

INFO SESSION

# propel

Launching **Careers** in Tourism

POWERED BY TOURISM HR CANADA



This project is funded in part by  
the Government of Canada



[propelcareers.ca](http://propelcareers.ca)

# AGENDA

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1 Tourism HR Canada Introductions

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2 What Is Work-Integrated Learning (WIL)

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3 Post-Secondary Institutions,  
Students, Employers

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4 Outcome Campus Connect

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5 Eligibility Criteria

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6 Questions

# Work-Integrated Learning (WIL)

Co-operative Education and Work-Integrated Learning Canada (CEWIL) is the lead organization for work-integrated learning in Canada. They define work-integrated learning as a form of curricular experiential education that formally integrates a student's academic studies with quality experiences within a workplace or practice setting. WIL experiences include an engaged partnership of at least: an academic institution, a host organization, and a student. WIL can occur at the course or program level and includes the development of student learning objectives and outcomes related to: employability, personal agency, knowledge and skill mobility, and life-long learning.

<https://tourismhr.ca/2021/09/15/where-theres-wil-theres-a-way/>

# Types of Work-Integrated Learning (WIL)

**Co-operative  
Education**

**Field Placement**

**Internships**

**Work Experience**

<https://tourismhr.ca/2021/09/15/where-theres-wil-theres-a-way/>

# Student Work Placement Program (SWPP)

The Student Work Placement Program gives post-secondary students across Canada paid work experience related to their field of study.

<https://www.canada.ca/en/employment-social-development/programs/student-work-placement-program.html>

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# Post-Secondary Institutions

- Share Propel information
- Direct students
- Direct partners and employers

# Students

- Apply for a WIL opportunity
- Provide proof of enrollment & WIL component of program
- Complete placement

# Employers

- Post a WIL opportunity
- Apply for a wage subsidy
- Hire a student

# Propel Online Portal

EN | FR



Email

Password

Remember Me

Log In

[forgot password?](#)

Log in with Social Media



Are you a new user? [Create an account](#)

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## Connect with the next generation of talent

Canada's largest online campus recruiting platform. Reach student talent across Canada with one job posting!



<https://magnet.whoplusyou.com/lp/propel>

# Employers

1

Post a WIL  
opportunity

2

Apply for a wage  
subsidy

3

Hire a student

# Employer WIL Opportunity

- Types of WIL

The screenshot displays the 'Opportunity Wizard' interface. On the left is a dark sidebar with a vertical navigation menu containing the following steps: 'Select an Experience Type' (highlighted with a white circle), 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Opportunity Details', 'Your Details', 'Additional Options', 'Funding Delivery Programs', and 'Review'. At the bottom of the sidebar are icons for a globe labeled 'Français' and a back arrow. The main content area has a light gray background. At the top right, it says 'Back To Magnet'. Below that, it shows 'Progress' and 'This opportunity is currently targeting 215 School(s)'. The main heading is '1. What type of opportunity are you recruiting for?'. Below this is a paragraph: 'Schools organize opportunities into different experience types to align them with the academic program and course requirements they support. It can be a little bit tricky to pick the right one, so we've included a description of each below. Click the type you're interested in to see a full description of the type and how many schools offer it.' Below the text is a list of experience types, each with a radio button and a dropdown arrow: CO-OPERATIVE EDUCATION, SUMMER JOB, PART-TIME JOB, VOLUNTEER, INTERNSHIP, APPRENTICESHIP, ENTREPRENEURSHIP, SERVICE LEARNING, and PROJECT.

# Employer WIL Opportunity

- Student program

The screenshot displays the 'Opportunity Wizard' interface. The left sidebar shows a progress bar with steps: Select an Experience Type (checked), Selected Term (checked), **Academic Programs** (active), Targeted Schools, Open Network, Opportunity Details, Your Details, Additional Options, Funding Delivery Programs, and Review. The main content area is titled '3. Let's target a field or area of study' and includes a progress indicator and a note: 'This opportunity is currently targeting 45 School(s)'. Below this, there is a list of academic fields with checkboxes and dropdown arrows. The 'CULINARY, HOSPITALITY, RECREATION & TOURISM' field is selected and expanded to show sub-categories, each with a green checkmark.

**3. Let's target a field or area of study**

We're working with students enrolled at academic institutions so it's important that the opportunities they receive align with their fields of study. Not all schools offer all programs so by choosing a few programs we can make sure your posting gets viewed. You can target fields of study by selecting any groupings or if you know exactly what you're looking for you can drill right down to a specific program.

- AGRICULTURE, ANIMAL & RELATED PRACTICES
- ARTS & HUMANITIES
- BUSINESS, FINANCE, MANAGEMENT & ADMINISTRATION
- CULINARY, HOSPITALITY, RECREATION & TOURISM
  - Culinary Management
  - Fitness & Health Promotion
  - Food & Beverage
  - Hospitality and Tourism
  - Recreation and Leisure
  - Sports Administration
- EDUCATION, COMMUNITY & SOCIAL SERVICES

Back To M

Progress This opportunity is currently targeting 45 School(s)

Cancel

**Opportunity Wizard**

Select an Experience Type

Selected Term

**Academic Programs**

Targeted Schools

Open Network

Opportunity Details

Your Details

Additional Options

Funding Delivery Programs

Review

Français

# Employer WIL Opportunity

- Target specific schools

The screenshot displays the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with steps: Select an Experience Type, Selected Term, Academic Programs, Targeted Schools (highlighted), Open Network, Opportunity Details, Your Details, Additional Options, Funding Delivery Programs, and Review. The main content area shows a progress bar and the text 'This opportunity is currently targeting 42 School(s)'. Below this is a section titled '4. Here's who will get your opportunity' with explanatory text. A filter bar 'FILTER BY PROVINCE AND/OR TERRITORIES' is present. The 'TARGETED SCHOOLS\*' table lists three schools with green checkmarks: Georgian College, Laurentian University, and McMaster University. At the bottom are 'Previous' and 'Next' buttons.

| TARGETED SCHOOLS*     |                                     |
|-----------------------|-------------------------------------|
| Georgian College      | <input checked="" type="checkbox"/> |
| Laurentian University | <input checked="" type="checkbox"/> |
| McMaster University   | <input checked="" type="checkbox"/> |

# Employer WIL Opportunity

- Employer and job posting information

The screenshot shows the 'Opportunity Wizard' interface. On the left is a dark sidebar with a vertical list of steps: 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Opportunity Details' (highlighted with a white circle), 'Your Details', 'Additional Options', 'Funding Delivery Programs', and 'Review'. The main content area is titled '6. Tell us about your opportunity' and includes a progress bar at the top. Below the title is a text box with instructions: 'The information that you provide here is what students will see when they look at your opportunity. Make sure to fill out the information so your opportunity stands out to students viewing it.' The form contains several fields: 'Opportunity Language\*' with a dropdown menu set to 'English'; 'Deadline Date\*' with a date-time picker showing '09/11/2021 11:17 AM'; 'Go live\*' with a date-time picker showing '08/12/2021 11:17 AM'; 'Organization' with a dropdown menu set to 'Tourism HR Canada'; and 'Division' with a dropdown menu set to 'N/A'. At the bottom, there is a note: 'If you have your own tracking system for jobs or opportunities and you want to add an ID or a unique identifier to help you keep track of this posting, toss it in here. If not, don't worry, it's not required and no one else but you will'.

The screenshot shows the 'Opportunity Wizard' interface for step 7: 'Tell us about yourself'. The sidebar on the left is identical to the previous screenshot, but 'Your Details' is now highlighted with a white circle. The main content area is titled '7. Tell us about yourself' and includes a progress bar at the top. Below the title is a text box with instructions: 'The information on this page will be used by the institution if they have follow-up questions or to confirm your opportunity posting. With schools sending their students out on these experiences as part of their academic studies we need to be able to verify all aspects of the opportunity. Your information WILL NOT be displayed to the student viewing the opportunity, just the institution.' The form contains several fields: 'Job Title' with a text input field; 'First Name\*' with a text input field containing 'Rachel'; 'Last Name\*' with a text input field containing 'George'; 'Phone Number\*' with a text input field; and 'Email Address\*' with a text input field. At the bottom right, there is a 'Back To Magnet' link.

# Employer WIL Opportunity

- Select Propel Student Work Placement Program

The screenshot displays the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with a 'Cancel' button at the top. The menu items are: 'Select an Experience Type' (checked), 'Selected Term' (checked), 'Academic Programs' (checked), 'Targeted Schools' (checked), 'Open Network' (checked), 'Opportunity Details' (checked), 'Your Details' (checked), 'Additional Options' (checked), 'Funding Delivery Programs' (selected), and 'Review'. At the bottom of the menu are icons for 'Français' and a back arrow.

The main content area shows a progress bar and the text 'This opportunity is currently targeting 41 School(s)'. The current step is '9. You may be eligible to receive up to \$7,500 (per student) in wage subsidies'. Below the title is a paragraph explaining that employers hiring students in work-integrated learning (WIL) placements may be eligible for a wage subsidy at a rate of 75% up to \$7,500 per student. It also mentions that the program supports underrepresented groups including women in STEM, indigenous students, newcomers, persons with disabilities, and first-year students.

Below the paragraph is a question: 'Are you eligible for funding? Select a delivery partner that you are interested in receiving funding from and you will be contacted if your business is eligible to receive wage subsidies.' This is followed by two radio button options: 'NONE' and 'TOURISM HR CANADA'. The 'TOURISM HR CANADA' option is selected.

At the bottom of the main content area are two buttons: 'Previous' and 'Next'.

# Employers

1

Post a WIL  
opportunity

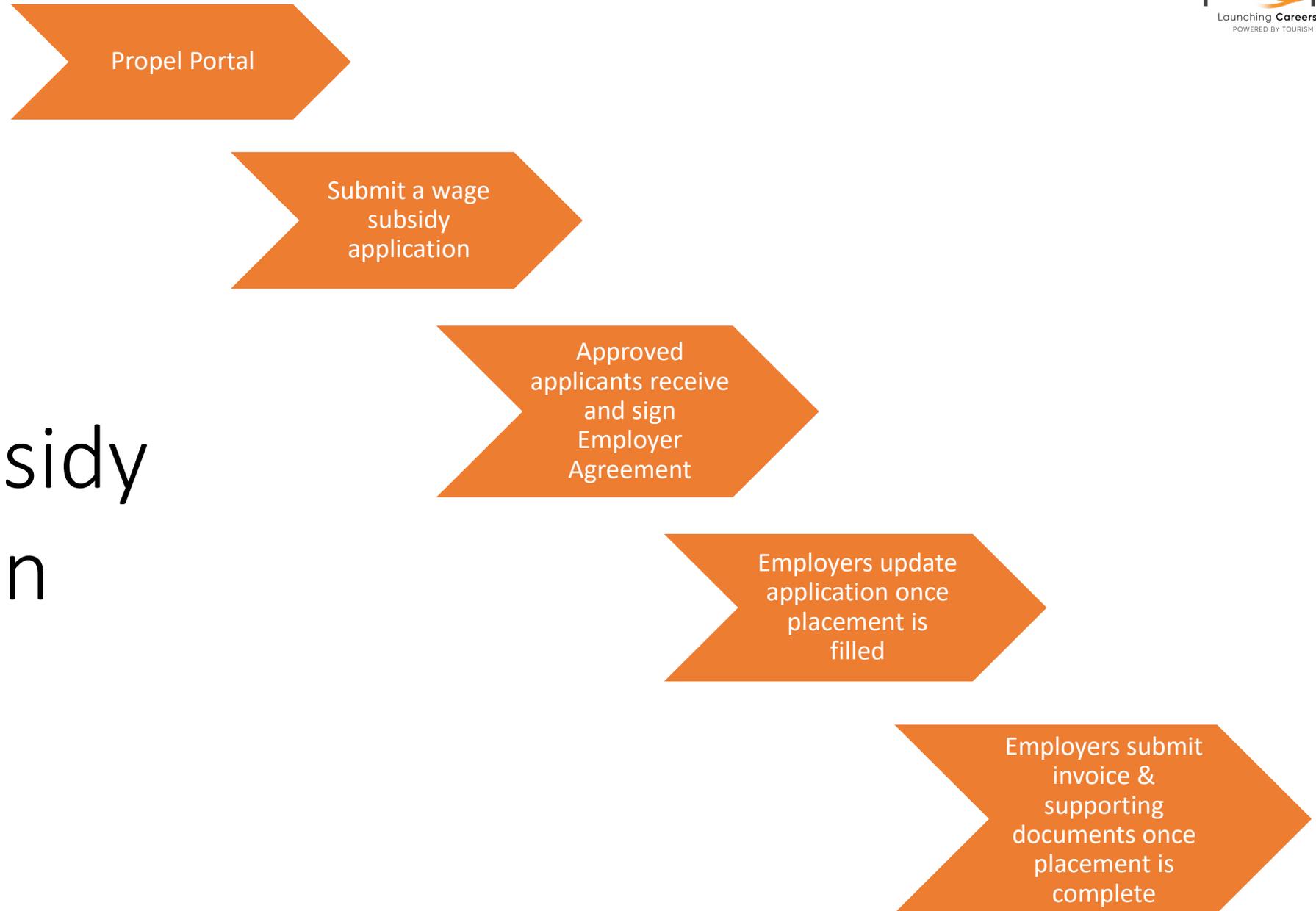
2

Apply for a wage  
subsidy

3

Hire a student

# Employer Wage Subsidy Application



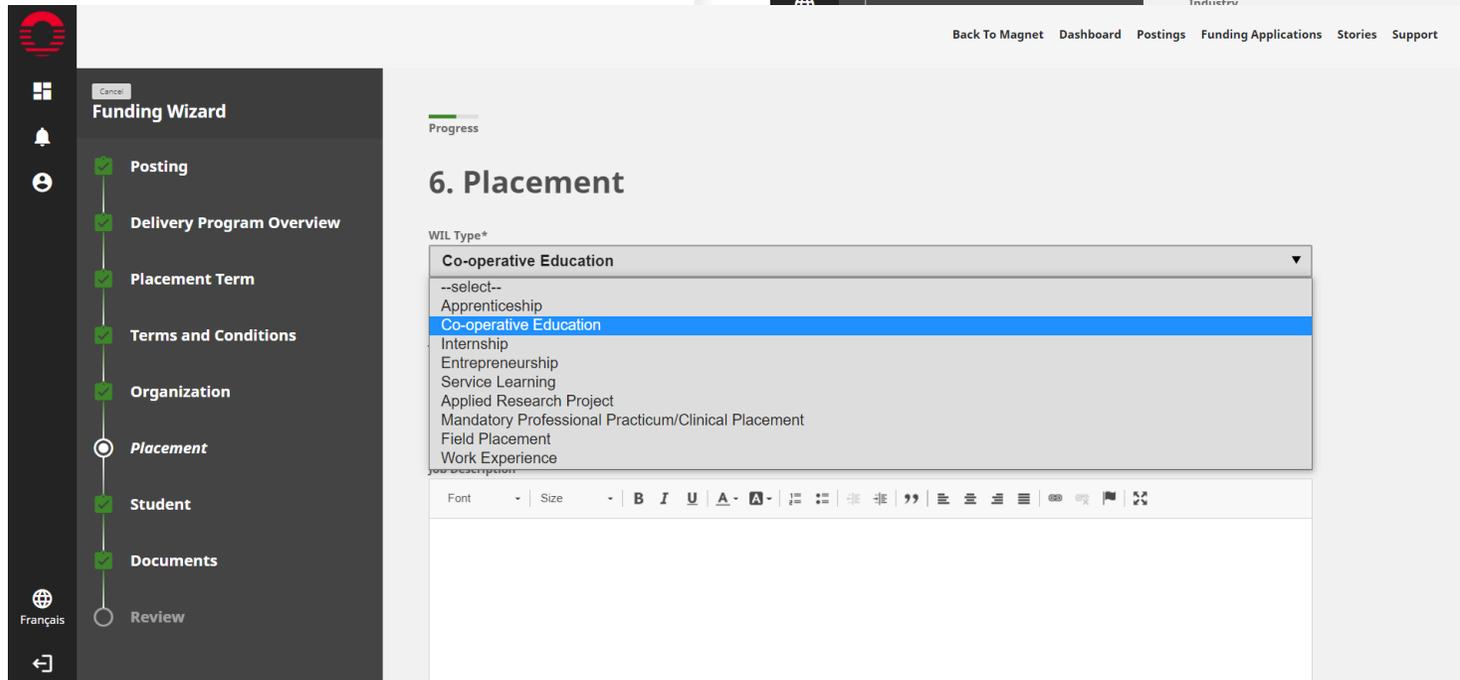
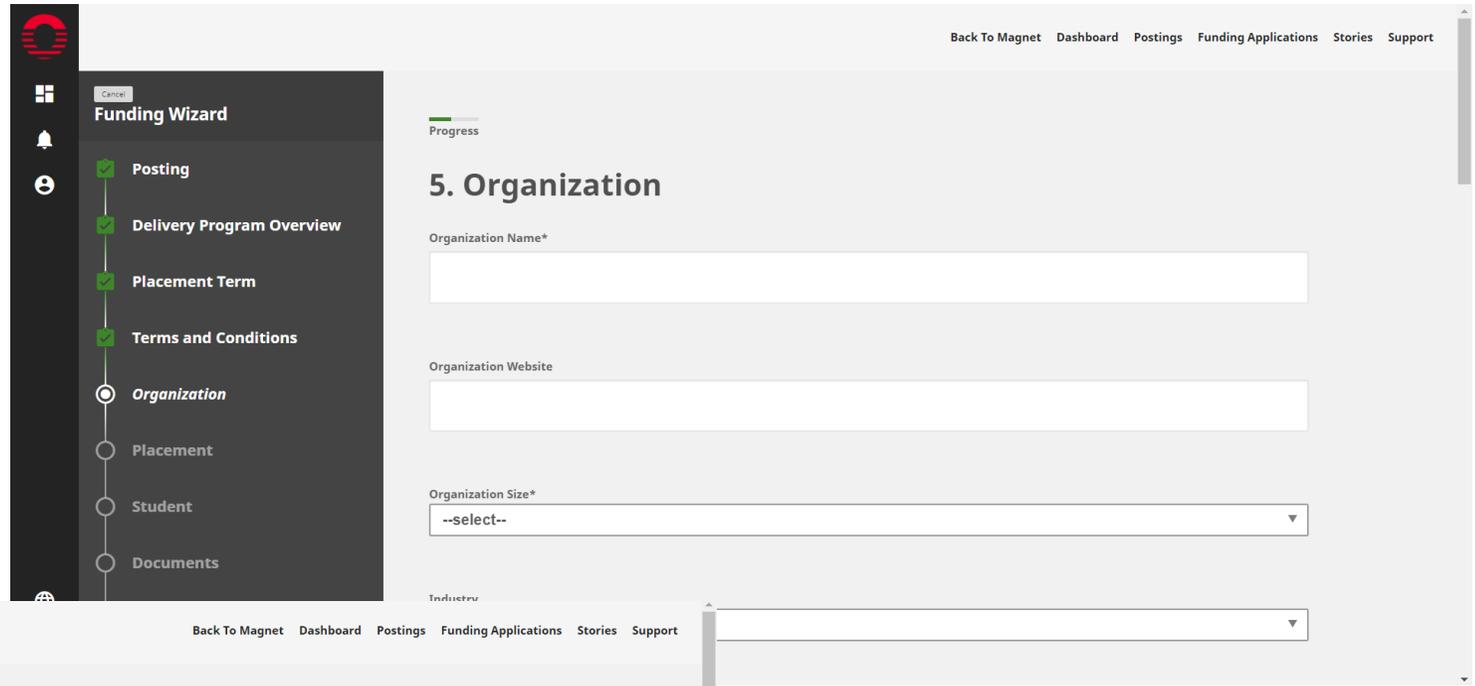
# Employer Wage Subsidy Application

- Placement term

The screenshot displays the 'Funding Wizard' application interface. On the left is a dark sidebar with a vertical navigation menu containing icons for a home screen, notifications, user profile, and a list of steps: Posting, Delivery Program Overview, Placement Term (highlighted with a white circle), Terms and Conditions, Organization, Placement, Student, Documents, and Review. At the bottom of the sidebar are a globe icon labeled 'Français' and a back arrow icon. The main content area is light gray and features a 'Back To Mag' link in the top right corner. Below the 'Progress' indicator, the section is titled '3. Placement Term'. A text box explains that the standard wage subsidy percentage is up to 75% (upto \$7,500) and lists eligible groups. Below this, three radio button options are shown for placement terms: 'SUMMER 2021 (MAY 01, 2021 - AUG 31, 2021)', 'FALL 2021 (SEP 01, 2021 - DEC 31, 2021)' (which is selected), and 'WINTER 2022 (JAN 01, 2022 - APR 30, 2022)'. At the bottom of the main area are three buttons: 'Previous', 'Save as Draft', and 'Next'.

# Employer Wage Subsidy Application

- Organization, type of placement



# Employer Wage Subsidy Application

- Placement filled or not filled yet

The screenshot shows the Magnet Funding Wizard interface. On the left is a dark sidebar with a 'Cancel' button at the top and a progress indicator for 'Funding Wizard'. The sidebar lists steps: Posting, Delivery Program Overview, Placement Term, Terms and Conditions, Organization, Placement, Student (highlighted with a white circle), Documents, and Review. At the bottom of the sidebar are icons for 'Français' and a refresh icon.

The main content area has a top navigation bar with links: 'Back To Magnet', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. Below this is a 'Progress' indicator and the title '7. Student'. A text box explains that employers must provide student contact information for documentation and that they will need to complete this portion once they have secured a hire. It lists eligibility criteria for students:

- Registered in a recognized Canadian post-secondary institution (part-time or full-time enrollment in college, bachelor's, master's or PhD programs).
- Canadian citizens, permanent residents, or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act. International students are not eligible.
- Undertaking a placement that is recognized as a Work-Integrated Learning component by the student's institution in connection with a course, degree, certificate, diploma, or other recognized program offered by the institution. The placement can be required or optional, for credit or not for credit.

Below the text box is a 'Position Filled' checkbox, which is circled in red and has an 'x' icon next to it. At the bottom are three buttons: 'Previous' (black), 'Save as Draft' (black), and 'Next' (green).

# Employer Wage Subsidy Application

- Uploading documents

The screenshot displays the 'Funding Wizard' application interface. On the left is a dark sidebar with a 'Cancel' button at the top, followed by icons for a grid, a bell, and a user profile. Below these is a vertical list of steps: Posting, Delivery Program Overview, Placement Term, Terms and Conditions, Organization, Placement, Student, and Documents. The 'Documents' step is currently selected and highlighted with a white circle. The main content area has a top navigation bar with links: 'Back To Magnet', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. Below the navigation is a 'Progress' indicator with a green bar. The main heading is '8. Documents'. A large dashed rectangular box contains the text 'Drag and drop your files here, or...' and 'click to browse'. At the bottom of the main area are three buttons: 'Previous' (dark grey), 'Save as Draft' (dark grey), and 'Next' (green).

# Who Qualifies?

## STUDENTS

- Domestic (Canadian Permanent Resident or Citizen)
- Registered at a recognized Canadian post-secondary institution in a program that includes a work placement
- Program has work-integrated learning (WIL) component

# Who Qualifies?

## EMPLOYERS

- Tourism and hospitality employer and/or related to a tourism/hospitality job function
- On-site, remote, and hybrid placements all eligible
- Not funded by other federal grants or programs (including Canada Emergency Wage Subsidy [CEWS] and Canada Recovery Hiring Program [CRHP])
- Student must be hired as an employee of the company (not as an independent contractor)



# Questions

You can email us at  
[propel@tourismhr.ca](mailto:propel@tourismhr.ca)  
or visit our webpage  
[PropelCareers.ca](http://PropelCareers.ca)

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THANK YOU



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