



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL



CONNECTOR NL

Career Developers to Career Connectors
Cannexus20

Who We Are

- Shanna Mugford
 - Greater Corner Brook Board of Trade / Western NL Coordinator
- Ashley Verge
 - Central NL Coordinator (Grand Falls-Windsor & Gander)
- Brendan Hagerty
 - St. John's Board of Trade / St. John's Coordinator



WHERE WE WORK



When We Started

- Began with St. John's Board of Trade in 2016
 - side of the desk, no funding
- With funding, became a full time BOT role
- In 2018, expanded provincially to Central NL and Corner Brook for a three-year project
- Over 35 connector programs across Canada, linked through National Connector Program
 - Programs are associated with varies types of organizations, including chambers/boards, regional networks, immigration organizations, and industry associations

Why We Exist

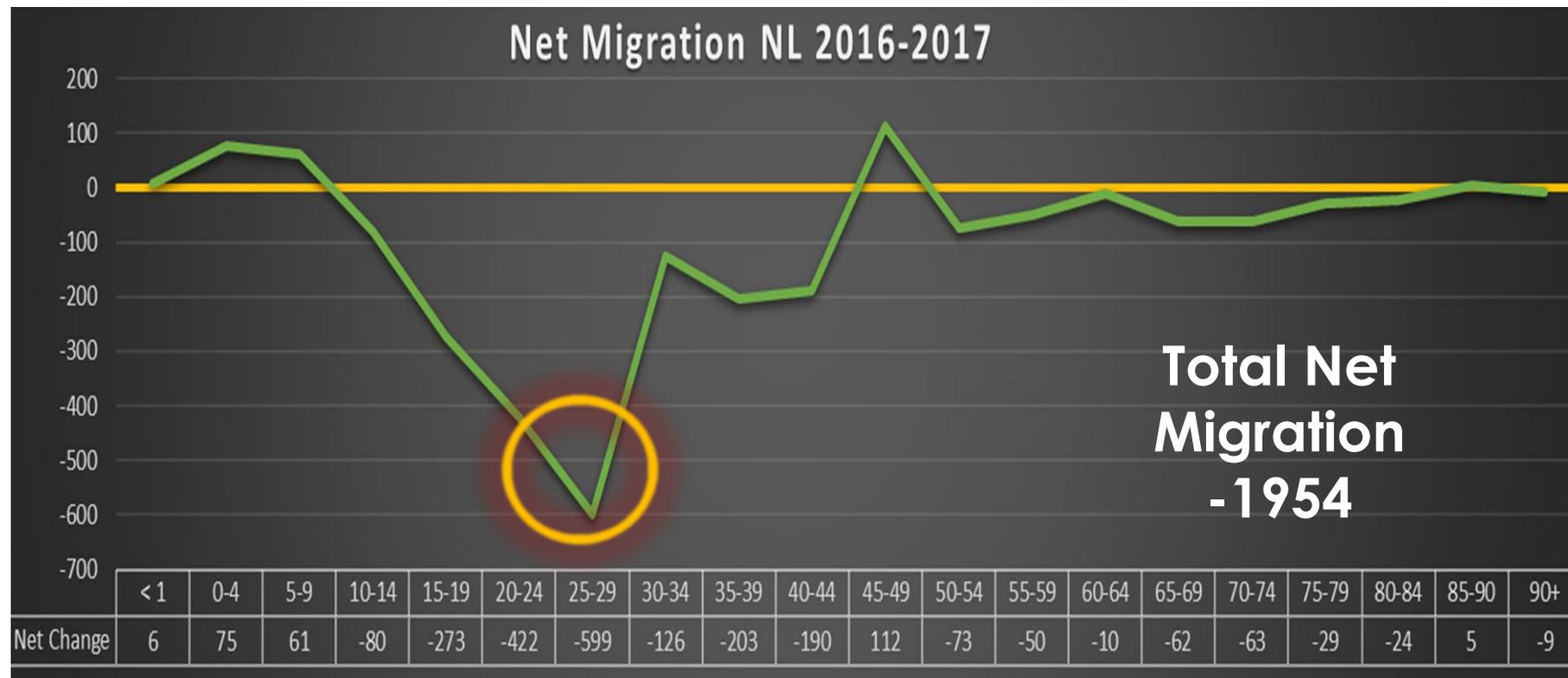
Something is Missing

Local employers are trying to engage new talent and employees

Skilled newcomers are looking for Professional connections

Newfoundland and Labrador's Challenge

“About 25 years ago, there were 100 new entrants for every 50 people exiting the workforce. Today, it is estimated that for every 100 new entrants there are about 125 people exiting” - Labour Market Outlook 2025 (Government of NL, 2015)



-Net Interprovincial Migrants by Age Groups and Sex, Government of Newfoundland and Labrador 2017

Connectors and Connectees

Connectors are

- Business and community leaders with large networks
- Individuals who like to make connections and share their network
- People with a desire to see their region/industry grow and diversify
- Open and welcoming to all newcomers

Connectees are

- Skilled immigrants and Canadians who have chosen to reside in this region
- Looking to gain a professional network
- Ready to network and will take initiative to follow up on any referrals provided
- People who want to see this region and its economy grow

What We Do

**Meet &
Match**



Connect



**Build your
Network**



How We Help Connectee Streams

Talent – Employment stream

- Unemployed or underemployed new or established residents of NL (including immigrants, new grads, experienced workers, etc...).

Opportunity – Entrepreneurship stream

- Budding or new entrepreneurs seeking connections with NL business and government services, industry leaders, or other entrepreneurs.

Success – Networking stream

- All residents of NL with specific networking goals for business or community based connections.

The Connection with Post-Secondaries

- Attending events offered by the campuses
 - Get involved fairs, Orientation, Grad Receptions, Career Expo
- Working with specific groups, including international students and Career Development
 - Weekly sessions at Grenfell to help student with job search skills
 - Lunch and Learns at CNA
 - Hosted Central & Western opportunities session at MUN (St. John's campus)
 - Office Hours with Navigate Entrepreneurship Centre

Connector NL & Job Search

- BOT created Student Connect – yearly student membership
 - Does your local chamber have a student membership?
- Introduced Expert Advice Webinars
 - Career and personal development topic webinars co-hosted by businesses or connectors with expertise in the area
 - Resumes and Cover Letters – Career Beacon
 - Financial Literacy – RBC
 - Coming Up – Advice from HR professionals
- Networking 101 presentations

Connector NL & Rural Job Search

Making a Community

- Connector NL is a retention program at heart
 - Integrating newcomers into the community is as important as securing employment
- Appreciate the local labour market
 - Post-secondary level jobs are often with government or large private companies – not hidden
 - May only be a single opportunity at a given time
 - Job openings snowball and trickle-down
- Organize community fairs, coffee houses, or info sessions, include service/community groups, non-profits, all levels of education
 - Ability to make a connection, and impression, is amplified in a smaller area

Key Event

Hire Me St. John's

- Two-week submission period (upload videos to Youtube)
- Top 5 decided by a panel of sponsors/staff
- Three-week public vote to decide winner – over 2000 votes received
- \$3000 worth of prizes, however recognition and promotion of their video resumes, priceless!



Key Event

Chamber Events



Atlantic Immigration Summit

Committee Member



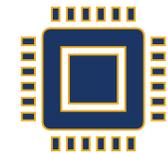
Small Business Week

Luncheon with Team Grow NL
Co-Sponsored Business Coffee
Break



Business Mixers

Invite Connectees!



Immigration Speaker Series

Vikram Vij
Nav Bhatia

Key Event

Meet The Future

Your Future Employees & Employers
are Waiting...

Meet The Future

Network with Upcoming
Graduates, New Residents, and
the Business Community

Feb. 19 | 4pm-6pm | Albatross Hotel

RSVP by Feb. 17 to
Ashley at average@connectornl.ca



- Speed Networking event
- Format options
 - New grads/New residents cycle between tables of gathered business and community leaders at timed intervals
 - Stand up event using name badges with various symbols, calling out unique pairs to match and talk for two minutes
- Partner with a Chamber of Commerce/community groups to attract outside community
- Opportunity to introduce new international students to the community

Takeaways

1. Create/find your own Connector Program
National Connector Program
2. Talk with local Chambers and Employer networks
What do they need? What can you provide? Do they offer student memberships?
3. Connector NL approaches communities differently
Rural: Less jobs are hidden, but connection key to landing interviews
Urban: Connecting to employers/industries who frequently hire

QUESTIONS?



CONNECTOR NL

We're Social, find us on



www.ConnectorNL.ca
www.ConnectorProgram.ca

Shanna Mugford

smugford@connectornl.ca

Ashley Verge

averge@connectornl.ca

Brendan Hagerty

bhagerty@bot.nf.ca



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL



St. John's
BOARD of TRADE