

Infuse Program

Summer 2023

TECHNATION^{CA}



About TECHNATION Canada

TECHNATION proudly represents the Canadian technology companies that are furthering our nation and the world into the future through innovation, creativity, and ingenuity. Our mission is to set Canadian businesses apart in a global market while connecting prospective workers, industry leaders and government officials from coast to coast.

liberal arts &
professional studies



About York University LA&PS

The Faculty of Liberal Arts and Professional Studies (LA&PS) is the largest Faculty at York University with over 27,000 undergraduate and graduate students, and almost 100 programs delivered through 25 Departments, Schools, and Colleges, plus the IBM Markham location. Through innovative course design, diverse experiential education and learning opportunities, and a supportive community environment, our students receive the education they need to create big ideas that have an impact on the world.

Welcome



Rashim Katyal

Program Coordinator, Career Ready
Future Workforce Development
TECHNATION



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Partnerships Coordinator
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Agenda

- Program Overview
- Employer Benefits
- Student Talent
- Resources
- How to participate
- Questions



Infuse Program- overview

- Canada's tech sector must build inclusive career pathways to support the growth of under-represented groups.
- 70% of students studying an Arts program self-identify as belonging to one or more equity-deserving groups.
- TECHNATION Canada and York University's Faculty of Liberal Arts & Professional Studies (LA&PS) are partnering to create more intentional pathways for **Liberal Arts students** into tech roles to strengthen Canada's digital economy for Summer 2023.

Employer Benefits

- ✓ Career coached students prepared to thrive in workplace settings
- ✓ Recruitment support from York University
- ✓ Students will have completed TECHNATION's **LaunchPad** modules that best align with the roles they are offered, equipping them the most in-demand tech industry skills, verified by certificates and badges
- ✓ An opportunity to advance your company's Corporate Social Responsibility objectives and Diversity & Inclusion goals
- ✓ Up to \$7,000 towards a subsidized student internship

Student Talent Pool

Liberal Arts & Professional Studies 3rd and 4th year students

Students from academic programs such as social sciences, humanities, languages, communications, history, politics, law, and gender studies are equipped to:

- ✓ Anticipate human needs and identify societal challenges
- ✓ Contribute toward a dynamic range of innovation and business development initiatives
- ✓ Work with multi-disciplinary teams
- ✓ Enhance team skills well-roundedness
- ✓ Adapt quickly to tech-immersive environments



Suitable roles

Students bring workspace transferrable skills and make a great fit for several hybrid roles such as:

- ✓ Business Analyst
- ✓ E-commerce
- ✓ Research analyst
- ✓ Consulting
- ✓ Marketing
- ✓ Support services



LaunchPad

Designed to support both employers and students across Canada to host and experience successful work placements in future tech-enabled roles

- E-learning modules and resources
- Open access, flexible learning
- Real-time scenarios
- Badges and certificates



LaunchPad Modules

Students

- Introduction to Project Management
- Presentation Skills
- Business Writing
- Creativity and Teamwork
- + 5 more courses

Employers

- Mental Health in the Workplace
- Accessibility at Work
- Effective Mentorship
- Enhancing the Student Workplace Experience
- + 4 more courses

New courses are added regularly

LaunchPad

What makes it unique?

- Over 85 downloadable templates, tools and resources
- Practical resources
- Free for all users



Goal Setting Form

The Goal Setting Plan focuses on your development goals to ensure you are on track to achieve your career aspirations.

[View Resource](#) 

Mentorship Success Scale

The Mentorship Success Scale is a self evaluation tool which helps mentors evaluate their mentorship relationship.

[View Resource](#) 

Mentorship Feedback Do's and Don'ts

Find out how to provide effective mentorship and give constructive, focused feedback to student employees – and what to avoid – and how to communicate your expectations in order to keep student employee performance on track.

[View Resource](#) 

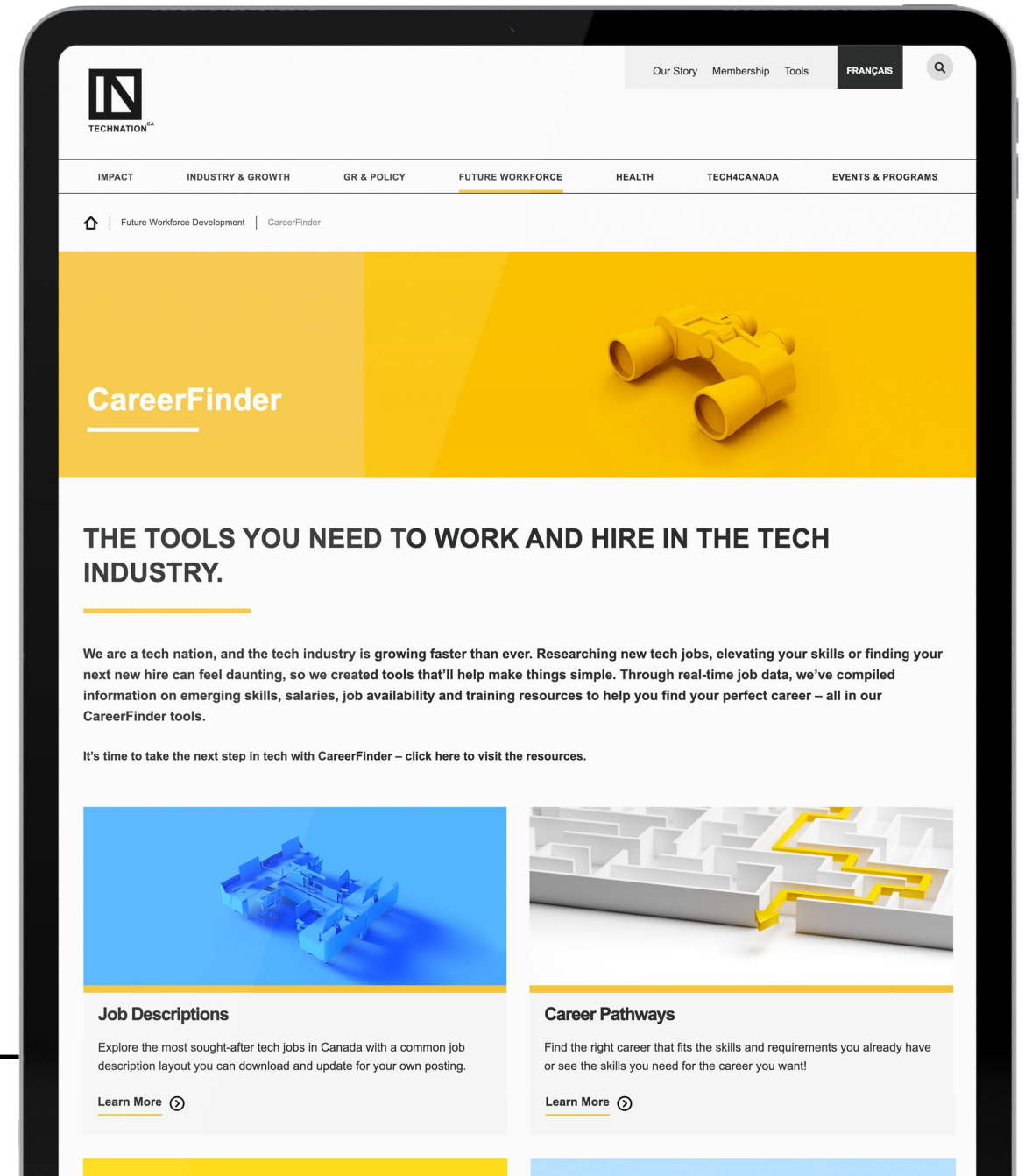
70:20:10 Principle

The 70/20/10 principle of learning in the workplace suggests that personal and professional development in a work environment is most often derived from a combination of different sources. According to this model, approximately 70% of learning and . .

[View Resource](#) 

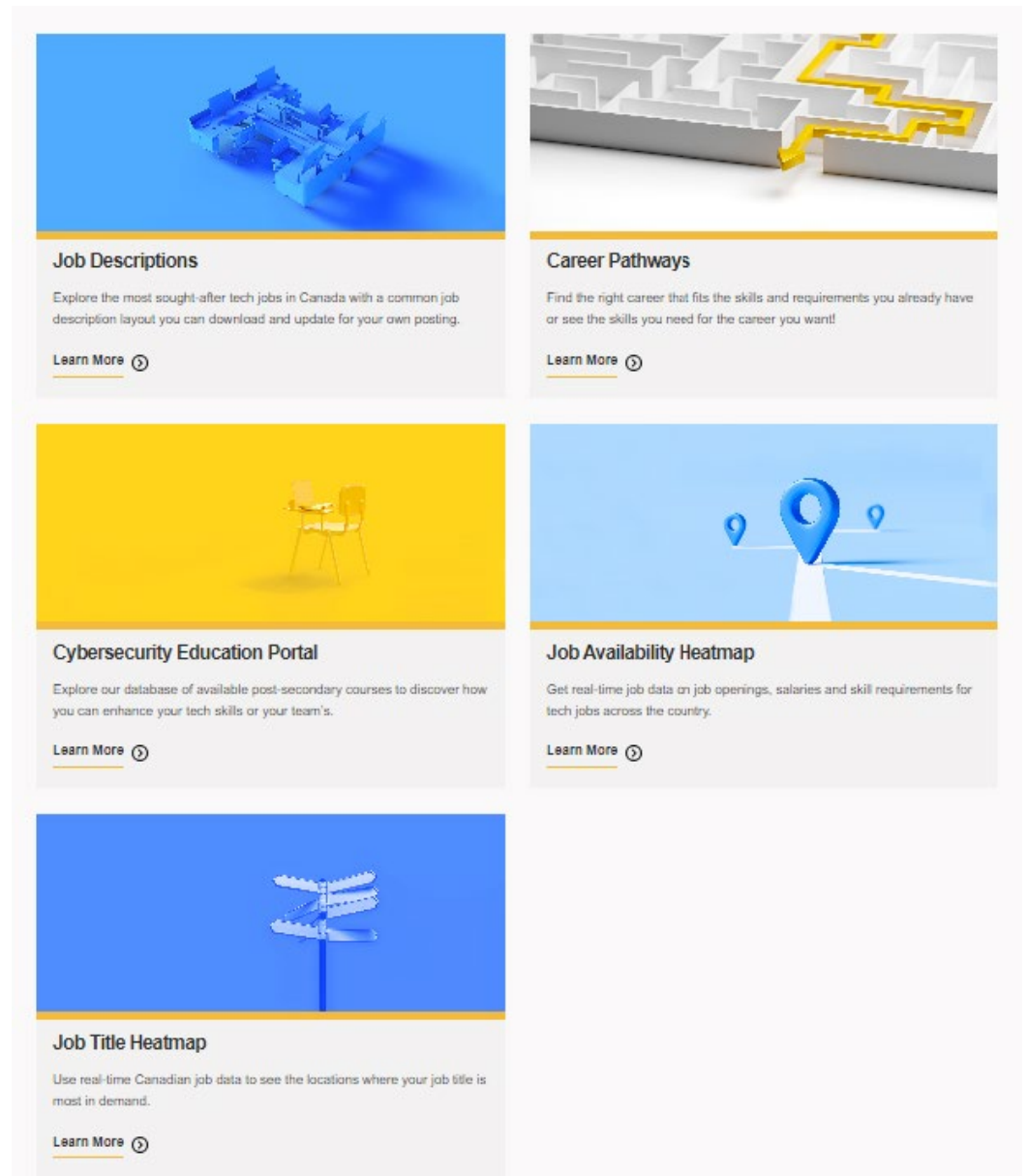
CareerFinder


- Labour Market Intelligence Tool
- Tracks tech jobs across Canada in near real-time
- Data visualization on maps



CareerFinder Tools


- Job Descriptions
- Job Availability Heatmap
- Career Pathways
- Cybersecurity Education Portal
- Job Title Heatmap






Job Descriptions


Explore the most sought-after tech jobs in Canada with a common job description layout you can download and update for your own posting.


[Learn More](#) 



Career Pathways


Find the right career that fits the skills and requirements you already have or see the skills you need for the career you want!


[Learn More](#) 



Cybersecurity Education Portal


Explore our database of available post-secondary courses to discover how you can enhance your tech skills or your team's.


[Learn More](#) 



Job Availability Heatmap


Get real-time job data on job openings, salaries and skill requirements for tech jobs across the country.

[Learn More](#) 



Job Title Heatmap

Use real-time Canadian job data to see the locations where your job title is most in demand.

[Learn More](#) 

How to Participate

**Summer Placement
period: May-Aug 2023**



Recruitment Process

- Email your job postings to fehsani@yorku.ca
- Review your job posting on York U's job board and receive applications bundled via email
- Interview your selected candidates and make an offer
- Complete your Infuse Career Ready subsidy application
- Email submission to rkatyal@technationcanada.ca



Recruitment Timelines

- The recommended timeline for job postings is February
- Postings are open for 2-3 weeks
- Interviews can be an ongoing cycle (Feb-Mar)



Job Description Requirements

- We encourage employers to post for a desired skill set to take full advantage of the diversity of our job seeker pool
- All opportunities must be paid a salary, at least minimum wage.
- Positions must have a designated supervisor to train, mentor and evaluate student learners

QUESTIONS



THANK YOU

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