

EDI in WIL:

A Case Study of Matching International Talent to Canada's Digital Skills Needs

To address Canada's rising demand for digital talent and to better align international students with workforce needs, BHER partnered with Wayble to launch the **Career Pathway Program**. This program also helps employers address current and emerging workforce needs, access global perspectives, and cultivate leadership skills.

Challenges

The growth of Canada's digital economy has created an increased demand for workers with digital skills. International students can help fill this talent gap, but we need to better prepare them to meet targeted workforce needs. Canadian SMEs are also in need of international perspectives to be more globally competitive.

WIL Solutions:

Wayble's Career Pathway Program fills the digital skills gap with international students who need labour market-aligned work experience. It also allows SMEs trying to expand into new global markets to access the international perspectives that can help diversify their businesses. Launched in January 2024, the Career Pathway Program has successfully enrolled nearly **1,000 international students** in work-integrated learning (WIL) opportunities in the digital economy to date.

Students go through a 6-week experience, which includes:



**Industry project
kick-off and
experience**



**Ongoing
mentorship**



**Skills & knowledge
building**



Immigration support

Benefits:

- 1** The Career Pathway Program helps employers leverage international student talent for both immediate business projects and emerging talent needs.
- 2** Employers can develop global perspectives and diverse insights for Canada's digital transformation.
- 3** Guided mentorship opportunities help employers build internal capacity for social-emotional skills and cross-cultural competencies.



“That’s why I keep signing up for these Career Pathway cohorts - because I enjoy meeting people of all backgrounds. As an educational company, it’s important to know perspective not only in the Canadian educational culture. This gives us perspective on how we target our program to new audiences.” *–EIM TECHNOLOGY, EMPLOYER PARTICIPANT*

**Interested in building your own
WIL program? Connect with us at
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+ HIGHER
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