



TALENTED^{YYC}

SEPT 2024 UPDATES



BY THE NUMBERS

400K Marketing Campaign Impressions

1,162 Unique Visits to talentedyyc.com

132 Employer Resources Added to Website

629 Innovative WIL Experiences in Progress



PROJECT HIGHLIGHTS

- TalentED YYC submitted a funding proposal for Phase 2 of the project to the Government of Alberta, Ministry of Advanced Education. The proposal is under review.
- As of September 2024, the total number of traditional and innovative work integrated learning (WIL) opportunities generated for the project to date is 2,730.
- The first TalentED YYC Employer Advisory Committee (TEAC) meeting was held with 7 small business members.
- Outcome Campus Connect was activated for Bow Valley College; ThinkTech was onboarded as a consultant for HubSpot implementation; and new TalentED YYC website intake forms were created to improve contacts management.
- New employer resources were added to the TalentED YYC website, covering topics such as hosting WIL opportunities, recruiting for WIL, and mentoring students.

