



Launching **Careers** in Tourism

Powered by Tourism HR Canada



This project is funded in part by
the Government of Canada



Propel**Careers**.ca

AGENDA

- 1 Introduction to Propel
- 2 What Is Work-Integrated Learning (WIL)
- 3 How You Can Participate
- 4 Outcome Campus Connect
- 5 Eligibility Criteria
- 6 Questions

Link to video:

<https://youtu.be/gcB7Xmj1QL8>

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.

Types of Work-Integrated Learning (WIL)

**Co-operative
Education**

Field Placement

Internships

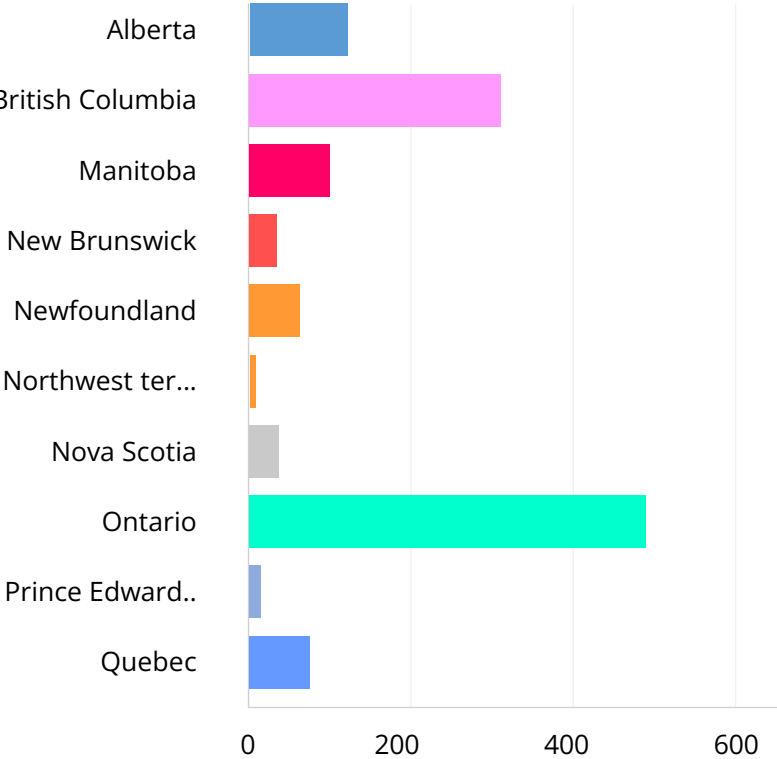
Work Experience

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.

canada.ca/en/employment-social-development/programs/student-work-placement-program

Breakdown by Province/Territory





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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

Tourism **HR** Canada  RH **Tourisme** Canada

Email

Enter your email

Password





Enter your password

☒ Remember Me

Log In

[forgot password?](#)

Log In with Social Media

OR

Create an Account



Tourism **HR** Canada  RH **Tourisme** Canada

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Canada

Apply.PropelCareers.ca

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 list of steps: 'Select an Experience Type' (highlighted with a green circle), 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. At the bottom of the sidebar are icons for a globe (labeled 'Français') and a back arrow. The main content area has a top navigation bar with links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. Below the navigation bar, the title 'Progress' is followed by the heading '1. What type of opportunity are you recruiting for?'. A paragraph explains that schools organize opportunities into different experience types to align with academic programs and course requirements, and provides a description of each type. Below this text is a list of seven experience types, each with a radio button and a dropdown arrow: 'CO-OPERATIVE EDUCATION' (selected with a green dot), 'SUMMER JOB', 'PART-TIME JOB', 'VOLUNTEER', 'INTERNSHIP', and 'APPRENTICESHIP'.

Back Home Dashboard Postings Funding Applications Stories Support

Progress

1. What type of opportunity are you recruiting for?

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.

- ☒ CO-OPERATIVE EDUCATION
- ☐ SUMMER JOB
- ☐ PART-TIME JOB
- ☐ VOLUNTEER
- ☐ INTERNSHIP
- ☐ APPRENTICESHIP

Employer WIL Opportunity

- Student Program

The screenshot displays the 'Opportunity Wizard' interface. On the left is a dark sidebar with a vertical progress indicator. The steps are: 'Select an Experience Type' (checked), 'Selected Term' (checked), 'Academic Programs' (current step, highlighted with a white circle), 'Targeted Schools', 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. At the bottom of the sidebar are icons for a globe (labeled 'Français') and a back arrow.

The main content area has a top navigation bar with links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. Below this is a 'Progress' indicator. The main heading is '3. Let's target a field or area of study'. The text below explains: '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.'

The interface shows a 'Macro Majors' section with a list of categories, each with a checkbox:

- ☐ Agriculture, Animal & Related Practices
- ☐ Arts & Humanities
- ☐ Business, Finance, Management & Administration
- ☒ Culinary, Hospitality, Recreation & Tourism
- ☐ Education, Community & Social Services

Below this is a 'Culinary, Hospitality, Recreation & Tourism' section with a 'Deselect All' button and several sub-categories, each with a toggle switch:

- ☒ Culinary Management
- ☒ Fitness & Health Promotion
- ☒ Food & Beverage
- ☒ Hospitality and Tourism
- ☒ Recreation and Leisure
- ☒ Sports Administration

Employer WIL Opportunity

- Target specific schools

The screenshot displays 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' (the current step, highlighted with a white circle), 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. At the bottom of the sidebar are icons for 'Français' and a back arrow.

The main content area is titled '4. Here's who will get your opportunity'. Below the title is a paragraph: 'Based on what you've told us so far, here are the applicable schools that meet your criteria. If you're happy with this list keep going, if you want to increase the number of schools that will receive your opportunity use the previous button to expand your field of study criteria.' Below this is a text box stating 'This opportunity is currently targeting 39 School(s)'. There is a 'Progress' indicator at the top left of the main area.

The interface shows a section for 'Provinces/Territories' with a list of provinces and territories, each with a green checkmark: Alberta, British Columbia, Manitoba, New Brunswick, and Newfoundland and Labrador. To the right of this list is a 'Deselect All' button. Below the provinces list is another 'Deselect All' button, followed by a list of specific schools: Northern Alberta Institute of Technology, The King's University, University of Alberta, and University of Calgary. Each school has a green checkmark.

At the top right of the interface, there is a navigation bar with links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'.

Employer WIL Opportunity

- Employer and job posting information

Back Home Dashboard Postings Funding Applications Stories Support

Opportunity Wizard

Progress

- Select an Experience Type
- Selected Term
- Academic Programs
- Targeted Schools
- Open Network
- Organization Details
- Opportunity Details**
- Your Details
- Additional Options
- Funding Delivery Programs

7. Tell us about your opportunity

The information that you provide here is what students will see when they look at your opportunity. Make sure to fill out all the information so your opportunity stands out to students viewing it.

Opportunity Language*

English

Deadline Date*

08/03/2024 07:51 PM

Defaults to one month from today if empty

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 see this field.

Your Internal Tracking Number

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Opportunity Wizard

Progress

- Select an Experience Type
- Selected Term
- Academic Programs
- Targeted Schools
- Open Network
- Organization Details**
- Opportunity Details
- Your Details
- Additional Options
- Funding Delivery Programs

6. Tell us about your organization

Organization @

THRC

Division

Organization Size

--select--

Website (en)

LinkedIn

Back Home Dashboard Postings Funding Applications Stories Support

Opportunity Wizard

Progress

- Select an Experience Type
- Selected Term
- Academic Programs
- Targeted Schools
- Open Network
- Organization Details
- Opportunity Details**
- Your Details
- Additional Options
- Funding Delivery Programs

8. Tell us about yourself

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.

Job Title*

Front Desk

First Name*

Gary

Last Name*

Son

Employer WIL Opportunity

- Select Propel Student Work Placement Program

The screenshot displays the 'Opportunity Wizard' interface. On the left is a dark sidebar with a vertical list of steps, each preceded by a green checkmark. The steps are: 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. The 'Funding Delivery Programs' step is currently selected and highlighted. Above the sidebar, the title 'Opportunity Wizard' is visible. The main content area on the right has a light gray background. At the top right of this area are navigation links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. Below these links is a 'Progress' indicator. The main heading for this step is '10. You may be eligible to receive up to \$7,000 (per student) in wage subsidies'. Below the heading is a paragraph of text explaining the wage subsidy program. Further down 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.' Below this question are two radio button options: 'NONE' and 'TOURISM HR CANADA'. The 'TOURISM HR CANADA' option is selected. At the bottom of the form are four buttons: 'Cancel' (red), 'Previous' (dark gray), 'Save as Draft' (dark gray), and 'Next' (green).

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Progress

10. You may be eligible to receive up to \$7,000 (per student) in wage subsidies

Employers who hire students in work-integrated learning (WIL) placements may be eligible for a wage subsidy at a rate of up to 70% up to \$7,000 per student. The program brings together employers, students, and post-secondary school stakeholders to create quality WIL opportunities, and supports underrepresented groups including women in STEM, indigenous students, newcomers, persons with disabilities, and first-year students.

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.

☐ NONE

☒ TOURISM HR CANADA

Cancel Previous Save as Draft Next

Employers

1

Post a WIL
opportunity

2

Apply for a wage
subsidy

3

Hire a student

Employer Wage Subsidy Application Process

Propel
Portal

Submit a
wage
subsidy
application


Approved
applicants receive
and sign Employer
Agreement




Employers update
application once
placement is filled

Employers submit
invoice & supporting
documents once
placement is complete


Employer Wage Subsidy Application


- Placement Term








Funding Wizard


**Posting**


**Delivery Program Overview**


**Placement Term**


**Organization**

**Placement**

**Student**

**Documents**

**Review**



Back Home Dashboard Postings Funding Applications Stories Support

Progress

3. Placement Term

The standard wage subsidy percentage for this program is 50% (upto \$5,000) and 70% (upto \$7,000) for students from under-represented groups. This program is open to all students, including those who belong to one of the following under-represented groups: Indigenous people, persons with disabilities, first-year students, newcomers to Canada and visible minorities. Employers must meet requirements for 'net new placements' - employers who have previously participated in the program must exceed the number of placements offered in a past year under the program. If an employer participated in the 2021-2022 year of the program, they must exceed the number of placements offered in the year 2019-2021. More information can be found on the Propel webpage FAQs. Post-secondary institutions (universities, colleges and polytechnics) can no longer apply as an employer of record.

☐ SUMMER 2025 (MAY 01, 2025 - AUG 31, 2025)

☐ FALL 2025 (SEP 01, 2025 - DEC 31, 2025)

Cancel

Previous

Save as Draft

Next

Employer Wage Subsidy Application

- Organization, Type of Placement

The screenshot shows the '5. Organization' step of the 'Funding Wizard'. The left sidebar lists the steps: Posting, Delivery Program Overview, Placement Term, Eligibility Criteria, Organization (current), Placement, Student, Documents, and Review. The main content area has a 'Progress' bar at the top. Below it, the title '5. Organization' is followed by a section 'Enter Organization Details'. The form includes: 'Organization Name*' with the value 'THRC'; 'Organization Size*' with a dropdown menu showing 'Small (10-99)'; 'Select the industry which best represents your business. If uncertain, select Other*' with a dropdown menu showing '--select--' and a note 'If uncertain please select Other'; and a question 'Is this the first time the organization has offered a WS opportunity through the SWP Program?' with a checked 'Yes' radio button. At the bottom, there is a question 'Do you have a business registration number?' with 'Yes' and 'No' radio buttons.

The screenshot shows the '6. Placement' step of the 'Funding Wizard'. The left sidebar lists the steps: Posting, Delivery Program Overview, Placement Term, Eligibility Criteria, Organization, Placement (current), Student, Documents, and Review. The main content area has a 'Progress' bar at the top. Below it, the title '6. Placement' is followed by a section 'Enter Placement Details'. The form includes: 'WS Type*' with a dropdown menu showing 'Co-operative Education'; 'Job Title*' with the value 'Customer Service'; and 'Job Description*' with a rich text editor containing a blank area and a toolbar with various formatting options.

Employer Wage Subsidy Application

- Placement filled or not filled yet

The screenshot shows the 'Funding Wizard' interface for the Employer Wage Subsidy Application. The left sidebar contains a vertical list of steps: Posting, Delivery Program Overview, Placement Term, Eligibility Criteria, Organization, Placement, Student (current step), Documents, and Review. The 'Student' step is highlighted with a white circle. The main content area is titled '7. Student' and includes a 'Progress' indicator. The text explains that employers must provide student contact information for eligibility confirmation. It lists eligibility criteria for students: registered in a recognized Canadian post-secondary institution, Canadian citizens/permanent residents, and not international students. Below the text, there is a 'Position Filled' section with radio buttons for 'Yes' and 'No'. The 'No' option is selected. At the bottom, there are four buttons: 'Cancel' (red), 'Previous' (dark grey), 'Save as Draft' (dark grey), and 'Next' (green). The top right corner has links for 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'.

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Progress

7. Student

As part of the application process, employers are required to provide their student's contact information, so that Tourism HR Canada can request supporting documentation from them to confirm their eligibility in the program. If you have not hired a student yet for this placement, you will be required to complete this portion of the application once you have secured your hire.

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.

Position Filled

☐ Yes

☒ No

Cancel Previous Save as Draft Next

Employer Wage Subsidy Application

- Uploading documents

The screenshot displays the 'Funding Wizard' interface for the Employer Wage Subsidy Application. On the left, a vertical sidebar lists the steps: Posting, Delivery Program Overview, Placement Term, Eligibility Criteria, Organization, Placement, Student, Documents (currently selected), and Review. The main content area is titled '8. Documents' and includes a progress indicator. A text box explains that eligible applicants will receive an employer and student agreement via email, along with a Supporting Documents Guide. Below this, a large dashed box serves as a file upload area, with the text 'Drag and drop your files here, or...' and a 'click to browse' link. At the bottom of the wizard, there are four buttons: 'Cancel' (red), 'Previous' (dark grey), 'Save as Draft' (dark grey), and 'Next' (green). The top right corner of the interface contains navigation links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'.

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

- Registered Canadian businesses, startups, and not-for-profits related to the tourism and hospitality sector 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
- Student must be hired as an employee of the company (not as an independent contractor)



Link to video:

<https://youtu.be/FooOrpyAs8o>



QUESTIONS?

You can email us at
Propel@TourismHR.ca

or

visit our webpage
PropelCareers.ca

PropelCareers.ca



THANK YOU



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