



# Retaining Talent on Vancouver Island

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# Agenda

1. Environmental analysis
2. Improvement strategy
3. Strategic plan



## Threats:

1. Negative perception
2. Lack of integration
3. Lower wages
4. Fear of housing price bubble



## Opportunities:

1. Develop & promote community vision
2. Community integration
3. Build social capital



## Issues (New Graduates):

- **Non-Local**
  - Lack of community & integration
- **Employability**



## Issues (Education):

- Limited resources
- Decreasing growth on international student enrollment



## Issues (Government):

- Lack of information on international student retainment
- Business immigration incentive not well advertised



## Issues (Business):

- Supply of workers
- Location of businesses





## Issues (Industry, decreasing):

- Agriculture
- Management
- Real estate, Rental & Leasing
- Wholesale



## Issues (Industry, increasing):

- **Construction**
- **Accommodation & Food Services**
- **Professional, Scientific, & Technical Services**



## Economic Trends

- **Nominations under skilled immigration:**
  - From 2010 to 2015: 73% received nominations for PR



## Economic Trends

- **Nominations under Entrepreneurial immigration**
  - From 2010 to 2015: 19% received work permits, and 8% received nominations



# Entrepreneur immigration-PNP

- **Business bankruptcies**
  - 2012-2014: VI/BC=17.5%
    - Overall BC: 194
  - 2015: VI/BC=18.2%
    - Overall BC: 154



# Improvement Strategy



## Steps (Employers):

- **Communicate early**
- **Partner with post-secondary career services**



# Human Resources Trends

- Targeted on-campus presentations
- Apps / discussion forum  
(whatsapp or wechat)





# Strategic Plan



## January – June 2017

- **Exit survey**  
(high school vs. university graduates)
- **Local business engagement**



## July – December 2017

- Resource allocation
- Secure mix of public private funding



# January 2018

- **Launch marketing strategy**
  - International investors PNP  
(\$200,000 vs. \$400,000)
  - International students



## September 2018

- **Impact measurement**
  - Alumni outreach
  - Application count



## September 2018 - onwards

- **Annual impact measurement**
  - Alumni outreach
  - Application count



Thank you



## Entrepreneur immigration-PNP

- **Consumer bankruptcies**
  - 2012-2014: VI/BC=22.5%
    - Overall BC: 7012
  - 2015: VI/BC=25.4%
    - Overall BC: 5683





## Entrepreneur immigration-PNP

- Labour force participation
  - 15-24 goes down
  - 25-49 keeps stable
  - Overall by age goes down