

Employer Toolkit

What is the Employer Toolkit?

This document is designed to give employers a quick how-to guide to connecting with the Indigenous workforce in New Brunswick. Studies have shown that diversity and inclusion can improve workplace satisfaction, employee retention, creativity, and even productivity. Through this document, JEDI hopes you will be able to understand the immediate next actions to land your next hire, and to enable your workplace to be more accommodating to Indigenous cultures and values.



Watch video at jedinb.ca/toolkit

If you have urgent questions or inquiries, please contact our Provincial Indigenous Employment Coordinator at piec@jedinb.ca or 1-888-884-9870.

What is JEDI?

The Joint Economic Development Initiative (JEDI) is an Indigenous non-profit organization dedicated to supporting Indigenous participation in New Brunswick's economy. JEDI focuses on working closely with its partners from Indigenous communities, organizations, government, and the private sector to foster Indigenous economic development in New Brunswick. Additional supports are available for entrepreneurs and small business, community economic development, and workforce development. For more information go to jedinb.ca

Employment Facts on Indigenous Peoples in NB

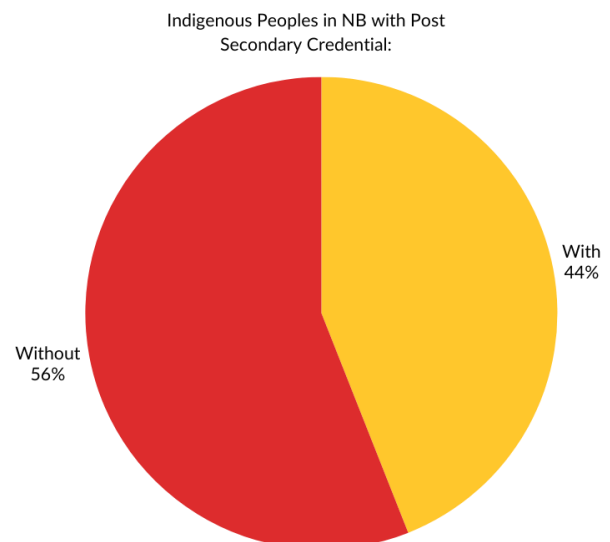
- Number of Indigenous peoples in NB: 33,395
- Indigenous Communities in NB: 16 (See map on page 4)

Top Areas of Study for Indigenous Peoples in NB

- 1) Architecture, engineering, and related trades
- 2) Business, management and public administration
- 3) Health and related fields
- 4) Personal, protective and transportation services
- 5) Social and behavioural sciences and law

Top Industries where Indigenous Peoples in NB are Currently Working

- 1) Health care and social assistance
- 2) Public administration
- 3) Retail trade
- 4) Agriculture, forestry, fishing and hunting
- 5) Construction



Source: 2021 Census Data

Future Wabanaki - Connects Indigenous University Students with local employers. Provides subsidized short-term work placements. For more visit: futurenewbrunswick.ca -> Future Wabanaki

Indigenous Skills and Employment Training (ISET) – The ISET program provides funding to Indigenous service delivery organizations for the design and delivery of job training services for the Indigenous population. The Indigenous service delivery organizations in New Brunswick are:

- *Mawiw Council Inc.*
- *North Shore Mi'kmaq Tribal Council (NSMTC)*
- *Wolastoqey Tribal Council Inc. (WTCI) [Formerly St. John River Valley Tribal Council]*
- *New Brunswick Aboriginal Peoples Council (NBAPC)*

JEDI: Indigenous Internship Program (IIP) - JEDI partners with host organizations to provide job placements to recent Indigenous post-secondary graduates. IIP participants benefit by gaining on-the-job experience, skills and capabilities in their field of study. For more visit: jedinb.ca -> Programs -> [Indigenous Internship Program \(IIP\)](#)

Equal Employment Opportunity Program (EEO) - The EEO program can contribute up to 50% of the salary to a maximum of \$20,000 a year for a maximum of two years. For more visit: gnb.ca -> English -> Search for "EEO" -> [Equal Employment Opportunity Program](#)

Tips for Employers to Engage with the Indigenous Workforce

During the Recruitment / Hiring / Orientation Stage

- Connect with First Nation community personnel, such as the Employment Training Officers (ETOs) and Education Directors to get more information on the local labour force size and skillsets.
- Take a relaxed approach with the interview style and take into consideration the experience and knowledge to determine personal fit within the organization—skills can be taught.
- Allow sufficient time for job vacancies (i.e. a minimum of two weeks).
- Match new employees with senior employees for mentorship support.

In the Workplace

- It is important for an employer to think about how to recognize specific holidays applicable to the Indigenous population. Employers should create a policy to consider recognizing these occasions. For example: National Indigenous Peoples' Day (June 21), and Treaty Days (October 1 for the Mi'kmaq, and June 4 for the Wolastoqiyik).
- Conduct a review of your bereavement policy. There may be a cultural expectation or need on the part of an employee from a small community to attend a funeral or participate in a ceremony.
- Hire or seek consultation with an Indigenous Liaison.
- Schedule cultural training sessions, such as the JEDI IRAM program, and provide refresher courses to employees every few years.
- Read the Truth and Reconciliation Commission's (TRC) [Calls to Action](#) and identify which items are most relevant to your organization. For more visit: trc.ca -> Reports -> Truth and Reconciliation Commission of Canada...
- Embrace Indigenous language as part of the welcome sign, or the organization's email signature. Consider including English, French, Mi'kmaq and Wolastoqey.
- Establish or join a diversity council.
- Seek out publications related to diversity.

Tips for Connecting with Indigenous Peoples

What is the Indigenous Reconciliation Awareness Module (IRAM)?

- IRAM provides education for Management and Staff on the history of Indigenous peoples and how to implement reconciliation within your workplace to foster Indigenous inclusion in New Brunswick's economy.
- JEDI will help your organization to understand Indigenous history in Canada and facilitate discussions on reconciliation with you and your team so that you will be more effective in your communications and interactions with Indigenous peoples. For more information on IRAM go to jedinb.ca/iram

What kinds of businesses and organizations have implemented the IRAM program?

- Organizations, government departments, industry partners, educational institutions, and businesses of all sizes have benefited from an IRAM session since the program was created in 2017.
- A new virtual version of the program is available to allow employers to provide the session while following social distancing requirements.
- Feedback from participants from all backgrounds has been overwhelmingly positive.

How can IRAM help your organization and what can you do to help your employees?

- Enable a workplace transformation to improve the culture of your workplace.
- Be more welcoming to Indigenous peoples, value their strengths, and eliminate stereotyping and discrimination among your employees or processes.
- Add Indigenous cultural sensitivity to competencies expected of all employees at every level and occupation, and implement training initiatives.

Appreciating Indigenous History and Culture

- The IRAM program reviews important topics like the Truth and Reconciliation Commission and its Calls to Action, the Indian Act, Sixties Scoop, the Residential School Era, Indian Day Schools, and the Peace & Friendship Treaties.

"IRAM was incredibly impactful for advancing Reconciliation awareness for our participants. The KAIROS Blanket Exercise, was a powerful, effective, and impactful interactive lesson that actually walked our union leaders through history and the Indigenous experience in Canada. The feedback we received from our participants clearly highlighted how effective JEDI's training is at opening up minds by engaging at an emotional and intellectual level. We believe this type of Reconciliation awareness training should be rolled out, and incorporated into the onboarding of new staff, in all sectors and industries."

*Hélène Savoie-Louis & Karen Gillam
MAP Strategic Workforce Services Inc.*

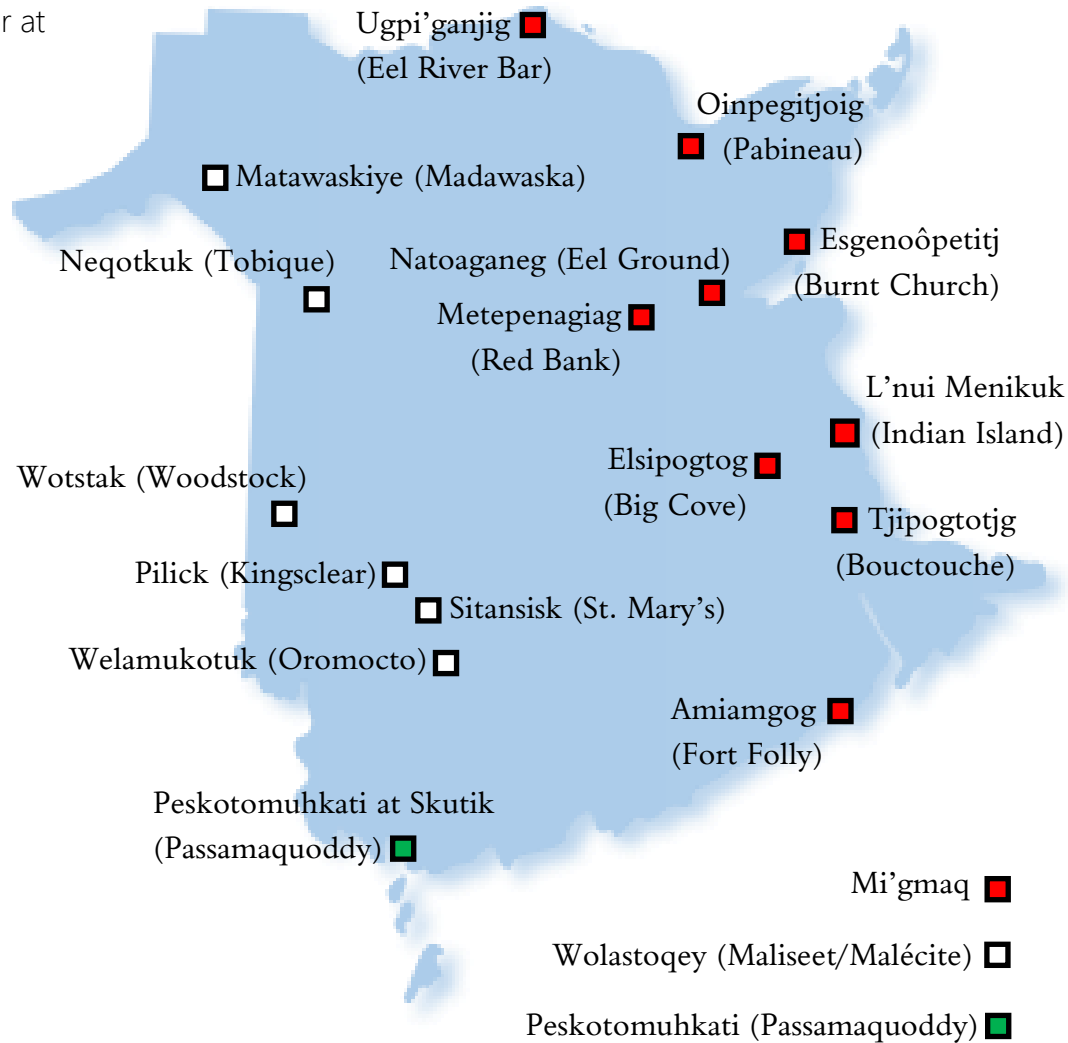
Apply for IRAM
at jedinb.ca/iram



How to Connect with an Indigenous Community near you?

To contact a local Indigenous community near your worksite or workplace, please contact JEDI's Provincial Indigenous Employment Coordinator at piec@jedinb.ca or 1-888-884-9870.

To learn more about Indigenous communities across the province use the interactive map to the right or go to jedinb.ca/toolkit



Meet your JEDI
Provincial Indigenous
Employment Coordinator



Nisa Kennedy

piec@jedinb.ca

1-888-884-9870

Summary of Next Actions

What should you do next?

1. **Connect with JEDI's Provincial Indigenous Employment Coordinator** - Contact the Provincial Indigenous Employment Coordinator at piec@jedinb.ca or 1-888-884-9870 for help with connecting with the 16 Indigenous Communities around the province. This position can help you connect with potential hires in each community, and can share employment opportunities with Indigenous communities.
2. **Apply for an Indigenous Reconciliation Awareness Module (IRAM) Delivery** - Apply to schedule an IRAM delivery in your workplace to be more accommodating to Indigenous culture and values. The program will allow you to review your current workplace policies and procedures, and enable your workplace to establish a foundation for a common understanding of Indigenous history, culture, and values. To apply go to jedinb.ca/iram