



MANY WAYS TO SERVE
PLUS D'UNE FAÇON DE SERVIR

Standing Committee on Government Operations and Estimates (OGGO)

Study on hiring veterans for public service positions

Canada Company's submission

Background

Canada Company was created in 2006 and for over 10 years, we have supported and continue to support the men and women who serve in our Canadian Armed Forces and their families with relevant and innovative programs.

Our Mission: "Many ways to serve"

Our Purpose: Canada Company is a charitable, non-partisan organization that serves to build the bridge between business and community leaders and the Canadian Military.

Our Goal: Ensure that the men and women of our Canadian Armed Forces receive the widest support, care and recognition that they deserve.

Our programs:

Educating Our Nation: One of our objectives is to engage and educate Canadian leadership through a strategic 'exchange.' Canada Company's Strategic Knowledge Exchange offers the opportunity for dynamic and engaging conversation between national Industry, Defence and

policy leaders with the vision of creating 'real' conversations that might help all of us as leaders and influencers build a better nation.

Celebrating our Heroes: Canada Company was founded at the height of the Afghanistan conflict. With 158 fallen soldiers, it was the vision of our Founder Blake Goldring and our many donors to provide up to 100 children of Fallen Soldiers access to post-secondary education. Subsequently, the scholarship fund has grown to over \$3.5 million and expanded to include children of military members who took their lives attributable to military service.

LAV III Program: To commemorate all of our troops who served in Afghanistan, our LAV III program launched in 2014 offers communities across Canada the opportunity to feature the LAV III to commemorate the Fallen who made the ultimate sacrifice for their country. We plan to have 33 monuments in place by the end of 2019.

Canada Company takes pride in serving our country, and our veterans, in the following ways:

- Supporting our Canadian military members and their families
- Recognizing our Canadian Armed Forces and their service to our country
- Educating our civilian members about military matters
- Exchanging knowledge between our business, community, and military leaders

Military Employment Transition Program (MET)

"When we started Canada Company in 2006, we were driven by a deep appreciation for the selflessness of our military. We wanted to protect the legacy of military families – providing children of Canadian military personnel killed in the line of duty with scholarships. Our appreciation for the military continued to grow and that's when I started thinking that we could do something, something bold, something to champion our soldiers and help all Canadians benefit from their unique skillset and experience."

Blake Goldring, Founder and Chairman, Canada Company

MET was started in 2012 with the aim of establishing, educating, and driving the connection and relationship between Canadian Armed Forces members and Veterans, and the leaders in the private sector offering employment opportunities. With approximately 5,000 Canadian Armed Forces members releasing from service each year, there was, and still is, a growing untapped talent pool in Canada. Assisting Veterans in finding civilian employment offered an opportunity to bring a group of highly trained and skilled individuals into the private and public sectors.

With MET we aimed to:

- Provide a wide variety of relevant and essential resources to Canadian Armed Forces personnel.
- Assist them with their transition from military to civilian employment.
- Build relationships with employer partners and help them achieve their Canadian Armed Forces Friendly Employer Partner Designation.
- Provide ongoing liaison between the Canadian Armed Forces and the Canadian private sector.

MET was a national program that supported transitioning CAF members. It also:

- Aligned skills, knowledge and experience of transitioning CAF members with needs of employers.
- Made good use of prior Learning Assessment Review (PLAR) Initiatives.

- Connected CAF members with our Employer Partners representing various civilian work sectors across Canada.

True to our education goals, we ensured the military members received the information they required to help them with their transition to endeavours outside the CAF. We provided briefings at SCAN seminars, online training and webinars. Similarly, we briefed the employer partners on the benefits of hiring someone with a military background. We started with webinars and monthly discussions with employers and eventually provided detailed online training modules that could be followed by the Human Resources personnel on their own time.

METSpouse

In the spring of 2017, we formally launched the Military Employment Transition (MET) Spouse program. This initiative was developed to assist spouses of CAF Members, Reservists and Veterans who are seeking employment in the civilian workforce. Military spouses are, and remain, an untapped resource for a highly skilled and motivated workforce.

METPathfinder

METPathfinder, is the product of a unique partnership between Canada Company, the Government of Canada, and many large, prominent companies across Canada – who recognized transitioning military members as a skilled workforce that will meet the needs of many industrial sectors.

This innovative application (app) offered an exclusive and real-time connection to thousands of jobs across Canada or conversely, for employers to source thousands of transitioning military members, veterans and military spouses. But even more compelling for veterans was the automatic online creation of a business profile, uniquely matching a member's military occupation, rank, training and experience to roles and skills required with the many jobs available.

This innovative approach – took the most difficult challenge out of military transition – by helping Canada's military describe an extremely unique career with the strength and clarity deserved. The app used technology that mapped the talents of over 100 military occupations corresponding to careers in aerospace, telecommunications, IT, mining, cyber-security, engineering and many other professions and trades.

At the end of 2017 we had over 9,000 military members and spouses looking for work registered with MET and METPathfinder. In just 5 years, over 3,000 military members and 300 spouses had been hired through the MET program by any of our 600 employer partners.

'I really liked knowing that there are companies that value our military experience and that there is a system out there that can translate military qualifications to civilian qualifications.'

Participants' Survey CareerConnect 2017

MET Employer Partners (Government of Canada)

Although MET first started with industry in mind it eventually grew to include Public Service employers as well. At the end of 2017 the following federal departments and agencies had been involved with the

program in one way or another. Some were fully accredited employer partners and others were in the midst of joining the growing list.

- Public Services and Procurement Canada
- Canadian Coast Guard
- Canadian Revenue Agency
- Natural Resources Canada
- Department of National Defence
- Public Service Commission
- Correctional Services Canada
- Transport Canada
- Shared Services Canada
- Defence Construction Canada
- Employment & Social Development Canada
- Canadian Border Services Agency

All of their Human Resources personnel involved in recruiting thought the METPathfinder app would be of great help to find the best qualified military members or spouse for the jobs they had to fill. They especially liked the matchmaking process which would have saved them a lot of work at the pre-screening stage of the selection.

Working with the A/Director, Strategic HR Initiatives Veterans in the Public Service Unit of Veterans Affairs Canada, we facilitated a major recruiting effort in the National Capital Region where nine federal employers teamed up for the first time to create a Government Zone at our CareerConnect Job Fair in September 2017. The "GoC zone" allowed for all departments to be co-located for the military members and spouses to experience a hub of GoC recruiters.

*'Excellent opportunities to talk with employers especially at the Gov't level'
Participants' Survey CareerConnect 2017*

Also, working with Transport Canada Maritime Standards we facilitated discussions that led to a better understanding of the requirement to recognize the Royal Canadian Navy training as equivalencies on application with the Canadian Coast Guards. We featured the Canadian Coast Guards at job fairs for military members and spouses in Vancouver and Montreal.

Conclusion

Met was recognized as a national program that supported transitioning Canadian Armed Forces members, former members and military spouses by helping them connect with our Employer Partners representing various employment sectors across Canada. Through complementary transition services and its unique business/corporate network, it served not only to improve the individual's transition experience, but it also provided employers with an untapped pool of very valuable employees.

During the five years of MET, Canada Company became expert in helping military members leaving the Regular Force, retired members, reservists and their spouses, transition to civilian employment. 600 employers joined the partnership that we formed to help them better understand the benefits of military experience and facilitate the hiring of talent they needed.

MET was a truly national program, with employer partners in small and large locations coast to coast. Services were available in both official languages with real people talking to potential applicants and employers. It reached hundreds of employers a year and allowed them to share their jobs with thousands of potential candidates across the country. Military members and spouses applied and got jobs with already supportive employers.

Military members welcomed the METPathfinder app and the fact that it translated their rank and trade or classification into skills and experience that could be matched with an employer's requirements. It helped them get through a most daunting part of their transition. Public Service recruiters also liked the app because they felt it could handle a good part of the pre-screening process for them and as such potentially fast-track the hiring of military members.

Moreover, the MET program was not just about finding jobs, it was about preparing the military members for a better and easier transition to civilian life. With its educational institutions' consortium and entrepreneurship skills development partners it became the one stop shop to future opportunities for the transitioning members and military spouses.

In closing we are proud to say that thanks to the MET program and METPathfinder, we at Canada Company understand this space better than most, and for that reason our only recommendation is to replicate what worked in the recent past. Settling for less is a huge disservice to the transitioning military members and their spouses as well as to potential employers including the Public Service.

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