



Program Guide





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Program Overview

InterviewME is our online hiring program, where young people can sign up to access upcoming interviews and direct hiring events with MyStartr's Coalition employers across Canada.

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We connect youth with real job opportunities to provide a unique hiring experience for youth and employers, that consists of:

1 Youth Support

We work to match and prepare youth for interviews through referrals, community partners and our youth database. Youth can access custom interview prep to shine in front of an employer.

2 Guaranteed Interviews

We work with our coalition employers to flatten their interview process, so youth can access a direct interview. We will set up individual rooms for employers to interview candidates on the spot. We are there to help with best practices, tech training and anything else needed to ensure our employers interview processes & company shine.

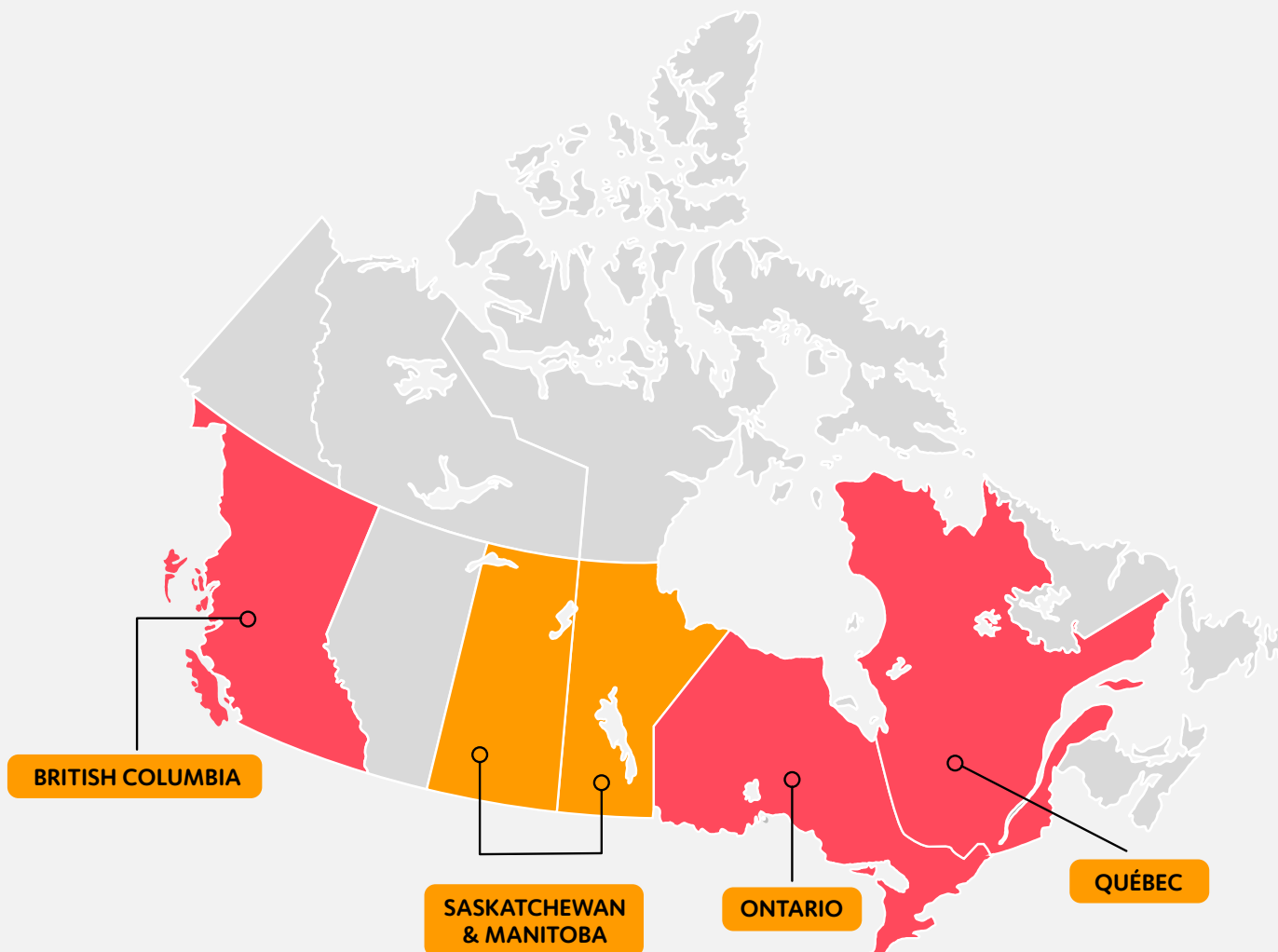
3 Clear Interview Steps & Offers

We work with employers on job offers and next steps for candidates, along with helping them navigate to the first day. Post interview, our team is there to support candidates and provide feedback on the experience.

Youth Database Setup

1. Candidates can register for the InterviewME Program based on the region in Canada they live in
2. Regional Operational Lead and Youth Coaches in core market areas: Ontario, Quebec, British Columbia, Manitoba and Saskatchewan.
 - At this time, we do not currently support hiring in Alberta and Atlantic Canada through our InterviewME Program.
3. As Youth Candidates register, Youth Coaches will be in contact to welcome Youth into the program and advise them of any upcoming hiring events in their area.
4. Each Region has a master Google spreadsheet of the datahub, for regional teams to work off of
5. The database sign up and general program page is at this URL: <https://interviewme.mystartr.ca>

REGISTER FOR THE PROVINCE YOU ARE SEEKING WORK



Program Staff Setup (Regional Approach)















Operations Lead – leads employment intake, hiring booking and logistical support for the Program.

Youth Coaches – leads youth recruiting, youth prescreening, workshops and tech room/coaching on the day of the events, youth followup after the event.

We also have two operational working groups that meet monthly to achieve certain operational goals within our Program – an Employer Working Group and a Youth Working Group.

Operational Flow Overview

Organizing a Hiring Event from Start to Finish

- | | | | | | |
|---|---|---|----|---|--|
| 1 |  | Employer books hiring event with Operations Lead for their Region | 8 |  | Host the interview prep session prior to the event |
| 2 |  | Host event kickoff meeting to get the tasks started | 9 |  | Send out interview information to candidates |
| 3 |  | Schedule & organize tech logistics for the event | 10 |  | Host the hiring event on Zoom |
| 4 |  | Reach out to Service Providers to refer youth | 11 |  | Share interview feedback from employers with youth |
| 5 |  | Promote the hiring event on all of our social media channels | 12 |  | Send youth a post-event general survey |
| 6 |  | Promote the hiring event to the InterviewMe talent pool | 13 |  | Follow up with youth and at the 1 & 3 month mark |
| 7 |  | Intake new youth who register for event | 14 |  | Prepare for the next hiring event |







Employer Outreach & Booking Process

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We book interview events with the MyStartr Coalition employers, which include Starbucks, Walmart, The Home Depot, TELUS, The Source and more. Typically, events are booked with a Regional or District Manager for the company, who organizes several stores/ hiring managers.

As part of InterviewME, employers are expected to provide real job opportunities and specifications; interviewers for the day, prepare and train staff on how to conduct their companies interview and provide feedback and next steps.

The [InterviewME Employer Introduction Deck](#) gives our coalition employers insight into the InterviewME Program and how it operates, and can be shared with employers. Events can be booked with each Regional Operations Lead via email. Booking details are captured in the [Employer Hiring Event Booking Form](#).

Once the event is confirmed with employers, the Regional Operations lead can set up the Zoom event and Calendar invite, and send to the appropriate contacts. Leading up the event, employers can be provided an Employer Event Onboarding session to do a technology check, event walkthrough and review of employer expectations. Employers will be provided with candidates numbers, ideally 3 business days before the event, and be provided with the candidate list and documentation on the morning on the event.

Tools for Employer Outreach and Booking

- [InterviewME Employer Introduction Deck](#)
- [Employer Hiring Event Booking Form](#)
- [Zoom Tech Support](#)
- [Employer Event Onboarding Video](#)





InterviewME Program Marketing

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General Program Marketing

InterviewME runs in Spring and Fall hiring cycles. Typically, we reach out to our stakeholders each cycle to let them know InterviewME is back on. This looks like an email blast to our stakeholder groups.

Tools for General Program Marketing:

- [Employer Outreach Email](#)
- [CSP Outreach Email](#)

Hiring Activity Specific Marketing

After booking each hiring activity, promotion for youth is done through various channels. This promotion should be done as soon as possible once the event is confirmed, to ensure an optimal level of youth participation.

Our Promotion Channels Include:

- Social Media
- Indeed
- Our Current Program Database
- Community Service Partners

Specific Marketing - Social Media Channels

First, we market the hiring event on our MyStartr social media channels. The marketing templates can be found on Canva and should be edited to reflect the unique hiring event information. Each region will be provided Canva templates to use.

The assigned event lead will be responsible for ensuring the social media posts go up in a timely manner after the event is booked.

Specific Marketing - Indeed Posts

[Indeed posts](#) can also be created using the MyStartr Indeed Account to recruit candidates for hiring events. Posts need to be sponsored and you can choose to spend more or less money per day depending on how many candidates are needed.

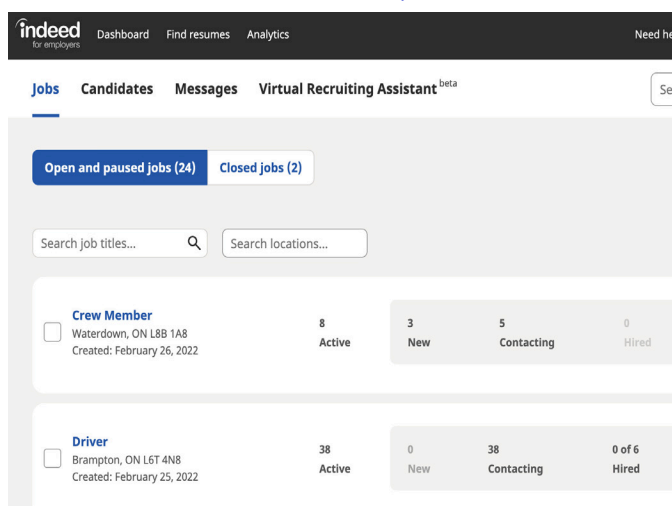
Once candidates start applying, they should be thoroughly screened to ensure they meet the minimum job and program requirements, and then be [invited](#) to register for the InterviewME Program.

Indeed Insights

- When creating a job posting, enter in the organization we are partnering with for the hiring event as the “company”.
- Disclosure statement: it is important to indicate in all Indeed postings that we are MyStartr, partnering with x company to host a hiring event.
- This ensures transparency for all candidates applying, so they do not mistake us as recruiters from our Coalition Companies.

Structure of Indeed Posts:

- Disclosure Statement
- InterviewME Program Requirements/Eligibility
- Company job description and requirements for the role
- Refer to the [Indeed Post Template](#)



Specific Marketing - Community Service Partners (CSPs)

We reach out to CSPs on a per event basis to refer clients.

We have a Master List of Community Partners [here](#), divided by region. We reach out to CSPs on a per hiring event activity using [this template](#) to see if they have clients that would be a good fit for the company we are working with. Each region is responsible for their own CSP list and maintenance of contacts.

Make sure to attach the relevant Employer FAQ and Job Description from our [Resource Library](#), so that community partners can better prepare youth. Community partners are also welcome to attend the interview prep session and interview day to support their clients. The outreach emails should be sent to CSPs as soon as events are booked, to ensure that they have adequate time to refer their clients to the event.

Specific Marketing - Promotion to current InterviewME Database

Looking at the existing data hubs, we can filter to find candidates that match the city and minimum requirements (e.g. Saskatoon, 18) and promote the hiring activity to them. Candidates can be filtered directly into attending the interview prep workshop, but should be screened for any additional mandatory requirements for the role.

[This](#) is the outreach email template you can use for this recruitment process. As Candidates are already in our InterviewME Program database, they can be invited to register directly for the Interview Prep workshop and the Hiring Event, if they meet the minimum job



InterviewME

Événements de recrutement à venir:

Vous recevez ce courriel parce que vous êtes inscrits au programme MONEntrevue. Nous avons deux **nouveaux événements de recrutement avec Pizza Hut et McDonalds**. Si vous êtes intéressé, **vous pouvez vous inscrire en remplissant les deux formulaires ci-dessous** : 1 pour l'atelier de préparation et 1 pour l'entrevue.

Une fois inscrit, vous recevrez le courriel avec le lien afin de participer aux rencontres.

Postes disponibles	Secteurs	Dates du recrutement
- Service à la clientèle - Cuisine	<ul style="list-style-type: none"> • Candiac : 101 Chemin St-François-Xavier • Laprairie : 1500 Chemin St-Jean • Montréal : 7645 Boul. St-Michel 	100% en ligne Lundi 23 août 2021 Atelier de préparation à l'entrevue : 13h30-14h30 Mardi 24 août 2021 Événement : 15h00- 18h00



Youth Screening & Intake Tools

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into the program. Youth intake and matching for job roles is an important step for program success.

The Youth Screening & Intake Process - General Flow

After candidates complete the registration process for InterviewME, they will receive an automated email that they have successfully registered.

The Youth Coaches will use the appropriate templates in the all templates folder to guide them through the youth intake process and onboarding of new registrants

For each youth that signs up into the InterviewME Program, they will be:

- [Sent a Welcome email \(use this template\)](#)
- [Given a phone call for intake \(use this template\)](#)
- If the youth is a match for an upcoming event, they will be invited to the upcoming Interview Prep Workshop, using [this template](#).

Candidate Name:
Phone number:
Email:
Eligibility:
Are you legally eligible to work in Canada: Current visa status (PR, Citizen, temporary foreign, N/A):
[insert eligibility question]
[insert eligibility question]
Availability?
Hiring Event Information:
[Insert hiring event date and time]
Store Locations
Are you interested and able to work in the store locations we have?
[insert various store locations if necessary]
Prep Workshop Information
[insert date and time of prep workshop]
Interested in participating in a resume workshop before the event (Y/N)?
Questions? (Or additional information)
How can I make you feel more confident in your interview experience?



Interview Preparation Tools & Workshop

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Interview Preparation Workshop Tools

For each employer we have:

- An employer FAQ that covers the job roles, requirements and the interview process; detailed job description(s) in PDF format; online application documents, if needed; workshop slide deck and workshop facilitation guide

We also have available on demand resources:

- [Interview Prep Workbook](#)
- 1 on 1 coaching we can offer

Everything needed to run the Interview Preparation Workshops can be found in this [Google Drive Folder](#)

Hosting the Interview Preparation Workshop

Our Interview Preparation Workshops are typically hosted 1 or 2 days before the hiring activity. [This is an email template](#) that can be used to invite candidates to the workshop. Workshops are scheduled for 1 hour, with a preference for 1 lead facilitator and 1 co-facilitator. Facilitators can use the provided slides and **facilitation guide** to run the workshop. The workshop consists of a general interview prep module and an employer specific module.

Candidates that attend the Interview Prep Workshop are afterwards [sent an email](#) with an invite to the hiring event, along with any other specific instructions (such as providing their resume to the Youth Coach). See the Interview Invitation Email Template for instructions.

Youth Coaches should follow up with candidates that miss the prep workshop to determine if they are still interested in attending the hiring event & provide a pdf of the workshop for the candidate to review. Youth Coaches can also conduct prep sessions for candidates that both miss the prep workshop, or would like more in-depth

preparation before their interview.





Digital Hiring Event Hosting

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Flow & Structure of the Digital Hiring Event

Key parties involved in each hiring event: Tech host (usually the regions Operations Lead), interviewers from the company, Youth Coaches (to be in coaching/tech room pre-event), youth candidates, Employer Lead from talent



Tech host and Youth Coaches will open Zoom link & ensure waiting room is enabled



The lead Youth Coach will move youth from the tech room to interview rooms as they open



Tech host will welcome the employer and their team onto Zoom prior to the event (15 min)



Once youth complete their interviews, they will do a post- interview debrief with the tech host



Tech host will welcome all youth candidates into the main room at the start of the event



After all youth interviews are completed, tech host will conduct debrief with all interviewers



The employer may choose to do a short welcome presentation for candidates (optional)



Post-event, tech host will send thank you email to employer & ensure feedback cards are completed



The tech host will open breakout rooms: a tech room, interviewer rooms and a debrief room



Youth Coaches will follow up with all youth to provide feedback & help with next steps



All youth will be sent to the tech room with the Youth Coaches to do audio & video checks

For more details on the event set up, check out

[Hiring Event Process Flow PPT](#)

[Hiring Event Flow for Youth Visual](#)



Post-Event Support

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Following up with our Youth Candidates

One day after the Hiring Event, the lead Youth Coach is responsible for sending an email follow up to all candidates scheduled for the hiring event, asking for survey feedback as well. [This is the email template.](#)

Employers are asked to complete their detailed interview feedback on the feedback card as soon as possible after a digital hiring event is completed. We can provide this feedback to youth in a 1 on 1 coaching conversation that youth have the option to schedule in the initial follow up email.

We also strive to update them on their next steps as we find out.

Keeping connected with youth post-hiring event is very important, especially in the cases where there are multiple interviews with a company or other steps that they must complete to move further in the hiring process (e.g. an online application, assessments, etc).

Being able to act as a liaison/advocate in these cases for youth to reach out to if they have questions or problems is something the youth really appreciate, and is an important component of our hiring experience.

We also collect youth data through our post-event survey as well as youth story testimonials which can be sent to select candidates on their experience.

Youth Data Collection Resources:

- [Youth Survey for Post Event](#)
- [Youth Story Testimonial Template](#)



