

propel

Launching Careers in Tourism

Powered by Tourism HR Canada



This project is funded in part by
the Government of Canada



PropelCareers.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



Watch the video at https://youtu.be/UxbnEqA-G-U?si=pqnuc6tq_WPe5exO

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



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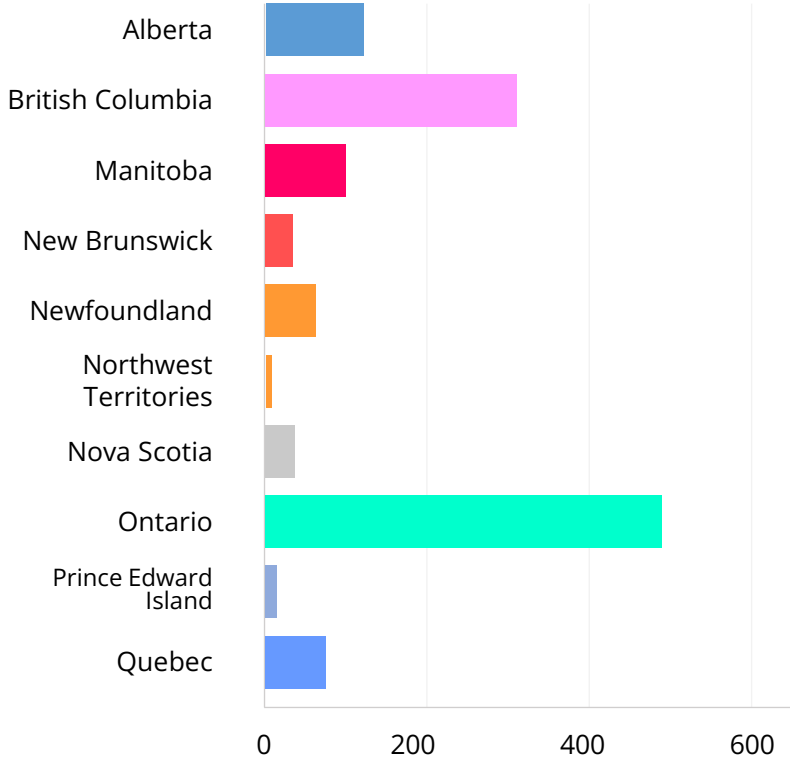


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Breakdown of Propel Placements



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

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 vertical navigation menu with the following items: 'Select an Experience Type' (highlighted with a red 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 menu are icons for 'Français' and a back arrow. The main content area is titled 'Progress' and contains the heading '1. What type of opportunity are you recruiting for?'. Below the heading is a paragraph: '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.' A list of experience types follows, each with a radio button and a dropdown arrow: 'CO-OPERATIVE EDUCATION' (selected), 'SUMMER JOB', 'PART-TIME JOB', 'VOLUNTEER', 'INTERNSHIP', and 'APPRENTICESHIP'. The top right corner of the interface includes navigation links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'.

Employer WIL Opportunity

- Student Program

The screenshot displays the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with steps: 'Select an Experience Type', 'Selected Term', 'Academic Programs' (highlighted with a green circle), 'Targeted Schools', 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. The main content area is titled '3. Let's target a field or area of study'. It includes a 'Progress' indicator, a 'Macro Majors' section, and a 'Culinary, Hospitality, Recreation & Tourism' section with various sub-categories and checkboxes.

Back Home Dashboard Postings Funding Applications Stories Support

3. Let's target a field or area of study

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.

Macro Majors

Select All

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

Culinary, Hospitality, Recreation & Tourism

Deselect All

- 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. The left sidebar shows a progress bar with steps: 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools' (current step), 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. The main content area is titled '4. Here's who will get your opportunity'. It includes a progress indicator, a text box stating 'This opportunity is currently targeting 39 School(s)', and a 'Provinces/Territories' section with a 'Deselect All' button and a list of provinces: Alberta, British Columbia, Manitoba, New Brunswick, and Newfoundland and Labrador, each with a green checkmark. Below this is a 'Deselect All' button and a list of schools: Northern Alberta Institute of T..., The King's University, University of Alberta, and University of Calgary, each with a toggle switch.

Employer WIL Opportunity

- Employer and job posting information

This screenshot shows the '7. Tell us about your opportunity' step in the Opportunity Wizard. The left sidebar lists the wizard steps: Select an Experience Type, Selected Term, Academic Programs, Targeted Schools, Open Network, Organization Details, Opportunity Details (current), Your Details, Additional Options, and Funding Delivery Programs. The main content area includes a progress indicator, a title, a description, a dropdown for 'Opportunity Language*' (set to English), a text input for 'Deadline Date*' (08/03/2024 07:51 PM), a note about internal tracking numbers, and a field for 'Your Internal Tracking Number'.

This screenshot shows the '6. Tell us about your organization' step in the Opportunity Wizard. The left sidebar is identical to the previous screenshot. The main content area includes a progress indicator, a title, and form fields for 'Organization' (THRC), 'Division', 'Organization Size' (a dropdown menu), 'Website (en)', and 'LinkedIn'.

This screenshot shows the '8. Tell us about yourself' step in the Opportunity Wizard. The left sidebar is identical to the previous screenshots. The main content area includes a progress indicator, a title, a description, a text input for 'Job Title*' (Front Desk), and text inputs for 'First Name*' (Gary) and 'Last Name*' (Son).

Employer WIL Opportunity

- Select Propel Student Work Placement Program

The screenshot shows a web application interface for the Opportunity Wizard. On the left is a dark sidebar with a vertical progress indicator. The current step, 'Funding Delivery Programs', is highlighted with a white circle. Other steps include 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', and 'Additional Options'. At the bottom of the sidebar are icons for 'Review' and 'Français'. The main content area has a 'Progress' indicator at the top left. The title of the step is '10. You may be eligible to receive up to \$5,000 (per student) in wage subsidies'. Below the title is a paragraph of text explaining the wage subsidy program. A question asks the user to select a delivery partner, with two radio button options: 'NONE' (selected) and 'TOURISM HR CANADA'. At the bottom of the main area are four buttons: 'Cancel' (red), 'Previous' (black), 'Save as Draft' (black), and 'Next' (green). The top right of the page features navigation links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support', along with the 'Canada' logo and the text 'Funded by the Government of Canada's Student Work Placement Program'.

Employers

1

Post a WIL
opportunity

2

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subsidy

3

Hire a student

Employer Wage Subsidy Application Process



Employer Wage Subsidy Application

- Placement Term

The screenshot displays the 'Opportunity Wizard' application interface. The top right corner indicates it is 'Funded by the Government of Canada's Student' and includes navigation links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'. The left sidebar contains a vertical menu with icons and labels: 'Opportunity Wizard', 'Select an Experience Type' (checked), 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Organization Details', 'Opportunity Details', 'Your Details', 'Additional Options', and 'Funding Delivery Programs'. The main content area is titled '2. Let's target a term' and includes a 'Progress' indicator. Below the title, it says 'Select a Placement Term' and features two radio button options: 'WINTER 2026 (JAN 01, 2026 - APR 30, 2026)' and 'SUMMER 2026 (MAY 01, 2026 - AUG 31, 2026)'. At the bottom, there are four buttons: 'Cancel' (red), 'Previous' (black), 'Save as Draft' (black), and 'Next' (green).

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, followed by the title '5. Organization' and a sub-header 'Enter Organization Details'. Below this are three input fields: 'Organization Name*' with the value 'THRC', 'Organization Size*' with a dropdown menu set to 'Small (10-99)', and 'Select the industry which best represents your business. If uncertain, select Other*' with a dropdown menu set to '--select--'. Below these fields are two questions: 'Is this the first time the organization has offered a WSL opportunity through the SWP Program?' with a checked 'Yes' radio button, and 'Do you have a business registration number?' with 'Yes' selected.

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, followed by the title '6. Placement' and a sub-header 'Enter Placement Details'. Below this are three input fields: 'WSL Type*' with a dropdown menu set to '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.



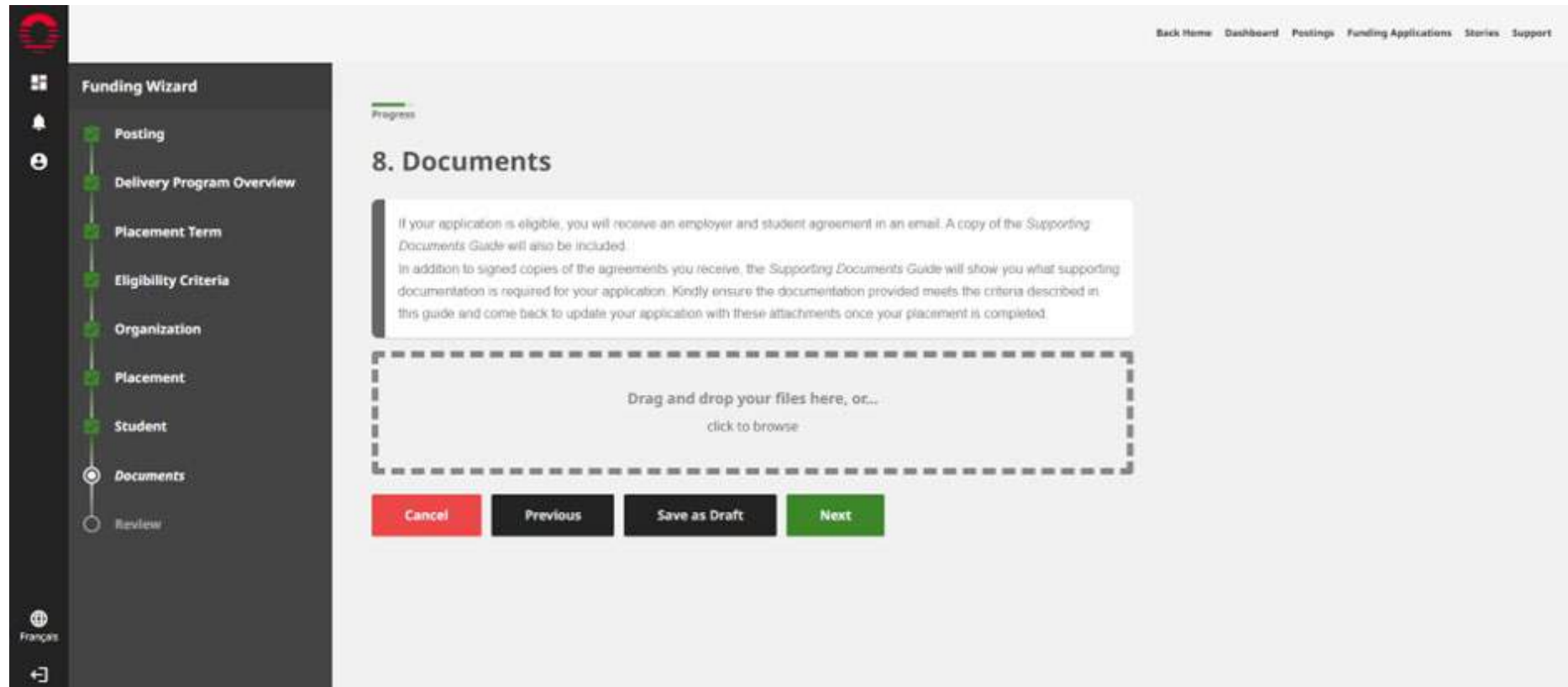
Employer Wage Subsidy Application

- Placement filled or not filled yet

The screenshot shows the 'Funding Wizard' interface. On the left is a vertical navigation menu with steps: Posting, Delivery Program Overview, Placement Term, Eligibility Criteria, Organization, Placement, Student (highlighted), Documents, and Review. The main content area is titled '7. Student' and contains the following text: '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:'. Below this text is a list of eligibility criteria: '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.' At the bottom of the form, there is a 'Position filled' section with radio buttons for 'Yes' and 'No' (selected). Navigation buttons at the bottom include 'Cancel', 'Previous', 'Save as Draft', and 'Next'. The top right corner of the page has links for 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', 'Stories', and 'Support'.

Employer Wage Subsidy Application

- Uploading documents



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)



Success Stories



QUESTIONS?

You can email us at
Propel@TourismHR.ca

or

visit our webpage
PropelCareers.ca

PropelCareers.ca



THANK YOU



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