

Calgary

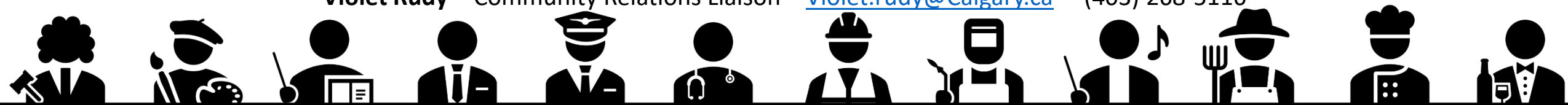


# Leading the Way in Opportunity Youth Hiring ACDC - 2021

The City of Calgary  
Youth Employment Centre



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YouthEmploymentCentre.ca

Canada

Alberta

## The City of Calgary Youth Employment Centre (YEC)

Provides FREE career and employment services to all **Calgary youth ages 15 – 24**

- 1-to-1 Employment Counsellor Support
- Career Planning
- Industry Training Options
- Volunteer Opportunities
- Resume and Cover Letter Targeting



- Interview Preparation
- Informational Interview
- Networking Opportunities
- Hiring Events
- Employment Opportunities





## In-Person & Remote Services

The Youth Employment Centre (YEC) is offering remote (online, phone, or video) and in-person employment services. Appointments must be booked online by visiting [www.YouthEmploymentCentre.ca](http://www.YouthEmploymentCentre.ca)





Access to the Youth Employment Centre is by appointment only and must be made in advance. Youth who would like to schedule an in-person appointment must visit [Calgary.ca/YEC](http://Calgary.ca/YEC) or call 403-268-2490.

[Online](#) and phone appointments are still available by calling 403-268-2490.

## Home

Location and Hours

Youth Services

Employer Services

Community and Educator Services

Programs & Events

Resources

Media and Testimonials

Youth Hiring Event

### Speak to an Employment Counsellor today

Offering FREE employment services for youth ages 15-24 remotely (Services include: online, phone, or video call appointments)

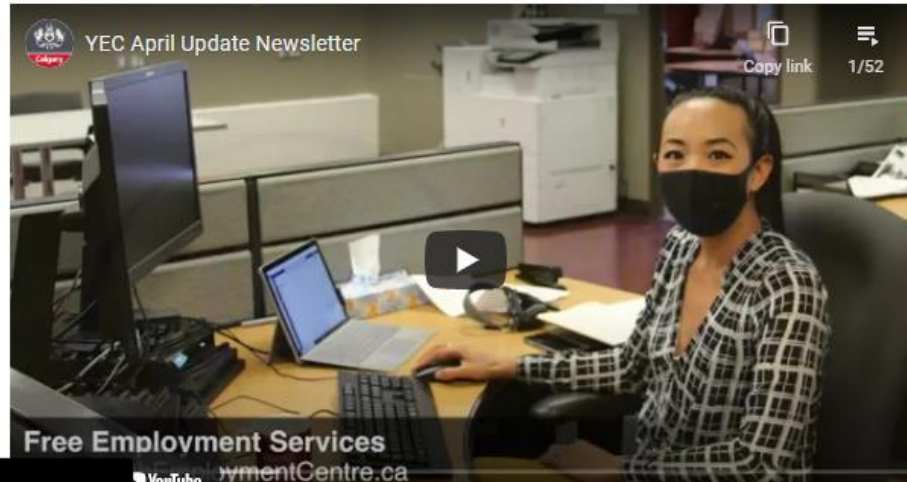
[Click here to book an appointment](#)

### Tweets by @yec\_calgary

**Youth Employment Centre (YEC)**  
@yec\_calgary  
Becky's Draperies and Manufacturing Ltd is looking for a PT Customer Service Representative immediately.

Interested youth ages 17-24, book an appointment to speak to an Employment Counsellor. All employment services are free.

Don't wait, sessions are filling up FAST!



YEC marketing material for distribution or print

[Download the YEC poster](#)





## Objective of Presentation

YEC works with hundreds of companies in Calgary and the surrounding areas to provide a range of free services and opportunities for both youth and the business community.

- How to meet employer demands and build productive relationships
- Tools for assessing and preparing youth
- Adapting to the demands of youth and employers



### ARE YOU HIRING?

The City of Calgary Youth Employment Centre (YEC) offers **FREE Employer Recruitment Assistance** year-round.

**YEC's FREE Employer Services Include:**

- Prescreened Candidates
- Individualized Hiring Events
- Qualified Referrals
- Monthly Employer Spotlight
- Promotional Marketing
- Employer Update Newsletter



## Case Studies

- Opportunity Youth Hiring Events
- This Way ONward program with Old Navy
- Starbucks Work Placement Program



 **This Way ONward**





## Hiring Events

- In-person or Virtual
- One employer or Multiple employers
- Promote, Pre-screen and Prepare candidates for success



### Youth Hiring Event Virtual Information Session

The Youth Employment Centre is holding a hiring event at the end of March for youth between the ages of 16 - 24.

**\*Registration is required to attend the event.**

To learn about the employers attending, positions available and qualifications for the positions join the virtual information session on:

Example - **Thursday, February 18, 2021** from 12:00 p.m. - 12:45 p.m.

**Register for the Information Session:**

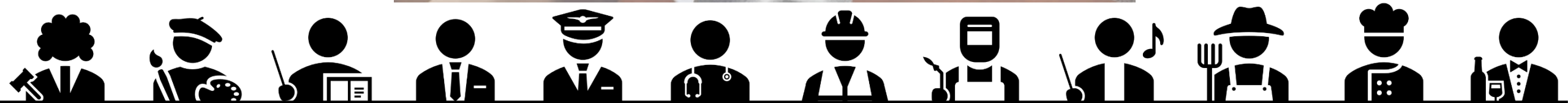
[www.RunTheWorld.today/app/invitation/18375](http://www.RunTheWorld.today/app/invitation/18375)



**Thank You!**



# Finding Candidates





Calgary



# The Update Newsletter



# The Update

Newsletters

YouthEmploymentCentre.ca

[Click Here](#) to sign up for this newsletter.



Remote Services Available  
Book Today - YouthEmploymentCentre.ca  
0:12 / 3:16

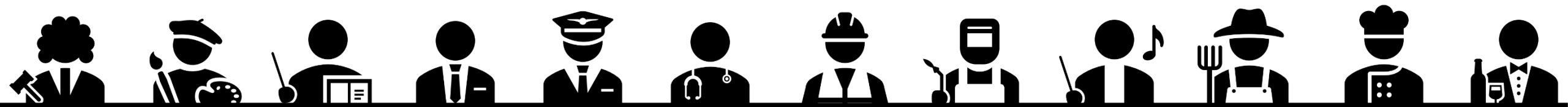
[Click Here](#) to view our Monthly Video Newsletter

# Employer Spotlight

## Employer Spotlight

Each month we highlight a local employer to learn what they seek in an employee.

[Read More >](#)





## Social Media

YEC is active on LinkedIn, Facebook, Twitter, YouTube, Instagram and TikTok. YEC promotes job opportunities, hiring events, and current programs to subscribers. Follow YEC today to never miss a post.

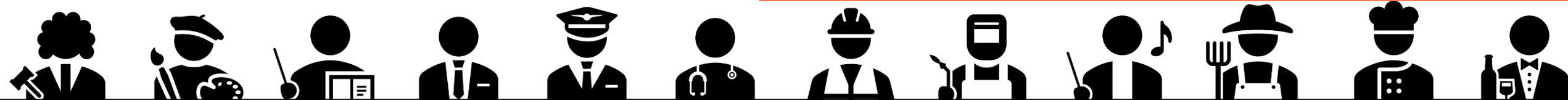


@YouthEmploymentCentre  
@YEC\_Calgary (Twitter)



## Pre- Screen Process

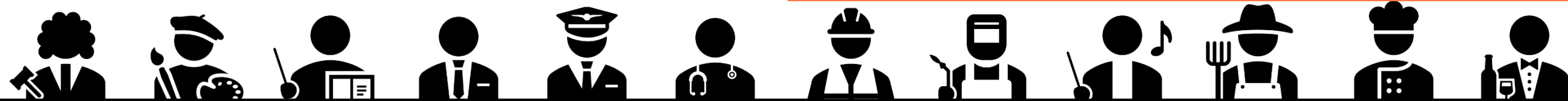
Determine Employer Needs



## Pre- Screen Process

Employment Counsellor:

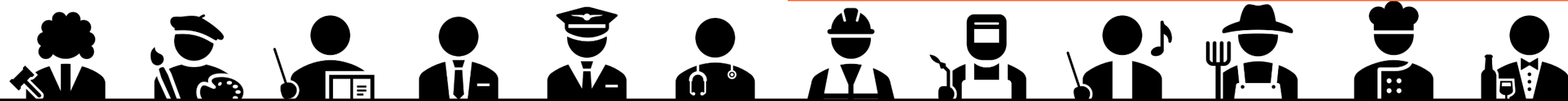
- [Initial Assessment by Counsellors](#)



## Pre- Screen Process

Community Relations Liaison (CRL):

- [Sample CRL Pre-Screen](#)



Calgary



## Virtual Info Sessions

Calgary



### Virtual Employer Spotlight

The Youth Employment Centre (YEC) is hosting a virtual information session with:



Avanti Software is a Calgary based company providing payroll and people management software for medium sized businesses. Avanti Software is looking at expanding it's business and number of employees over the next few years.

Join us to find out about future opportunities, and the education and experience needed to work with Avanti Software.

**When: Tuesday, April 13, 2021**

**Time: 2:00 p.m.**

**Where: Virtual Event**

Youth **15 - 24** are encouraged to register for the event by visiting:

[www.RunTheWorld.today/app/invitation/22104](http://www.RunTheWorld.today/app/invitation/22104)

Register now, spots are limited!

YouthEmploymentCentre.ca

Canada Alberta

## Sample Hiring Event Playlist

[Hiring Events - YouTube](#)



YouthEmploymentCentre.ca

Canada Alberta



## Resume and Interview Workshops

**YOUTH**  
AGES 15 - 24

FREE EMPLOYMENT SERVICES

**RESUMES**  
TARGET YOUR RESUME  
Target your resume for each new application and opportunity

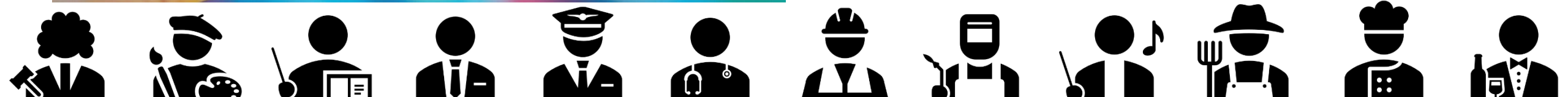
**JOB SEARCH**  
STRATEGIES  
Access the hidden job market, get tips on how to job search more effectively and expand your network

**INTERVIEWS**  
PREPARE FOR YOUR INTERVIEW  
Prepare for your next interview by practicing with our staff with a mock interview, get tips and ace your next interview

[WWW.YOUTHEMPLOYMENTCENTRE.CA](http://WWW.YOUTHEMPLOYMENTCENTRE.CA)

### Virtual Workshops

- MS Teams
- Zoom
- WhatsApp
- Phone calls
- Facetime





## Workshops & Presentations

YEC offers presentations at schools, community agencies, and youth programs to conduct workshops for youth. The presentations are tailored to the audience, age group and time frame.

These workshops include:

- Resume and Cover Letter
- Virtual Employer Spotlights
- Job Search Strategies
- Interview Preparation
- Seasonal Retail Opportunities
- YEC Services Overview

**\*NEW** – Online Workshop Videos:

### Job Search Workshop

Looking for job but not sure where to start? This video discusses job search methods.

### Resume Writing Workshop

Learn you how to target your résumé and what content to include.

### Cover Letter Writing Workshop

This video will help you write a cover letter that reflects your personality.

### Interview Workshop

Interviews can be stressful. Learn how to prepare, and how to answer common interview questions.







# Mock Interviews

## Sample Mock Interview

FREE EMPLOYMENT SERVICES FOR YOUTH

15-24

# Mock Interview Support

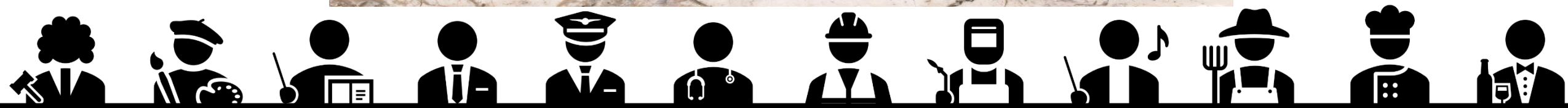


[WWW.YOUTHEMPLOYMENTCENTRE.CA](http://WWW.YOUTHEMPLOYMENTCENTRE.CA)





## Stats for Hiring Events





# Challenges

**Employers' Moving Targets**

**Candidates Qualifications**

**Not Publishing the Date**



Calgary



## Hiring Event Employer's Feedback

- Thank you notes from Employers
- Feedback on candidates performances
- Feedback on the virtual platform
- Feedback on Counsellors engagement

## Youth Hiring Event

Are you looking for a job?



The Youth Employment Centre (YEC) is hosting a **Youth Hiring Event** at the end of March.

**Registration for the event is required.**

Learn more about the opportunities and employers attending. Call 403-268-2490 or visit [calgary.ca/YECHiring](http://calgary.ca/YECHiring)

In partnership with

Canada

Alberta



YouthEmploymentCentre.ca

Canada

Alberta

## Program Overview

- Partnership with OLD NAVY
- The Program started in 2007 in New York City, in 2018 YEC became one of the Community Partners
- Two part program – *Job Training and Internship*
- Coordinate and Build Relationships





# This Way ONward

## Who is This Way ONward for?

16-24  
years  
old

No  
previous  
work  
experience

Able to  
commit to  
the Job  
Training and  
Internship

Facing  
barriers to  
Employ-  
ment

# ! This Way ONward

## Recruitment



### 2021 Recruitment

Information Sessions: Hosted on Run-The-World

Applications:

- Online
- Open February and close end of March

Interviews:

- In March and early April
- Booked online
- By phone, facetime, MS teams





# ↑ This Way ONward

## 1. Job Training

- April- June
- Once a week for two hours
- Workshops offered twice/week
- Store tours
- Mock Interviews
- Apply for Internship
- Interview for Internship
- Unpaid
- Old Navy Mentors

## 2. Internship

- June - August
- Internship is 10 weeks, 12 hours per week, and paid
- On-the-job coaching and support
- Not Guaranteed





## Volunteer Mentors

- Old Navy employees volunteer throughout the job training as mentors
- Relationship building
- Coaching
- Key role in:
  - Mock Interviews
  - Tours
  - Interviews



## Client Support

### Job Training

- Intake Assessment
- Follow up with clients by phone, email and text
- Attendance, participation in workshops, needs, and general check-in

### Internship

#### “Job Coach” Support

- On-the-Job coaching
  - Receive feedback from Store Leaders
- Advocate for the youth
- Youth participate in three touch base workshops during 10 week internship with peers
- Exit interviews



# This Way ONward

## Outcomes

### 2019

- 53 interns hired across 17 stores
- 53 interns completed internship
- 28 interns converted to PPT/ seasonal employees
- 75% reported increases in soft skills
- 64% reported increases in confidence

### 2020

- 26 youth hired via associate model with Old Navy
- 19 remained with the company by March 2021



## Program Overview

- 13 Neet Youth per year
- 60 hours of life and skills and pre-employment training
- 4 weeks in store placement of 20-30 hours per week
- Stipend paid by Starbucks
- Coordinate Program with:
  - Starbucks (corporate, local and store managers)
  - Woods homes
  - Counsellors – 2 week program

## Starbucks Work Placement Program





# Starbucks Work Placement Program

## Finding candidates

[OY vs Work Placement](#)

Starbucks Work  
Placement  
Program



## Pre-Screen Process

- Availability and Reliability
- Commitment
- Making sure child care needs, transportation needs and learning needs are taken care prior to beginning the program
- NEET youth (few High School candidate exceptions)

Starbucks Work  
Placement  
Program





## Curriculum and Supports

- YEC Workshops
- Prepare targeted resume for Starbucks and conduct mock interview
- Pre-employment/lifeskills workshops and webinars
- Food Safe and WHMIS
- Offer snacks, provide hygiene items if necessary
- Fair entry referrals when necessary, bank account support, tax returns, library cards, etc.



### YOUTH EMPLOYMENT SERVICES

Free

Youth ages 15 - 24



RESUMES & COVER  
LETTER TARGETING



JOB SEARCHING  
STRATEGIES



INTERVIEW  
PREPARATION



INDUSTRY TRAINING  
OPTIONS



NETWORKING  
OPPORTUNITIES



EMPLOYER  
CONNECTIONS



EMPLOYMENT  
OPPORTUNITIES

YOUTHEMPLOYMENTCENTRE.CA





# Starbucks Work Placement Program

## Store Visit and Coffee Tasting

Starbucks Work  
Placement  
Program







## Meet and Greet

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## In person follow ups and supports

- Watch the youth in action
- Check in with the managers
- Provide support

Starbucks Work  
Placement  
Program





## Outcomes 2017-2019

- 72% Completed program
- 30% hired by Starbucks after program completed
- 8% were offered jobs by Starbucks, but declined
- 5% were supported to find other jobs
- 15% went back to school

Starbucks Work  
Placement  
Program





## Questions?

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**Violet Rudy** – Community Relations Liaison – [Violet.Rudy@Calgary.ca](mailto:Violet.Rudy@Calgary.ca) – (403) 807-1462

### Stay Informed and Follow:

The Youth Employment Centre (YEC)



## Thank You!

