

PURPOSE STATEMENT

Our mentorship program's purpose is to:

Support newcomers to Alberta in their job search for permanent employment in a field related to their international training and experience.

TARGET AUDIENCES

Who do you want to target your messages to?

- Mentors
- Mentees
- Employers

Secondary Audiences:

- Settlement Organizations
- Public

Describe these target audiences:

Our Mentors are:

- Familiar with the Canadian workplace culture
- Fluent English speakers
- Moderately or well established in their career
- Trained and educated in their chosen field of work
- Looking for opportunities for professional development and networking

Our Mentees are:

- Living in Canada less than 2 years
- Moderately fluent in English
- Aged 25-45
- Educated with some post secondary complete in their country of origin or Canada
- Looking for permanent employment in our community

Our employers are:

- Dedicated to training and professional development for employees
- Interested in a diversified workforce
- Looking for new venues to hire employees
- Interested in creating long term relationships with their employees
- From community minded companies

KEY MESSAGES

What are your key messages?

- Demonstrate the benefits of mentorship to the local economy.
- Show how mentorship increases networking and training opportunities for local employers.
- Mentoring as a proven way to build leadership and interpersonal skills
- Being a mentee as a way to improve your cultural competency and ease your transition to the Canadian workplace.
- Promote our monthly networking evenings.

MESSAGE DELIVERY

Where will you reach your audiences?

Presentations:

- Present 2/year at the Chamber of Commerce.
- Offer free Learn at Lunch presentations to business about mentorship related topics.
- Booth at the annual career fair

Media & Advertising:

- Print and online ad in local newspaper for our semi-annual networking event.

Social Media:

- Posting 2/week on our Facebook Page, LinkedIn, and Twitter

E-Newsletters & Blogs:

- Share a blog 1/month via our email newsletter and blog on our website.

Create partnerships:

- Local settlement organization to connect to newcomers who may be looking for work.
- Chamber of Commerce who is connecting us to local businesses.