify, recruit, and profile 10 “Super” Connectors from new and existing NCP communities.

### Actions:

- Initiated planning process with a committee within the Halifax Partnership
- Selected and featured 10 Super Connectors from across Canada in a digital marketing campaign
- Developed marketing campaign and promoted through digital marketing and across NCP digital platforms
- Shared 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 stories can be found here: <https://connectorprogram.ca/connector-stories/>
- The campaign resulted in over 324,982 impressions, with 989 people clicking through to the stories. Two program referrals (CECS and NL Connector – St. John’s) came directly from this ad campaign so far.

### Example of Super Connector Campaign – twitter ad



The image shows a Twitter advertisement for the National Connector Program. On the left, there is a red graphic with white text. At the top left of the red area is the logo for the National Connector Program, which consists of a stylized white geometric pattern. To the right of the logo, the text reads "NATIONAL CONNECTOR PROGRAM" in white, stacked vertically. To the right of that, separated by a vertical line, is the text "PROGRAMME DE CONNECTEUR NATIONAL" in white, also stacked vertically. Below the logo and text, there are large white quotation marks. Inside the quotation marks, the text reads "I'm always happy to connect people, especially those who are new to the region." in white. Below the quotation marks, the name "RICHARD TAKAI" is written in white, followed by "KELOWNA CONNECTOR" in a smaller white font. To the right of the red graphic is a photograph of Richard Takai, a middle-aged man with grey hair, wearing sunglasses, a blue checkered blazer, and a white shirt with a red pocket square. He has his arms crossed and is smiling slightly. The background of the photo is a blurred outdoor setting with buildings and trees. Below the red graphic and photo, the text "CONNECTING TALENT. BUILDING COMMUNITIES." is written in bold, black, uppercase letters.

## Highlights from Across Canada

### **Connector Newfoundland (Provincial program)**

- Created and hosting monthly online webinars to address areas such as: resume writing, networking, job search.
- Launched and completed Hire Me St. John's <https://www.stjohnsbot.ca/hiremestjohns2019>

### **PEI Network (Provincial program)**

- Expanded staffing to include a Program Manager, Program Coordinator and Marketing Coordinator to support the growth of the provincial program.

### **Opportunities New Brunswick Connects (Provincial Program)**

- Signed Memorandum of Understanding with New Brunswick Study and Stay program to facilitate connections for 65 international post secondary graduates.

### **Cape Breton Partnership, Nova Scotia**

- Working to recruit Connectors from Potlotek First Nation as part of their efforts to grow rural engagement through focusing on individual rural communities.

### **Truro and Colchester REN, Nova Scotia:**

- Launched in June 2019
- Co-hosted the 3rd Employer Forum and Job Fair in Pictou County which was attended by approximately 47 employers for an Employer and Service providers session.

### **Valley REN, Nova Scotia:**

- Hosted workshops to enhance Connectee skills and confidence with NSCC/Acadia, ISANS and NS Works.

### **Western REN, Nova Scotia:**

- Participated in a local Doctor Recruitment & Retention committee meeting to promote the Connector program and how it could help spouses of doctors to connect to the community.

### **ACCES Employment (GTA), Ontario:**

- Outreached to Bridging program Alumni Networks (IT Connections/Financial Services Connections/Human Resources Connections/Sales & Marketing Connections/Supply Chain Connections) and recruited alumni members working within their field to become Connectors.

### **Kitchener-Waterloo Multicultural Centre, Ontario:**

- Recently expanded to help clients of Guelph Immigrant Services and Lutherwood Employment Services.

### **Success Skills Centre, Manitoba**

- Created partnerships with Liberty Tax, Royal Bank, Manitoba Construction Sector Council, Rotary Club of Winnipeg and Toastmaster International which greatly expanded networking and referral opportunities for Connectees.
- Facilitated Speed Interview with ten employers and ten Connectees for IT industries employers.

### **Conseil économique et coopératif de la Saskatchewan (CÉCS), Saskatchewan (Provincial program)**

- During Francophone immigration week, organized 2 activities to bring together newcomers to talk about professional integration, maybe of whom were signed on as Connectees.

### **Calgary Connector Program, Alberta:**

- Organized a networking workshop with the CPA Alberta Connector Program for Connectees.

### **Edmonton Region Immigrant Employment Council, Alberta:**

- Hosted Smart Connections Alternative Career Paths event for Internationally Educated Professionals.

**Chartered Professional Accountants (CPA) Alberta:**

- Smart Connections collaboration with ERIEC and hosted in-house workshops on professional branding and networking.

**Invest Kelowna Connector Program, British Columbia**

- Providing preparation workshops to Connectees before introduction to the Connectors that include; Networking 101, LinkedIn 101 and Portfolio 101.
- Organized and promoted a Connector Café on at university homecoming event. At the event, we offered connection meetings at the café with 7 graduates who are now Connectors.

**Yukon**

- Utilize the Multicultural Centre Newsletter to provide tips for newcomers (e.g. networking, job interview, job search, etc.)

## Challenges, Best Practices, and Lessons Learned

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

### Challenges

- **Securing long-term, sustainable funding.** It can be difficult for communities to secure long-term funding from federal and provincial partners. Ideally, Connector Program funding is multi-year and comes from both the private and public sectors. This is a challenge most Connector communities are seeking to address by reaching out to potential private sector partners.
- **Provincial political climates.** When provincial governments change and have different or new mandates, it can put Connector communities at risk for continuous support.
- **Ensuring Connectors provide three referrals consistently.** NCP continues to develop targeted training and resources to help Connector communities recruit and engage Connectors who will follow through with providing referrals, a critical success factor for the program.

### Best Practices

- **Hosting an Annual Exchange.** The annual National Connector Learning Exchange provides many benefits to Connector 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 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 the Connectee and the Connector.

### 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.
- **On-site training for staff turnover.** Staff turnover is inevitable, and we've learned that training from NCP staff is crucial to ensure new staff continue to use proper processes and messaging in their community regarding the program.
- **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.

## Opportunities Going Forward: 2020-25

Over the last seven years, the NCP has seen great success, achieving its goals and surpassing its target of supporting the development and launch of 39 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.

As we look to our next five-year service agreement for 2020-2025, we plan to:

- Increase newcomers' labour market participation (jobs) in Canadian business communities.
- Increase newcomer confidence and employment readiness through targeted connections/ engagements with employers in their field, networking meetings and events, skill development and online resources.
- Increase successful integration of newcomers in Canadian communities through their participation in the Connector Program.
- Increase opportunities for newcomers to secure employment through the successful and sustainable roll out of 10 new Canadian Connector Programs.
- Increase employer engagement to support newcomer integration and retention.
- Increase the capacity of service providers through ongoing sharing of best practices and resources through the NCP interactive web portal.

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.

**NATIONAL CONNECTOR 2019-20 REPORT CARD & CUMULATIVE RESULTS**

National Connector Communities and Industry Associations	Partnership and Sharing Agreement between Community and the National Connector Program	Status	Program Name	Delivered by:	Key Performance Indicators					
					National Connector communities <b>will aid 4000 newcomers</b> between April 2017 to March 31, 2020 <b>Count # of Newcomers</b>		National Connector Program communities will contribute to <b>Increasing labour market participation (jobs)</b> in their respective communities <b>Count # of Jobs</b>		Increase the engagement of business leaders by matching them to immigrants to increase their business networks <b>Count # of Connectors</b>	
					2019-20 Annual	2013 to 2020 Cumulative	2019-20 Annual	2013 to 2020 Cumulative	2019-20 Annual	2013 to 2020 Cumulative
1. Edmonton, Alberta	November 27, 2013	Operational	Connector Program – Edmonton	Edmonton Region Immigrant Employment Council (ERIEC)	68	340	16	49	26	146
2. CPA Alberta	December 18, 2013	Operational	Connector Program – CPA Alberta	Chartered Professional Accountants - Alberta	16	302	1	39	116	395
3. Toronto Regional Immigrant Employment Council	January 15, 2014	Closed	TRIEC Connector Program - Pilot	Toronto Regional Immigrant Employment Council (TRIEC)	-	50	-	19	-	74
4. Applied Science Technologies and Technicians of British Columbia (ASTT – BC)	January 22, 2014	Closed	IEC-BC Connector Program – ASTT-BC	Immigrant Employment Council of British Columbia (IEC-BC)	-	261	-	250	-	227
5. Vancouver, British Columbia		Closed	IEC-BC Connector Program – Vancouver							
6. Surrey, British Columbia		Closed	IEC-BC Connector Program – Surrey							
7. Campbell River, British Columbia		Closed	IEC-BC Connector Program – Campbell River							
8. Calgary, Alberta	March 10, 2014	Operational	Calgary Connector Program	Calgary Economic Development	107	522	4	79	59	394
9. Ottawa, Ontario	June 30, 2014	Operational	Ottawa Connector Program	Ottawa Community Immigration Services Organization (OCISO)	128	625	73	310	141	419
10. Kitchener-Waterloo, Ontario	September 27, 2017	Operational	Waterloo Connectors Program	Kitchener-Waterloo Multicultural Centre	25	141	11	48	25	123
11. St. John's, Newfoundland and Labrador	July 6, 2015	Operational	NL Connector Program	St. John's Board of Trade	32	157	5	27	3	198
12. Corner Brook, Newfoundland and Labrador	October 24, 2017	Operational	NL Connector Program							
13. Grand Falls, Newfoundland and Labrador	October 24, 2017	Operational	NL Connector Program							
14. Yukon Territory	August 5, 2015	Operational	Yukon Connector Program	Yukon Tourism Education Council	1	36	0	1	1	14
15. Winnipeg, Manitoba	August 12, 2015	Operational	Winnipeg Connector Partnership	Success Skills Centre	67	171	98	141	30	99
16. Regina, Saskatchewan	March 31, 2016	Operational	Connector Program – Regina	Conseil économique et coopératif de la Saskatchewan (CÉCS)	38	229	13	46	21	146
17. Saskatoon, Saskatchewan			Connector Program - Saskatoon							
18. Regional District of Central Okanagan (includes Kelowna, West Kelowna, Lake Country, Peachland, West Banks First Nation), British Columbia	January 17, 2017	Re-launching	Connector Program - Kelowna	Central Okanagan Economic Development Commission on behalf of the Regional District of Central Okanagan	26	40	1	4	15	68
			Connector Program – West Kelowna							
			Connector Program – Lake Country							
			Connector Program - Peachland							
19. Western Region, Nova Scotia (includes Digby, Yarmouth and Barrington)	February 13, 2017	Operational	Connector Program – Western Region	Western Region Enterprise Network	2	30	1	5	41	141
20. Toronto, Ontario	March 13, 2017	Operational	ACCES Employment Connector Program - Toronto	ACCES Employment	77	321	34	130	18	85
21. Scarborough, Ontario			ACCES Employment Connector Program - Scarborough							
22. Brampton, Ontario			ACCES Employment Connector Program - Brampton							
23. North York, Ontario			ACCES Employment Connector Program – North York							
24. Mississauga, Ontario			ACCES Employment Connector Program – Mississauga							
25. Cape Breton, Nova Scotia	March 22, 2017	Operational	Connector Program – Cape Breton	Cape Breton Partnership	16	69	6	16	72	201
26. Province of New Brunswick	September 26, 2017	Operational	ONB Connects	Opportunities New Brunswick	41	206	27	67	60	566

27. Charlottetown, Prince Edward Island	February 23, 2017	Operational	PEI Network	Charlottetown Chamber of Commerce	22	32	3	4	36	52
28. Summerside, Prince Edward Island	February 23, 2017	Operational	PEI Network	Charlottetown Chamber of Commerce						
29. Eastern Region, Nova Scotia	February 13, 2018	Closed	Connector Program – Eastern Region	Eastern Strait Regional Enterprise Network	-	8	-	3		103
30. Valley Region, Nova Scotia	February 13, 2018	Operational	Connector Program – Valley Region	Valley Regional Enterprise Network	6	31	2	3	23	46
31. North Superior Workforce Planning Board	March 29 <sup>th</sup> , 2019	Ramping up	North Superior Connector Program	North Superior Workforce Planning Board	-	-	-	-	-	-
32. Truro and Colchester Partnership	June 12 <sup>th</sup> , 2019	Operational	Northern NS Connector Program	Truro and Colchester Partnership	12	12	3	3	113	113
<b>TOTAL PROGRAM OUTCOMES</b>					<b>687</b>	<b>3586</b>	<b>301</b>	<b>1244</b>	<b>804</b>	<b>3501</b>

## **NCP TESTIMONIALS**

*"Having relocated several times throughout my career, I know how valuable it is to have business contacts in your new hometown. The Connector program is an invaluable resource for those recently relocating to Kelowna to allow them to integrate into the community and have the best chances at securing rewarding employment."* - **Invest Kelowna Connector**

*"The Connector meetings definitely helped me learn more about the region and local job market, and eventually lead me to my current job...I highly recommend the Connector Program to people who are looking for a job in their field and would like to expand their networks. You won't regret participating in this program."* - **KWMC Connectee**

*"The Connector Program has been a great way for us to access and interface with the local talent pool that may not otherwise be aware of our business or the positions and opportunities we have to offer. Having the opportunity to meet with new comers to their area and match them with mentors to help guide their way into the local workforce shows that even without a job posting to fill, we want to help all residents in our community to stay and have a prosperous career."* - **Northern NS Connector**

*"I actually wanted to thank the Connector Program because they really forced me outside of my comfort zone, and I needed that push! And I feel that without the Connector Program I wouldn't have known or met all the people I have the pleasure of knowing today and being someone that's not originally from Cape Breton it's a great way I feel like I've met people I will stay in touch with for the rest of my life"* -**Cape Breton Partnership Connectee**

*"I had my meeting with Connector Neelam today. She is an amazing person. Provided me some great feedback on Canadian job market and networking. Excellent. Thank you."* - **ACCES Employment Connectee**

*"As a Connector, it was a joy to work with a newcomer to our area in connecting her with members of our community. These connections lead to a job placement with potential full-time employment, and ALL of us were able to share in her excitement as we witnessed the power of networking firsthand!"* - **WREN Connector**

*"Thanks for the mail. I am happy to inform you that I have now been able to secure a full-time position at the Department of Environment and Geography, University of Manitoba. I started the two-year term position as an Instructor from September 1, 2019...I would like to thank you and the organization for all the help that you have given me. I hope to be in touch and continue networking."* - **Success Skills Centre Connectee**

*"I am very delighted to inform you that I met my Connector today and we had an interesting and impactful conversation. Aside from sharing his experiences and the industry and job market with me, he said he was opened to be on the lookout for opportunities that aligns with my background. It was an awesome moment and beyond my expectations. My sincere appreciation to ERIEC for providing this platform and to my Connector for his selflessness to carve out time out of his very busy schedule to provide great insights which are motivating."* - **ERIEC Connectee**

*"My networking skills have improved tremendously after meeting with a connector and I feel a lot more confident networking with random people...my meeting with my Connector helped point me in the right direction regarding my job search."* - **KWMC Connectee**

*"I want to provide an update on what I have done so far. Based on the steps you taught us, I was able to get a connection in Great-West Life and I applied for the Business Analysis role there, and my connector stood as reference for my application. I have an interview on Tuesday next week!" \* Client came in last week to say he was hired!* - **Success Skills Centre Connectee**

*"The Connector Program is an important aid and resource to physician recruitment efforts. While many communities are working to help the Nova Scotia Health Authority recruit more physicians to the region, providing service to physician spouses and families is equally important. The Connector Program can really aid our comprehensive approach to physician recruitment."* - **Truro and Area Partnership for Economic Prosperity CEO**

*"Good evening: Hope all is well! Just an update that Tushar has accepted an offer to join my time as an Acquisition Account Manager. He has done an incredible job of keeping in touch and he absolutely aced the interview process. He starts November 25th. Kudos to you and the team for setting up this great Connector program."* - **ACCES Employment Connector**

*"I just had meeting with Ajay today, it was great meeting him, he given me lots of information and suggested me some advice related to applying process and also told me that he'll pass my resume to person from technical department and HR department as well, and let's*



*hope for the best. He also told me to never give up, keep going the way I am doing now. I really appreciate him. And I also want to thank you for finding me this Connector.” – **ERIEC 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. The Partnership's network of over 115 influential and globally connected partners are committed to building a thriving, prosperous Halifax.

The Halifax Partnership is an Accredited Economic Development Organization (International Economic Development Council) which displays expertise and excellence in the field of economic development. The Partnership has been nationally and internationally recognized for its innovation and successful initiatives in the areas of talent attraction and retention, business retention and expansion, investment attraction, and regional and national collaboration. The Partnership is committed to fostering economic collaboration and sharing knowledge and expertise with local, national, and international partners to support economic growth and prosperity.

In 2009, the Partnership created the Halifax Connector Program to specifically address the barriers immigrants face in developing professional networks by linking them to business and community leaders called Connectors. Through direct referrals, Connectors help immigrants (Connectees) rapidly build their professional networks which increases their likelihood of finding a job in their field. Connectors benefit by gaining access to pre-qualified job seekers and helping to grow their industry, local workforce, and economy.

After the first year of implementation, immigrants were building their networks, finding jobs, and staying in Halifax. Since then, the Partnership has expanded the Halifax Connector Program to support additional talent pools including local and international graduates.

With 3 595 Connectees and 1 445 volunteer business Connectors, approximately 42% of Connectees are finding jobs in Halifax with the help of the business networks established through the Connector Program. This success has garnered interest across Canada, as communities face declining workforces and fall short in getting immigrants to come and to stay.

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