

Employability/Job Search Video for Youth



Each year, Workforce WindsorEssex provides multiple presentations to students and job seekers to share information about in-demand sectors and jobs, as well as some of the resources on their website. These resources are available to help users search for employment, learn more about the local labour market, and find relevant work and volunteer experience. With COVID-19 putting a pause to in-person presentations, and shifting the needs

of job seekers and students alike, it only seemed fitting that a new video be created to support students graduating and returning to school in the fall.

The Youth First After-School Program, delivered by Housing Information Services, is a WE LIP Council member organization, as well as a member of the WE LIP Newcomer Youth Committee. Heather Dupuis is the Coordinator of the program which is a partnership between WE LIP Council members, United Way/Centraide Windsor-Essex County, the Windsor Essex Catholic District School Board and Housing Information Services. The program operates Monday through Friday after school within Catholic Central high school and is built around positive youth development and the idea that health starts in our homes, schools and communities. The program is available to students from all grades, many of whom are behind in reading and writing because English is not their first language.

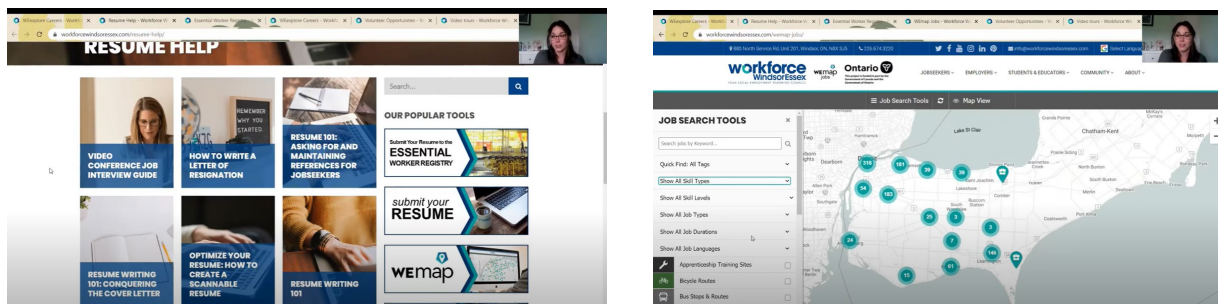
The Youth First After-School Program:

- Provides a safe in-school learning community;
- Fosters a positive atmosphere that encourages academic risk-taking and peer support;
- Meets the nutritional needs of the students;
- Actively promotes working towards post-secondary enrollment with available resources to explore interests and passions; and
- Includes exposure to community service opportunities, networking for jobs and relationship-building.

Student involvement in this type of learning community prior to transitioning to post-secondary education allows them to be enculturated to a collaborative, inclusive environment; one that they approach with an openness to new experiences, making the transition for newcomer students in particular, less dramatic and with an increased chance for success on campus or in the workplace.

For youth across the region, particularly those who are newcomers to our community, navigating the job market and related information can be challenging, even outside of COVID-19. Now, as many organizations are adjusting to a new normal, so were Heather and her team. In June, Heather reached out to the Windsor Essex Local Immigration Partnership and Workforce WindsorEssex with the idea of developing a series of employability videos for youth accessing the Youth First Program, to replicate Workforce WindsorEssex's on-site workshops and presentations into video format. The team eagerly accepted.

With a focus on encouraging students and speaking highly of their futures, [the 5-minute video](#) dives into the resources available to support them in finding part-time or full-time employment for the summer and beyond. A detailed walk-through of available tools is also provided in order to highlight where to focus their attention, as well as considerations for students looking for volunteer opportunities throughout the community.



To make this video as timely as possible, the positive tone and messaging are accompanied by an introduction to the suite of resources available to support job-seekers by removing barriers to employment during the pandemic. Whether it is [preparing for a virtual job interview](#), or ensuring a [resumé accurately reflects skills](#), experience and assets, it is clear that current circumstances require specific accommodations and recommendations.

This video has been shared widely among Youth First Program participants, collaborative partners, United Way-funded youth serving organizations, as well as Catholic Central high school administration.

Next steps will focus on the upcoming school year, creating new videos on topics trending for high school youth, and sharing them with the students by posting them online, in order to ensure they are provided as an ongoing program resource.

“The video was very helpful for us students who are still looking for jobs because these days [with the pandemic], students are giving up on applying for jobs, but now thanks to this video and the WFWE website it shows us we can learn how to apply, make a resume and find available jobs.”
– Maryeam E., Grade 12 graduate, Catholic Central High School

“The video was very helpful. I learned a lot about the requirements for these jobs.” – Aprim M., Grade 12 graduate, Catholic Central High School

“This rapidly evolving school reality has, more than ever, required the collaborative efforts and programming of our community supports at large. [...] Tools, resources, and relationships, such as this [video] prove that our coordinated efforts create change, hope, and opportunity in the lives of our youth and their families. Our faculty, students and their families are grateful for the caring support, collaborative efforts, and creative solutions which have lifted us, especially, during this uniquely challenging period.” – Danielle Desjardins-Koloff, Principal, Catholic Central High School