

Innovative WIL:

A Case Study of Student Talent for Small- and Medium-Sized Enterprises

The Future Link and Clan d'affaires programs give employers low barrier, affordable entry level opportunities that benefit student talent and incentivize young talent to stay in the local business community.

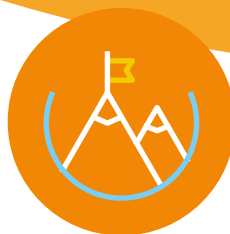
Challenges

Small- and medium-sized business owners cannot always hire full-time staff to deal with every aspect of running a business. Local employers and post-secondary institutions in New Brunswick face the issue of talent drain, as graduates often move to more economically robust regions.

WIL Solutions



Future Link: work-integrated learning (WIL) experience in which students from 4 public universities in New Brunswick are partnered with the Chamber of Commerce for Greater Moncton (CCGM), to work with Chamber members from across the province. Students are employed as Business Support Interns in teams to tackle a specific project every 2-3 weeks, over a total of 3 cycles.



Clan d'affaires: condensed two-day case competition conducted in partnership with the Collège Communautaire du Nouveau Brunswick. Students from various academic streams tackle real-world challenges presented by local businesses. The model offers a quick, impactful burst of collaboration for immediate business needs.

Impact

- Employers connect with potential future hires without the high costs of traditional recruitment processes.
- WIL can lead to full-time employment, facilitating the retention of local talent – including international students – in the Atlantic region.

Businesses benefit from unique skills and perspectives from diverse students, helping small businesses grow.

79% of employers surveyed indicated that they gained new skills, ideas, and knowledge from participating students

75% of employers said they became a “more innovative organization” because of students from Future Link and Clan d'affaires



We have seen some students being hired right after participating either in Clan d'affaires or Future Link. And they keep close contact with businesses that they really connected with. So that gives them the opportunity to stay in the region and maybe work for that business.” – PROGRAM COORDINATOR

Interested in setting up your own WIL program?
Connect with us at wilpartnerships@bher.ca

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Blueprint