



NATIONAL CONNECTOR PROGRAM

2022-2023

ANNUAL REPORT



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL



The National Connector Program (NCP) is based in Halifax, Nova Scotia, the birthplace of the initial, award-winning Connector Program.

Currently based in 31 Canadian communities and growing, the National Connector Program is a unique and innovative workforce development initiative that attaches newcomers to the labour market. This is accomplished by helping immigrants build their professional network, secure relevant jobs, and stay in their community. The program benefits everyone involved – Connectors are engaged in the program because they have an opportunity to help their industry thrive by connecting industry partners to new talent, and Connectees gain important networking skills to thrive in the Canadian workforce. It connects employers facing labour challenges to highly qualified talent and helps create more welcoming communities. The global perspective and diverse experiences of the newcomer can inspire innovation through these connections. The program is led by Halifax Partnership with funding from Immigration Refugees and Citizenship Canada (IRCC).

The innovation and effectiveness of the Connector Program's Match. Connect. Refer. model lies within three simple steps:

- Local immigrant serving organizations and post-secondary career centers refer employment-ready participants (Connectees) to the program.
- Program staff in NCP organizations prepare the Connectee with important professional networking training and match them with a business leader (Connector) in their field.
- The Connector and Connectee meet face-to-face or virtually. After the meeting, the Connector links the participant to at least three other people in their business network. Those three people also refer three more people to the Connectee. Through these introductions, Connectees rapidly build their professional network and gain insight into the local labour market, which increases their likelihood of finding jobs and staying in their new communities.

Everyone benefits from this program. Newcomers gain professional contacts and meaningful employment, professionals learn about new talent entering the workforce, and businesses connect with pre-qualified, skilled labour.



Halifax Partnership is the secretariat of the National Connector Program (see back cover)

This program is supported by:



TABLE OF CONTENTS

Messages	4-5
Executive Summary	6
National Connector Program Scorecard	7
2022-23 Activity Report	8
Community Activities and Highlights	14
Best Practices, Challenges, & Lessons Learned	17
Opportunities Going Forward: 2023-24	19
2022-23 Report Card & Cumulative Results	20
About Halifax Partnership	24

“Building these relationships benefits everyone involved.

When I was a new graduate I thought established professionals I met at events would offer to meet with me afterwards as a nicety rather than actually wanting to support me, but now, I have come to realize it is because building these relationships benefits everyone involved. That is one reason I enjoy the Connector Program – it gives me the opportunity to meet new people entering my field and help others see the perks of networking.”

Connectee, Cape Breton





EXECUTIVE DIRECTOR

Robyn Webb

At Halifax Partnership, we hear from businesses all the time that attracting and hiring skilled talent is their most pressing challenge, and global competition for talent is fierce! Now is the time to be more open-minded and inclusive in our search for talent, both in Canada and abroad.

Communities across the country have risen to this challenge and have helped hundreds of employers find the skilled talent they need through the simple, yet effective Connector Program. More and more businesses are approaching Connector Program leaders to ask for assistance finding exceptional talent that their recruiting processes may have previously missed.

There are so many opportunities to ensure newcomers are finding the jobs that are right for them and that put their skills, education, and experience to best use. Not only does this help newcomers settle into their communities and thrive, but it also benefits the Canadian economy.

Connector Programs are doing important work, and their impact is being felt in communities and businesses across the country. As we get ready to celebrate 10 years of program success, NCP is so excited to continue this work, expanding to new communities and creating opportunities for growth.

Thanks to everyone for a great year, and we look forward to the next!

Sincerely,

Robyn Webb
Executive Director
National Connector Program



PROGRAM MANAGER

Alida Campbell

When I look back on last year, the thing that strikes me the most about our National Connector Program work is the sense of community I have seen grow. The coordinators truly brought to life our idea of being a community of practice, and they jumped in feet first. There is a sense of comradery with everyone when we have our monthly calls, and when someone asks for assistance or support, everyone is happy (and proud) to share their experiences, their best practises, or their struggles.

It's not easy to create a sense of community across such a diverse group of individuals who work for different organizations across six time zones. Nevertheless, when each person is as passionate about welcoming new people into their community, and ensuring they feel included and have the support they need to thrive, that is a great seed from which a strong network can grow.

In some ways, we are still recovering from the global pandemic, and this year has not been without its challenges. However, the resiliency shown by the communities proves that this program, is still relevant, effective, and absolutely needed to help those new to a community connect to their industry and begin to set roots so they can succeed.

I am so proud of the work we've accomplished together this year, and I know this great work will continue, with our new communities in Rural Manitoba and New Brunswick adding more knowledge and experience to our community. I look forward to further growth and expanding connections in the coming year.

Sincerely,

Alida Campbell
Program Manager
National Connector Program

EXECUTIVE SUMMARY

Halifax Partnership is pleased to present the 2022-23 Annual Report for the National Connector Program (NCP).

With support from Immigration, Refugees and Citizenship Canada (IRCC) over the last ten years, Halifax Partnership has been supporting the development and growth of Connector Programs across Canada to help immigrants and newcomers successfully attach to the workforce. The 2022-23 fiscal year marks the third year of a five-year agreement that will lead us to 2025.

We are proud to report that in 2022-23 the NCP welcomed three new Connector communities in Brandon, Manitoba, Fredericton, New Brunswick and Southeastern, New Brunswick.

We also identified three new communities that could benefit from a Connector Program: MOSAIC BC, Sarnia Lambton, and Envision Saint John. There are now a total of 31 active National Connector communities, including one industry association, working to connect immigrants to business networks in Canada.

We are proud to share that, in 2022-23, Canadian Connector communities achieved the following collective results:



These numbers reflect the total number of participants in the programs across the country.

We would like to acknowledge and thank IRCC for their long-standing funding of the NCP and Halifax Partnership for leading the program over the past ten 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 thrive.

“This is an amazing program.

It was such an insightful conversation discussing Canadian culture, career progression, networking opportunities and key things to look out for in the workplace. This has had a huge impact on my perception, and I had such a good time discussing.”

Connectee, Edmonton

NCP SCORECARD

2020-2025 Targets	Year 1 (2020-2021)	Year 2 (2021-2022)	Year 3 (2022-2023)	10 Year Cumulative Results (2013-2023)
Recruit 10 new Connector Communities	2 new communities	2 new communities	3 new communities	31 communities active in Canada
Provide NCP communities with enhanced tools and resources to help increase clients' employment readiness and labour market knowledge	Connector Engagement Toolkit including training videos Launched toolkit for new NCP communities	Website upgraded to include tools for newcomers to prepare for the Canadian job market Connectee Attraction, Engagement, Retention Toolkit Tracking System video produced and added to the website	Engaging with Business Toolkit developed Connector Recognition Toolkit developed Funding Supplements Toolkit developed Tracking System Toolkit developed Social Media Campaign Toolkit developed	
Connectees (newcomers)	1,086	966	1,770	7,851
Newcomer Jobs	469	480	517	3,530
Connectors (Industry leaders)	802	841	763	5,368

“I believe meeting people through PEI Connectors was one of the best things

that happened after landing in a place where I knew no one. As a businessman, I needed someone who can understand my requirements towards my future business and can help me in understanding local Canadian laws, requirements, tax systems, and obtaining licenses for import and export. I was able to get the information I needed. The Program also helped me in meeting with the right people in business community and in setting up my office in Summerside.”

Connectee, PEI

2022-23 ACTIVITY REPORT



“Amazing program.”

I met with my Connectee; if he is any indication of the level of candidates that your program is dealing with, I would say you have an amazing program.”

Connector, Fredericton

New and Prospective Communities

This year, the National Connector Program was pleased to welcome three new Connector communities:

- Westman Immigrant Services in Brandon, Manitoba
- Ignite Fredericton in Fredericton, New Brunswick
- Southeast Regional Service Commission in Southeastern, New Brunswick

We also identified and have begun discussions with three new communities that could benefit from a Connector Program:

- MOSAIC, British Columbia
- Sarnia-Lambton, Ontario
- Envision Saint John, New Brunswick



Outcomes Achieved:

1. **Ignite Fredericton has been fully trained and has launched their program with great success.**
2. **Southeastern New Brunswick has been fully trained and has launched their program which has been very successful thus far.**

The Brandon team has been fully trained, with the intent to launch their program by the Fall of 2023. Throughout the five-year funding program, the Connector Program has committed to welcoming two new programs each year, for a total of 10 programs. Thus far, three years into the agreement, the program has welcomed six new communities, and reengaged with one community to relaunch their program.

Training

Every year, the program adapts and responds to the needs of the communities and offers training to support and increase capacity of the Connector Coordinators. It also trains new Connector Coordinators to ensure they are prepared to successfully run the program from their first week.



Outcomes Achieved:

1. **Six communities completed training: Moncton, Lethbridge, Valley Regional Enterprise Network (REN), PEI Connectors, MusicNL, and Portland, Maine.**
2. **Revamped initial training presentation to be more up-to-date and engaging to foster a sense of community among the Coordinators.**
3. **Incorporated intentional professional development sessions into the monthly conference calls to continually bolster the skills of coordinators.**
4. **Coordinators report they now feel connected to one another and more comfortable to reach out and engage with their counterparts across the country.**

“Thank you.”

It’s clear that the networking and professional development support that the Northern Connector Program specializes in has brought a great deal of value to our program participants as they are looking to enter the IT sector in Nova Scotia. Thank you for the endless support and we look forward to our continued work together.”

Program Partner, Northern Connector



“Connectees gain the skillset and necessary confidence.”

Connecting newcomer Canadians is a challenging and rewarding experience, both personally and as a HR professional. It’s amazing to see Connectees gain the skillset and necessary confidence to navigate the Canadian workforce.”

Connector, Ottawa

Toolkits

To assist the communities in continual improvement and development, the National Connector Program creates toolkits that are connected to challenges and opportunities they are faced with. This year, the program created three new toolkits:

- *Engaging with Business Toolkit*
- *Connector Recognition Toolkit*
- *Social Media Campaign Toolkit*



Outcomes Achieved:

1. The *Engaging with Business Toolkit* helps communities understand the industries in their areas that are “high-wage and high-growth” and gives them tools, tips, and tricks to reach out, build relationships and partnerships, and maintain these relationships over time to benefit both the program and the business. This toolkit has given Coordinators a greater sense of confidence in sharing the benefits of the program when engaging with businesses.
2. The *Connector Recognition Toolkit* helps communities continue to engage with their Connectors in a variety of ways, including recognizing them on social media, events, activities, and others so they might promote the program, keep Connectors interested in their commitment, and further their relationship with Connectors, and the people, organizations and businesses they are affiliated with.
3. The *Social Media Campaign Toolkit* helps communities understand the requirements around running a social media campaign to promote the program and celebrate its successes or create themes and topics to engage Connectors and Connectees. This toolkit has helped Coordinators see the value of running a campaign as opposed to one-off posts. It also gives them the tools, tips, and information necessary to launch a full-fledged campaign, without the support of a Marketing team or agency. This toolkit is attached to a campaign called “Ready To Start” which highlights the benefits of having a Connector Program in a community. The National Connector Program will run this campaign in the 2023-24 fiscal year.



“My Connector has provided me with some valuable insights in navigating my career.

Also, she is accessible and able to refer me for possible opportunities within her current organization, one of which I have already begun the recruitment process for. The importance of building one’s network and making connections especially as a newcomer to Canada cannot be overemphasized.”

Connectee, Toronto

Collaborations and Connections

This year, several national and international partnerships were developed to increase the reach and awareness of the National Connector Program, as well as to bring Connectors and Connectees into existing program communities, specifically in Atlantic Canada.



Outcomes Achieved:

1. NCP in partnership with Digital Nova Scotia and the Skills for Hire Atlantic Project, developed a program to connect graduating participants to employment opportunities in the IT Sector across Atlantic Canada. Two cohorts of over 400 participants, and nine Connector Communities participated.
2. NCP partnered with Efficiency Canada’s program “DiscoverEE Hub”, to connect communities with job opportunities in energy efficiency in their region.
3. The Program Manager participated in several ACCES Employment “Connecting Canada” events, with the goal to showcase the lifestyle and advantages of living in Halifax as well as its economic, social, and employment opportunities.
4. The Program Manager sits on the Immigrant Employment Councils of Canada Employer Engagement and Communications working groups to share best practices and create resources to raise awareness of the benefits of hiring and retaining immigrants. The working groups are a space to share resources, best practices, and knowledge among other Service Providers, thus the learnings from this group positively contributes to better management of the National Connector Program.

Awareness Building

The Program Manager delivered several presentations and webinars this year to increase awareness of the program and attract Connectors and Connectees to the various programs and communities across the country.



Outcomes Achieved:

1. Collaborated with the Immigrant Employment Councils of Canada and media outlet NewCanadiansTV to deliver a webinar on the Connector Program titled “The Power of Networking to Access Talent: Utilizing Connector Programs to fill Labour Gaps.” It discussed how the Connector Program can engage employers in hiring immigrants, as well as engaging employees in creating and fostering diverse workforces and has been viewed over a hundred times since it was presented in July.
2. Participated in a webinar for the Pathways to Prosperity virtual workshop series, *Overcoming Employer Engagement Challenges: Experience from Across Canada*, which discussed how the Connector Program can be harnessed to connect businesses with high quality immigrant talent across the country.
3. NCP was represented at the in-person booth with the Immigrant Employment Councils of Canada at Metropolis, the foremost conference on immigration in North America which attracted close to 1200 attendees/participants. The Program Manager met with attendees and discussed the importance of employer engagement in creating a more diverse, inclusive workforce in Canada.
4. Nine connector communities across Atlantic Canada participated in an information session and a hiring event as part of Digital Nova Scotia’s Skills for Hire Atlantic. The hiring event focused on employers in those areas attending and searching for candidates to fill open roles in their organizations. Over 350 participants benefitted from these events.
5. The Program Manager participated in the Workforce of the Future Conference in November 2022, which was a Southeast Labour Market Partnership initiative presented by The Chamber of Commerce for Greater Moncton and 3+ Corporation, and participated in a panel called “Connecting Employers to Global Talent”. The panel discussed the importance of creating a welcoming organization and utilizing programs such as the Connector Program and Atlantic Immigration Program to access international talent.
6. All Nova Scotian NCP communities presented at the Building Employability Skills for a Successful Transition conference at Mount Saint Vincent University in March 2023. The presentation focused on how the program works, and what each community could offer international students, while encouraging them to sign up as Connectees in their respective communities.
7. NCP presented “Connecting Newcomers to Opportunity: Case Studies of Connector Program Success Across Canada” at the Metropolis Conference in March. In addition, three communities (Thunder Bay, Ottawa, and Edmonton) presented case studies of how they assist in integrating immigrants into their communities. The session was extremely well attended, with 40 participants asking questions about the program well after the session ended.

Social Media Engagement

This year, the National Connector Program began a LinkedIn page, and has steadily been increasing followers and engagement throughout the year.



Outcomes Achieved:

1. Posts focus on NCP community activities, testimonials and success stories, facts about immigration in Canada, and sharing articles and third-party reports on immigration, the labour market, and workplace information for newcomers.
2. The page has over 500 followers and has an average of 100 impressions per post.

“I felt comfortable and secure.

In my transition from one industry to another one, WR Connectors was critical. The match the program made for me was precisely what I was hoping for. During my meeting, I felt comfortable and secure. My Connector put me in touch with two other significant people in my field, with whom I already have meetings scheduled.”

Connectee, Waterloo Region

“Networking is tough

but the Connector Program is a way to bring new perspectives, or groups that have traditionally been excluded, to the hidden job market. It connects leaders to these talented people; it helps our island thrive.”

Connector, Cape Breton

Website

The National Connector Program now offers all content on the www.connectorprogram.ca website in both English and French to ensure newcomers and communities across the country have equal and equitable access to the valuable information on the site.



Outcomes Achieved:

1. As the program is national in scope, it is important to recognize and offer services in both official languages. The French version of the website launched in March 2023.

COMMUNITY ACTIVITIES

Eastern Canada

Cape Breton

- CB Influencers Networking Bootcamp Networking 101 session.
- Conversations and Connections Connector Event.
- Networking 101 Presentation.

Northern Nova Scotia

- In partnership with several community partners, developed the Truro Colchester Welcome Network, a constellation of local, volunteer-led Welcome Groups made up of enthusiastic people eager to share their community passion with newcomers.
- Coffee & Conversations Business to Business Networking socials – July, August, Sept in partnership with Ignite Labs.

Western Regional Enterprise Network

- Hosted the 2023 Connector Recognition in person with an HR consultant as a guest speaker to thank Connectors for volunteering their time.
- Assisted with the planning and implementation of the Meet Your New Neighbour – newcomer celebration and Local Immigration Partnership Update event.
- Created and promoted a candidate profile from the Hire Me Western pitch competition.
- Organized and held an in-person networking event “Empowering Women Through Connections” with a guest speaker on the power of networking.

Newfoundland and Labrador

- Global Frosty Series: three dates in the Rooms theatre with three newcomer musicians done with The Rooms and Association for New Canadians.
- Interview at “The Signal with Adam Walsh” for CBC radio about the Connector Program.
- Global Frequencies Season 2 supported by Association for New Canadians.

Moncton

- Connector Program Official Launch – Sept 26th.
- Presented at the Settle and Stay job Fairs in July and September.
- Seasonal Job Fair in November.

Fredericton

- Speed Interviews - 2 (Beauceron Security, Beanfield).
- International Students/Start-up Mixer networking event.
- Connector Recognition Social Media Campaign.

PEI

- Advancing Career Connections was held with 15 employers in attendance and 222 connections made during the event.
- Discover Rural PEI, a Visit to St. Peter’s Bay.

Halifax

- In September 2022, a team from Halifax including Mayor Mike Savage travelled to Fuenlabrada to learn more about the labour market programs to support youth and newcomers.
- Hosted an in-person job search event in partnership with Gerald Walsh Associates.
- Hosted a virtual information session/networking event in partnership with the CPA Atlantic, Grant Thornton & the Canada Revenue Agency.

Central Canada

Ottawa

- Networking 101: Building a Network for an Effective Job Search. Networking Event – Ideation workshop in collaboration with Deloitte, Canada. Delivered in person.
- In person Fireside Chat – OCISO office – Featured guests (mentee and mentor) share best practices and learnings with attendees composed of FIN mentorship volunteers (Connectors) and mentees (Connectees).

Waterloo

- Global Skills Conference held in March with sector panels, skills building workshops, and a networking/hiring session with more than 30 companies.
- Offered a dedicated networking workshop called Getting Connected to provide more detailed focus on networking and personal branding.

Kingston

- Kingston Welcome Night – Monthly Networking event for newcomers.
- How to make proper cover letter and resume – Training at the KEYS resource center.
- Elevator Pitch and Interview tips – Monthly virtual Training Program at KEYS.

Toronto

JSW program (Job Search Workshop) for newcomers offered at ACCES Employment.

Thunder Bay

- The Northwest Connector Program participated in a filming of the New Canadians TV show highlighted programs in Thunder Bay that help newcomers settle in the community. The Coordinator and a Connectee were interviewed as part of the episode.
- The Northwest Connector Program was highlighted as part of a conference focused on Navigating Hiring Challenges held on September 14, 2022 presented at the Central Canada Mining Expo.
- Presented at the North Superior Community Futures partnership meeting on October 27, 2022, presented the program as a recruitment and retention tool for small businesses in the Thunder Bay District.
- Presented to Northwest Employment Works on December 8, 2022 on the importance of including networking as part of a complete job search strategy.
- Presented a webinar in partnership with the Community Economic Development Commission on engaging newcomers in the local labour market using the Rural and Northern Immigration Pilot and the Northwest Connector Program.

Western Canada

Calgary

- Imperial Day of Caring: Speed Networking Event.

Edmonton

- 2023 Alberta Global Talent Conference.

Kelowna

- Kelowna Community Resources employment program for immigrants - Dec 13 presentation about work climate here, tips to KCR mentees and mentors.

Saskatchewan

- Hosted a job fair with 15 different employers in Regina in September.
- Organized a networking session with a major employer in Saskatchewan who was (and is) actively recruiting. Participants were able to learn about the employer and then network with hiring managers, HR advisors, and other employees.



BEST PRACTICES, CHALLENGES, & LESSONS LEARNED

Sharing Best Practices

Professional development presentations during community meetings

Every other month, we have a professional development session during our community check-ins. This is something as organized as a presentation on a current report (Humans Wanted Report by RBC, for example) or as simple as a chat with a LinkedIn expert on how to use that platform effectively. Communities have appreciated the opportunity to learn new skills and broaden their horizons on topics related to the program during our monthly meetings.

Community check-ins

Twice a year, the Program Manager has an individual check-in with each Community Coordinator. This has been helpful to understand what each community needs, as well as the difficulties and successes of each coordinator. It has also been very helpful in proactively helping communities connect with one another when they are struggling with the same issue or are looking to plan a similar event. This has led to more best practice sharing, more collaboration between communities, and has increased the overall sense of community across the NCP network.

“I truly appreciate your support and encouragement throughout the job search process. It means a lot to have a network of professionals like you who are willing to lend a hand and offer valuable advice. Your willingness to refer me for this position speaks volumes about your confidence in my abilities, and for that, I am truly grateful.”

Connectee, Valley, Nova Scotia



“I am forever grateful

If it wasn't for your assistance and the Connector program as a whole, I don't exactly know where I would have been at this time. Thank you so much for helping me move forward faster than I could ever imagine, and I am forever grateful for everything you helped me with.”

Connectee, Halifax

Responding to Challenges

It can be challenging, in today's world, to find sustainable funding for programs. As the National Secretariat, the National Connector Program supports communities in the work they do but does not provide funding. When communities have difficulties finding funding, and must close, it can reflect poorly on the sustainability of the program as a whole. However, new resources have been created to help communities apply to different tranches and sources of funding, and there are new opportunities arising in programs from all levels of government across the country. Working through this challenge together helps strengthen our program overall.

The role of Connector Coordinator is one that affords coordinators a wealth of experience, and a fantastic professional network, increasing their opportunities for career advancement outside the program. This means there tends to be a large amount of turnover across the country, as coordinators find roles that allow them to take the next step in their career. This can be a challenge for the Connector Program, as institutional knowledge and connections need to be rebuilt whenever there is a change in coordinators. Nevertheless, there are a number of coordinators who have been with the program a long time and have so much knowledge and experience to share with new coordinators. Their willingness to welcome and support the learning of new coordinators has helped set them up for success quickly in the program and increased the sense of community among the NCP communities.

Lessons Learned

With the launch of the NCP LinkedIn page this year, and several communities leaning into LinkedIn campaigns such as Connector Recognition and Welcoming Communities, the importance of the platform for our purposes has been made clear. Many communities have begun using this social media platform in earnest, and the NCP has successfully increased awareness of its activities throughout the year which helps attract both Connectors and Connectees to the program.



“The networking capabilities of your program for newcomers to the area is great.”

The amount of time I was saved and the formal and informal introductions I was given definitely was an asset in helping me find a great employer. It gave me a step up on the mainstream media employment services as you get a local introduction to the employers.”

Connectee, Western Nova Scotia

Opportunities Moving Forward

There are a variety of new funding programs and funding requests that may hold open calls in the coming months and year. This is a very positive sign for communities seeking sustainable funding, and creates opportunities to bring the program to new communities across the country. The more access new and seasoned communities have to funding for the program, the better they will see a future for the program within their organization.

September 2023 will see the first in-person National Connector Learning Exchange in four years. All communities have expressed their excitement at seeing one another in person, sharing information and best practices, and continuing to build a sense of community amongst each other. It will be a great opportunity to promote the program as well, with videos and pictures from the conference used as content for social media channels and websites.

The National Connector Program is planning a broad social media campaign to promote the impact the program has in communities across the country. The campaign will include assets for all communities, as well as the National Connector Program to use as promotional and awareness raising content across their channels. This campaign will also create a “how to” document for creating a social media campaign and its successful launch.



REPORT CARD AND CUMULATIVE RESULTS

National Connector 2022-2023

National Connector Communities and Industry Associations	Status	Community	Program Name	Partnership and Sharing Agreement Signed	Delivered by:	Key Performance Indicators					
						National Connector communities will aid 12,500 newcomers between April 2020 to March 31, 2025		National Connector Program communities will contribute to increasing labour market participation (jobs) in their respective communities		Increase the engagement of business leaders by matching them to immigrants to increase their business networks	
						Count # of Newcomers		Count # of Jobs		Count # of Connectors	
						22-23 Annual	2013 to 2023	22-23 Annual	2013 to 2023	22-23 Annual	2013 to 2023
1. Halifax, Nova Scotia	Operational	Halifax, Nova Scotia	Halifax Connector Program	2009	Halifax Partnership	440	2,000	205	1,886	55	1,136
2. Edmonton, Alberta	Operational	Edmonton, Alberta	Connector Program - Edmonton	27-Nov-13	Edmonton Region Immigrant Employment Council (ERIEC)	110	645	51	189	33	241
3. Calgary, Alberta	Operational	Calgary, Alberta	Calgary Connector Program	10-Mar-14	Calgary Economic Development	80	838	11	104	20	515
4. Ottawa, Ontario	Operational	Ottawa, Ontario	Ottawa Connector Program	30-Jun-14	Ottawa Community Immigration Services Organization (OCISO)	154	1,161	47	439	100	922
5. Kitchener-Waterloo, Ontario	Operational	Kitchener-Waterloo, Ontario	Waterloo Region Connectors	27-Sep-17	Kitchener-Waterloo Multicultural Centre* Includes numbers from previous pilot	21	189	5	78	21	170
6. Winnipeg, Manitoba	Operational	Winnipeg, Manitoba	Winnipeg Connector Partnership	12-Aug-15	Success Skills Centre	-	171	2	143	3	102
7-8. Saskatchewan (Includes Saskatoon and Regina)	Operational	Regina, Saskatoon, Saskatchewan	Connector Program	31-Mar-16	Conseil économique et coopératif de la Saskatchewan (CÉCS)	17	296	2	62	7	183
9-13. Regional District of Central Okanagan (includes Kelowna, West Kelowna, Lake Country, Peachland, West Banks First Nation), British Columbia	Operational	Regional District of Central Okanagan (includes Kelowna, West Kelowna, Lake Country, Peachland, West Banks First Nation, British Columbia)	Connector Program - Kelowna	17-Jan-17	Central Okanagan Economic Development Commission on behalf of the	44	150	9	16	4	109
14. Western Region, Nova Scotia	Operational	Western Region, NS (includes Digby, Yarmouth, and Barrington)	Connector Program - Western Region	13-Feb-17	Western Region Enterprise Network	51	133	21	56	40	277
15-19. Toronto, Ontario (includes communities Scarborough, Brampton, North York, Mississauga)	Operational	Toronto, Scarborough, Brampton, North York, Mississauga, Ontario	ACCES Employment Connector Program - Toronto	13-Mar-17	ACCES Employment	71	447	35	209	22	167
20. Cape Breton, Nova Scotia	Operational	Cape Breton, NS	Connector Program - Cape Breton	22-Mar-17	Cape Breton Partnership	55	247	15	67	17	260
21-22. Prince Edward Island (includes Charlottetown and Summerside)	Operational	Charlottetown and Summerside, PEI	PEI Network	23-Feb-17	Charlottetown Chamber of Commerce	287	631	0	30	128	524
23. Valley Region, Nova Scotia	Operational	Valley Region, NS	Connector Program - Valley Region	13-Feb-18	Valley Regional Enterprise Network	11	86	1	12	5	86

24. North Superior Workforce Planning Board	Operational	Thunder Bay, ON	NorthWest Connector Program	29-Mar-19	North Superior Workforce Planning Board	155	226	12	25	38	80
25. Truro and Colchester Partnership	Operational	Truro, Cumberland and Colchester County, NS	Northern NS Connector Program	12-Jun-19	Truro and Colchester Partnership	103	300	40	133	88	364
26. Music Newfoundland	Operational	Newfoundland	Instrumental Connections	01-Nov-20	MusicNL	24	33	41	55	33	40
27. Lethbridge, Alberta	Operational	Lethbridge, AB	Lethbridge Connector Program	24-Jan-21	Lethbridge Family Services	6	23	2	5	24	62
28. Kingston, Ontario	Operational	Kingston, ON	Kingston Connector Program	04-Jan-22	KEYS Job Centre	17	20	8	11	14	19
29. Fredericton, New Brunswick	Operational	Fredericton and Capital Region, NB	Fredericton Connector Program	30-May-22	Ignite Fredericton	61	61	2	2	77	77
30. Southeastern New Brunswick	Operational	Southeastern, New Brunswick	Southeastern New Brunswick Connector Program	12-May-22	Regional Service Commission of South Eastern New Brunswick	63	63	8	8	34	34
31. Brandon, Manitoba	Ramping Up	Manitoba (excluding Winnipeg)	Rural Manitoba Connectors	28-Mar-23	Westman Immigrant Services	-	-	-	-	-	-
Closed Programs											
32. CPA Alberta	Closed	CPA Alberta	Connector Program - CPA Alberta	18-Dec-13	Chartered Professional Accountants - Alberta	-	302	-	39	-	395
33. British Columbia (includes Applied Science Technologies and Technicians of British Columbia (ASTT - BC), Vancouver, Surrey, Campbell River)	Closed	Applied Science Technologies and Technicians of British Columbia (ASTT-BC), Vancouver, Surrey, Campbell River, BC	IEC-BC Connector Program - ASTT-BC	22-Jan-14	Immigrant Employment Council of British Columbia (IEC-BC)	-	261	-	250	-	227
34. Newfoundland and Labrador (includes Corner Brook, Grand Falls and St. John's)	Closed	St John's, Corner Brook, Grand Falls, Newfoundland and Labrador	NL Connector Program	24-Oct-17	St. John's Board of Trade	-	217	-	32	-	211
35. Yukon Territory	Closed	Yukon Territory	Yukon Connector Program	05-Aug-15	Yukon Tourism Education Council	-	36	-	1	-	14
36. Province of New Brunswick	Closed	Province of New Brunswick	ONB Connects	26-Sep-17	Opportunities New Brunswick	-	248	-	134	-	571
37. Eastern Region, Nova Scotia	Closed	Eastern Region, NS	Connector Program - Eastern Region	13-Feb-18	Eastern Strait Regional Enterprise Network	-	8	-	3	-	103
38. Sudbury, Ontario	Closed	Sudbury, ON	Sudbury Connector Program	29-Mar-21	Sudbury Multicultural and Folk Arts Association	-	9	-	3	-	21
TOTAL PROGRAM OUTCOMES						1,770	7,851	517	3,530	763	5,368

Employer Perspectives
Webinar Series

The Power of Intentional Networking to Access Talent

Utilizing Connector Programs to Fill Labour Gaps

Wednesday, July 20, 2022
2:30 p.m. AT | 1:30 p.m. ET

Brought to you by:

In collaboration with:

Alida Campbell
Halifax Partnership

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ABOUT HALIFAX PARTNERSHIP

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.

As an Accredited Economic Development Organization through the International Economic Development Council, Halifax Partnership demonstrates 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 and staying in their community. 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. 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.

Thank you to our funder:



Immigration, Refugees
and Citizenship Canada

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et Citoyenneté Canada



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