

ACR Aboriginal Programs Project Program Template

Program Area:	2.0	Workforce Development
Sub Program:	2.4	Programs Sponsored by Government and Non-Profit Agencies
Template:	2.4.4	Aboriginal Inclusion Network (IN)
Sponsor(s):		<i>Aboriginal Human Resources Development Council</i>

1. Objective

To provide a dedicated career site for the Aboriginal community where employers can search for and locate Aboriginal candidates and where Aboriginal candidates can promote themselves.

2. Description

The Inclusion Network is a national strategy built around a suite of Web-based tools designed to link employers directly to Aboriginal job seekers and more than 400 Aboriginal Employment Centres. It uses Web-based tools to:

- Improve employment prospects for Aboriginal job seekers by offering a dedicated recruitment system that changes the way employers connect with Aboriginal talent.
- Provide a means for employers who are serious about creating a diverse workforce to locate Aboriginal talent.

The Inclusion Network is more than a niche career site. Not only does it allow employers to post employment and training opportunities on the CareerSite, but the system allows employers to distribute the opportunity to targeted Aboriginal communities by region. Employers can:

- Post jobs for a low per-posting fee on a secure career site
- Search the growing Aboriginal Talent Database
- Access pre-screened candidates into "A Lists" and "B Lists" according to requirements
- Post jobs in French
- Search for candidates using 10 different criteria
- Purchase packages of job postings for a reduced fee
- Access reporting features

For job seekers, the Inclusion Network offers a complete set of tools for locating and applying to positions across Canada, as well as posting resumes on a Talent Database that can be searched by all prospective employers. The Talent Database includes Aboriginal resumes and profiles with contact information. Job seekers can:

- Create three tailored profiles of their skills and experience
- Post resumes in “viewable” or “confidential” format
- Perform customized job searches using 10 different criteria
- Receive notification as soon as a new job matches their desired job criteria
- Target specific jobs to be sent to them

3. Implementation

The Inclusion Network was officially launched in December 2002 and has been actively marketed by the Aboriginal Human Resource Development Council of Canada (AHRDCC) to employers, government, educational institutions and the Aboriginal community. In September 2005, the Inclusion Network was re-launched after a complete overhaul by Brainhunter Global Talent Network. The AHRDCC entered into a partnership with Brainhunter to redesign, host, market and co-manage the Inclusion Network.

4. Timeframe for Results

The Inclusion Network continues to grow and connect Canadian employers to the Aboriginal community and provide employment opportunities to the Aboriginal community.

5. Measurable Criteria

The criteria used to assess the success of the Inclusion Network include:

- Supply-side success will be measured by the number of Aboriginal job seekers who respond to jobs, who are interviewed for jobs, and who are selected for jobs. Success will also be based on the number of Aboriginal job seekers who register and create a profile on the Aboriginal Talent Database.
- Demand-side success will be based on the number of jobs generated for Aboriginal people and the number of employers who become active recruiters committed to outreaching to the Aboriginal community;

The 1996 *Report of the Royal Commission on Aboriginal Peoples* estimated that full employment of Canada’s Aboriginal peoples would add \$7.5 billion to Canada’s GDP.

6. Budget

The Inclusion Network was originally marketed under a sliding fee membership model and since the redevelopment has moved to a per-posting fee model.

Promotion Bundle Packages	
One job post and one month resume database access	\$ 500.00
Unlimited job posts and single-user resume database access (one-year contract)	\$ 7,500.00
Job Posting Packages	
Single job post	\$ 200.00
Three-job pack	\$ 555.00
Five-job pack	\$ 850.00
10-job pack	\$ 1,500.00
25-job pack	\$ 3,125.00
50-job pack	\$ 5,000.00

Resume Database Access Fees	
Single user annual	\$ 1,000.00
Five-user pack	\$ 4,000.00
10-user pack	\$ 6,000.00

*Prices are subject to change without notice.

Description of job posting service

- A job posting is valid for 60 days from the posted date. Existing jobs may be edited and re-posted without incurring an additional cost. If a job is deleted by the employer before the 60-day period has expired, it is still considered a complete job post.
- Jobs may be posted manually by the employer through the Web-based interface, or through an automated batch process.
- Jobs are posted in real time on CareerSite. We reserve the right to edit job posts to ensure compliance of the content with privacy laws, and to ensure that the standards noted in the terms and conditions are met.
- Any job post gives employers access to the CareerSite management tools that allow the employer to post jobs, edit jobs, review candidate applications, and access advanced functions such as applicant screening based on job criteria, and user-defined resume search agents.
- Additional rules regarding job posts are included in the Terms and Conditions.

Description of resume database access service

- Resume database access is purchased on an annual per-user basis.
- A user can reside in any location. Each user must purchase a separate login. Usernames cannot be shared.
- Resume access is limited to 500 resume views per user over a 24-hour period.
- Candidates may post their resumes in either viewable or confidential format. Confidential resumes will not have contact information available, but employers can contact these candidates through the system.
- Additional rules regarding resume database access is included in the Terms and Conditions.

7. Partners and Sponsors

The Inclusion Network is an initiative of the Aboriginal Human Resource Development Council of Canada, a non-profit sector council funded by Human Resources Development Canada and some private corporations. Partners and some of the sponsors of the network include: CSM Systems, RBC Financial Group, Weyerhaeuser, Yankee Group of Companies, Scotiabank and Indiana Marketing. The 2005 redevelopment was sponsored wholly by Industry Canada, First Nations SchoolNet.

8. Experience with the Program

Under the old model, over 60 employer members registered with the Inclusion Network. Over 2,000 jobs were posted between December 2002 and September 2005; jobs ranged from summer to full-time permanent and from entry-level (Grade 10) to senior management positions. In response to these job postings, 656 job seekers applied to 969 opportunities during that time and the Talent Database grew to 4,000 candidates. Under the new model, between September and November 2005, approximately 10 new employers purchased individual and package postings. The career site has attracted a great deal of attention from new employers and from Aboriginal job seekers, and it continues to grow.

9. General Applicability

The Inclusion Network career site will be of interest to any organization that wishes to reach Canada's Aboriginal talent pool. It is also of interest to Canada's growing Aboriginal labour force.

10. Additional Information or Support

Crystal Kosa, National Manager, Human Resource Strategies, Aboriginal Human Resource Development Council of Canada, 820, 606 Spadina Crescent East, Saskatoon, SK S7K 3H1

Telephone: Toll-free 866-711-5091

Email: crystal.kosa@ahrdcc.com

Website: <http://www.ahrdcc.com> or <http://www.inclusionnetwork.ca> (to register)

Date entered or updated: November 18, 2005