



Employment and  
Social Development Canada

Emploi et  
Développement social Canada

Canada



# Modernizing the Youth Employment Strategy

Quescren forum  
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# Outline

1. Background of the YES
2. What We've Heard So Far
3. Vision for the future



# Background of the Youth Employment Strategy

- Launched in 1997
- Helps support young people aged 15 to 30 to get the **information, skills, job experience** and **abilities** they need to make a successful transition to the workplace
- Three complementary program streams
  - Summer Work Experience
  - Career Focus
  - Skills Link



# 11 Federal Departments and agencies deliver the YES

## Summer Work Experience

- Employment and Social Development Canada (ESDC)
- Indigenous Services Canada
- Canadian Heritage
- Innovation, Science and Economic Development Canada
- Parks Canada

## Career Focus

- ESDC
- Innovation, Science and Economic Development Canada
- Global Affairs Canada
- National Research Council Canada
- Environment and Climate Change Canada
- Agriculture and Agri-Food Canada
- Canadian Heritage
- Natural Resources Canada

## Skills Link

- ESDC
- Indigenous Services Canada
- Canada Mortgage and Housing Corporation



# Platform & Budget Commitments

- 2016 Platform committed to a temporary three year boost to the YES (**\$900M** over three years)
- Budget 2016, additional investment **\$278M+** and announced Expert Panel on Youth Employment
- Budget 2017, additional **\$395.5M** over 3 years
- Budget 2018, additional **\$448.5M** over 5 years



# 2016 & 2017 Results



- Over **84,000** young people helped
- Created over **65,000** summer jobs for students
- Served over **4,600** through Skills Link to help vulnerable youth overcome employment barriers
- Created over **2,700** new green jobs.
- In summer 2017, over **68,000** clients served through CSJ

# What we've heard from youth:

A) Youth must have a voice in programming for youth

B) Youth want mentorship/career coaching

C) Youth want better and earlier education when it comes to career prep

D) Youth want to be better prepared for transitions, with better information

E) Remove prohibitive requirements for jobs/entrepreneurship

F) Support services must be available and accessible

G) Support rural and remote youth who face unique barriers

H) Employer prejudice must be addressed

I) Employer empathy and need for support on the job

J) Youth want outcomes beyond just getting a job. Don't just tick the box.

# What we've heard from What We've Heard from Service Providers

A) Youth must have a voice in programming for youth

B) Fund additional support to youth furthest from opportunity

C) Support youth in transitions

D) Adopt a client-centred approach/a dual-client model

E) Ensure local solutions are based on community knowledge and needs

F) Partner with employers; convene employers and service providers

G) Programs must be flexible

H) Provide modernized support

I) Provide opportunities for experiential learning

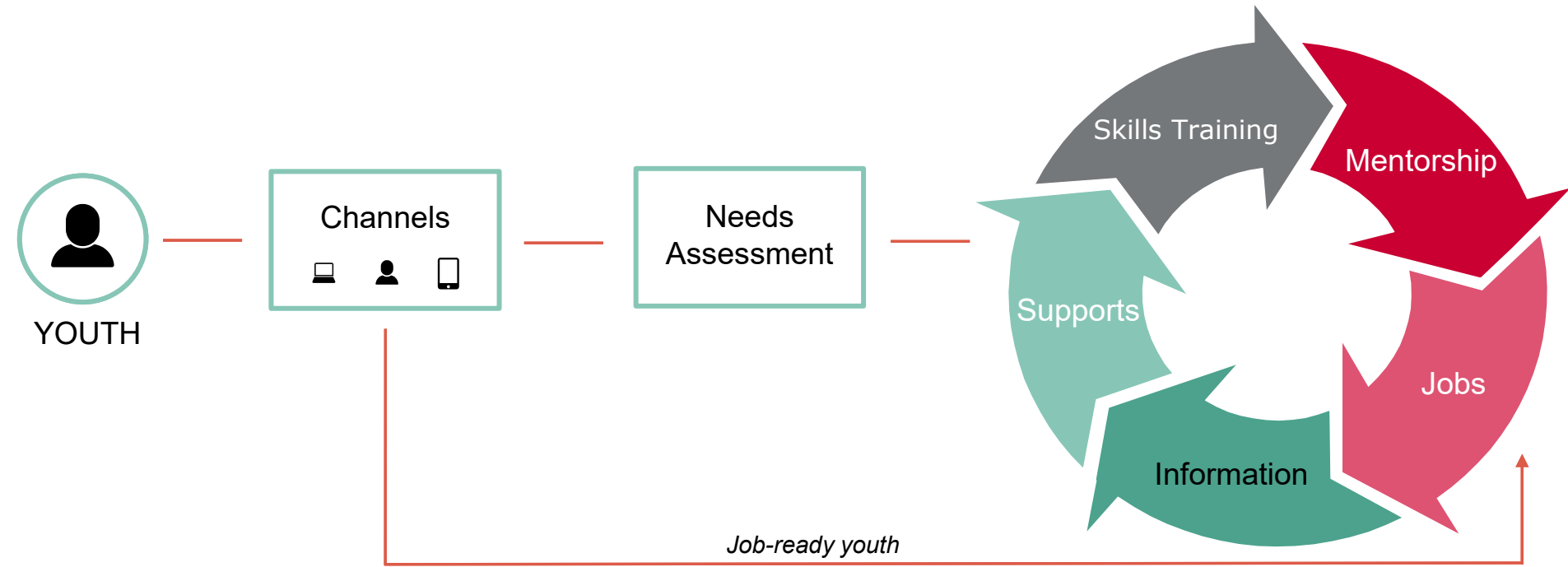
J) More, better, timelier data



# Vision: The Modernized YES



# Vision: Integrated Program





# Digital Gateway



One focal point for youth work opportunities, eliminating need for youth and employers to visit multiple job sites



Streamlined, relevant and current web content to offer better user experience and Search Engine Optimization



Information that is better tailored to youth, service providers and employers



## Digital Gateway (cont'd)



Common approach to branding and messaging to enable recognition of the GoC's role in serving youth



Savvy use of social media to better reach youth, enable peer-to-peer sharing and leveraging of existing platforms to connect youth with opportunities



Linkages to other signature youth initiatives (Youth Policy, Canada Service Corps, etc...)



**THANK YOU!**

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