

Canada's Career Imperative How do we fix the "Talent Disconnect" Dilemma?

Summary Report – November 7, 2013

Moncton, New Brunswick

To All Participants:

Thank you for joining us on Nov. 7 for the last of our series of Roundtable events presented by CERIC across Canada in 2013.

Our promise to you is to report back on the dialogue from all these cross Canada events, to give you a perspective on how others see the solutions and share other examples of regional collaborative innovations. As we build content we will let you know on a regular basis how you can access information on the CERIC website.

We deeply appreciate your participation and the time you took to attend.

Thank you goes to our Moncton Event Sponsor – Millier Dickinson Blais.

Preface

As a refresher here is the opening framework for the roundtable discussion.

Business, education and government all have a stake in the **economic imperative** of crafting a clearer strategy to **"develop, connect and retain the best of our talent"** to meet the ever changing needs of disruptive regional and global markets.

Recognizing the constant swings in and out of recession, and major global forces that rapidly impact the changing world of work (technology, aging demographics and social behaviour to name a few); we in Canada have a real need for a genuine, innovative and collaborative action to mend our "talent disconnect".

Consider how:

- regional markets across Canada differ in the skills shortage & talent match
- the educational process could better prepare and connect young people with realistic choices offered by employers
- patterns of recruitment and selection are amplified by social networks
- society's cycle of work, continuous learning and personal life aspirations is upside down from 20th century norms

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Changing the Talent Match Process

If there was **one thing you would change** to make the work search & talent match system work better, what would it be?

As if in a unified voice with participants from the other cross-country roundtables; those in Moncton also had messages for two primary stakeholders – business **employers** and the **education** system, with a focus on the integration and collaboration between the two. Here are some highlights that speak to this:

- Educators and employers need to come together to connect what students are learning to what is required for the roles of the future. Industry needs to be more forward-looking. Industry is often focused on now, not 5-10 years out and the potential talent they will need then.
- Improve the disconnect between employers & educators around the requirements of hard and soft skills. The employment market says what is important are soft skills (such as conflict management, problem solving, critical thinking) – are we teaching this in our education programs? And more effective job search skills should be taught more at high school/university.
- Industries should invest in student training, whether at high school level and/or for someone in their mid 40s, if they agree to work for them for a certain number of years afterwards > reduces debt.
- Demystify entrepreneurship as part of the career education process. It doesn't have to be about "starting a business." Instil an entrepreneurial spirit, thinking of it as creating something or growing your current role.

A wider range of comments came from this Moncton session, about changing the work search & talent match system. These can be summarized succinctly in two points:

- Improve the access and flow of rapidly changing information about current and future employment prospects in the economy, especially at a regional level. Information is needed for the public & all levels of education, even middle school.
- Change public perception of what makes a "better career". Work with parents who influence their kids in so many ways. Infuse career development in school curriculum, adding a real-life complement to what is being learned. Teachers need to take more of a lead role, in career and work search education.

Value Proposition for Career Services

Variant language describes the “talent disconnect” dilemma. **What strong value proposition statement would you make for career development services so that business and government would see it as our nation’s investment? (50 words)**

One thing we can take from all the roundtable discussions is that service providers in the field of career development need to work at developing a crisper value proposition statement that answers the how and the so what? That is the core of the problem when you ask for a business context for a field of work that is largely unknown and diverse in its application.

Here are some Moncton participant responses that came closest to defining a value proposition of career development services for a business or government to see it as our nation’s investment.

- Government: You will save money by impacting under/unemployment. How much money is pumped into healthcare because of stress, sick leave?
- Employers: If you don’t invest in people, they will leave from north to south of province or out of province.
- It is part of corporate social responsibility to retain and employ our province’s youth. It keeps our towns from dying.
- Investment in career development = more revenue, more productivity, more prosperity.
- Career development is a starting point for healthy communities and a healthy growing economy.
- An integrated approach to career development services that promotes stakeholder engagement, collaboration and a commitment to support, through ongoing education will lead to increased economic prosperity, healthier communities, industry development, and increased productivity.

Collaborative Innovations

What are some **examples in your regional area of collaborative innovations** where business (small & large), education, community based services, trade groups and government are **developing and connecting people** with productive and rewarding career opportunities?

Thanks to all of you for this generous and diverse list of examples. By the time we finish the roundtables in the Fall you will have a comprehensive national directory!

Here are the examples of collaborations shared at the Moncton session, some of which are regional and some national initiatives:

- **One Job Pledge: 1 year salary subsidy** – New Brunswick Government offers employers an improved wage incentive when they hire recent post-secondary graduates for a job related to their field of study to help retain young professionals
http://www2.gnb.ca/content/gnb/en/departments/dti/services/services_rendered_201311.One_Job_Pledge_Initiative_.html
- **NRC Youth Employment Project: \$15 K wage subsidy** – The NRC Industrial Research Assistance Program (IRAP) delivers its Youth Employment Program under the federal government's Youth Employment Strategy. Provides small and medium enterprises with financial assistance to hire highly skilled post-secondary graduates http://www.nrcnrc.gc.ca/eng/irap/services/youth_initiatives.html
- **MITACS Enterprise Program** – 6-month internship program for post-secondary graduates or Master students/graduates in the science, technical, engineering, and math (STEM) disciplines. Students gain valuable skills and experience by working with Canadian businesses operating in their related field of study. Provides funding for multiple graduates or post-secondary students up to a maximum of \$30K or 50% of intern(s) salaries <http://www.mitacs.ca/enterprise>
- **NSERC: pay \$4500 for co-op student for 4 months** – The Industrial Undergraduate Student Research Awards (IUSRA) help organizations hire an undergraduate-level researcher for 12-16 weeks to undertake a project of importance to the firm <http://www.nsercpartnerships.ca/FundingPrograms-ProgrammeDeSubventions/IUSRA-BRPCI-eng.asp>
- **Tech Trek (Tech South East):** STEM expo for K-8 students – an innovation intermediary focused on South East New Brunswick's technology and health science sectors. Aligns companies, assets and resources to collaborate on advancement and growth (includes hand-on science activities) http://techsoutheast.ca/events.php?wc_year=2013&wc_month=10&wc_day=19

- **Southeast New Brunswick Industry Education Council (SNBIEC)** – Brings together representatives from public schools, universities, community and specialty colleges and various industries, to provide better opportunities for students and a stable workforce for the province's growing economy <http://www.snbiec.ca/home>
- **Southeast NB Employment and Education Forum** – the province's largest employment and education annual exhibition. A unique event brings together leaders of the region's economy (private, public and non-profit sectors) with jobseekers who wish to change jobs, to "re-career" or go into business, plus grade 11 and 12 students from both the Anglophone East School District and the District scolaire francophone Sud <http://www.forumsnbiec.ca/>
- **Career Cruising** – Canadian Career exploration software. New Brunswick will be launching **ccInspire** to help students discover inspiring career options, by connecting with local companies offering career development opportunities like job shadows, internships and company tours with 100 employers in Sept. 2014 <http://public.careercruising.com/ca/en>
- **Trades and Tech Gala for Girls** – Gala dinners provide an opportunity for high school girls to be introduced to female mentors who work in skilled trades and technologies. Offered across the province by the Women's Issues Branch in partnership with Irving Oil; NB Power; the International Brotherhood of Electrical Workers, Local 37; Women in Nuclear, New Brunswick chapter; Skills Canada - New Brunswick; and Enterprise Saint John. <http://www.gnb.ca/0012/womens-issues/wg-es/careersurf/networkingdinner-e.asp>
- **Enterprise Greater Moncton: Champions Program** – Aims to connect middle school and high school students with community members working in the strong provincial economic sectors. Enterprise Greater Moncton invites presenters into schools, who are professionals in their field, to open students' eyes to the career possibilities in the region. Focus is on storytelling not PowerPoint presentations <http://www.greatermoncton.org/en/supporting-future-greater-moncton>
- **Large Local Technology Employers + New Brunswick Community College** Work to develop/expand computer science-related/IT curriculum and place grads http://www.nbcc.ca/en/home/programs_and_courses/fulltimestudy/informationontechnology/informationtechnologyappliedprogramming.aspx

Speilo <http://www.spielo.com/careers/locations/moncton-nb-canada>

PQA <http://www.pqatesting.com/>

Atlantic Lotto <https://www.alc.ca/>

CGI <http://www.cgi.com/en/canada>

- **Moncton Flight College** – A range of university (Mount Alison) & industry partnerships focus on career paths in aviation <http://www.mfc.nb.ca/main.html>
- **JDI and Imperial Manufacturing** – Examples of companies doing a good job of recruiting, communicating skills required, jobs available as well as attracting youth with internship programs
<http://www.jdirving.com/jdirving-careers.aspx> <http://www.imperialgroup.ca/>
- **NB Teen Apprentice Program (TAPS)** – Industry-led private-public partnership aimed at giving high schools students a head start in pursuing a career in the trades. The program provides an ongoing connection between industry employers and high schools, giving students an opportunity to start a skilled trades apprenticeship as early as Grade 10 www.nbtap.ca
- **Francophone South School District Alternative Education Programs** – Entrepreneurship models, business mentors and supporting local farmers in supplying cafeterias: <http://francophonesud.nbed.nb.ca/>
- **Anglophone East School District** – Photographed 28 career strands; NB'ers doing jobs, students might not know about. Put up in schools K-12. Didn't cost a lot, builds pride <http://web1.nbed.nb.ca/sites/ASD-E/Pages/default.aspx>
- **CAMET, Council of Atlantic Ministers of Education and Training** – The Atlantic ministers responsible for education and training signed (provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island) collaborate on joint undertakings to respond to the needs identified in public and post-secondary education for all Atlantic Canadians. <http://www.camet-camef.ca/default.asp?mn=1.81.2>