

Talent MATCH is a collaboration between:



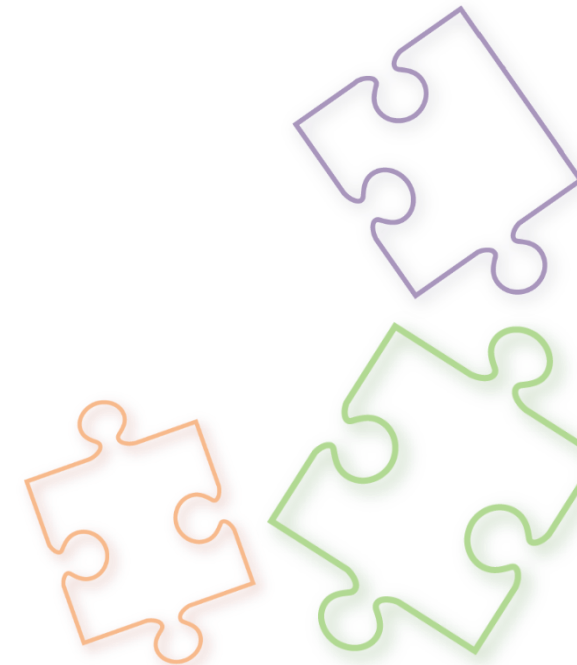
Association for
Co-operative Education and
Work-Integrated Learning BC/Yukon



BC ALLIANCE FOR
ARTS + CULTURE



BC MUSEUMS
ASSOCIATION



Talent MATCH supports:

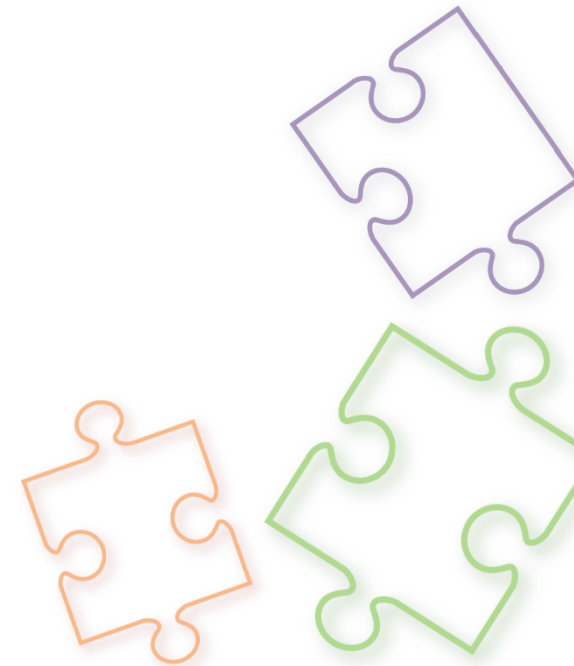
Museums

Arts

Tourism

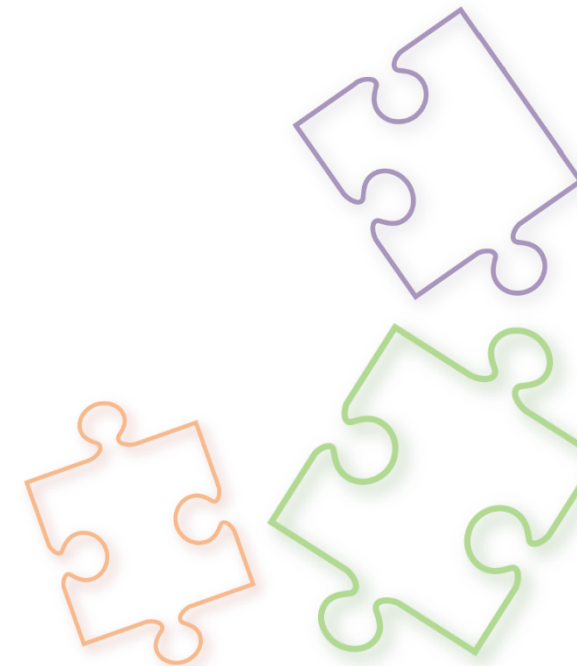
Culture

Hospitality



Talent MATCH Provides:

- Resources at acewilbc.ca/talent-match:
 - Funding information
 - Help connecting to post-secondary institutions
 - And finding the programs that suit your projects
 - Tips on how to recruit and onboard students
 - More HR tips & best practices
- One-on-one support
 - Contact TalentMatch@acewilbc.ca



Hospitality, Tourism, and Culinary Arts Recruitment

Available at acewilbc.ca/talent-match

Other resources also available on the Talent MATCH webpage.

Use the Post an Opportunity Portal to reach multiple schools at once:

acewilbc.ca/post-an-opportunity

Hospitality, Tourism, and Culinary Arts Programs

A Simplified Recruitment Guide

Use this guide to help you select which post-secondary institutions to recruit from for the hospitality, tourism, and/or culinary arts related positions you are looking to fill.

- The majority of student placements are paid positions requiring industry standard rates.
- Note that placements at schools listed under Tourism/Hospitality Management can include everything from entry level to supervisory roles, from operations and customer service, to sales and marketing positions.
- The sun ☀️ (May-August), leaf 🍁 (Sept.-Dec.), snowflake ❄️ (Dec./Jan.-April), and/or clock 🕒 (anytime) indicate when student placements take place. Ideally, recruiting students starts two months before the job's start date.

For more information on programs and what students learn, visit the schools' websites.

Tourism/Hospitality Management:

- BCIT ☀️ (March-May)
- Camosun College 🍁☀️❄️
- Capilano University ☀️❄️
- College of New Caledonia 🕒 (Spring or Fall)
- Douglas College 🕒
- North Island College 🍁☀️❄️
- Royal Roads University ☀️
- Selkirk College ☀️
- Thompson Rivers University 🍁☀️❄️
- Vancouver Community College 🕒
- Vancouver Island University ☀️

Adventure/Outdoor Recreation:

- Capilano University ☀️
- College of the Rockies ☀️
- North Island College ☀️
- Selkirk College (Ski Resort Operations) ❄️

Event Management:

- BCIT 🕒

Culinary Arts/Cooking/Baking/ Pastry Chef:

- Camosun 🕒
- Coast Mountain College ☀️ (March-July)
- College of New Caledonia ❄️ (Nov.-Dec.)
- Nicola Valley Institute of Technology 🍁☀️❄️
- Okanagan College 🍁☀️❄️ (uses a quarterly semester system)
- Selkirk College ☀️
- University of the Fraser Valley ☀️
- Vancouver Island University ☀️

Viticulture:

- Okanagan College ❄️ (Feb.-April)

To recruit from multiple schools at once, use ACE-WIL's Post an Opportunity portal at: <https://acewilbc.ca/post-an-opportunity/>



Required Hours & Position Types

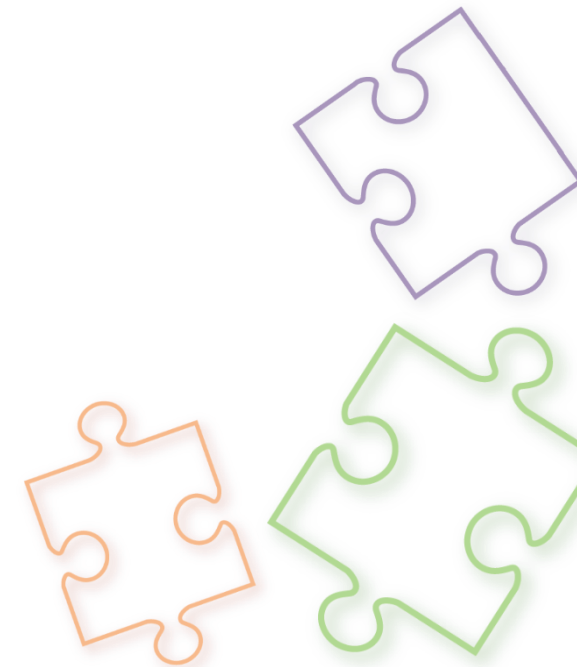
- Placements require between 40-500 hours
 - Most are 12-16 weeks (approximately 420 hours)
- Position Types:
 - **Sales/Marketing:** social media, group sales, marketing coordinator, etc.
 - **Event Management:** special event coordinator/assistant
 - **Operations:** entry level & supervisory roles, ie housekeeping, service staff, front desk, tour guides, retail, etc.
 - **Culinary Arts:** prep cook, 1st cook, 2nd cook, line cook, pastry chef, baker, etc.



Recruit From Multiple Schools

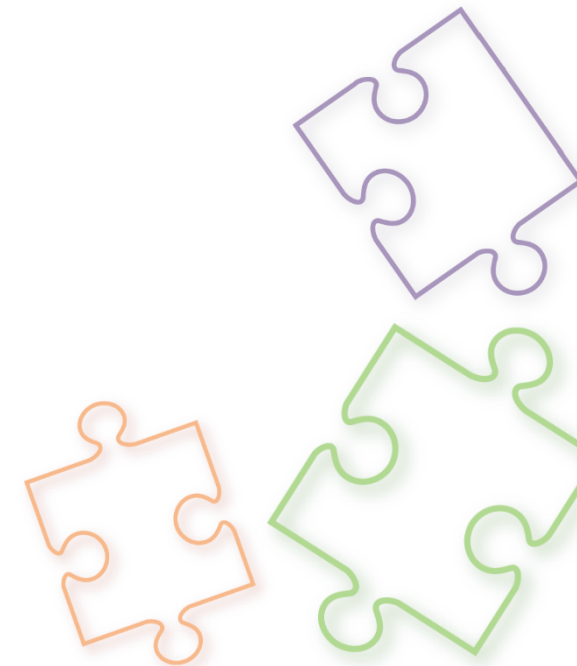
- Use the ACE-WIL Post an Opportunity Portal:

acewilbc.ca/post-an-opportunity



Talent MATCH Provides:

- Resources at acewilbc.ca/talent-match:
 - Funding information
 - Help connecting to post-secondary institutions
 - And finding the programs that suit your projects
 - Tips on how to recruit and onboard students
 - More HR tips & best practices
- One-on-one support
 - Contact TalentMatch@acewilbc.ca

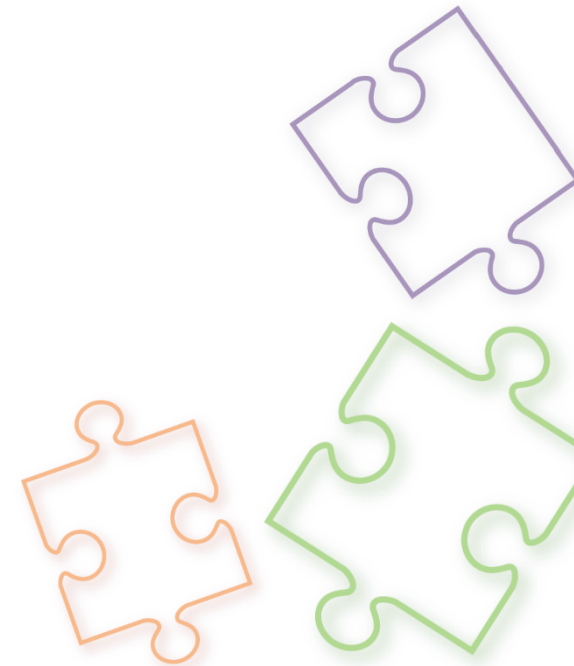




Talent **MATCH**

Student Work Placement Program (SWPP)

- **Federal program that gives post-secondary students across Canada paid work experience related to their area of study.**
- **Funding accessed through 18 delivery partners**
 - Each has a different application process
 - and slightly different criteria as they serve different industries or position types.



11 Original SWPP Delivery Partners:

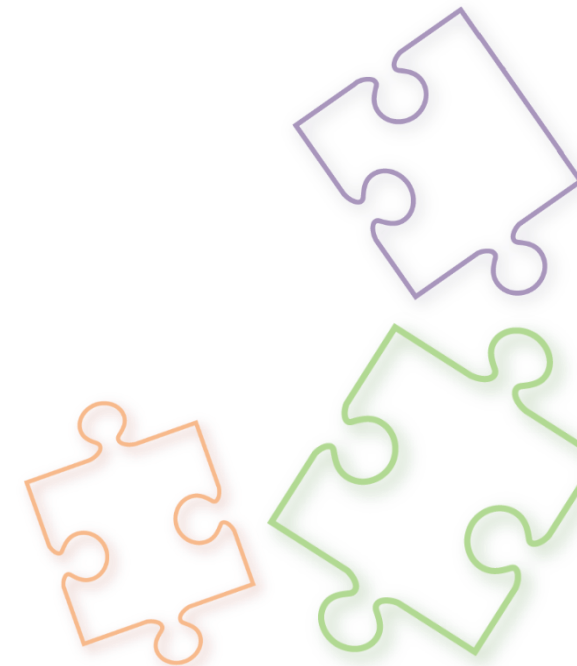
- Technation
- Canadian Council for Aerospace and Aviation
- ECO Canada
- Biotalent Canada
- Electricity Human Resources Canada
- Mining Industry Human Resources Council
- Venture for Canada
- Magnet
- Excellence in Manufacturing Consortium
- Information and Communication Technology Council (ICTC)
- Ontario Chamber of Commerce (Talent Opportunities Program)



7 New SWPP Delivery Partners:

(Announced on July 15, 2021, World Youth Skills Day)

- Canadian Agricultural Human Resource Council
- **Tourism Human Resources Canada**
- Cultural Human Resources Council
- Fédération des chambres de commerce du Québec
- Food Processing Skills Canada
- Trucking Human Resources Canada
- Canadian Media Producers Association



SWPP Eligibility & Funding

Regular Times

- Up to 50% of a student's wages to a maximum of \$5,000 OR 70% up to \$7,000 if the student is from an underrepresented group
- Only Net New placements funded
- PSIs not eligible placements

Covid Times (set to end March 2022)

- Up to 75% of student's wages to a maximum of \$7,500
- ~~Net New~~
- Post Secondary Institutions are eligible employers

Relaxed criteria may be extended, but no news yet

INFO SESSION

propel

Launching **Careers** in Tourism

POWERED BY TOURISM HR CANADA

Tourism **HR**
Canada



RH Tourisme
Canada

This project is funded in part by
the Government of Canada

Canada

propelcareers.ca

AGENDA

-
- 1 What Is Work-Integrated Learning (WIL)

 - 2 Post-Secondary Institutions, Students, Employers

 - 3 Outcome Campus Connect

 - 4 Eligibility Criteria

Work-Integrated Learning (WIL)

[Co-operative Education and Work-Integrated Learning Canada](#) (CEWIL) is the lead organization for work-integrated learning in Canada. They define work-integrated learning as a form of curricular experiential education that formally integrates a student's academic studies with quality experiences within a workplace or practice setting. WIL experiences include an engaged partnership of at least: an academic institution, a host organization, and a student. WIL can occur at the course or program level and includes the development of student learning objectives and outcomes related to: employability, personal agency, knowledge and skill mobility, and life-long learning.

<https://tourismhr.ca/2021/09/15/where-theres-wil-theres-a-way/>

Types of Work-Integrated Learning (WIL)

Co-operative Education

Field Placement

Internships

Work Experience

<https://tourismhr.ca/2021/09/15/where-theres-wil-theres-a-way/>

Student Work Placement Program (SWPP)

The Student Work Placement Program gives post-secondary students across Canada paid work experience related to their field of study.

<https://www.canada.ca/en/employment-social-development/programs/student-work-placement-program.html>

propel

Launching **Careers** in Tourism

POWERED BY TOURISM HR CANADA



This project is funded in part by
the Government of Canada



propelcareers.ca

Post-Secondary Institutions

- Share Propel information
- Direct students
- Direct partners and employers

Students

- Apply for a WIL opportunity
- Provide proof of enrollment & WIL component of program
- Complete placement

Employers

- Post a WIL Opportunity
- Apply for a wage subsidy
- Hire a student

Propel Online Portal

EN | FR

propel
Launching Careers in Tourism
POWERED BY TOURISM HR CANADA

Email





Password

Remember Me

Log In

[forgot password?](#)

Log in with Social Media

Are you a new user? [Create an account](#)

POWERED BY MAGNET
© WhoPlusYou 2021. All Rights Reserved.



Connect with the next generation of talent

Canada's largest online campus recruiting platform. Reach student talent across Canada with one job posting!



<https://magnet.whoplusyou.com/lp/propel>

Employers

1

Post a WIL
opportunity

2

Apply for a wage
subsidy

3

Hire a student

Employer WIL Opportunity

- Types of WIL

The screenshot shows the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with steps: 'Select an Experience Type' (selected), 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Opportunity Details', 'Your Details', 'Additional Options', 'Funding Delivery Programs', and 'Review'. The main content area is titled '1. What type of opportunity are you recruiting for?' and includes a progress indicator and a note: 'This opportunity is currently targeting 215 School(s)'. Below this is a list of experience types, each with a radio button and a dropdown arrow:

- CO-OPERATIVE EDUCATION
- SUMMER JOB
- PART-TIME JOB
- VOLUNTEER
- INTERNSHIP
- APPRENTICESHIP
- ENTREPRENEURSHIP
- SERVICE LEARNING
- PROJECT

Employer WIL Opportunity

- Student Program

The screenshot displays the 'Opportunity Wizard' interface. On the left is a dark sidebar with a vertical progress indicator. The steps are: Select an Experience Type (checked), Selected Term (checked), **Academic Programs** (active), Targeted Schools, Open Network, Opportunity Details, Your Details, Additional Options, Funding Delivery Programs, and Review. At the bottom of the sidebar, there is a globe icon labeled 'Français' and a back arrow icon.

The main content area has a 'Progress' indicator at the top left and a 'Back To M' link at the top right. Below the progress indicator, it states 'This opportunity is currently targeting 45 School(s)'. The main heading is '3. Let's target a field or area of study'. A paragraph explains: 'We're working with students enrolled at academic institutions so it's important that the opportunities they receive align with their fields of study. Not all schools offer all programs so by choosing a few programs we can make sure your posting gets viewed. You can target fields of study by selecting any groupings or if you know exactly what you're looking for you can drill right down to a specific program.'

Below the text is a list of program categories, each with a checkbox and a dropdown arrow:

- AGRICULTURE, ANIMAL & RELATED PRACTICES
- ARTS & HUMANITIES
- BUSINESS, FINANCE, MANAGEMENT & ADMINISTRATION
- CULINARY, HOSPITALITY, RECREATION & TOURISM
- EDUCATION, COMMUNITY & SOCIAL SERVICES

Under the selected 'CULINARY, HOSPITALITY, RECREATION & TOURISM' category, there is a list of sub-categories, each with a checked checkbox:

- Culinary Management
- Fitness & Health Promotion
- Food & Beverage
- Hospitality and Tourism
- Recreation and Leisure
- Sports Administration

Employer WIL Opportunity

- Target specific schools

The screenshot shows the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with steps: Select an Experience Type, Selected Term, Academic Programs, Targeted Schools (highlighted), Open Network, Opportunity Details, Your Details, Additional Options, Funding Delivery Programs, and Review. The main content area is titled '4. Here's who will get your opportunity' and includes a progress bar, a filter dropdown for 'PROVINCE AND/OR TERRITORIES', a list of 'TARGETED SCHOOLS*' (Georgian College, Laurentian University, McMaster University) with checkboxes, and 'Previous' and 'Next' buttons.

Employer WIL Opportunity

- Employer and job posting information

The screenshot shows the 'Opportunity Wizard' interface at step 6, 'Tell us about your opportunity'. The left sidebar contains a progress indicator with steps: Select an Experience Type, Selected Term, Academic Programs, Targeted Schools, Open Network, Opportunity Details (current step), Your Details, Additional Options, Funding Delivery Programs, and Review. The main content area includes a progress bar at the top, a title '6. Tell us about your opportunity', and a description: 'The information that you provide here is what students will see when they look at your opportunity. Make sure to fill out the information so your opportunity stands out to students viewing it.' Below this are several form fields: 'Opportunity Language*' with a dropdown menu set to 'English'; 'Deadline Date*' with a date-time picker showing '09/11/2021 11:17 AM'; 'Go live*' with a date-time picker showing '08/12/2021 11:17 AM'; 'Organization' with a dropdown menu set to 'Tourism HR Canada'; and 'Division' with a dropdown menu set to 'N/A'. At the bottom, there is a note: 'If you have your own tracking system for jobs or opportunities and you want to add an ID or a unique identifier to help you keep track of this posting, toss it in here. If not, don't worry, it's not required and no one else but you will'.

The screenshot shows the 'Opportunity Wizard' interface at step 7, 'Tell us about yourself'. The left sidebar contains a progress indicator with steps: Select an Experience Type, Selected Term, Academic Programs, Targeted Schools, Open Network, Opportunity Details, Your Details (current step), Additional Options, Funding Delivery Programs, and Review. The main content area includes a progress bar at the top, a title '7. Tell us about yourself', and a description: 'The information on this page will be used by the institution if they have follow-up questions or to confirm your opportunity posting. With schools sending their students out on these experiences as part of their academic studies we need to be able to verify all aspects of the opportunity. Your information WILL NOT be displayed to the student viewing the opportunity, just the institution.' Below this are several form fields: 'Job Title' with a text input field; 'First Name*' with a text input field containing 'Rachel'; 'Last Name*' with a text input field containing 'George'; 'Phone Number*' with a text input field; and 'Email Address*' with a text input field. At the bottom right, there is a 'Back To Magnet' link.

Employer WIL Opportunity

- Select Propel Student Work Placement Program

The screenshot displays the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with a 'Cancel' button at the top. The menu items are: 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Opportunity Details', 'Your Details', 'Additional Options', 'Funding Delivery Programs' (which is the active step, indicated by a white circle), and 'Review'. At the bottom of the menu are icons for 'Français' and a back arrow.

The main content area shows a progress bar at the top left. On the top right, it says 'Back To Magn...' and 'This opportunity is currently targeting 41 School(s)'. The current step is titled '9. You may be eligible to receive up to \$7,500 (per student) in wage subsidies'. Below the title is a paragraph of text: 'Employers who hire students in work-integrated learning (WIL) placements may be eligible for a wage subsidy at a rate of 75% up to \$7,500 per student. The program brings together employers, students, and post-secondary school stakeholders to create quality WIL opportunities, and supports underrepresented groups including women in STEM, indigenous students, newcomers, persons with disabilities, and first-year students.' Below this is another paragraph: 'Are you eligible for funding? Select a delivery partner that you are interested in receiving funding from and you will be contacted if your business is eligible to receive wage subsidies.'

There are two radio button options for selecting a delivery partner: 'NONE' and 'TOURISM HR CANADA'. The 'TOURISM HR CANADA' option is selected. Below the options are two buttons: 'Previous' and 'Next'.

Employers

1

Post a WIL
opportunity

2

Apply for a wage
subsidy

3

Hire a student

Employer Wage Subsidy Application

Propel
Portal

Submit a
wage subsidy
application

Approved
applicants
receive and
sign Employer
Agreement

Employers update
application once
placement is
filled

Employers submit
invoice & supporting
documents once
placement is
complete

Employer Wage Subsidy Application

- Placement Term

The screenshot displays the 'Funding Wizard' application interface. On the left is a dark sidebar with a vertical navigation menu containing icons for a home screen, a notification bell, a user profile, and a globe labeled 'Français'. The menu items are: Posting (checked), Delivery Program Overview (checked), Placement Term (selected with a white circle), Terms and Conditions, Organization, Placement, Student, Documents, and Review. The main content area is titled 'Progress' and shows '3. Placement Term'. A text box explains the standard wage subsidy percentage (up to 75% up to \$7,500) and lists eligible groups. Below this is a list of placement terms with radio buttons and dropdown arrows: 'SUMMER 2021 (MAY 01, 2021 - AUG 31, 2021)', 'FALL 2021 (SEP 01, 2021 - DEC 31, 2021)' (selected), and 'WINTER 2022 (JAN 01, 2022 - APR 30, 2022)'. At the bottom are three buttons: 'Previous', 'Save as Draft', and 'Next'. A 'Back To Mag' link is in the top right corner.

Back To Mag

Cancel

Funding Wizard

Posting

Delivery Program Overview

Placement Term

Terms and Conditions

Organization

Placement

Student

Documents

Review

Français

Progress

3. Placement Term

The standard wage subsidy percentage for this program is up to 75% (upto \$7,500) which includes and is open to all students, including those who belong to one of the following under-represented groups: Indigenous people, persons with disabilities, first-year students, newcomers to Canada and visible minorities. The previous eligibility criteria for 'net new placements' no longer applies- employers who have previously participated in the program do not need to exceed the number of placements offered in a past year under the program. Recognising that the pandemic has changed the way businesses operate, and as a result, post-secondary institutions (universities, colleges and polytechnics) can continue to be the employer of record to offer meaningful placements to students.

Note that the current program conditions are in effect until July 31, 2022

SUMMER 2021 (MAY 01, 2021 - AUG 31, 2021)

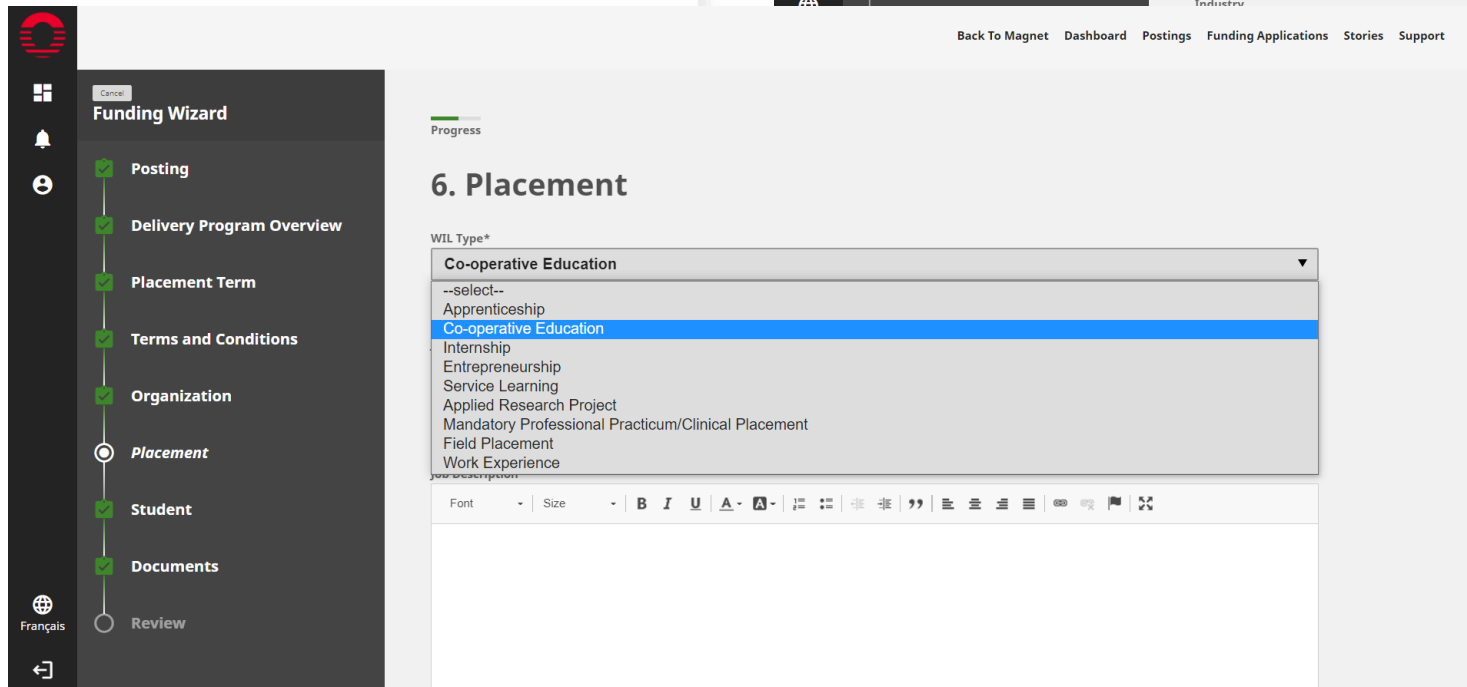
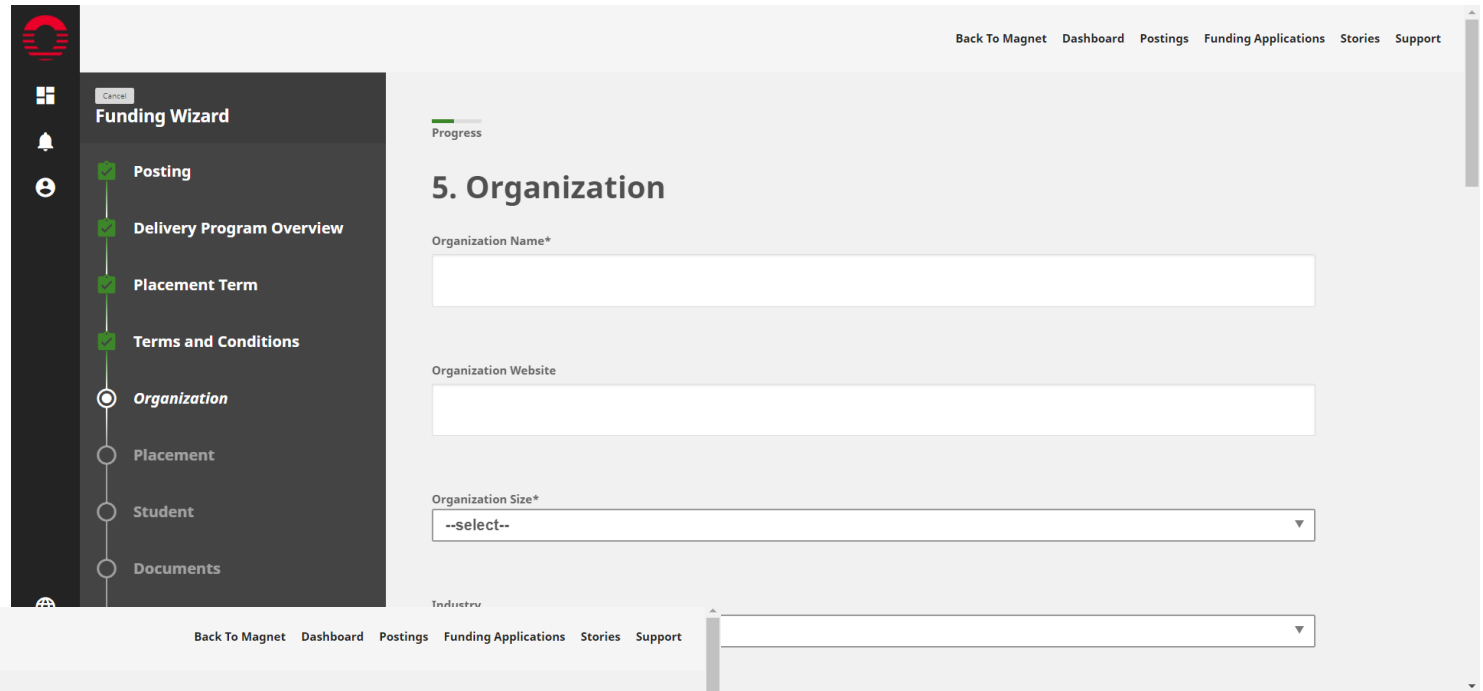
FALL 2021 (SEP 01, 2021 - DEC 31, 2021)

WINTER 2022 (JAN 01, 2022 - APR 30, 2022)

Previous Save as Draft Next

Employer Wage Subsidy Application

- Organization, Type of Placement



Employer Wage Subsidy Application

- Placement filled or not filled yet

The screenshot shows the Magnet Funding Wizard interface. On the left is a dark sidebar with a 'Cancel' button at the top and a progress indicator for 'Funding Wizard'. The progress indicator shows steps: Posting, Delivery Program Overview, Placement Term, Terms and Conditions, Organization, Placement, Student (highlighted with a white circle), Documents, and Review. At the bottom of the sidebar are icons for 'Français' and a refresh icon.

The main content area has a top navigation bar with links: 'Back To Magnet', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. Below this is a 'Progress' indicator and the title '7. Student'. A text box explains that employers must provide student contact information and lists eligibility criteria for students:

- Registered in a recognized Canadian post-secondary institution (part-time or full-time enrollment in college, bachelor's, master's or PhD programs).
- Canadian citizens, permanent residents, or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act. International students are not eligible.
- Undertaking a placement that is recognized as a Work-Integrated Learning component by the student's institution in connection with a course, degree, certificate, diploma, or other recognized program offered by the institution. The placement can be required or optional, for credit or not for credit.

Below the text box is a 'Position Filled' checkbox, which is circled in red. At the bottom are three buttons: 'Previous' (black), 'Save as Draft' (black), and 'Next' (green).

Employer Wage Subsidy Application

- Uploading documents

A vertical sidebar menu titled "Funding Wizard" with a "Cancel" button at the top. The menu contains a list of steps, each with a green checkmark icon: Posting, Delivery Program Overview, Placement Term, Terms and Conditions, Organization, Placement, Student, and Documents. The "Documents" step is currently selected, indicated by a white circle around its icon.

The main content area shows the "8. Documents" step. At the top right, there is a navigation bar with links: "Back To Magnet", "Dashboard", "Postings", "Funding Applications", "Stories", and "Support". Below the navigation bar, a "Progress" indicator shows a green bar for the current step. The main area features a large dashed rectangular box with the text "Drag and drop your files here, or..." and "click to browse" below it. At the bottom of the page, there are three buttons: "Previous" (black), "Save as Draft" (black), and "Next" (green).

Who Qualifies?

STUDENTS

- Domestic (Canadian Permanent Resident or Citizen)
- Registered at a recognized Canadian post-secondary institution in a program that includes a work placement
- Program has Work-Integrated Learning (WIL) Component

Who Qualifies?

EMPLOYERS

- Tourism and hospitality employer and/or related to a tourism/hospitality job function
- On-site, remote, and hybrid placements all eligible
- Not funded by other federal grants or programs (including Canada Emergency Wage Subsidy [CEWS] and Canada Recovery Hiring Program [CRHP])
- Student must be hired as an employee of the company (not as an independent contractor)



You can email us at
propel@tourismhr.ca
or visit our webpage
PropelCareers.ca



Launching **Careers** in Tourism
POWERED BY TOURISM HR CANADA

THANK YOU



This project is funded in part by
the Government of Canada



propelcareers.ca