THE CONNECTOR PROGRAM: AN INNOVATION IN IMMIGRANT RETENTION

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Executive VP and Chief Economist
Greater Halifax Partnership

IEDC2013
FIND LOCAL JOBS
CONNECTING IMMIGRANTS TO OPPORTUNITY

• Lots of barriers
• Would hire and immigrant but “I don’t really know any”
FINDING THE RIGHT CONTACT IS A BIG CHALLENGE FOR A NEWCOMER
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it's not what you know
CONNECTING JACKIE
BUILD BUSINESS NETWORKS

243 Total Referrals

Follow up → Round 4
81 referrals

Follow up → Round 3
27 referrals

Follow up → Round 2
9 referrals

Follow up → Round 1
3 referrals

BUILD BUSINESS NETWORKS
Who are Connectors?

“Connectors are people in a community who know large numbers of people and who are in the habit of making introductions.”
halifax
CONNECTOR
program
PARTNERS

ALLIES
A Maytree idea

MAYTREE
For Leaders. For Change.

THE J.W. McCONNELL FAMILY FOUNDATION
LA FONDATION DE LA FAMILLE J.W. McCONNELL

ISIS
Immigrant Settlement & Integration Services

Citizenship and Immigration Canada
Citoyenneté et Immigration Canada

NOVA SCOTIA
Department of Labour and Advanced Education
HOW DOES CONNECTOR WORK

Match

Connect

Refer
RECRUTE CONNECTORS

Influence of Circles of Influence
WILL COMPANIES HELP?
WE TARGETED 50 CONNECTORS
• A small group
YES THEY WILL HELP
WE GOT OVER 700 CONNECTORS
“I was proud to be the first Halifax Connector, but I am only one of thousands of well-connected people who can help talented immigrants expand their business networks. It seems like a natural thing to do. If many people pitch in and share their connections, they’ll be helping not only the person seeking employment, but themselves and the economy as well.”

Pat d’Entremont,
Partner, Nicom IT Solutions Inc.
RESULTS OVER THE LAST 3 YEARS

695 connectors

529 connectees

234 jobs
Jobs Found by Industry

- Information: 35%
- Finance & Insurance: 16%
- Prof., Science, & Tech.: 15%
- Other: 6%
- Mining, Oil & Gas: 6%
- Construction: 1%
- Arts & Recreation: 1%
- Administration & Support: 5%
- Non-Profit: 2%
- Prof., Science, & Tech.: 16%
- Health Care & Social: 3%
- Education: 2%
- Management: 6%
- Real Estate: 2%
- Wholesale / Retail: 2%
- Transportation: 1%
- Non-Profit: 5%
HALIFAX CONNECTOR PROGRAM
DUPLICATED ACROSS CANADA:
NIAGARA REGION
HALIFAX CONNECTOR PROGRAM Duplicated Across Canada: Charlottetown
WOULD A CONNECTOR PROGRAM BE USEFUL IN YOUR COMMUNITY?
ARE YOU A CONNECTOR COMMUNITY?
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