



# Agenda

- Introduction
- A perspective on Employment Equity in Canada
- Human Rights framework in context of employment equity
- EEO Program at COV: Goals, scope and program activities
- Spotlight on two diversity and employment Programs:
  - Aboriginal Employment Partnership
  - Mentorship program

# Vancouver: a Diverse, Accessible and Inclusive City....

City of Vancouver is renowned for its innovative programs in the areas of sustainability, accessibility and inclusion. In 2012, it was named:

- one of BC's Top Employers for the fourth consecutive year for its policies, programs, and initiatives that enable it to retain and attract top-quality employees.
- one of Canada's Best Diversity Employers for the second consecutive year, in recognition of our leading workplace diversity and inclusion programs.
- one of the top employers for New Canadians and Immigrants in 2012.

# A Perspective on Employment Equity in Canadian Context

- Employment Equity Act established in 1986, based on a report on employment equity by Judge Rosalie Abella, and later revised in 1996
- EE Act is federal legislation and applies to federally regulated organizations, industries and crown corporations
- Targeted to four distinct groups, historically disadvantaged and underrepresented: Women, Visible Minorities, Persons with Disabilities, and Aboriginal people
- The Canadian federal government also administers the Federal Contractors' Program (FCP)
- Most provinces guided by their employment equity policies
- Most employers have meshed employment equity functions with their human resources
- Few have EEO programs, similar to City of Vancouver

# Human Rights Framework in Context of Employment Equity

- Canadian Charter of Rights & Freedoms (1982) has shaped Canada's response to diversity: Section 2 on Fundamental Freedoms, and Section 15 on Equality Rights
- The Federal Canadian Human Rights Act, and provincial Human Rights acts & codes prohibit discrimination on basis of race, colour, sex, sexual orientation, place of origin, marital & family status, religion, disability etc

# EEO Program at City of Vancouver

- Not mandated by legislation
- Broader view of “diversity” – not focused on “compliance”
- Sustained by commitment of senior management and City Council
- Aligned with Corporate Business Plan & Human Resources Strategy

# Goals and Scope of EEO Program

1. Oversee 2 Council mandated policies:
  - Equal Employment Opportunity, and
  - Human Rights & Harassment
2. Integrate principles of fairness, diversity, & inclusiveness in all City policies & practices;
3. Provide advice, education, training and supportive resources to all levels of management and staff in areas of diversity, human rights and preventing harassment in the workplace.

# Goals and Scope of EEO Program

4. Support City departments to foster inclusive hiring practices with a view to reflect the diversity of the community we serve
5. Work collaboratively with City departments on diversity program initiatives
6. Enhance community engagement & participation



# Diversity and Employment Programs: Working Together to Make a Difference...



## City of Vancouver

### Essential Skills for Aboriginal Futures 2012

# Aboriginal Employment Partnership Program

## A renewed strong direction from Vancouver City Council in 2011

- to work closely with urban Aboriginal community in all areas of policies, practices and working relationships
- to assist with capacity and skills building within the aboriginal community, including employment opportunities
- a specific direction to work with Aboriginal Community Career Employment Services Society (ACCESS), to ensure Aboriginal hiring
- Led to an exploration of an innovative and unique partnership model to get applicants job ready through customized training program

# Aboriginal Employment Partnership Program

- Partnership with Essential Skills for Aboriginal Skills program (ACCESS) along with City of Surrey in January, 2012
- Partnership enhanced by joining of Vancouver Board of Parks & Recreation and Vancouver Public Library
- Created a 9 week Essential Skills program in Clerical Administrative stream based on specific clerical job requirements provided by both municipalities
- Contribute to curriculum development, sharing of City specific information, familiarity with application process, resume writing, interview skills, and mock interviews with feedback
- Agreed to provide all Participants with a real job interview and, if qualified, a potential job opportunity

# Aboriginal Employment Partnership Program

- ESAF created a marketing brochure for a 9 week program
- Participants selected based on the job criteria provided by partner municipalities
- Customized training to upgrade their computer skills, numeracy, writing and oral communication skills
- Partner Cities and City departments conducted job interviews for all candidates
- Program completed successfully at end of May, 2012
- Successful employment rate expected to be around 40-50 % for City of Vancouver

# Mentorship Program: Share - Connect - Build...

The Mentoring Program uses the power of connections to mobilize immigrant talent, build sustainable communities and grow BC's economy.



*“Mentoring is about building a bridge between skilled immigrants who come to this country and the companies that need those skills.”*

**PETER J, MENTOR**

*“The Mentoring Program has helped me re-build my identity as a professional.”*

**KARLA C, MENTEE**

# Mentorship Program

- **What Is the Challenge? How Does It Impact Us?**
- **Why *Mentorship*?**
- **Mentorship Pilot Project at City of Vancouver**
- **2<sup>nd</sup> Mentorship Program**



# Mentorship Program

## What is 'The Challenge?'



## How does it affect us?

## Immigration: Our Profile

- 82% of Canada's population growth is attributed to immigration.
- As of 2020, 100% of Canada's net labour force growth depends on immigration.
- British Columbia is Canada's second-most popular immigrant destination. [2006 Stats Can Labour Market Study]



## City of Vancouver - Immigration and our Economy

“Immigrants bring valuable entrepreneurial and technical skills and... a highly trained and diverse labour pool, making our city an important player in the increasingly important Pacific Rim Economic Zone”

# Mentorship Program

## BC - IMMIGRATION & EMPLOYMENT

- Three-quarters of BC job vacancies (2010 - 2020) will require some form of post-secondary education [BCBC]
- Immigrants to BC (2006 - 2008) are more than twice as likely as Canadian-born residents to have a post secondary degree (51% compared to 21%) [2006 Stats Can Labour Market Study]

~ BUT ~

***Immigrants had an unemployment rate 22% higher than their Canadian-born counterparts.***

# Mentorship Program



*Source: Labour Force Survey 2006*

*Source: Labour Force Survey 2006*



# Mentorship Program

British Columbia is a top destination  
for immigrant talent.

We need, and thrive on,  
immigrant talent.

...We are still failing to fully harness  
immigrant potential.

# Bridging the Barriers

## ‘Technical’

- Foreign Credentials
- Lack of Canadian Experience

## ‘Interactional’

- Language Barriers
- Attitudinal Barriers
- Networking Opportunities
- Unfamiliarity with Canadian business practices, conventions, etc.



# Why Mentoring?

## The Simple Power of Connection:

A person “on the inside” provides “how to” information on:

- Credentialing challenges, getting to and into organizations;
- Business conventions, people - “how things are done - and not done - in Canada”
- Social conventions: interviewing skills, interactional cues  
Linguistic conventions (“*What do you bring to the table?*”)
- Networking opportunities: getting known, becoming familiar, connected - strong predictor of occupational success

# Why Mentoring?

## Mentorship:

Mentorship uses the *power of connection*, to *mobilize immigrant talent*, and improve *livability and diversity* for the *entire community*:

- Simple
- Powerful
- Efficient
- Low Cost, Non-Labor/Administration-Intensive
- Smart

# Mentorship Pilot Partnerships 2011

## **Co-ordination:**

Immigrant Employment Council of British Columbia

## **Immigrant Service Providers:**

Immigrant Services Society of BC

S.U.C.C.E.S.S.

MOSAIC

## **CoV Champions:**

Mayor & Council

City Manager and Senior Management

**Participating departments: Engineering, Finance, IT, CSG & EEO**



# Mentorship Pilot: Details

**Origin:** Mayor's Working Group On Immigration

**Who:** 19 CoV Mentors, matched with 19 internationally trained professionals recruited by immigrant Service organizations

**Media Profile:** Initial Media Launch, Formal Pilot Wrap up

**Duration:** January 19-May 19, 2011; 6 hours/ month for 4 four months

**Materials published:** Mentor & Mentee Handbooks

**Employee Recognition:** Formal recognition at City Council and by Corporate Management Team

**External Assessment:** The Howe Group

# Evaluation of the Mentorship Pilot

- Improved Mentees' knowledge of labor market, Professional Licensing regulations/requirements and networking opportunities
- Increased Mentees confidence to pursue career goals
- Mentors gained insight into benefits of working with and challenges faced by internationally trained colleagues
- Mentors benefited professionally and personally from the experience
- Pilot partners fulfilled their respective roles and enhanced relationships
- City of Vancouver demonstrated action on its commitment to access, equity and diversity

# Benefits for the City

- **An opportunity to demonstrate corporate leadership as one of BC's largest employers**
- **An opportunity to walk our talk - demonstrate our core values of livability and diversity**
- **Build more culturally competent, confident and aware staff, better able to serve our diverse community...**

# Benefits for the Mentors

- Increased job satisfaction, engagement, involvement in core City values and initiatives
- Participate in a mutual exchange of ideas, career information, from an international perspective (how things are done... *elsewhere*)
- Develop coaching and leadership skills
- Develop cross-cultural skills

# Benefits for the Mentees

- Enhanced understanding of Canadian job place culture and expectations
- Direct interaction with key staff and opportunities to build network
- At end of pilot, 8 Mentees found or improved employment
- 3-month post pilot, 10 Mentees found or improved employment
- 2 Mentees obtained positions with the City

# 2nd Mentorship Program Overview

- Based on a national model successfully demonstrated by City of Vancouver
- Matches are occupation-specific
- Mentoring relationship is 24 hours over four months
- Meeting times are based on the schedules of both parties
- No expectation that mentees will be hired by the employer

# Mentorship: “Win-Win-Win”

- Employer: public sector leadership and access to an untapped, diverse talent pool
- Mentors: professional development - cross-cultural coaching and leadership skills development, expand local and global networks
- Skilled Immigrants: connect with local professionals and build networks; assistance with successful labour market attachment

# Mentorship: Roles and Responsibilities



# Next Steps....

- **Senior Management identifies mentors**
- **Alumni mentors group created to champion and guide process, support new Mentors**
- **Immigrant Employment Council of BC plays a larger coordinating role**
- **Work with SUCCESS, MOSAIC, ISSofBC**
- **Less Resource intensive**
- **Timeline: Mid September -Mid December 2012**

# Mentorship Pilot: Staff Recognition



# Thank You!

