



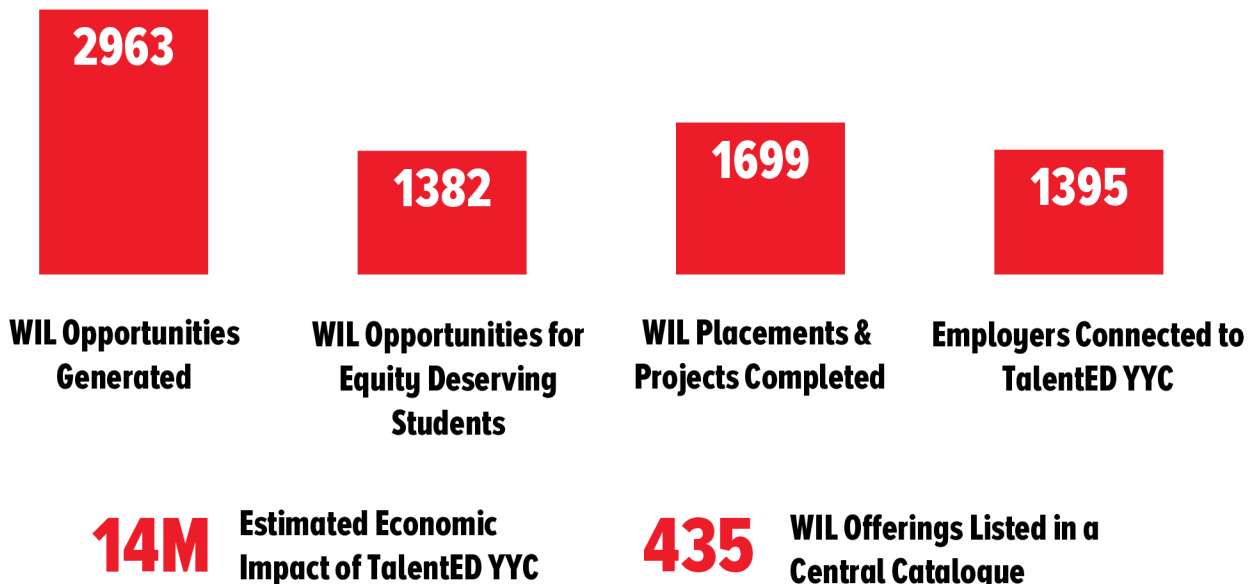
TALENTED^{YYC}

PROJECT SUMMARY

- ▶ **Largest Collaborative Work Integrated Learning Pilot in Canada**
TalentED YYC is a collaboration between seven Calgary based post-secondary institutions, the Calgary Chamber of Commerce, the Nonprofit Chamber and championed by Calgary Economic Development. The project goal is to make it easier for employers to engage post-secondary students in relevant work experiences.
- ▶ **Development of a Central Job Posting Portal**
TalentED YYC has worked with technology partners to create a portal so job postings can go to all seven Calgary post-secondary institutions at once (instead of employers navigating to each institution's job boards separately). This makes it easy for employers to connect with talent across the city.
- ▶ **Collection of 390+ Publicly Available WIL Resources**
A central place for employers to access WIL resources including new resources created for the project and a compilation of existing resources. This includes a [list of 22 funding delivery partners](#) that offer financial incentives for Alberta employers to hire a student.
- ▶ **Boosted WIL Awareness**
TalentED YYC generated 3 million advertising impressions about student talent, presented at 7 conferences, and received 4 media features.

PROJECT KPIS

February 2023 - December 2024



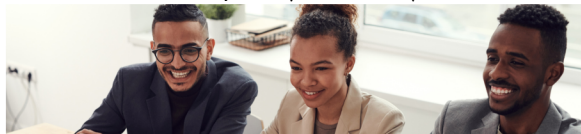


TALENTED^{YYC}

2024 ACHIEVEMENTS

▶ **Calculated Economic Impact of \$14M**

Based on an economic impact analysis of data from February 2023-December 2024, the TalentED YYC pilot project is estimated to have contributed up to \$14M to Alberta's GDP at basic prices (value added).



▶ **Launched WIL Catalogue**

The WIL Catalogue is a listing of 430+ programs or courses in Calgary that have students ready for work experiences. Prior to TalentED YYC, only 11 Calgary WIL offerings were listed on the national CEWIL directory. Employers can search the catalogue for specific skill sets or training to ensure they find students ready to help their organization.

▶ **Hosted 29 Events & Sponsored 12 Events**



▶ **Phase 2 Project Proposals**

Phase 1 of the TalentED YYC pilot project is set to wrap up in March 2025. Proposals for an expansion and extension of the project were submitted in 2024 and included 47 Letters of Support from various post-secondary institutions, economic development agencies, and community partners.

▶ **Directly Supported 589 Employers**

The team worked with employers from all over the Calgary region to help them scope a role, find funding, and/or post a position. One employer said, "I have found amazing students to work with. (TalentED YYC) is a pivotal resource for my organization. As a matter of fact, coupled with the student hire grant, they have made our survival and growth possible."

▶ **Held the First Talent & Funding Fair**

TalentED YYC hosted the first event of its kind where employers could meet with post-secondary representatives and funding delivery partners at the same time.



▶ **Offered 17 Employer Workshops**

In partnership with the Nonprofit Chamber, CPHR Alberta, ECO Canada, and the ATB Entrepreneurship Centre, TalentED YYC offered free workshops to guide employers through scoping student talent, understanding student role types, leveraging funding, and preparing to onboard students into an organization.

▶ **Celebrated 1 Year Anniversary**

