

# Talent Attraction Study Update



**77%**

**OF EMPLOYERS REPORT  
DIFFICULTY IN FILLING ROLES**



The background of the slide is a dramatic, dark blue-grey sky filled with heavy, textured clouds, suggesting an approaching storm. The lighting is moody, with some lighter patches where the clouds are thinner.

**Throw back Fall 2022 CRRBC**

**Supply Chain &  
Human Resources Storm**



An aerial photograph of a large ocean wave crashing onto a beach. The water is a deep, vibrant blue, and the white foam of the breaking wave is visible on the right side. The word "Tsunami" is overlaid in white text on the left side of the image.

# Tsunami



# Question?



**“ Who is overseeing the development of the talent strategy for the Broadband industry as a whole?”**













**As every aspect of our lives becomes more tech-enabled, it is fundamentally and unequivocally imperative to construct the talent infrastructure to attract, develop and retain the talent to enable the industry to thrive now and for future generations.**

**And we must do it together.**

**Jackie Arnold, May 2023**



# High Level Findings



**Canada's workforce is aging out rapidly while the desire for skilled labour, especially in tech and infrastructure projects, increases**



**The digital industry is the most rapidly growing employment sector, yet it's backbone (broadband) is facing skilled labour talent shortages**



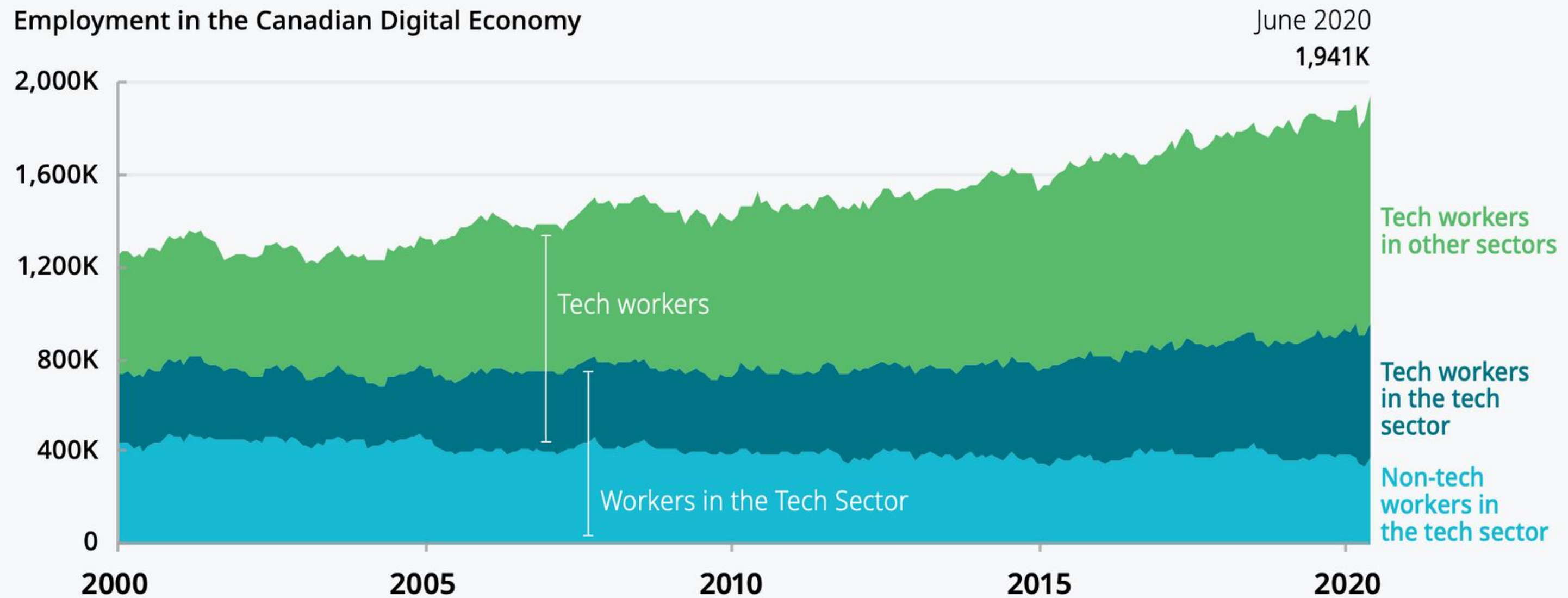
**Low numbers of STEM graduates impact the need for more skilled labour. Canadian professionals in STEM are behind every country in the G7.**



# Opportunity to attract from other sectors

Figure 13: Digital Economy Components

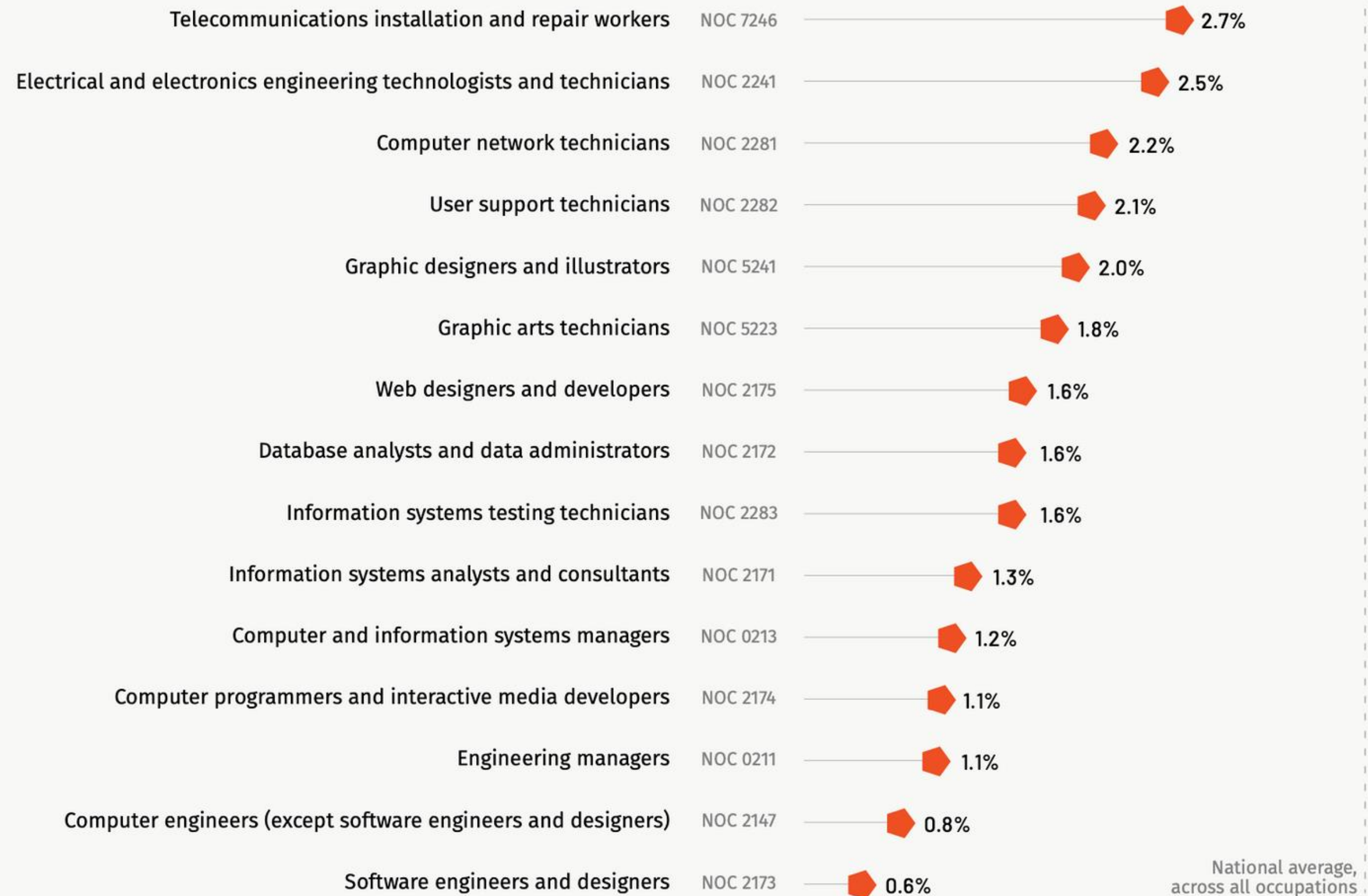
Employment in the Canadian Digital Economy





# There is a significant opportunity to enhance digital skills for Indigenous People and Communities

## PROPORTION OF WORKERS IN KEY OCCUPATIONS IN CANADA'S DIGITAL ECONOMY WHO IDENTIFY AS **INDIGENOUS PEOPLE LIVING IN CANADA**



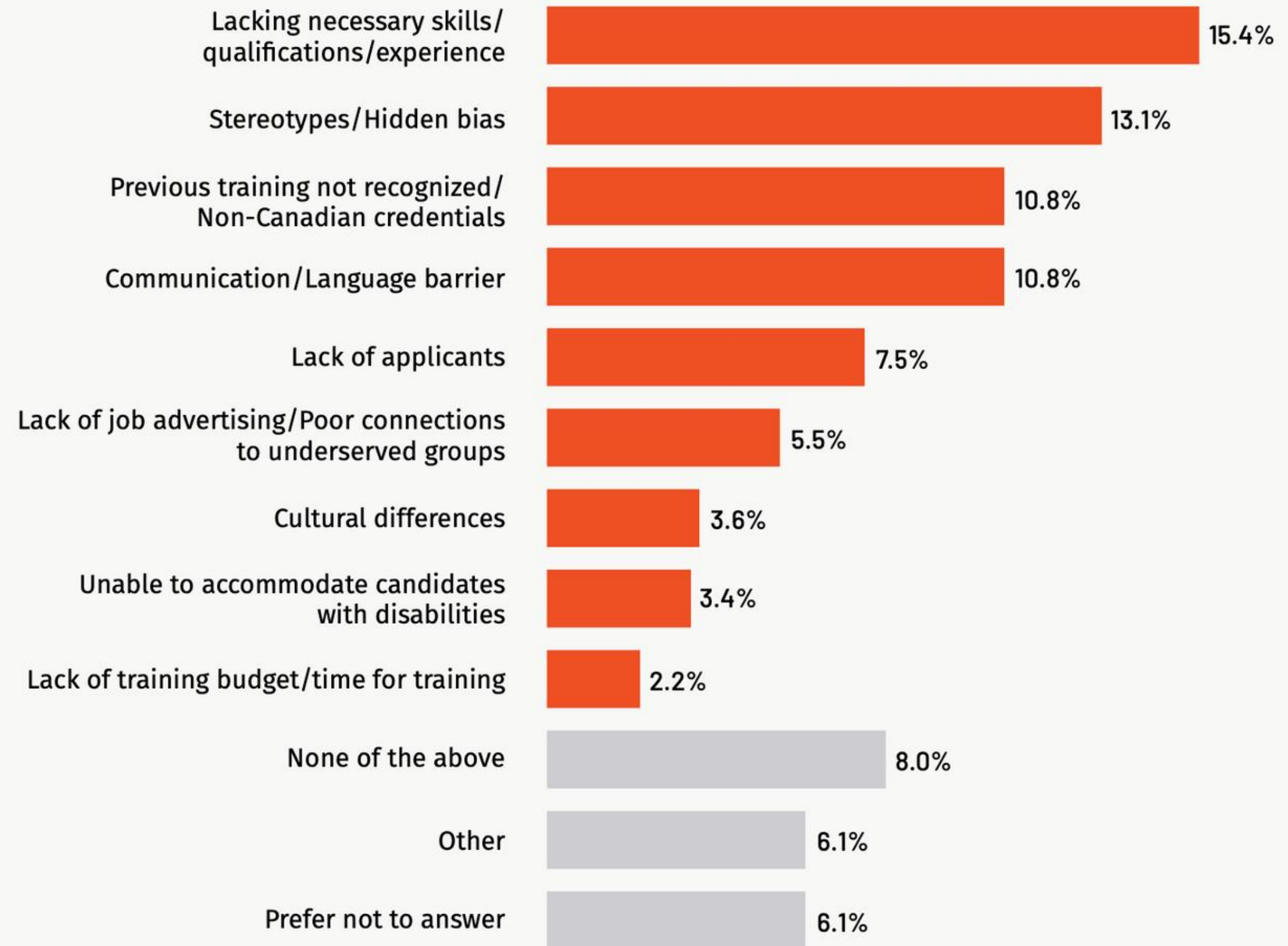
**Figure 6:** Proportion of Indigenous people living in Canada in key tech roles in Canada compared to non-Indigenous people living in Canada. Statistics Canada Census, 2016. For an online version, visit [https://www.datawrapper.de/\\_/QkOQO/](https://www.datawrapper.de/_/QkOQO/)



# Other Underrepresented groups are also a source of untapped Talent



WHAT DO YOU BELIEVE ARE THE **BIGGEST BARRIERS** TO HIRING EMPLOYEES FROM AN UNDERSERVED GROUP (INCLUDING PEOPLE WHO IDENTIFY AS BIPOC, WOMEN, NEW CANADIANS, OR PERSONS WITH A DISABILITY) IN YOUR ORGANIZATION?



**Figure 9:** Percentage of survey respondents who selected the visualized options as the biggest barriers to hiring employees from underserved groups. ICTC Survey of Employers: Perspectives on Diversity, Equity, and Inclusion, 2020. For an online version, visit [https://www.datawrapper.de/\\_/LI06q/](https://www.datawrapper.de/_/LI06q/)





**Micro-credentials  
can fill gaps to  
develop specific  
skills in rapidly  
changing industries**



**What the heck  
is Broadband?**





**...and where's the door?**



**The Broadband  
Industry is like a  
hockey team  
without a coach**







# Whoever holds the skilled talent holds the key to the future

MANPOWER GROUP, 2023

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# Nine Recommendations

- **Develop a Partnership mindset to advance the Broadband Industry as a whole in Canada**
- **Strengthen relationships with First Nation and Indigenous communities**
- **Create a vision for the Broadband industry in Canada**
- **Share the vision for the Broadband industry in Canada**
- **Create simplified credential/accreditation streams**
- **Educate consumers and young students on Broadband**
- **Create desirable career paths**
- **Create talent attraction, recruitment, and retention tools to support the industry**
- **Review adjacent industries to optimize talent attraction or talent sharing/development opportunities**





Industry Identity

"I understand  
the mission  
and want  
to be a part of it"

Education +  
Accreditation

"I can do this,  
I feel smart  
+ capable"

Career Path

"I see what  
my life will  
look like"



**#1**

**The Talent  
building blocks**

**#2**

**The Future**

**#3**

**Generational  
Opportunity**



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**The Future**





**#3**

**Generational  
Opportunity**



So now, what?



*"Soft-Launching"*

# Talent Connectivity Labs

Powered  
by:







# What is Talent Connectivity Labs?

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**A social enterprise that:**

- **addresses the urgent need to develop workforce ready talent & connect talent to employers within the Canadian Rural and Remote Community**
- **promotes the broadband industry and attracts talent to serve the industry as a whole**
- **committed to advancing digital equity while honouring a path of truth and reconciliation**





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**+ Vendor agnostic**

**+ All voices at the table**





## Micro-Credential "Pilot"



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# Next opportunity

- Add other "ready now" training partners AND introduce new and innovative options

Financial independence  
from your home

Proven training and work for  
Indigenous women,  
by an Indigenous woman.



**DIGITAL**  
*Skills* Training in  
just 6 months

We prepare Indigenous women in remote communities for employment and entrepreneurial opportunities through a 20-week online digital media and virtual administrative skills training program designed to get you EARNING in no time!

Learn the following:

- Computer/Internet Basics
- Video Conferencing
- Artificial Intelligence (AI)
- Digital Tools such as Voxer, Slack, Miro, etc.
- English Grammar & Vocabulary
- Typing
- Google Drive
- Office 365
- Taking Notes/Minutes
- How to Start a Home-based Business
- The Importance of Journaling
- Résumés and Cover Letters
- Graphic Design
- Social Media Management
- Internet Research
- MailChimp for Newsletters, etc.
- WordPress Website Maintenance, including HTML
- Digital Storytelling
- Braiding for Impact (collaborating with others)
- Working as a Virtual Assistant with Several Clients
- How to Prepare Your Taxes for Self-Employment

Contact [info@digitaldeva.org](mailto:info@digitaldeva.org) for more information.

Check our website for more details:

[www.digitaldeva.org](http://www.digitaldeva.org)



# What's next?

We invite you to make a generational impact **WITH US**

- **Complete the CRRBC Survey**
- Reach out to us if you want to be a **Corporate Champion, Collaborator, or a Provider**