



Measuring economic impact demonstrates the value newcomers bring to Quebec's

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labour market

For McGill University's School of Continuing Studies (SCS), success isn't measured only in certificates earned or courses completed. It is also measured in the real-world economic impact of a program offered to help newcomers access Quebec's labour market.

Measuring economic impact is integral to the work of the Community Economic Development and Employability Corporation (CEDEC). For CEDEC, helping partners like McGill University measure the tangible economic benefits of their efforts, such as creating or filling jobs, creating or expanding revenue for companies and social enterprises, and increasing investment and tax revenue for municipalities, is foundational.

So, it was a win-win collaboration when CEDEC came on board to develop tools to measure the economic impact on participants in the McGill SCS Experiential Empowerment & Development (SEED) Initiative's inaugural cohort.

Planting the SEED

The McGill SEED Initiative took root in 2023 thanks to a five-year partnership with Scotiabank's ScotiaRISE™ Community Investment Program. This partnership is helping the university reduce barriers for newcomers and underserved groups in Quebec, enabling them to integrate more quickly and fully into the labour market through language training and career skills. Participants, known as Fellows, can complete a Professional Development

Certificate (PDC) in Project Management

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or Data Analytics for Business; in addition, there are opportunities to improving their French-language skills, and accessing networking, and other career development opportunities, along with the possibility of modest financial assistance.

During and after completing the program, participants find new opportunities on the horizon. That is where measuring that impact comes into play.

Results that speak for themselves

To date, CEDEC has conducted surveys of participants who completed the program in 2023 and 2024. As the program evolves, the results continue to demonstrate the positive and concrete impact this opportunity has on the lives of program participants, their families, and, ultimately, their communities.

This first cohort program ran from May 2023 through December 2023. Twenty-six participants from the inaugural cohort, responded to CEDEC's outgoing survey conducted in August 2024. The results confirmed that the program has been effective in creating new job opportunities.

- The McGill SEED program generated a total income of \$270,000 for its participants, enabling them to integrate into Quebec's labour market in stable jobs.
- That total income generated an additional \$100,000 in indirect and induced income of jobs secured for the province of Quebec.

While the first four cohorts of the McGill

SEED program focused on participants from across Quebec, the initiative is moving to a national model for cohorts five and six.

A Path Forward

For past Fellows, these results affirm the value of investing in them and their future as an active member of Quebec's labour force. For future participants, this news spells hope. It offers insights into how fellow newcomers to Canada have successfully turned their experience and skills into greater economic prosperity in their newly adopted country. The McGill SEED program is offering a proven path into Quebec's labour market.

Find more information on the **McGill SEED Program** (<https://www.mcgill.ca/continuingstudies/areas-study/seed-initiative>), including their graduate Fellows, online





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