

# propel

Launching **Careers** in Tourism

POWERED BY TOURISM HR CANADA



This project is funded in part by  
the Government of Canada



[propelcareers.ca](http://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



# 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.

<https://tourismhr.ca/2021/09/15/where-theres-wil-theres-a-way/>

# Types of Work-Integrated Learning (WIL)

**Co-operative  
Education**

**Field Placement**

**Internships**

**Work Experience**

<https://tourismhr.ca/2021/09/15/where-theres-wil-theres-a-way/>

# 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.

<https://www.canada.ca/en/employment-social-development/programs/student-work-placement-program.html>

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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

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Email  
Enter your email

Password  
Enter your password

Remember Me

**Log in**

[forgot password?](#)

Log in with Social Media

OR

**Create an Account**

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

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<https://magnet.whoplusyou.com/lp/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 shows the 'Opportunity Wizard' interface. On the left is a dark sidebar with a vertical progress indicator and a list of steps: 'Select an Experience Type' (highlighted), 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Opportunity Details', 'Your Details', 'Additional Options', 'Funding Delivery Programs', and 'Review'. At the bottom of the sidebar are icons for a globe labeled 'Français' and a back arrow. The main content area has a 'Progress' indicator and a note: 'This opportunity is currently targeting 215 School(s)'. The main heading is '1. What type of opportunity are you recruiting for?'. Below this 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, SUMMER JOB, PART-TIME JOB, VOLUNTEER, INTERNSHIP, APPRENTICESHIP, ENTREPRENEURSHIP, SERVICE LEARNING, and PROJECT. A 'Back To Magnet' link is visible in the top right corner.

# Employer WIL Opportunity

- Student Program

The screenshot shows the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with steps: 'Select an Experience Type' (checked), 'Selected Term' (checked), 'Academic Programs' (selected), 'Targeted Schools', 'Open Network', '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 'Macro Majors' section with a 'Select All' toggle and a list of categories: Agriculture, Animal & Related Practices; Arts & Humanities; Business, Finance, Management & Administration; Culinary, Hospitality, Recreation & Tourism (checked); and Education, Community & Social Services. Below this is a 'Culinary, Hospitality, Recreation & Tourism' section with a 'Select All' toggle and sub-categories: Culinary Management, Fitness & Health Promotion, Food & Beverage, Hospitality and Tourism, Recreation and Leisure, and Sports Administration. All sub-category toggles are checked. At the top right of the interface are navigation links: 'Back Home', 'Dashboard', 'Postings', 'Funding Applications', and 'Str'.

# Employer WIL Opportunity

- Target specific schools

The screenshot shows the 'Opportunity Wizard' interface. On the left is a vertical navigation menu with steps: 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools' (highlighted with a white circle), 'Open Network', '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 contains a text box stating 'This opportunity is currently targeting 44 School(s)'. Below this is a section for 'Provinces/Territories' with a 'Select All' toggle and a list of provinces: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, and Nova Scotia, each with a toggle. To the right, there is another 'Select All' toggle and a list of specific schools: Northern Alberta Institute of T..., Southern Alberta Institute of T..., The King's University, and University of Alberta, each with a toggle.

# Employer WIL Opportunity

- Employer and job posting information

The screenshot shows the 'Opportunity Wizard' interface. The left sidebar contains a vertical menu with the following steps: 'Select an Experience Type', 'Selected Term', 'Academic Programs', 'Targeted Schools', 'Open Network', 'Opportunity Details' (which is the current step and is highlighted with a white circle), 'Your Details', 'Additional Options', 'Funding Delivery Programs', and 'Review'. The main content area is titled '6. Tell us about your opportunity' and includes the following fields: 'Opportunity Language\*' with a dropdown menu set to 'English'; 'Deadline Date\*' with a date picker showing '09/11/2021 11:17 AM'; 'Go live\*' with a date picker showing '08/12/2021 11:17 AM'; 'Organization' with a dropdown menu set to 'Tourism HR Canada'; and 'Division' with a dropdown menu set to 'N/A'. At the bottom, there is a note: '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'.

The screenshot shows the 'Opportunity Wizard' interface at step 7: 'Tell us about yourself'. The left sidebar is identical to the previous screenshot, but 'Your Details' is now the current step, highlighted with a white circle. The main content area is titled '7. Tell us about yourself' and includes the following fields: 'Job Title' with a text input field; 'First Name\*' with a text input field containing 'Rachel'; 'Last Name\*' with a text input field containing 'George'; 'Phone Number\*' with a text input field; and 'Email Address\*' with a text input field. At the top right, there is a 'Back To Magnet' link. The progress bar at the top indicates 'This opportunity is currently targeting 41 School(s)'.



# Employer WIL Opportunity

- Select Propel Student Work Placement Program

The screenshot shows a web application interface for an "Opportunity Wizard". On the left is a dark sidebar with a vertical progress bar. The progress bar includes icons for a home menu, notifications, and user profile. The wizard steps are: "Select an Experience Type" (checked), "Selected Term" (checked), "Academic Programs" (checked), "Targeted Schools" (checked), "Open Network" (checked), "Opportunity Details" (checked), "Your Details" (checked), "Additional Options" (checked), and "Funding Delivery Programs" (not checked). At the bottom of the sidebar, there is a globe icon labeled "Français" and a back arrow icon. The main content area has a top navigation bar with links: "Back Home", "Dashboard", "Postings", "Funding Applications", and "Stores". The main heading is "9. You may be eligible to receive up to \$7,000 (per student) in wage subsidies". Below the heading is a paragraph: "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." Below this is another paragraph: "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." There are two radio button options: "NONE" (unselected) and "TOURISM HR CANADA" (selected). At the bottom are two buttons: "Previous" (black) and "Next" (green).

# Employers

1

Post a WIL  
opportunity

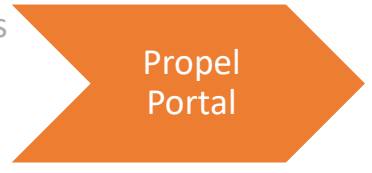
2

Apply for a wage  
subsidy

3

Hire a student

# Employer Wage Subsidy Application



# Employer Wage Subsidy Application

- Placement Term

The screenshot displays the 'Funding Wizard' application interface. On the left is a vertical navigation menu with steps: Posting (checked), Delivery Program Overview (checked), Placement Term (selected), Organization, Placement, Student, Documents, and Review. The main content area is titled '3. Placement Term' and includes a progress indicator. A text box explains the wage subsidy percentages: 50% (up to \$5,000) and 70% (up to \$7,000) for students from under-represented groups. Below this, there are three radio button options for placement terms: SUMMER 2022 (MAY 01, 2022 - AUG 31, 2022), FALL 2022 (SEP 01, 2022 - DEC 31, 2022), and WINTER 2023 (JAN 01, 2023 - APR 30, 2023). At the bottom are buttons for 'Previous', 'Save as Draft', and 'Next'.

**Funding Wizard**

Cancel

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 2022 (MAY 01, 2022 - AUG 31, 2022) ▼

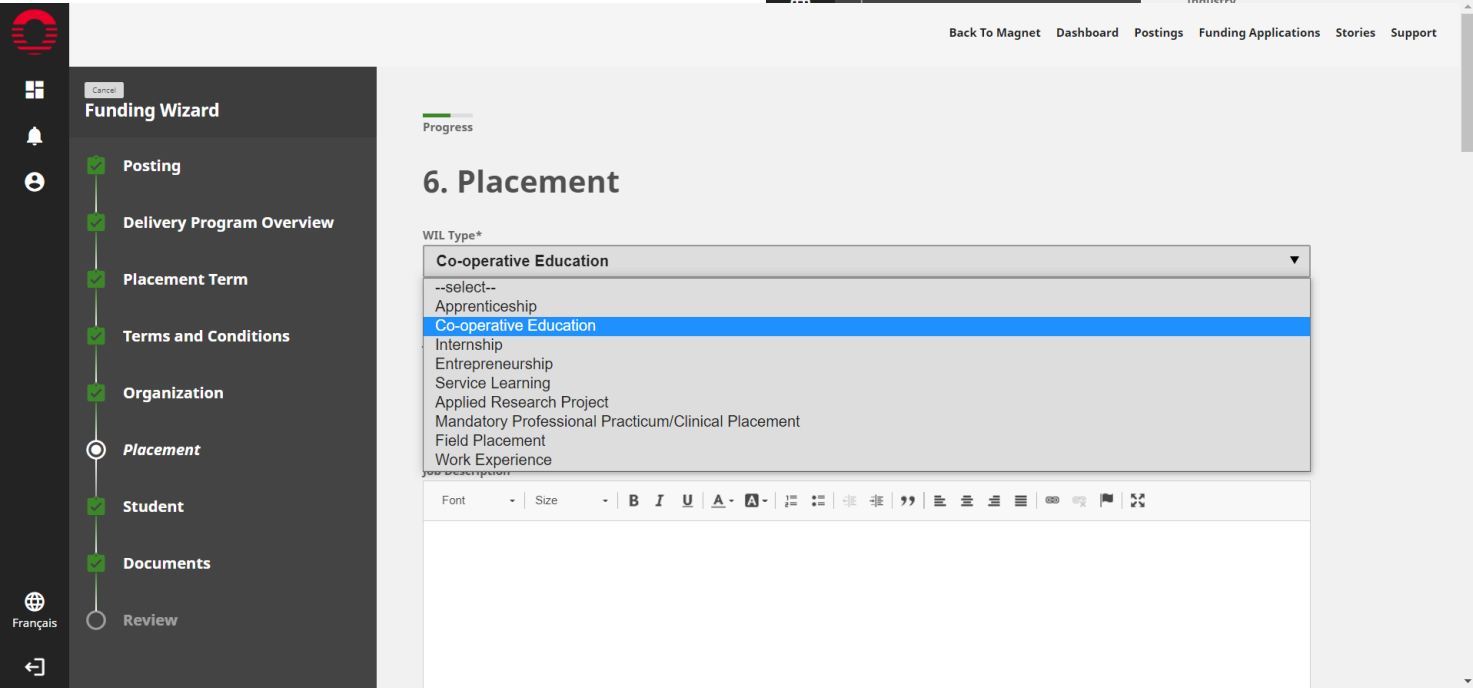
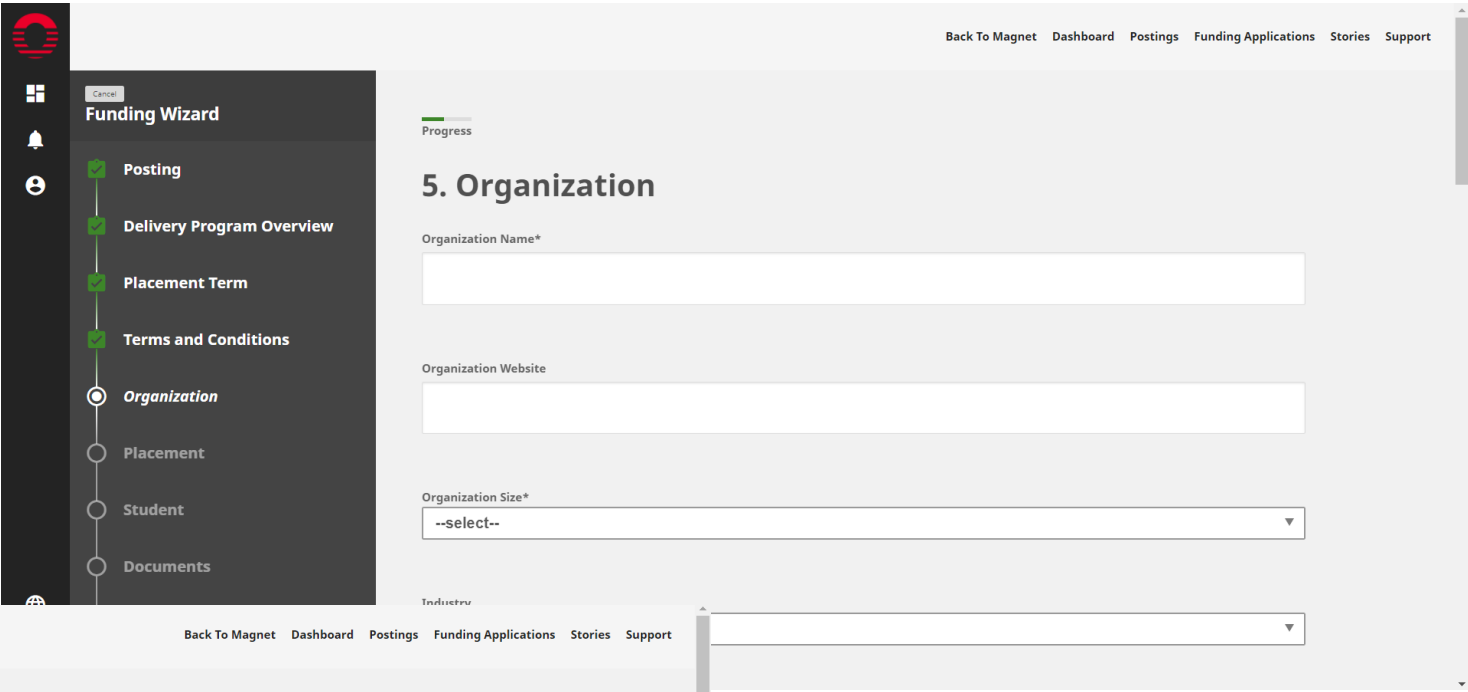
FALL 2022 (SEP 01, 2022 - DEC 31, 2022) ▼

WINTER 2023 (JAN 01, 2023 - APR 30, 2023) ▼

**Previous** **Save as Draft** **Next**

# Employer Wage Subsidy Application

- Organization, Type of Placement



# Employer Wage Subsidy Application

- Placement filled or not filled yet

Back To Magnet Dashboard Postings Funding Applications Stories Support

Cancel

### Funding Wizard

- Posting
- Delivery Program Overview
- Placement Term
- Terms and Conditions
- Organization
- Placement
- Student**
- Documents
- Review

Progress

## 7. Student

As part of the application process, employers are required to provide their student's contact information, so that Magnet 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**

Previous Save as Draft Next

# Employer Wage Subsidy Application

- Uploading documents

The screenshot displays the 'Funding Wizard' application interface. On the left is a dark sidebar with a vertical list of steps: Posting, Delivery Program Overview, Placement Term, Terms and Conditions, Organization, Placement, Student, and Documents. The 'Documents' step is currently selected and highlighted with a white circle. The main content area shows a progress bar at the top, followed by the heading '8. Documents'. Below the heading is a large dashed rectangular box containing the text 'Drag and drop your files here, or...' and 'click to browse'. At the bottom of the main area are three buttons: 'Previous', 'Save as Draft', and 'Next'. The 'Next' button is highlighted in green. In the top right corner of the application, there is a navigation menu with links: 'Back To Magnet', '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)



# QUESTIONS?

You can email us at  
[propel@tourismhr.ca](mailto:propel@tourismhr.ca)  
or visit our webpage  
[PropelCareers.ca](http://PropelCareers.ca)



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# THANK YOU



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