



Aboriginal Student Career and Employment Program

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LYNX: Aboriginal Student Career and Employment Program

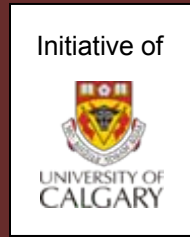
Cyndy Bermingham, LYNX Program
Manager

Shawna Cunningham, The Native Centre

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LYNX: Concept



- This program was first conceptualized in 2002 in response to an increased volume in recruitment activity from various companies
- The program creation was driven by the corporate sector seeking direct contact with Aboriginal students in order to meet diverse recruitment and Aboriginal relations strategies

A Joint Initiative of
The Native Centre
and Career Services:





LYNX: Current Trends (2006 Census)

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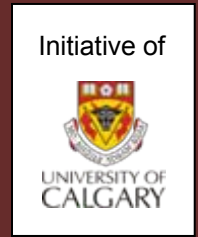
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- Aboriginal population in Canada now surpasses the **one-million** mark (now 1,172,790)
- **Growth of 45%** between 1996-2006
- Average age of Aboriginal people: **24.9 years**, 12 years younger than non-Aboriginal population
- By 2017, there will be a **40% increase** in Aboriginal people aged 20-29 entering labour force





LYNX: Program Rationale

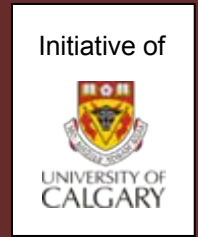


- The majority of Career Service units in institutional settings do not target their recruitment activities based on students' ethnic origin
- The majority of Native student service units in institutional settings are not mandated and under-resourced to provide a full range, high quality service to recruiters
- Result – a hybrid-type service that varies from one post-secondary institution to another

This gap in service is also identified in the Royal Commission on Aboriginal Peoples (1996) and the First Nations, Metis, and Inuit Policy Frame Work (Alberta Learning, 2002)



LYNX: Program History



- An initial consultation with industry was held in 2003 with BP Canada, Husky Energy, Petro-Canada, Nexen, Bank of Montreal, Shell Canada Ltd., and TransCanada PipeLines
- **Industry Recommendations:**
 1. Seek additional partnerships with other universities to broaden student pool;
 2. Request a three-year commitment to allow program to evolve & grow;
 3. Establish an advisory committee that includes sponsor representatives to provide ongoing evaluative feedback and guidance



Initial Development

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Goals

- ✓ **Hire a Project Consultant**
- ✓ **Complete feasibility study**
- ✓ **Establish Post-secondary Partnerships**
- ✓ **Secure Multi-year Corporate Sponsorship**
- ✓ **Design store front website**

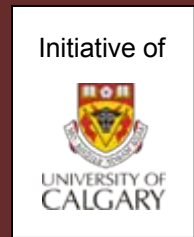


Alberta Lottery Fund

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LYNX: Program Mandate and Objectives



PROGRAM MANDATE: To foster collaboration between post-secondary student service groups, the employment sector and the Aboriginal population currently enrolled in post-secondary studies.

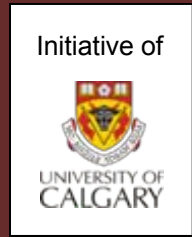
OBJECTIVES:

1. To partner with stakeholders in order to develop a high quality employment program that will provide 'links' between the employment sector and Aboriginal post-secondary students early on and throughout their academic careers
2. To ensure a smooth transition of the ever increasing population of Aboriginal people from secondary to post-secondary to employment
3. To develop an interactive web-based service that can easily connect Aboriginal students to employment opportunities and vice versa





LYNX: Corporate Sponsors



Benefits for Corporate Sponsors

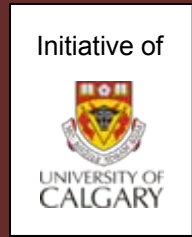
- Target job postings directly to Aboriginal students enrolled in a variety of programs at several partner institutions
- Recruit Aboriginal employees, increase corporate profiles, provide an active presence in Aboriginal post-secondary community, and advance diversity in workplace
- Have a corporate representative sit on an Advisory Committee to provide guidance and feedback on the program
- Annual profile report of student participants
- Company profiles on Website as well as all promotion material

List of LYNX Corporate Sponsors

- BP Canada
- Calgary Health Region
- EnCana
- Halliburton
- Petro-Canada
- Schlumberger
- Shell Canada
- Suncor Energy
- TransCanada Pipe Lines
- BMO (Bank of Montreal)



LYNX: Post-Secondary Collaborative Partners



Benefit to Post-secondary Partners

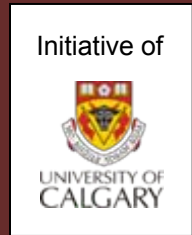
- Provides an additional employment resource to a targeted population
- Provides a culturally relevant online resource to a young and rapidly growing Aboriginal student population
- Fosters a direct connection between employers seeking Aboriginal job candidates and students enrolled in post-secondary
- Provides avenues to participate in internships, Co-ops, full-time and part-time employment opportunities.

List of University Partners/Participants

- University of Northern British Columbia
- University of British Columbia
- University of Calgary
- University of Alberta
- University of Regina
- First Nations University of Canada
- University of Saskatchewan
- University of Winnipeg
- University of Manitoba



LYNX: Benefits for Students



- **Goals**

- To provide access to job postings and companies who are actively seeking to recruit Aboriginal students
- To provide an interactive, high quality / high tech web-based employment service for Aboriginal university students in Western Canada
- To create collaborative partnerships with other Native Centres to get students connected to job opportunities

- **Services**

- Find a Job
 - Interactive Job Search
 - Upload Resumes
 - Upload Student Profile
 - Apply for Jobs
- View Corporate Profiles
 - Interactive links to Corporations
 - Direct contact for information and interviews
- What is happening at Your U
 - Campus events



LYNX: Website Demonstration

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www.aboriginallynx.ca



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Questions?

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Thank you!

Shawna Cunningham, Native Centre
Voula Cocolakis, Career Services

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