

# Professional Immigrant Networks:

Connecting with immigrant talent

**Wednesday, February 22, 2012**

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# SPEAKERS



**Suzanne Hoffberg**

*Racism Prevention Officer*

HRSDC's Racism-Free Workplace Strategy



**Racquel Sevilla**

*Manager of Program Development*

Toronto Region Immigrant Employment  
Council (TRIEC)



**Deanna Matzanke**

*Director, Diversity & Inclusion/HR Policy &  
Compliance*

Scotiabank



**Daniel Cheoreanu**

*President*

Association of Romanian Engineers in Canada  
(AREC)

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# Agenda

1. Value of a diverse workforce
2. How professional immigrant networks (PINs) can help employers
3. Scotiabank's work with PINs
4. A closer look at a professional immigrant network
5. Q & A
6. Wrap up



# The Racism-Free Workplace Strategy



- Part of Canada's Action Plan Against Racism
- Resources to engage and advance members of visible minority and Aboriginal communities
- Suite of products
- National and regional partnerships and network groups

# Immigration: A business imperative

*“Canadians tend to see immigration as an issue for the federal government to handle. But the worldwide war for talent requires a wholesale change of attitude, one that brings action on immigration into corporate offices, large and small.*

...

*When business leaders and managers provide opportunities for immigrants to improve processes and create new products and services, they can grow their businesses. For this reason, immigration as a corporate issue goes far beyond the job-filling portfolio of human resource managers; it's a matter of core business development.”*

- Conference Board of Canada

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# Value of skilled immigrant talent

- 251,511 immigrants in 2006 and 70% landed in Toronto, Montreal and Vancouver
- 2006-2011: Immigrants accounted for 67% of population growth, will hit 80% by 2031
- 375,000 immigrants needed annually for economic growth
- Professional immigrant networks: Source of skilled talent for employers





# Professional Immigrant Networks: Connecting with immigrant talent

Racquel Sevilla, TRIEC

PINs is:

Sponsored by:



Funded by / Financé par:



Citizenship and  
Immigration Canada

Citoyenneté et  
Immigration Canada

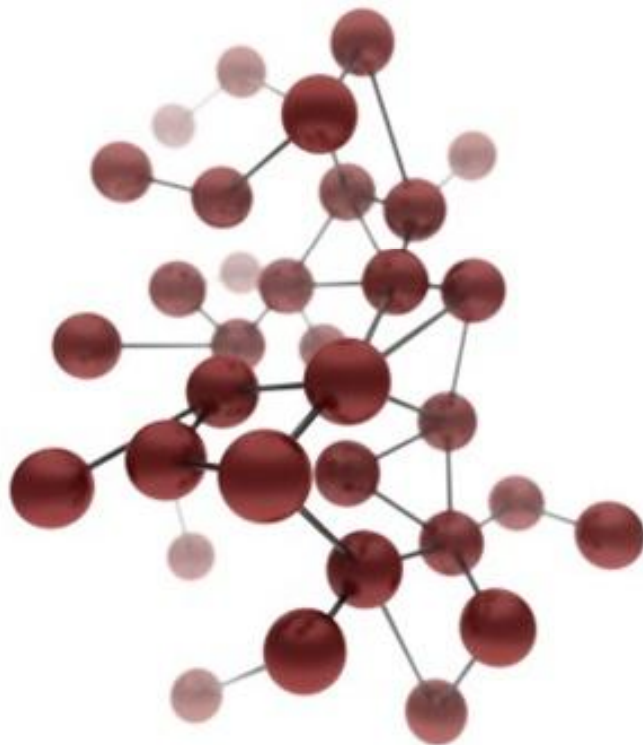
An initiative of:



**TRIEC**

Toronto Region Immigrant  
Employment Council

# What are professional immigrant networks?



- Immigrant-led, member-based and volunteer-run associations with an employment focus
- PINs: A network of networks building connections for immigrant employment

## Employer benefits



*Networking event with professional immigrant networks and employee resource groups from top corporations.*

*- Toronto Board of Trade, March 2011*

- Connect to talent
- Raise profile as employer of choice
- Develop cross-cultural competencies
- Connect with communities relevant to your business

## Working with immigrant networks: Recruitment



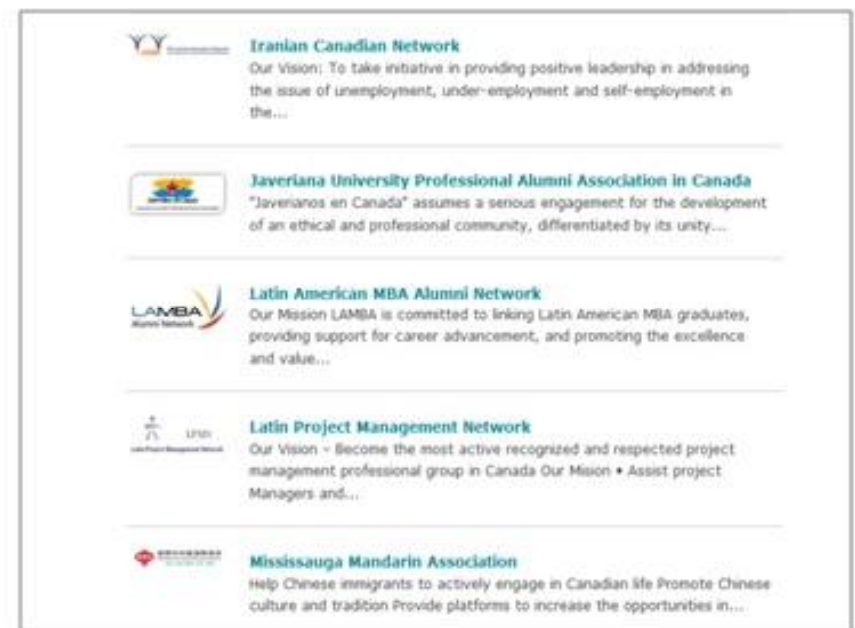
**LAMBA Alumni Network**

**Linked in**

**USER MENU**  
[Your Details](#)  
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**JOB LEADS**

-  [Senior Manager, Product Development](#)
-  [Manager, Strategic Initiatives & Product Development](#)
-  [Senior Manager, Credit Card Products - INTBK](#)
-  [MIS Manager, Central & Latin America](#)
-  [Senior Manager, Retail and Small Business Credit Risk Model Validation](#)
- Owen Media Partners** [Online Marketing Specialist](#)
- Preston Human Capital** [Manager, Marketing Planning, TD Wealth](#)
- Ferrero** [Supply Chain Improvement Manager](#)



**Iranian Canadian Network**  
 Our Vision: To take initiative in providing positive leadership in addressing the issue of unemployment, under-employment and self-employment in the...

**Javeriana University Professional Alumni Association in Canada**  
 "Javerianos en Canada" assumes a serious engagement for the development of an ethical and professional community, differentiated by its unity...

**Latin American MBA Alumni Network**  
 Our Mission LAMBA is committed to linking Latin American MBA graduates, providing support for career advancement, and promoting the excellence and value...

**Latin Project Management Network**  
 Our Vision - Become the most active recognized and respected project management professional group in Canada Our Mission - Assist project Managers and...

**Mississauga Mandarin Association**  
 Help Chinese immigrants to actively engage in Canadian life Promote Chinese culture and tradition Provide platforms to increase the opportunities in...

Post jobs with individual networks

Connect with multiple groups on TRIEC's PINs website

## Working with immigrant networks: Get to know the talent pool



*The session was very informative and encouraging. We learned how employers think with regards to hiring. Mr. Kelk was so nice to give us suggestions and give us a tour of his company.*

*– quote from a participant*

- Information sessions or tours
- Employees as guest speaker, mentor or trainer
- Attend events
- Partner with a network

## Working with immigrant networks: Sponsorship and in-kind support



*David Wilton, Director, Small Business Banking at Scotiabank speaks at a Strategic Planning workshop for immigrant network leaders.*

– CPAC, October 2011

- Financial support
- Host an event for a network
- Staff as volunteers

## Tips for employers



- Immigrant networks are an untapped pool of talent that can meet recruitment needs
- Engage the networks to build talent pipeline
- Learn more about the networks and how to engage them:  
[www.NetworksForImmigrants.ca](http://www.NetworksForImmigrants.ca)

## Scotiabank: Supporting PINs website

- Co-ordinated effort maximizes limited resources to engage multiple groups
- Partnerships a key component in talent sourcing strategy
- Raise profile as employer of choice



# Working with professional immigrant networks



- Provide speakers and presenters for events
- Host and attend events
- Employee resource groups (ERGs) work with related networks
- Connect directly with networks

# PINs website: Going national



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## Tips for employers



- Look beyond “Canadian experience”
- Use networks to identify talent and onboard hires
- Consider flexible work arrangements

# AREC:

## Association of Romanian Engineers in Canada



AREC is a forum that contributes to and enriches the Romanian community. Join AREC if you want to:

- Build your professional network and make new connections
- Sharpen your skills set
- Find meaningful employment in your area of professional practice
- Be part of mentoring programs as Mentors or Mentees
- Keep abreast of current trends and changes in Engineering



AREC is committed to enhancing the reputation and standing of the engineers of Romanian origin in Canada.

For details visit [www.arec.ca](http://www.arec.ca)

- Promote common interests of Romanian-educated engineers
- Provide networking opportunities
- Help Romanian-educated engineers obtain Ontario license and employment

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# AREC:

## Connecting employers with engineers

- Job postings on website
- Job postings on social media
- Information sessions and company tours
- Inviting decision makers to gala dinner



# Outcomes



- Employers attract potential talent
- Members find jobs in line with education and experience
- Members learn about employer's culture and hiring process

## Tips for employers



- Connect on social media and build a relationship with leadership
- Guide the PIN on how to build the partnership
- Participate in workshops
- Mentor
- Share success stories

## Q & A

Please type questions  
in the chat box in the centre  
of your screen.



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# Wrap Up



- Visit [www.hireimmigrants.ca](http://www.hireimmigrants.ca) to sign up for eTips and watch past webinars
- Next webinar — Winning HR Strategies: A closer look at the Best Employers for New Canadians  
<http://winningpractices2012.eventbrite.com/>
- Feedback survey