

The News You Can Use Employment Journey

On Prince Edward Island



Approaches to facing staff shortages

by Gloria Welton

Islanders have been known to talk about the weather daily but there is a new conversation that has taken over: what to do about staff shortages here and everywhere.

The percentage of jobs that were not filled on PEI has increased considerably from a year ago. The construction sector is struggling with labour shortages and the accommodations and food services sectors are also reporting difficulties attracting and retaining workers. Statistics Canada reports the nursing vacancies this year are more than triple what they were five years ago.

In my career as a publisher, I have heard it said that challenges mean opportunities. I believe we need to be creative when recruiting new staff and retaining existing staff. Also, it is important to prepare youth and others who are about to enter the workforce, and to help the broader public become aware of their career options and the supports available.

Let's take a look at the Island labour market and how shortages can be and are addressed over the short and long-term. Beginning with our future workers, there were 21,199 students in PEI's English and French elementary and secondary schools in the 2021-22 school year.

It is so important to continue to find ways to help our youth become aware of their career options and supports. *The Employment Journey* staff regularly connect with educators to help them bring career conversations into the classroom. It is also important for business and other community groups to keep an open line of communication with our school systems.

Recent university graduate **Jenna Woods** says she decided on a career in social work when she was in her grade 10 Career Exploration and Opportunities (CEO) class. "My teacher was amazing and encouraged all students to explore many career options that appealed to us."

In the post-secondary system on PEI, during the 2021-22 school year, 5,419 full- and part-time undergraduate and graduate students were enrolled at **UPEI**, and the total number of graduates was 1,062.

Holland College welcomed approximately 2,500 full-time and 40 part-time post-secondary students during the 2021/2022 academic year, and there were approximately 1,160 post-secondary graduates from PEI.

Katherine McQuaid at the **Academy of Learning College** says that all the programs offered at the private college and at **Marguerite Connolly Training and Consulting** include work and clinical placements. A combined 124 students were enrolled in the 2021-22 college year.

"I believe our high employment rate after graduation is due to students getting the hands-on experience as part of their program," she says.

"I have found over the years that employers are great to reach out to us when they are looking for staff. We can usually provide a match and give them candidates that they can interview or provide an on-the-job training placement to see if they are a good fit."

There are 15 private training schools registered on PEI preparing people for employment.

Initiatives that support the needs of PEI's labour force

There are many initiatives across PEI that help those on Employment Insurance or on financial assistance to enter and remain in the workforce with supports in place that make a difference in a person's life.

A number of organizations on PEI work directly with people to help them plan their career path and offer support to help make career dreams and goals come to life.

SkillsPEI works closely with external service providers who assist unemployed individuals to prepare for, obtain, and maintain employment. Each offers employment services to job seekers and partners with the business community to help job seekers connect with local employers.

There are many employment services and training options available across PEI. For a complete list of services and programs on PEI that work directly with job seekers, visit www.employmentjourney.com/resources-services-for-job-seekers/

Building essential literacy skills

Let's now look at barriers that might be contributing to staff shortages. According to the Programme for the International Assessment of Adult Competencies, almost half of adults on PEI do not have the skills needed to thrive in our digital, knowledge-based society.

Jinny Greaves, Executive Director of the **PEI Literacy Alliance**, says the Alliance is focused on building confidence in adults and children when it comes to learning. "All that potential can be brought to light with a little bit of opportunity and support, and people can end up doing so much more than they ever thought they could," says Jinny.

For more information about the **PEI Literacy Alliance**, call **902-368-3620**. Visit www.peiliteracy.ca

Learning disabilities can be another obstacle holding people back from reaching their career aspirations. A person with a learning disability (LD) may have difficulty reading, writing, spelling, reasoning, recalling, and/or organizing. This is due to a difference in the way the brain processes information. Other LDs affect a person's ability to do math, listen to instructions, organize their thoughts, and more.

A survey conducted by the Learning Disabilities Association of Canada determined that based on the results up to 9,200 Islanders are experiencing a learning disability.

A new initiative now available for employees across PEI is the **ADAPT Program**. ADAPT is a partnership between **Workplace Learning PEI** and the government of New Brunswick's Virtual Learning Strategy adult-learner support model, funded in part by the Government of Canada (Employment and Social Development Canada).



Administered through Workplace Learning PEI, this program provides Island employers and workers with FREE access to a suite of virtual services to screen for, diagnose, and support people with learning disabilities in the workplace.

For more information, contact **Mary Beth** at **Workplace Learning PEI** at **902-626-5299**. Visit www.workplacelearningpei.com/adapt-program

Martin Dutton, Executive Director of the **Learning Disabilities Association of PEI**, says many people go through life never knowing why they may be having difficulties in their education or their employment. "If someone has the courage to recognize there is something they would like to address when it comes to learning, we are here to help you," says Martin.

For more information, about the **Learning Disabilities Association of PEI** call **902-894-5032**. Visit www.ldapei.ca

"The shortage of skilled labour is being felt across industries," says **Jessica Cormier**, with the **Greater Summerside Chamber of Commerce**. "Many businesses are focusing on retention of employees, specifically by providing added benefits and flexibility to their working conditions.

"We help our members recruit employees through our on-line job posting board and by holding frequent workshops and networking events and working with local government to promote economic growth in the area."

At the **Kensington & Area Chamber of Commerce**, they help promote job postings for members through social media and e-newsletters and offer training sessions in Human Resources.

I hear the same kind of determination and commitment from representatives in education, the business community, support organizations, and government.

Looking at the underlying challenges of our staff shortage, and at the many resources and people dedicated to finding solutions, I can't help but feel that we can turn this into an opportunity to continue to create and build a stronger labour force on PEI.

For the full article, visit www.employmentjourney.com and search the article title.



Employers need to acquire new skills to attract and retain staff

by Heidi Riley

Francis McGuire, President of the **Atlantic Canada Opportunities Agency (ACOA)** spoke recently at the Atlantic Canada Aerospace and Defence Association 2022 Sea to Sky Conference.

He spoke about the challenges of recruiting and retaining employees in today's tight labour market.

"The traditional ways of recruiting will not work anymore. If companies sit back and wait for underutilized groups such as immigrants, women, and Indigenous people to come to them, it will not happen. Industry will have to acquire new business skills. They need to visit local community organizations and post-secondary campuses to connect with potential talent."

"There will be 20,000 people retiring each year for the next two years. This is a challenge that is not going away, and businesses need to adapt."

Francis says the backlog in immigrants entering Canada continues to cause labour force challenges. "The quickest way to hasten the immigration process is by hiring international students who are already in Canada. I suggest that companies shift their recruiting efforts to these international students, who are more likely to earn their permanent residency status quicker than other immigrants.

"The Charlottetown Chamber of Commerce PEI Connectors program is spending \$380,000 over the next three years to help employers reach out to these students. There is a real opportunity to get involved by giving international students a summer job or a part-time job while in school.

"Employers are becoming landlords, particularly in rural areas. Some companies are offering new arrivals a down payment for a house. Others are building housing and are learning to work with community groups to make that happen.

"A report from the Atlantic Provinces Economic Council says that offering affordable daycare would free up 14,000 women in this region to get into the labour force."

Francis says it is also important to visit Indigenous communities to get them on board, sponsor programs to introduce them to your industry, and train them with the skills employers need.

For the complete interview, visit www.employmentjourney.com and search the article title.



Francis McGuire Submitted photo.

Strengthening relationships with Indigenous communities can help reduce labour shortage

by Heidi Riley

Paul Langdon, Strategic Initiatives Officer with **Ulnooweg**, spoke at the recent **2022 Atlantic Canada Aerospace & Defence Association (ACADA) Sea to Sky Conference** in Brudenell about solutions to the current labour shortages.

Ulnooweg is an agency that delivers federal government business development programs such as business services, tools, and loans to meet the diverse needs of Indigenous clients across Atlantic Canada.

"Labour challenges will be around for a long time," says Paul, who points to a solution: build partnerships with the Indigenous community.

Ulnooweg focuses on entrepreneurship, business funding, community fisheries, and strategic initiatives. In addition, they have created the Ulnooweg Education Centre, which is developing pathways forward to get Indigenous youth into STEAM and innovation careers.

"The best way to get involved in the Indigenous community is to reach out and start talking," says Paul. "Our message to the business community is to ask – reach out.

"If you don't know who to reach out to, contact me and I will give you an introduction. Collaboration is very important to the Indigenous community, and their economic development officers are very open to speaking to the broader business community, but you have to make the effort to visit in person.

"Build relationships, learn to understand the community, and develop partnerships. Clearly lay out the opportunities, and think about offering long-term, well-paying careers. Each community is unique, and don't assume that each community has the same strengths and needs.

"It is worth the effort. If you build a good relationship with the Indigenous community, they will be loyal, they will participate, and they make a good effort."

Business leaders looking to be introduced to Indigenous economic development leaders in their community may email **Paul Langdon** at plangdon@ulnooweg.ca

Visit www.ulnoowegdevelopmentgroup.ca

For the complete interview, visit www.employmentjourney.com and search the article title.



Paul Langdon, Strategic Initiatives Officer, Ulnooweg.

Bright future for young engineer giving back to his community

by Stacy Dunn

Growing up, **Dylan MacLennan** enjoyed seeing his dad work as a carpenter and enjoyed working for him. Yet he liked science more, especially when he learned that engineering was a good combination of construction and science.

"I have always been interested in renewable energy and the ability to make your own power," says Dylan. "That's what I focused on as a student at UPEI's Faculty of Sustainable Design Engineering."

Dylan earned his degree in 2019. As an Engineer in Training, he has completed the required four years (one-year student internship and three years' post graduate experience) to get a P.Eng. designation. He hopes to have that designation by the end of this year.

To write the National Professional Practice Exam to become a P.Eng., he sought assistance from the **Indigenous Skills and Employment Training (ISET)** program. It is designed to assist off-reserve Indigenous Peoples to prepare for and determine career paths. "ISET was very helpful with funds to purchase some of the books to prepare for the exam."

Dylan recently was awarded a \$25,000 Ignition Fund grant from **Innovation PEI** for his start-up **L'nu Energy Inc.** The company will help First Nations people design, construct, and implement cleaner energy systems. He plans to locate L'nu Energy Inc. on Lennox Island.

Dylan is also working towards his PhD at UPEI's School of Climate Change and Adaptation.

For more about UPEI's **Faculty of Sustainable Design Engineering**, visit www.upei.ca/engineering

For more about **Indigenous Skills and Employment Training**, contact **Nancy MacLean**, Employment & Training Coordinator, at **902-629-1541**, or email education@ncpei.com Visit www.ncpei.com

For the complete interview, visit www.employmentjourney.com and search the article name.

The ISET program is funded through partnership with the Congress of Aboriginal Peoples and Employment and Social Development Canada.



Dylan MacLennan, L'nu Energy Inc. Submitted photo

What influences help youth make career decisions?

by Heidi Riley

At the recent **2022 Atlantic Canada Aerospace & Defence Association Sea to Sky Conference** in Brudenell, four young people spoke about how industry can attract and retain young people.

International student overcomes job search challenges

Raquel Buckton is a Continuous Improvement Technologist with **IMP Aerospace & Defense**. She moved from Brazil to Nova Scotia in 2019 and graduated from the Industrial Engineering Technology Program at NSCC.

"I think students before high school need to see examples of people successfully working in different industries so that they can see what the career possibilities are. I think that teachers are great partners in influencing students' career decisions."

She encourages companies to become mentors to support students. "It is also important to see females in leadership positions. It is good to see how women bring a different perspective and can contribute to the workplace."

"My most important consideration when applying for a job is the company's culture and values, followed by work flexibility, pay, and benefits."

"To attract more young people, industries should consider the unique abilities of the Gen Z generation. We really value work/life balance, implementing new technology, and future career prospects. We need to be able to ask for guidance from more senior people."

Co-op program helps international student gain work experience

Dylan Enright had a summer co-op position as a Marketing & Events Assistant with the Atlantic Canada Aerospace and Defence Association (ACADA).

He is in his fourth year at Dalhousie University, majoring in International Business with a minor in Mandarin.

"I wanted to be in a co-op program because it is a great chance to get my degree while also getting relevant work experience in my field."

"I think the best time to introduce students to careers is when they are in grade 9. There are many ways to influence students to choose a career, including online content and talking to people in the industry."

"My biggest priority when choosing an employer to work for is pay, followed by company culture and values, benefits, work location, flexibility, and cool company services and products."

Dylan says it is important for companies to guide and mentor new hires. "Building a good onboarding program for young people coming into the industry should be a point of emphasis."

Islander graduates from two technical programs and gains a career in Aerospace

Clark Murphy is an Apprentice Machinist with StandardAero. He is a graduate of the Holland College Precision Machinist class of 2021 and the Aircraft Turbine Technician class of 2022. Clark is from PEI and plans to stay on the Island.

"In high school, I took automotive courses, and my high school automotive teacher suggested the idea of a career in aerospace," says Clark.

"I think the best time to plant the idea about careers is in grade 10, because that is when students are deciding on courses to take in grades 11 and 12."

It is effective to talk to instructors, people working in the industry, and guidance counsellors."

Clark listed pay as the most important consideration when choosing a position. "Benefits are also very important, now that I am not covered under my parents' plan anymore."



The youth panel at the 2022 Sea to Sky Conference included (from left) Raquel Buckton, Dylan Enright, moderator Mark Kotzer, Clark Murphy, and Hugh McDonald.

Aiming to combine careers in Engineering and in the Reserves

Sub-Lieutenant **Hugh McDonald** is a Logistics Officer with HMCS Queen Charlotte, the Naval Reserve Division in Charlottetown.

He graduated from the UPEI Engineering program in 2021. Afterward, he began working with the Naval Reserve to complete his Logistics Officer training.

This fall, he is returning to the Master's in Engineering program at Queens University in Ontario. He hopes to someday work in engineering while serving with the Naval Reserve part-time.

"Touring companies is important to show students that the study of Science, Technology, Engineering and Math is super cool. Bringing in speakers in high school is also very effective. When someone shares their enthusiasm with the kids, it makes a difference."

"Having good dental and health coverage, as well as RRSP contribution matching is a great way to attract new employees."

Hugh's advice to companies that are hiring is all about clear communication. "Let people know right away if they are not a good fit and keep in touch with the successful candidate. Also, make sure the job description is accurate, try to retain employees, and if they do leave, make sure they leave with a positive experience."

For the complete interviews, visit www.employmentjourney.com and search the article title.



Engaging, attracting, and retaining a workforce

by Heidi Riley

Eddie LeMoine recently spoke at the **2022 Atlantic Canada Aerospace & Defence Association Sea to Sky Conference**.

"There are currently more than one million unfilled jobs in Canada," says Eddie, who is an expert on employee engagement, changing demographics, diversity, and performance development. "Attracting and retaining talent is every industry's biggest concern right now."

Eddie lists some of the reasons for the labour shortage: an aging population reaching retirement, the effects of COVID-19, lower immigration numbers, and a mismatch between the skills employers are looking for and the skills of job seekers.

One solution is to build employee engagement. "Engaged employees stay at the job longer, give better customer service, and help the company to be more profitable."

How to build employee engagement

- Outsource or automate the tasks people don't like to do.
- Improve relationships and communication between managers and co-workers.
- Pay people a competitive wage.
- Make sure the job description accurately reflects the qualifications necessary for the job.
- Be flexible and open to new ways of doing things and allow people to work from home if possible.
- Be open to preparing people to find a new job.

To connect with **Eddie LeMoine**, call **902-943-4501** or email eddie@eddielemoine.com

Visit www.eddielemoine.com

For the full article, visit www.employmentjourney.com and search the article title.



Eddie LeMoine

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Action Aero looks to hire more Technicians

by Heidi Riley

Action Aero in Charlottetown specializes in the overhaul and repair of fuel, oil, and air-related engine accessories. "We are actively looking for more Overhaul and Repair Technicians," says **Johnathan Doiron**, CFO.

Action Aero currently has 58 employees. The majority of staff are Overhaul and Repair Technicians, and they also employ Shippers/Receivers, Store Clerks, Customer Service Agents, and a full Quality Control department.

"Sometimes it can be difficult to find Technicians," says Johnathan. "Lately, we have been inviting interested applicants spend the day on site with our employees."

"We hired three new employees at the beginning of August, and we anticipate that we will have one or two more Job Shadow Days before the end of the year."

The Overhaul and Repair Technician position does not require specific formal education or experience, and the company does all the training and certifying in house.

The starting wage for Technicians is \$18 to \$19 per hour, depending on experience and education. "Benefits include a solid group insurance plan and group retirement plan. The company contributes four percent of the employee's wages to the retirement plan. Personal time off and gym memberships are offered as well."

To apply for a position at **Action Aero Inc.**, check the job postings at www.actionaero.com or on Indeed. You can also send a resumé to hr@actionaero.com

For the complete interview, visit www.employmentjourney.com and search the article title.



Johnathan Doiron, Action Aero, Charlottetown.



Public Schools Branch offers a variety of positions

by Gloria Welton

The **Public Schools Branch (PSB)** serves more than 19,000 students from kindergarten to Grade 12 and employs more than 4,000 people across PEI. The 56 schools offer a variety of employment opportunities, including permanent, casual, and substitute positions.

Recently, the PSB held job fairs across the Island looking to hire substitute teachers, cleaners, custodians, bus drivers, administrative assistants, and educational support workers such as educational assistants.

Kelly Drummond, Director of Human Resources, Corporate Planning and Principal Support, says about 400 casual positions need to be filled, including approximately 50 bus drivers, 50 custodians, at least 100 educational support workers, and at least 250 substitute teachers who are available daily. "A big change for this year is that non-certified substitute teachers only need one year of post-secondary," says Kelly. "In the past we were looking for two years."

"We have a strong need for substitutes and casuals. People can work as much or as little as they want. This is also a way to explore other career opportunities while still making a living."

"Another job fair will be held close to the end of October so people can continue to reach out to us and see if we can help connect them to amazing careers with the PSB."

"I encourage people to not screen themselves out. Please give us a call and ask to talk with someone about working with the PSB and we would be happy to have that discussion."

The PSB is offering a new model in all work categories. Itinerant substitutes will be hired to work full-time for the school year. These positions will require the employee to be available to move from school to school within a certain geographical area.

"Someone could start on the substitute list at the beginning of the school year, and then go on to taking a relief contract or a fixed term position."

Kelly also talked about positions such as substitute casual opportunities for educational support staff, which can be a great way to gain skills and explore options. "People are getting work experience and some professional development as well, which has helped them get the credentials needed to secure permanent positions."

"Our message is that working in the educational field is very rewarding no matter what position you are in. What all the staff do every day is extremely important because that engagement they have with students makes such a difference."

"If the position people are looking for is not available for them, we can work with them to help accomplish their career goals."

How to apply

To be on the casual and substitute lists, complete an online application at www.gov.pe.ca/jobspei/posting/education/external

Paper copies are available at the Stratford and Summerside Public School Branch offices.

All external open positions are posted at www.gov.pe.ca/jobs

For more information, contact the **Human Resources** department of the **Public Schools Branch** at **1-800-280-7965** or email psb-hr@edu.pe.ca

For the full interview, visit www.employmentjourney.com and search the article title.



Kelly Drummond Submitted photo.



Taking the leap to becoming a business owner

by Stella Shepard

In June 2022, **Ashley DeRoche** purchased **Pigeons Gift Shop**, located on Main Street in Montague.

"I had time during the pandemic to reflect on what makes me happy," says Ashley. "I was a health and safety manager in Charlottetown, but it just didn't feel like the right fit anymore."

"I always wanted to have my own business. I wanted to show my son that working for yourself is rewarding and teaches valuable lessons."

At an event hosted by the **PEI Businesswomen's Association**, a presentation by **Sara Roach-Lewis** inspired Ashley to make the leap.

"Sara's book, called *She Rules: What You Didn't Know Is Holding You Back in Business* gave me the confidence to risk leaving my job and purchase Pigeons Gift Shop," says Ashley.

Community Business Development Corporation East (CBDC) located at the Rural Action Centre in Montague assists in creating small businesses and in expanding and modernizing existing businesses, and provide financial and technical services to entrepreneurs. Services target entrepreneurs who require customized financing not ordinarily available from traditional sources.

CBDC East is staffed by **Martina MacDonald**, Director, **Helen Antle**, CBDC Officer, and **Terri Taylor**, Accounts Officer. "CBDC East has been very supportive, and the staff is always available if I have any business-related questions."

For more information about **Pigeons Gift Shop**, contact **Ashley DeRoche** at **902-213-8172** or email info@shoppigeons.com Visit www.shoppigeons.com

For the complete interview, visit www.employmentjourney.com and search the article title.



Ashley DeRoche and her seven-year-old son, Emery.



Using career tools to find your place in the world of work

by Ethan Paquet

With so many industries offering a wide variety of jobs on PEI, students may find it overwhelming. There are free resources to help put students on a path to a career that suits their skills, interests, and personality.

The Government of Canada's **Job Bank** has career quizzes and tests designed to help create or change a career plan. The quizzes bring attention to a student's values, interests, strengths, and skills and match them to jobs that best suit each person.

Visit www.jobbank.gc.ca/career-planning/quizzes

Career Development Services (CDS) is a confidential and welcoming place which provides help to those searching for work on PEI.

CDS can support individuals from career exploration all the way through to informational meetings with employers, writing resumés and cover letters, preparing for interviews, and getting ready to enter the workplace.

"CDS has access to a suite of specialized career assessments which are provided free of charge to CDS clients," says **Margo Curley**, CDS Site Manager. "Our career counsellors explore career options through careful questions and discussion. Clients have the answers within themselves, but sometimes they need a little support to help bring that inner knowledge to the surface."

For more information about **Career Development Services**, call
Charlottetown | **902-626-2014** Montague | **902-838-5453** Souris | **902-687-1526**
Summerside | **902-436-0706** O'Leary | **902-859-2776**

Visit www.cdspei.ca

For the complete article, visit www.employmentjourney.com and search the article title.



Full-time and year-round employment in the agricultural sector

by Stella Shepard

The **PEI Agriculture Sector Council** is a non-profit organization which helps identify and address human resource issues in the agriculture industry.

"We work in partnership with the agricultural industry and representatives of governments and institutions to increase the investment in targeted human resources and to support a well-trained and available agriculture workforce on PEI," says **Laurie Loane**, Executive Director, PEI Agriculture Sector Council.

"Through promotion, education such as Agriculture in the Classroom-PEI and the PEI Agriculture Awareness Committee, skills training, and agriculture awareness, the PEI Agriculture Sector Council seeks to create a skilled, sustainable agricultural workforce."

Training responds to demand for truck drivers

"We started a Relief Bus Driver Training program that will provide training for substitute bus drivers to complete Class 3A training to be able to help when our industry needs support with our busy times.

"We will be able to connect substitute bus drivers to work temporarily on farms when not scheduled to drive a school bus. Through funded programs, we have trained more than 50 Class 3A drivers since the new year, yet there is still a high demand for Class 3A drivers on farming operations.

"Seasonal employment depends on the crop and farm," says Laurie. "Work on fruit crops begins in the spring and ramps up in late June to September for harvest. Other crops are planted, maintained, and harvested at various times from summer to late fall.

"There are also year-round jobs on farms, in management, science, human resources, mechanics, government, and at agriculture-related companies."

Open positions are posted at www.peiagsc.ca/employment

For more information about a career in the agriculture industry, visit

The PEI Agriculture Sector Council at www.peiagsc.ca

Funded in part by the Department of Economic Growth, Tourism and Culture through the Canada-PEI Labour Market Agreements.



Laurie Loane, Executive Director, PEI Agriculture Sector Council. Submitted photo

A career in the military may be for you

by Heidi Riley

The **Canadian Armed Forces (CAF)** is a diverse organization employing approximately 100,000 Canadians at home and around the world.

The CAF offers approximately 100 different trades and professions in the Army, Navy and Air Force that interested citizens can apply for. They also offer university and college education that in some cases can be fully funded.

"Joining the CAF is not just about combat," says Sergeant **Matt MacDonald**, who has been in the CAF for 31 years. "You can get a profession or trade, and after a period of service in that occupation, take your experience and walk away with money in the bank and no student loans."

The CAF offers either part-time work in the local area (the Reserve Force) or full-time permanent positions (the Regular Forces) in most Canadian provinces, depending on the trade or profession.

"When I was at UPEI, I worked in the Reserves for contracts up to six months, and then I went to university for a semester," says Matt. "As a result, I never needed student loans at all. After a tour to Bosnia I also used my military hours for funding to go to Holland College for the Aircraft Gas Turbine program."

The Reserves is designed for students or those in regular full-time careers. Members work one night a week and one or two weekends per month. Members also get full-time employment from April to August for the first four years after joining.

Reserve members get a \$2,000 bursary for every year they are in school. Jobs in the Reserves include Naval Warfare Officer, Human Resources and Public Affairs Officers. Reserves members do not sign a contract and there is no minimum amount of time they must serve.

Paid education salary starts at \$27K per year. Standard pay for trades starts \$36K per year and there is a pay increase every year. By year four, members are typically at \$60K and up.

How to apply

All jobs are posted at www.forces.ca. The application process includes an aptitude and personality test, medical assessment, interview, and security checks.

For more information, contact **Canadian Forces Recruiting Detachment Charlottetown** at **902-569-6105** or email info.charlottetown@forces.gc.ca

For a list of careers offered by the Canadian Armed Forces, visit www.forces.ca/en/careers

For the full article, visit www.employmentjourney.com and search the article title.



Sergeant Matt MacDonald

Propelle

Propelle is a no-cost life skills and employment readiness program for women and gender-diverse people.

The nine-week program (eight weeks classroom/one week work placement) focuses on confidence building, conflict resolution, team building, learning & communication styles, and overall wellness. The program can support individuals with limited work experience/education who may have experienced barriers such as isolation, poverty, family violence, and mental health challenges.

Participants also connect with guest speakers, employers, and mentors and will tour Holland College and Adult Education sites to explore programs, upgrading options, and work opportunities.

The program runs **October 12 to December 13, 2022**

Eligibility criteria:

- Those between the ages 22-45 (with flexibility).
- Those who have faced barriers to employment and/or career advancement.
- Those who have a desire and aptitude to work and increase employability on PEI.
- Those who have lived on PEI for at least three months and are Canadian citizens or permanent residents.
- Those who are on EI, working less than 25 hours/week, receiving social assistance, or have no income.
- Those who can commit to full-time programming.

Acceptance for all Women's Economic Empowerment programming is based on eligibility, an interview, Employment Assistance Services support, and SkillsPEI approval.

For more information, email wee@wnpei.org or call **902-368-5040**. Visit www.wnpei.org

Funded by the Department of Economic Growth, Tourism and Culture through the Canada-PEI Labour Market Agreements.

Local businesses get analytics & management support; college students get work experience by Ethan Paquet

Holland College is offering a new way to support local businesses while developing a highly skilled workforce of Data Analytics and Project Management Specialists.

The **Business Analytics Centre (BAC)** opened in September at the Tourism and Culinary Centre in Charlottetown. It is an innovation hub designed to deliver project-based experiential learning for project management and data analytics students while providing space, equipment, and expertise to businesses across PEI, all at no cost to the businesses.

"I have been meeting with different industries and I have found a recurring theme," says **Elisha Baptiste**, BAC Coordinator. "They need people with expertise in data analytics and project management."

Every business has data, but many small businesses and start-up companies may lack the resources to manage it to their best advantage. It can be expensive to purchase data analytics systems and it can also be a challenge to find someone who understands how to interpret that data, she says.

"By partnering with the BAC, businesses will have access to state-of-the-art software and equipment and to a student who is trained to provide insight into sales figures, website analytics, and more."

"The information that businesses will obtain in using the BAC can help them make informed, evidence-based business decisions to optimize their operations, manage projects, and create new revenue streams."

"For example, we could analyze the data from a restaurant's point-of-sales system. With that data, we can identify what meals are the best sellers and when they sell best. That information can help them with planning and creating more effective marketing campaigns."

For students involved in the BAC, working with employers is a chance to test the skills they learn in the classroom and to gain employability skills while working with a team in a professional environment, she says.

"Participating in a project with the BAC is mutually beneficial. Students develop the skills and knowledge they need to be valued employees after they graduate."

"Even if they are not hired with the company they are assisting, they will still have the experience of working in their field, and it also gives international students Canadian work experience."

Businesses interested in partnering with the BAC can complete an information form on the Holland College website.

After a meeting to discuss what projects or problems need solving, a Learning Manager is consulted to discuss how the project can be fine-tuned to make it suitable for students.

"Companies would then pitch the project or problem to the students, and the students can get an idea of whether it is something that interests them."

After meeting with industry, Elisha says many companies are interested in getting on board. "We definitely see this method of delivery as an asset to both the industry and to students. About 98 percent of companies I have met with say that they are interested, and the need is definitely there for data analytics."

The BAC offers two intakes of 25 students each year, who work for about four months. "For students, having that relationship with a company helps them get to know the culture, they learn skills, and the transition into the workforce could be an even smoother one."



Elisha Baptiste, Coordinator, Business Analytics Centre, Holland College. Submitted photo.

For more information about **Holland College's Business Analytics Centre**, visit www.hollandcollege.com/about/campuses-and-centres/business-analytics-centre



Short basic computer courses and workshops offered across PEI by Stacy Dunn

At a time where computer skills are needed in most work settings, it is great to see the following short basic computer courses or workshops offered across PEI. Some are free, and some charge a fee, so it is best to call the locations to get more information.



Academy of Learning College

Academy of Learning offers an Introductory Computer Basics course, and students can go on to courses in keyboarding and typing and word processing.

For more information, call **Katherine McQuaid** at **902-894-8973** or email info@aolpei.ca Visit www.academyoflearning.com



Career Development Services

Career Development Services (CDS) periodically offers a Basic Computer Job Search Workshop for job seekers who need support with computer skills. A team member from CDS will teach how to format word processing documents, email/send attachments, and job search online.

Personalized computer support for job seekers is available in all CDS public resource centres. Job seekers can also prebook a one-on-one appointment if they prefer.

To find out more, contact your local CDS office or visit www.cdspei.ca

Montague	902-838-5453	www.facebook.com/cds.montague
Souris	902-687-1526	www.facebook.com/cds.souris
Charlottetown	902-626-2014	www.facebook.com/cds.charlottetown
O'Leary	902-859-2776	www.facebook.com/cds.westprince
Summerside	902-436-0706	www.facebook.com/cds.summerside



Holland College

For customized courses created for the needs of your organization, contact **Adam Smith** with Holland College's Customized Training Department at **902-566-9653** or email atsmith@hollandcollege.com

eForcePEI.ca

eForcePEI.ca provides job seekers, current employees, small businesses, and non-profits across PEI with online course bundles to keep up to date in the ever-changing world of technology.

Users need an Internet connection, a device to access the website, and a little free time to take a course. There are 250 plus courses available, which includes some beginner computer skills courses.

eForcePEI.ca is FREE OF CHARGE. There are no costs associated with using the program.

For more information or to sign up for these FREE courses, visit www.eforcepei.com, call **902-566-9372** or email training@eForcePEI.ca



PEI Public Library Service

There are 25 libraries across PEI, each with free public computers and WiFi anyone can use to access the Internet. Staff are on hand to assist with searching the library's catalogue and navigating other online resources offered through the Public Library Service such as e-books and downloadable audiobooks.

Some locations also offer one-on-one computer training at scheduled times or on a drop-in basis, provided staff is knowledgeable in the topic the individual requests help with. Libraries sometimes offer presentations on technology-related topics such as Internet safety as well.

Event listings can be found on the PEI Public Library Service website and Facebook page.

For more information, visit www.library.pei.ca or call **902-961-7320**.



Rural Community Learning Inc.

Two RCLI employment support locations in West Prince offer access to computers, photocopier, and fax machine for employment purposes.

Basic computer training is provided a few times a year as needed at **Tignish ER Centre** and **Alberton ER Centre** for individuals or community groups.

Contact:
 Sharon Horne, Executive Director | **902-853-3715**
 Tignish: Ruby Arsenault | **902-882-2498**
 Alberton: Becky Wedge | **902-853-2646**

Follow both ER centres on Facebook for event listings.



For updates to this list of short basic computer courses or workshops, visit www.employmentjourney.com and search by the article title.



Students welcomed to fill workplace labour shortage in the health field

by Ruby Arsenault, Employment Coach/Facilitator with the Tignish Employment Resources Centre

Students are an important component of the workforce even more so today as each industry struggles to find and retain workers.

This summer, the **Tignish Seniors Home Care Cooperative Ltd.** welcomed several students who played a huge role in assisting staff in the day-to-day care of the residents.

Tristan Blackmore is a third-year university student working towards a Bachelor's degree in business administration and then plans to work towards a CPA. His role within the facility for the summer months was as an office assistant.

"I am so very grateful for his hard work and dedication," says Manager **LoriAnne Keough**. "He was a complete pleasure to have and we hope he will return next summer."

"I helped with payroll, bookkeeping, filing, data entry/journal entries and answering phones," says Tristan. "I also assisted in other ways such as helping with technical issues with computers and playing guitar to entertain the residents."

"I absolutely loved my position and I believe the hands-on skills I gained will assist me in my education. I found the staff and residents were all so amazing and each day flowed nicely."

"I credit the Tignish Employment Resource Centre for informing me of the position and assisting me in applying."

Lani McCue is a grade 12 student with a passion for helping others and a career goal of becoming a nurse. "The Tignish Employment Centre encouraged me to apply at the Tignish Seniors home," says Lani.

"I thought it would be an excellent way to gain an inside view of what a caregiver does, and I am so very happy I did. I absolutely love helping care for the seniors and I hope to remain employed on a part-time basis once I return to school."

"I assist the residents with personal hygiene, baths, getting dressed, and at mealtime. My favorite part of the day is when I have time to just sit and talk with the seniors and spend quality time with them. I know how much they love the attention and care and this summer placement definitely strengthened my goal to enter the field of nursing."

LoriAnne says that the summer students hired at the facility played an important role in providing high quality care and services to the residents of the Tignish Seniors Home.

"Some students have decided to continue working casual or part-time," says LoriAnne. "I believe their experience here gave them confidence to return to work here or to embark in the study of nursing or personal care."

"Their enthusiasm and smiles and hard work were vital to our summer operation, and we are now in search of staff to fill those areas when the students leave."



Tristan Blackmore



LoriAnne Keough, Manager



Lani McCue

This past summer, students Tristan Blackmore and Lani McCue worked at Tignish Seniors Home.

Summer placements add confidence to post-secondary training

Jolene Ellsworth will graduate from UPEI's Bachelor of Nursing degree program in the spring of 2023. "I have worked here at the senior home for the past three summers, providing care and basic Activities of Daily Living for the residents," says Jolene.

"My favorite part of my summer placement is building a connection with the seniors and interacting with them."

"This is an excellent way for me to gain hands-on training in my field and to add to my confidence in choosing a nursing career. I think this is an awesome opportunity for anyone to see if this is the line of work they like and to contribute to our seniors' well being."

Marie Rayner is a Care Provider at the Tignish Senior Home. She plans to attend the Holland College LPN program in January 2023.

"I was unsure whether to choose youth & childcare or nursing," says Marie. "The Career Bridges program helped me realize that nursing was my number one field of interest. I would highly recommend the Career Bridges program to anyone who is unsure of what they would like to do as a career or a job."

Marie says her favorite part of her duties at the senior home is helping residents with their activities and seeing the smiles of appreciation on their faces.

Hiring needs

Tignish Seniors Home is looking to hire part-time/casual workers in all departments in cooking, cleaning, and care provider roles.

For more information, email **LoriAnne Keough** or submit your resumé to her at manager@tignishseniorshome.com

For more information about the **Tignish Employment Resource Centre**, call **Ruby Arsenault** at **902-882-2498** or check **Facebook**.

Career Bridges is a 12-week vocational assessment and guidance program for people considering a career change or further training.

For more information, call:

O'Leary	902-726-3016
Summerside	902-436-5739
Charlottetown and Montague	902-566-2811

Visit www.careerbridges.pe.ca



TRY-A-TRADE

An interactive career exploration event for girls aged 11 to 15

Skills Canada PEI is hosting Try-A-Trade for girls aged 11 to 15 during National Skilled Trade and Technology Week coming up in November.

Join us on **Friday, November 4** at the new **Charlottetown Library Learning Centre**.

Participants will have the chance to try their hand at various skilled trades in a fun, interactive way!!

For more information, contact **Etta** at ejesler@hollandcollege.com

Skills Canada PEI would like to recognize RBC Foundation and the Interministerial Women's Secretariat for their generous support of this program.



SEAM program encourages youth to complete grade 12 and consider post-secondary

by Gloria Welton

Skills Enhancement And Mentoring (SEAM) is a seven-week summer program for high school students that helped high school students consider their future education paths.

In western PEI, SEAM programs were delivered by **Connection 2 Employment PEI** in Summerside, O'Leary, and Alberton. "Job-related life skills and literacy skills were provided to help youth have a positive experience," says **Barb Broome**, Executive Director. "There were lots of outings, community engagement, career option exposure, and fun."

Some participants' comments from the Summerside program

- Wesley says the program was great, he was never bored, and he was glad to be there.
- Dawson says the program gave him the best summer he ever had. He says he made great friends and memories that will last a lifetime.
- Nathan says this was his very first job ever and he could not think of a better way to start his work life. He was so happy to meet new people and make new friends.
- Abbey thanked the staff for all that they did.
- Jacqueline says she looks forward to seeing everyone at school this year.
- Kayla thanks all the participants personally as well as the staff for making the summer an incredible one.
- Logan says he learned a lot this summer, had a lot of laughs and fun, and was so thankful to be there.
- Ella says the seven weeks flew by and it was so great to learn so many skills while having fun at the same time.
- Krissa says after two of the SEAM staff introduced her to a career as a Youth Care Worker she is now thinking about that career choice.

To learn more about **Connection 2 Employment PEI**, visit www.epydc.org or call **902-436-2815**.



SEAM participants and staff celebrate the encouraging and supportive program they enjoyed so much this summer.

Youth boost work and life skills through summer SEAM program

by Stacy Dunn

In Queens and Kings counties this past summer, 30 participants of the **Skills Enhancement And Mentorship (SEAM)** program cleaned up beaches, visited Orwell Corner Historic Village, volunteered at a long-term care facility, and toured UPEI.

SEAM gives high school students a wage and the opportunity to build their communication, teamwork, and leadership skills. They learn about career options, budgeting, nutrition, and job interview skills, and receive equity, diversity, and inclusion training.

ResourceAbilities ran SEAM in central and eastern PEI.

"I was pleased to see the sense of belonging, leadership, teamwork, and growth in self-esteem from participants," says acting Executive Director **Devon Broome**.

Creativity, curiosity, passion, generosity, and kindness were words Team Leads used to describe participants at the recent SEAM closing ceremony. **Lily Gallant**, Peer Support Mentor, facilitated mental health well-being sessions with the youth. "I am grateful for the opportunity to make meaningful connections with the youth and so appreciative of their willingness to go out of their comfort zones and consider new areas."

Some participants' comments from the Central program

Participants spoke at the closing ceremony in front of invited dignitaries, family, and friends. The following are remarks from a few of them:

"The program showed me people need people."

"I feel I could be my true self."

"I feel confident and proud of myself."

"I understand myself and others better and see others from different perspectives."

"I know what I want to do in my future."

For more information about **ResourceAbilities**, visit www.resourceabilities.ca



SEAM is funded in part by the Government of PEI Jobs for Youth Program.

For the full interviews, visit www.employmentjourney.com and search by the article titles.

Waterfront Café & Training Centre in Summerside is a vision come true

by Gloria Welton

The vision of a social enterprise that could serve area youth and create a revenue source has come to reality for a non-profit organization.

Barb Broome is the Executive Director for **Connection 2 Employment PEI (C2E PEI)**, a division of East Prince Youth Development Centre. She was inspired to pursue her vision for a café and training centre by a desire to add a hands-on employment training component.

The new café and training centre at the Holland College Summerside Waterfront Campus is making a difference. It provides a work setting where clients can get the support they need to build skills without the pressure of needing to perform independently.

"Youth learn about making cash transactions, working at a fast pace, communication, time management, interpersonal relationships, adapting to situations, and being flexible, which are skills that prepare a person to work in many settings."

The café opened on June 21, 2022 and operates seven days a week. During the summer, C2E PEI had as many as 27 staff members, and is one of the biggest employers serving youth on PEI.

"Some of our youth in training have already moved to other career goals. They can always come back to access our services and get support on their journey."

"This is a safe place for youth. If they are having a troubling day they can still come to work, and we can help them get through it. And if they can't face the public during a bad day there are lots of other jobs here behind the scenes that can be done."

To date, the café's clients are coming from existing C2E PEI youth programs. Barb is working on a training model that will allow other community employment program clients to train at the café as well.

"When they are hired here in this safe training space, we see them blossom and start to believe in themselves. We expect clients to put in the effort and to treat this setting as a work environment, and we are always trying to strike a balance between running the business and offering support."

"We work with a lot of area employers who understand our goal to have the youth go from the training centre to other work settings. We are here to follow up and support both the employer and the youth. Even when the youth are employed or entering training or post-secondary, we are always here for them."

"I work here five days a week and I am very lucky to be here," says client **Karly Phillips**. "When I am ready to work at another job, I know that the staff will still be here to talk with and to continue to guide, direct, and support me. I am changing my life around one step at a time."



From right, Barb Broome, Executive Director of Connection 2 Employment PEI, Larissa Harris, Manager of the café and training centre, and Karly Phillips, youth in training. Missing from the photo is Annette Gallant, Head Cook.

"I never thought I would be in a job like this," says Karly. "Turns out I am not too bad at this type of work, and I am surprising myself. I didn't know what to expect and I didn't think I would love it as much as I do. It is great to know I can stay here as long as I want and need to."

Barb says Connection 2 Employment PEI is exploring the possibilities of opening additional C2E PEI offices throughout PEI.

"We need to make it easier for youth to connect with supports, so we need more centres that specialize in what we do. Youth are falling through the cracks. There is a great need for consistent youth services and support across the province where youth can get the help they need to navigate through this challenging world."

For more information about the **Waterfront Café and Training Centre**, contact **Barb Broome** at **902-436-2815**. Visit www.epydc.org

For the full article, visit www.employmentjourney.com and search the article title.

