

NATIONAL PROACTIVE RECRUITING AND MARKETING STRATEGY

2012-13



INTRODUCTION

The past fiscal year was filled with many recruiting firsts for the Service. For starters, this was the first full year of operation for the National Proactive Recruiting and Marketing unit.

The unit spearheaded various recruiting projects throughout the year, which included a combination of mass and targeted recruiting.

Although the unit has continued to participate in specific job fairs, it has expanded beyond that practice into large, high-profile events, such as the Edmonton Heritage Festival, CIS university championships and Toronto FC games.

This unique exposure has enabled the Service to reach out to new segments of society, including influencers, with our recruiting messages. The "shock value" of having CSIS present at "unusual" events is still in its early stages therefore it is indeed a marketing coup that stimulates discussion and comments.

Diversity

One of the most important factors to consider in our recruiting strategy is our evolving demographics. For instance, in March 2010, Statistics Canada revealed that by 2031, at least one in four people in Canada will be a Visible Minority (VM). In figures released on

February 8, 2012, it was revealed that immigration will account for more than 80 percent of Canada's overall population growth.

For instance, in Toronto, VMs will make up 63% of that city's population, up from 43% in 2006. In Vancouver, more than 59% will be VMs and in Ottawa VMs will number more than 36%. Statistics Canada adds that Islam will be the fastest-growing religion in the next two decades, its numbers expected to triple and encompass about 7% of the Canadian Population by 2031.

Fuelled primarily by immigration, Canada's population is growing faster than that of any other G8 nation. Therefore, it is essential that the Service's recruiting strategy includes reaching out to our cultural communities.

The following are some examples of **VM events/meetings** we attended in 2011 to raise awareness about the Service and its careers:

- May 1: Asian Heritage Month: "Workshop and Forum: Leaders of Tomorrow" (Ottawa)
- May 25: HIO (Hire Immigrants Ottawa) (Ottawa)
- July 16: South Asian Festival (Ottawa)
- July 26: O.S.A.C.A (Ontario South Asian Community Association)
- July 30/31/August 1: Edmonton Heritage Festival (Edmonton)
- August 27-29: DND HCMS Ship Tour (Trois-Rivières)
- August 8: CCRS (Cross Cultural Roundtable on Security) (Ottawa)
- August 9: DND Toronto (Diversity Outreach) (Ottawa)
- October 18: Somali Presentation, RCMP headquarters (Ottawa)
- November 7: FINP (Federal Internship for Newcomers Program) (Ottawa)
- November 17: A.B.L.E: Association of Black Law Enforcers Career Fair, University of Guelph-Humber (Toronto)
- December 9: LASI World Skills (Luncheon and Workshop, Ottawa)

Aboriginals In the Service

Our organization currently numbers almost 3300 employees - however, only 55 have self-identified as Aboriginal, from the First Nations and Métis groups. This means that at CSIS, only 1.8% of our employees have self identified as Aboriginals.

To truly represent the overall 1,172,000 (2006 Census) of First Nations, Métis, and Inuit populations among Canada's 31,612,000 (2006 Census) total population, CSIS will need to increase its Aboriginal employee number to 111 to increase its current 1.8% number to match Canada's 3.7% overall total Aboriginal population. *

To help the Service reach its goals, the Proactive Recruiting and Marketing Unit welcomed Maureen Greyeyes-Brant as its Proactive Aboriginal Recruiter in August 2011. A secondee from the RCMP, Maureen's main role is to reach out exclusively to Aboriginal communities throughout Canada to share our recruiting messaging. This is

the first time in the Service's history that we have assigned someone to proactively reach out to promote our careers.

(*The 2011 Census reveals that Canada's population is 33,476,688. Aboriginal numbers are not yet available).

Aboriginal Events/meetings

- September 21-22: University of Winnipeg Annual AIESEC Career Days
- November 1-3: From Eskimo to Inuit in 40 Years, Inuit Tapiriit Kanatami (ITK) (Ottawa)
- November 14: Information Session at Kagita Mikam, Employment and Training Centre (Ottawa)
- November 19-20: Canadian Aboriginal Festival (Toronto)
- November 28: Concordia University, meeting with Aboriginal Student Services
- December 12: Information Session at Kagita Mikam
- January 24, Aboriginal Student and Employer Mixer – University of Alberta
- February 2-4, 2012 Northern Lights – Ottawa Convention Centre
- February 22, National Aboriginal Achievement Awards Education Series – Vancouver Convention Centre
- February 23, Centre for Aboriginal Human Resource Development Inc. 9th Annual Career Fair – Aboriginal Centre of Winnipeg
- February 25, 2nd Annual Pow Wow – Conestoga College Kitchener, Ontario
- March 8, RCMP Women's Career Fair – Winnipeg, Manitoba
- March 21-23, Gathering Our Voices 2012 – Aboriginal Youth Conference Vancouver Island Convention Centre, Nanaimo, BC
- March 29, Mohawks of the Bay of Quinte's Employment and Training Services - Career Fair, Tyendinaga Mohawk Territory, Ontario

Diversity events/meetings

Since CSIS is committed to building an organization reflective of the communities we serve, it is crucial that we continue to foster a better understanding of our role, mandate and career opportunities within these groups.

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Conclusion

The Service continues to develop and enhance its recruiting and marketing strategy for the next 2-3 years, and as needs arise.

As such, the Proactive Recruiting and Marketing Unit will carry on with its front line role to reach out to various communities across Canada - to build new contacts, raise awareness about the Service's important role in society and to promote its unique careers.

Prepared by:

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