

Connector Programs

**Expanding the Personal and Professional Networks of Immigrants
through Connector Programs**



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HALIFAX PARTNERSHIP Connector Program

Presented by:
Robyn Webb– Executive Director, National Connector Program

HOLD: POLL

Tell us about the Connector Program at your organization...

- Running for more than two years
- Started within the past two years
- Building one
- Considering starting one
- Don't have one, just here to learn



PARTNERSHIP MANDATE



We sell and market Halifax.

We are the go-to source on
the Halifax economy.

We connect business to the
resources they need to
prosper.



CONNECTOR PROGRAM

est. 2009

It's both.

it's
who you
know.

it's
what you
know.

CONNECTOR PROGRAM

The Connector Program matches new residents, as well as local and international graduates in Halifax, with established business people and community leaders.

This **informal networking session** between the “Connectee” and “Connector” is as simple as having a cup of coffee and a chat, and then the Connector makes three introductions within their network.

WHO ARE CONNECTEES

- **Newcomers to Halifax**
 - Immigrants or new residents
- **Local & International Grads**
 - Within 6 months of graduation or have graduated in the past 5 years and are underemployed/unemployed

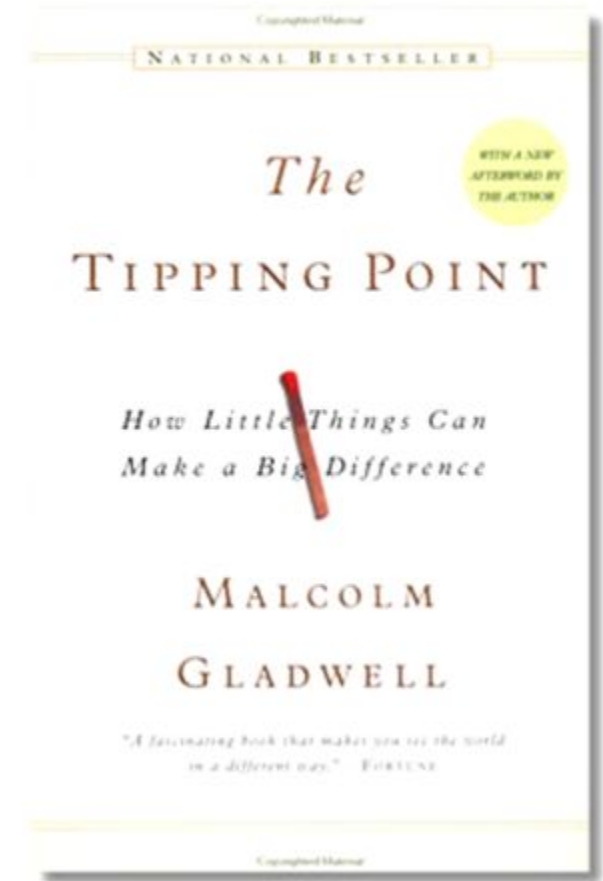
CRITERIA

- **Sufficient English Language Skills**
- **Completed post-secondary education** *(or within 6 months)*
 - In any field
- **Eligible to work in Canada**
- **Job ready**
 - Clean resume
 - Ability to communicate in a professional manner
- **Unemployed or underemployed**

WHO ARE CONNECTORS

“Connectors are people in a community who know large numbers of people and who ***are in the habit of making introductions***. A connector is essentially the social equivalent of a computer network hub. Connectors usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles”

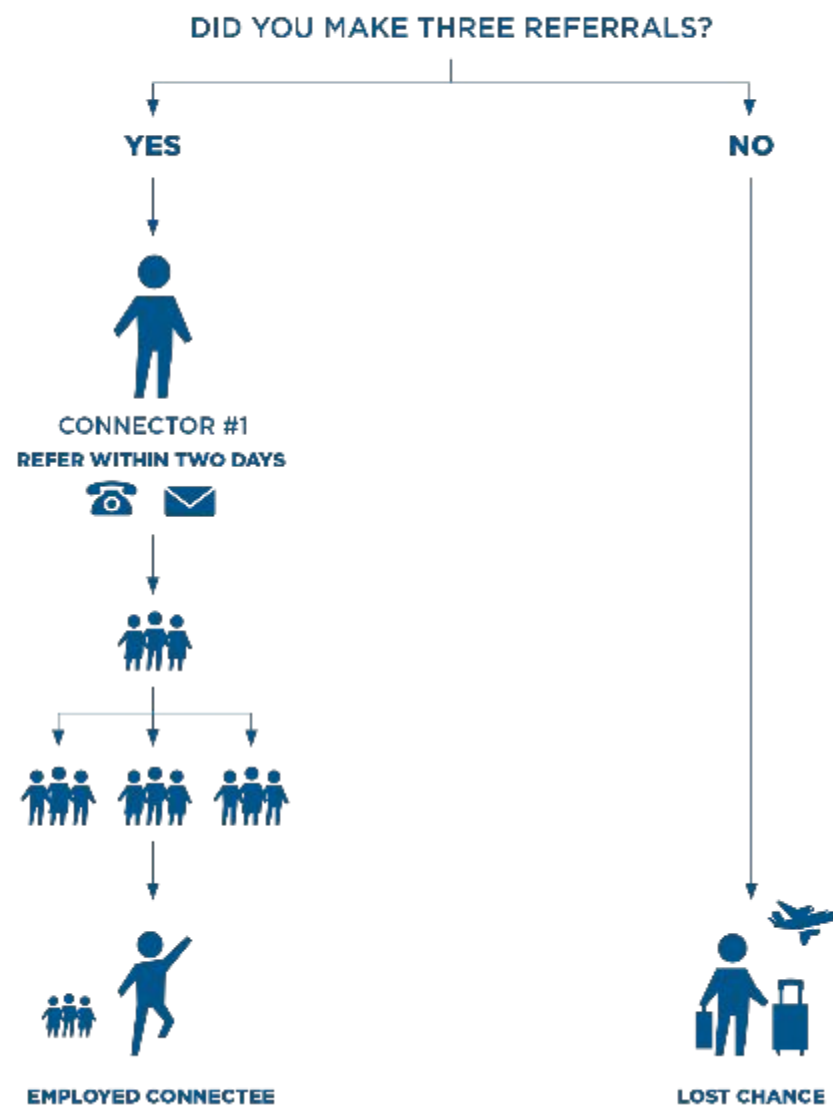
-The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell



THE PROCESS



Connector referrals build networks



Benefits of the Connector Program

- Supports Economic Goals – population and economic growth
- Businesses find new employees
- Immigrants and graduates improve job-readiness, build business networks and break into the labour market quicker
- Increases employer engagement in workforce development
- Increases labour market and community integration
- Fosters a welcoming, inclusive community



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL



Questions?

Contact Information

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The logo for the St. Louis Mosaic Project. It features a large, light gray circular outline. Inside the circle, the text "st.lou" is in a light gray sans-serif font, followed by a stylized "is" in a reddish-pink color. Below this, the word "MOSAIC" is written in a larger, bold, gray sans-serif font. The entire logo is set against a background of colorful mosaic tiles in shades of red, orange, yellow, and blue.

st.lou
is[®]
MOSAIC

Vin Ko

Senior Program Manager
St. Louis Mosaic Project

St. Louis Mosaic Project
**Regional Prosperity
Through
Immigration &
Innovation**

Professional Connector Program



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The 4 Key Programs for Mosaic

- 1.) Immigrant Entrepreneurs
- 2.) International Students and Corporate Hiring
- 3.) Mosaic Ambassadors
- 4.) Professional Connectors

The flyer for the Professional Connector Program is divided into several sections. At the top left is the St. Louis Mosaic Project logo, and at the top right is a photo of a man in a suit. The main title "Professional Connector Program" is in a large, bold, red font. Below it, the "GOAL" is stated: "Connect globally-minded professionals in the St. Louis bi-state region with foreign-born and newcomer job seekers. In addition to connecting 'participants' with other local professionals, volunteer 'connectors' meet with and share their industry knowledge and job-seeking advice. The Professional Connector Program is sponsored by St. Louis Mosaic Project and St. Louis Regional Chamber." The flyer is divided into two main columns: "PARTICIPANTS" and "CONNECTORS". The "PARTICIPANTS" section describes the program as seeking foreign-born and/or new-to-St. Louis professionals in search of career mentoring and networking. It lists requirements: must be proficient in English, live in the St. Louis region, and have a college degree and two-year valid work permit/visa. It also includes an "enrollment" section with the website www.stlmosaicproject.org and instructions to select the "get connected" tab and complete an online application. The "CONNECTORS" section describes the role of connectors as seeking local professionals to meet with skilled, new-to-St. Louis residents, have a cup of coffee with three job-seeking newcomers (T3), share your insight, and help them connect to other professionals. It includes contact information for Betsy Cohen: (314) 615-8107 and ecohen@worldtradecenter-stl.com. At the bottom, there is a photo of two women talking and a "GOAL" section stating: "To be the fastest growing major metro for foreign-born by 2020." It also includes contact information for Betsy Cohen: (314) 615-8107 and www.stlmosaicproject.org. A note at the bottom encourages immigrants to complete the free, online Upwardly Global program to fully take advantage of this program - www.upwardlyglobal.org/job-seekers/online-training-programs.

Professional Connector Program

GOAL: Connect globally-minded professionals in the St. Louis bi-state region with foreign-born and newcomer job seekers. In addition to connecting "participants" with other local professionals, volunteer "connectors" meet with and share their industry knowledge and job-seeking advice. The Professional Connector Program is sponsored by St. Louis Mosaic Project and St. Louis Regional Chamber.

PARTICIPANTS
Seeking foreign-born and/or new-to-St. Louis professionals in search of career mentoring and networking. Participants must be proficient in English, live in the St. Louis region, and have a college degree and two-year valid work permit/visa.

enrollment
Visit www.stlmosaicproject.org
select the "get connected" tab and complete an online application

CONNECTORS
Seeking local professionals to meet with skilled, new-to-St. Louis residents. Have a cup of coffee with three job-seeking newcomers (T3), share your insight, and help them connect to other professionals.

Contact: Betsy Cohen
St. Louis Mosaic Project
(314) 615-8107
ecohen@worldtradecenter-stl.com

Immigrants are encouraged to complete the free, online Upwardly Global program to fully take advantage of this program - www.upwardlyglobal.org/job-seekers/online-training-programs

GOAL:
To be the fastest growing major metro for foreign-born by 2020.

Betsy Cohen
(314) 615-8107
www.stlmosaicproject.org

Professional Connector Program



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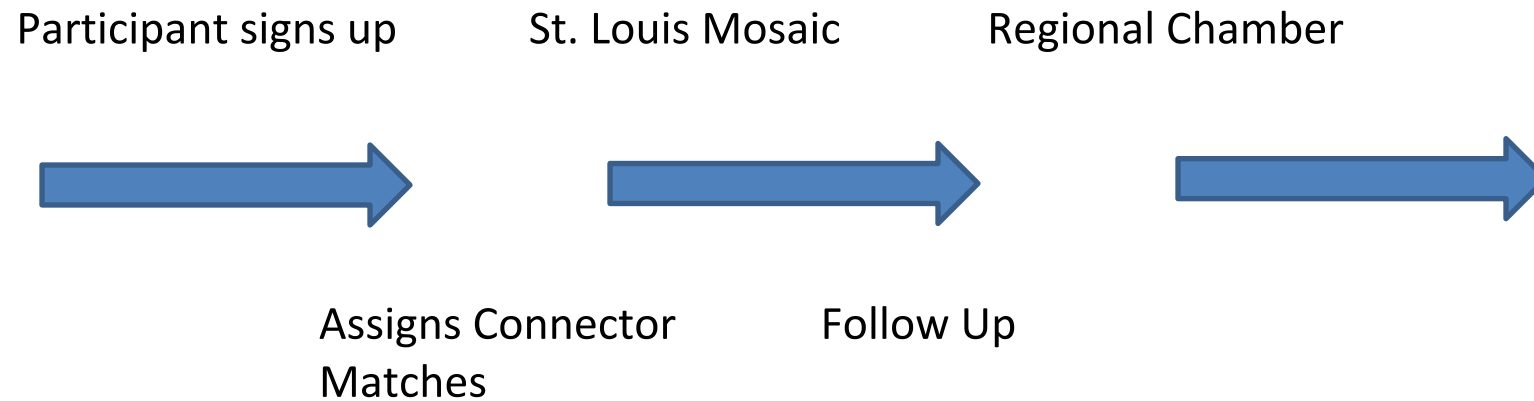
Objective: Connect globally-minded professionals in the St. Louis bi-state region with foreign-born and newcomer job seekers.



Professional Connector Program



How it works



Professional Connector Program



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Following the initial meeting the professional connector will make 2-3 introductions to other connections in order to help the participant build a professional network.



Professional Connector Program



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Background

Based on a program developed in Halifax Canada

Focused on addressing “Brain Waste”
Research has shown that 3 key things are essential to help foreign born people connect to jobs

- Proficiency in English
- U.S. Credentials
- Size of their network

Research has shown that it can take anywhere between 6-24 months for foreign born professionals to land jobs



Professional Connector Program



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Who are the Participants?

Participants: Foreign-born and/or new to St. Louis professionals in search of career mentoring and networking. International Institute of St. Louis Career Advancement for International Professionals (CAIP) participants

Participants must:

Be proficient in English

Live in the St. Louis region

Have a college degree and three-year valid work permit/visa



Professional Connector Participants
Attending World Trade Center St. Louis'
"Growing Global" Luncheon

Professional Connector Program



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Who are Connectors?

Connectors:

Local Professionals who are interested in a one time meeting with skilled, established -St. Louis residents.

Connectors must:

Meet with job-seeking newcomers

Share insights on finding a job in St. Louis

Agree to help them connect to three other professionals

Professional Connector Program



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Outreach for More Participants & Connectors

- Example: four talent attraction, retention and engagement programs cross-promoting engagement within the chamber's Economic and Inclusion Division:
 - **St. Louis Business Diversity Initiative**
 - **STL "i" Experience**
 - **Gateway Connections**
 - **St. Louis Mosaic Professional Connectors Program**



Professional Connector Program



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By the Numbers (Since 2014):

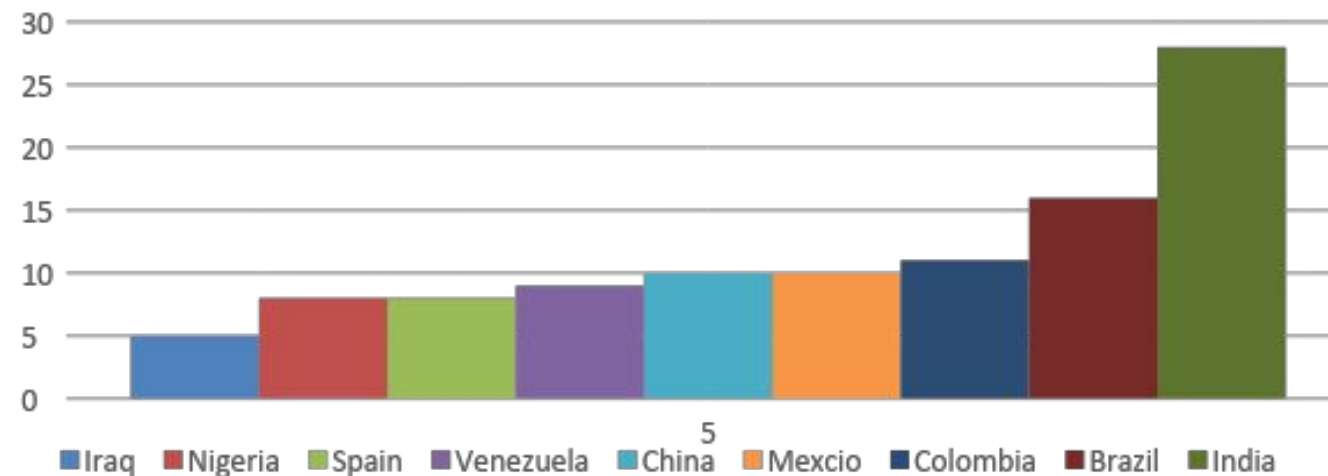
Total Connectors: **107**

Total Foreign-Born Participants: **254** (Average 1-2 a week)

Total Countries of Origin: **61**

Estimated 10%-20% have found jobs

Top 9 Countries of Origin



Professional Connector Program



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Case Study:

Brazilian Male moves to St. Louis summer of 2015, signs up to participate in Professional Connector program on August 31, 2015.

Male	Brazil	Information Technology, cybersecurity, Network technology, Project Management	Portuguese, english, spanish, italian (basic), french (basic).	Mosaic Ambassador	Meet professionals in interest area, learn more about St Louis market, take some tips to adequate my resume and cover letter.
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Professional Connector Program



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The Checklist:

- ✓ Completed Upwardly Global
- ✓ Connected him to our professional connector who is the President of a St. Louis based national staffing, recruiting firm specializing in tech organizations. (Meeting scheduled for October 2015)

Professional Connector Program



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The Checklist:

- ✓ Connected to Hispanic Chamber of Commerce of Greater St. Louis
- ✓ Connected him Viva Brazil, local organization for St. Louis based Brazilians

Professional Connector Program



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The Result:

Following his meeting with new connections our participant was able to network to contacts at Nestle. There he was connected to a position in their cyber security department.

- November of 2015 an offer to join Nestle as a Security Specialist
- Started January of 2016



Professional Connector Program



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Thank You!

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CULTURAL AMBASSADORS PROGRAM

Gracie Xavier, Director GTRI



**GLOBAL
DETROIT**

Mission

Global Detroit works to create jobs and grow the economy through robust immigrant inclusion, global talent retention, investment, and opportunity neighborhood initiatives.



PROGRAMS

- ◆ **Global Talent Retention Initiative** - Connect employers to highly skilled international students talent
- ◆ **Cultural Ambassadors** - Help students to build their professional network
- ◆ **Global Entrepreneur In Residence** -support international students to build and grow business in the U.S.



Global Talent Retention Initiative (GTRI)

- ◆ Worked with 45 employers & 1,800 students
- ◆ Engaged with 6 university partners
- ◆ Conducted workshops, trainings and recruitment events
- ◆ www.migtri.org



GlobalEIR

The Global EIR program is run by universities to create a pathway to retain international students and attract immigrant entrepreneurs to build their businesses on and around campus.

- ◆ Slated to start Fall 2018
- ◆ Enroll 3-6 High growth startup
- ◆ Funded for the next 3 years

Immigrants are critical to the startup community

43%

of Fortune 500 firms were founded by first- or second-generation **immigrants**.

44 of 87

of the privately-held U.S. companies valued at \$1 billion or more were launched by **immigrants**, including 21 founders who had once been international students.

25%

of all high-tech firms nationally, and

52%

of all high-tech firms in Silicon Valley

founded between 1995-2015 have an **immigrant** founder.

Cultural Ambassadors (CA)

- ◆ CA is a referral process by which foreign-born residents, international students, and young professionals grow their professional networks by meeting with established professionals in their field, more established residents who share their cultural, national, and ethnic heritage, or other volunteers interested in assisting international newcomers in the region.



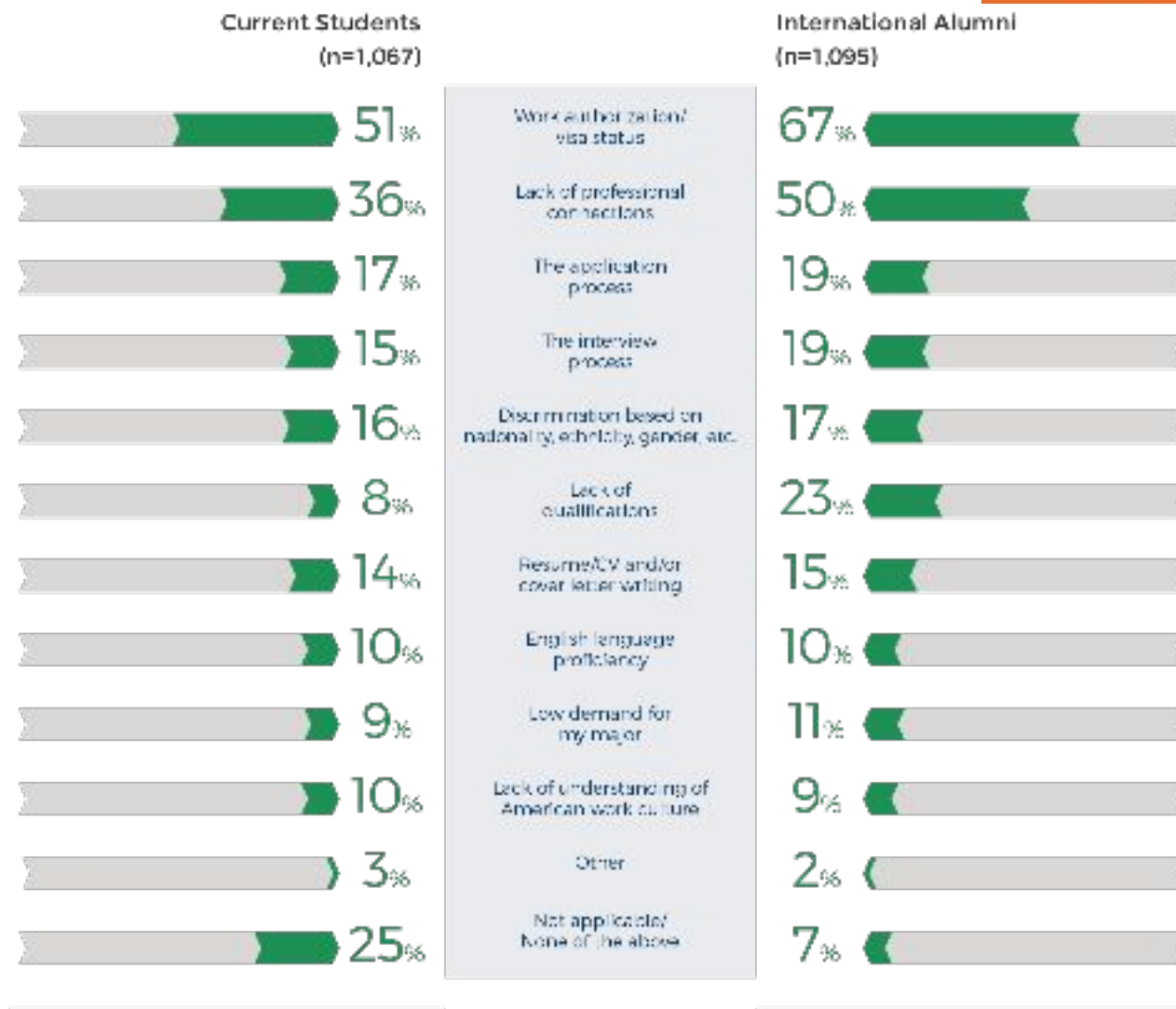
Building PowerTies

International students face 3 main challenges to working in the U.S.

- ◆ **Work Authorization**
- ◆ **Lack of Professional Connections**
- ◆ **The Application & Interview Process**

Wes 2017 Report

Figure 10: Work-related Challenges During Study



How CA Works

- ◆ **Mentees**-international and immigrant college students looking for professional & career development through networking and trainings
- ◆ **Networkers**- A volunteer not able to mentor a student, but will support the Cultural Ambassador program by attending events and connecting their colleagues and peers to our program.
- ◆ **Mentor**-Works one-on-one with students to provide guidance and support for the individual(s) looking to enter the U.S. job market.



Engagement

- ◆ Recruitment and Info Sessions
- ◆ Meet , Greet, and Mingles
- ◆ One on One Meetings
- ◆ Workshops and Trainings



Milestones

- Established 180 connections
- 90 one-on-one matches
- 157 volunteers were engaged for various programs including networking events, trainings, and community events

I HAVE A REFERRAL FOR YOU

Referral: Pa Dada

Company: PCI UC

Referred by: Sophia Chue

Email: lchue@pci-detroit.com

Phone: 313 874 5877

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Challenges

- ◆ Recruiting professionals
- ◆ Raising awareness among the universities and international communities of this opportunity
- ◆ Building capacity



Questions?

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Thank You!



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JUNE 18-20, 2018

**WELCOMING
ECONOMIES**

convening

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**WELCOMING
INTERACTIVE**

LOUISVILLE, KY

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@WENetworkGlobal