



# A Municipal Recruitment Solution

September 14, 2020



# About Magnet

Our Platform

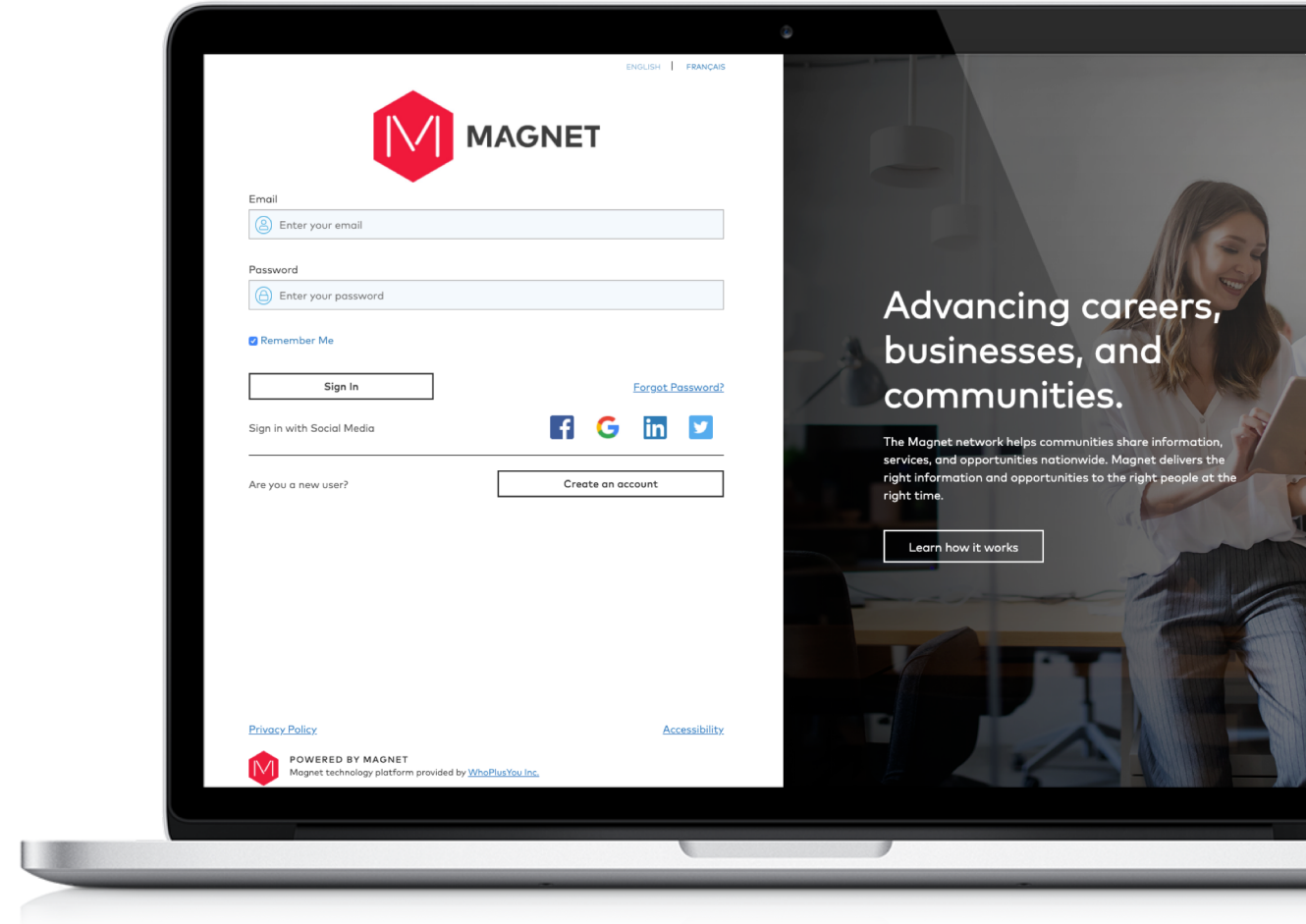
---



# About Magnet

**Magnet is a not-for-profit, digital social innovation platform housed at Ryerson University in Toronto, Canada.**

Our mission is to accelerate inclusive economic growth for all in Canada by advancing careers, businesses and communities.



# What we Offer

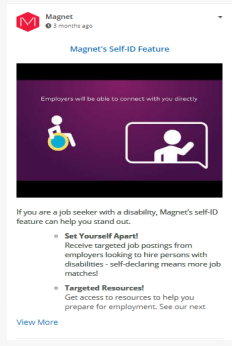
---



# Overview of Platform Functionality



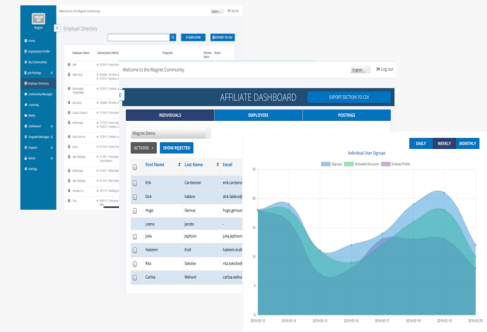
Job Matching & Custom Job Board



Targeted messaging



Targeted Learning Centre



Manage Clients & Employers



Data Reporting & Productivity Tools

# How we match



# Job Matching Methods

Through extensive and continued research within the employment services sector, two key types of job matching methods have emerged which we continue to explore:

## Taxonomy

“Taxonomy” refers to the orderly list and classification of criteria. From an employment services perspective, job criteria are available to be selected through an exhaustive selection list of options that:

1. Support the job seeker in showcasing themselves professionally; and
2. Allow for the use of exactly matching options on the Employer’s side when posting jobs.

## Job Seeker

- Job Seekers can also partake in an assessment that evaluates and/or validates any particular job criteria.
- A variety of types of assessments exist, such as aptitude tests, career tests, pre-employment behavioral assessments, etc., all with their own benefits and disadvantages.



# Taxonomy-Based Matching

There are a variety of methods by which job seekers can be matched to employment opportunities through matching taxonomy. The following relevant criteria can be matched through a taxonomical approach:

## “Traditional” Criteria

- Work Experience
- Academic Experience

## Less Traditional Criteria Include:

- Certification/credential-based matching
- Skills-based matching





# Experience Matching

---



# Job Seekers Input into a Profile

Upon registration, job seekers are promoted to fill out their job seeker profiles.


## Welcome

You are only a few steps away from being invited to apply for opportunities


### Start Building Your Profile

0%

Fill in your Profile to be matched with opportunities. Select one of the following options to get started:



Upload your PDF or Word Resume



Input Manually

(You will not be able to return to this page once you have made a selection)

## Education and Work Experience

66%

Complete a Work Experience or an Education record to start getting matched to job opportunities. You will be able to add more records later.

Select one option and fill in all fields to continue.

You will be able to change and add to your answers in your Profile when you finish onboarding.

I want to add a(n):  **Education Record**  **Work Experience Record**

Only the record you select will be saved.

Job Seekers either begin to input their experiences into their profile manually, or can upload a resume to expedite the process.



# Work Experience Matching

**Work Experience**

Work Experience records capture the main tasks and competencies of your role, and reflect the knowledge and skills you developed, including your noteworthy accomplishments. When selecting your focus areas and skills, please choose the closest match(es) to your work, rather than looking for the exact term.

If you had more than one role, or if your role led to work in more than one functional area, we encourage you to create a separate work experience record to make sure that all your skills and knowledge are reflected on your Magnet Profile.

---

**Position Info**

**Employer Name**  
Test Company

**Employment Location**  
Fredericton, New Brunswick, Canada

**Job Title**  
Customer Service Representative

**Accomplishments**

Resolve customer complaints via phone, email, mail, or social media.  
Use telephones to reach out to customers and verify account information.  
Greet customers warmly and ascertain problem or reason for calling.

**Period of Employment**

**Starting Date**  
Enter the date on which you started working for this employer.  
February 2017

**Ending Date**  
Enter the date on which you ended working for this employer.  
January 20

This is my current position

Job seekers fill out detailed work experience on their profiles, such as the industry, duties in the position, and skills learned on the job

**Experience Details**

My experience was in the context of a:

Position in an Organization  Skilled Trade

**What industry did you work in? (Recommended)**

Select the industry you worked in and the function within that industry which best fits your position.

Training, Customer Support

**What were your job duties in this position? (Recommended)**

Select the areas of work that best reflect the duties you had in this position.

Administration x User/Customer Support x

**What skills did you use in this position?**

Enter the skills that you employed while performing your duties in this position.

Customer Relations x Customer Service x Scheduling x

Trade Association  
Trade Credit Insurance  
Trades, Cabinet Making  
Trades, Carpentry

**Employment Opportunity Posting**

Describe the Work Experience and Skills you Desire

**Candidate's experience must be in the context of a:**

Position in an Organization  
 Skilled Trade

**This position requires experience in these industries: (Required)**

Training, Customer Support x

**This position requires experience performing these job duties: (Required)**

Administration x

**This position uses these skills:**

Customer Relations  Preferred  Required

Scheduling  Preferred  Required

Customer Relations x Scheduling x

Correlating selection options are then available on the employer's side when creating a job posting, generating matches for job seekers who meet the criteria.



# Educational Experience Matching

**Education**

Education records capture your field of study for a single credential. Your Education record should reflect the main subject of study in your faculty and program in order to highlight the subject area of your degree.

**Academic Credential. (Recommended)**

Select a type of academic credential (for example: Degree, Diploma, Professional Designation, Certificate, Secondary School). If you completed a certification or licence, you should create an entry in the Certification and Licences section of your profile.

Degree - Undergraduate

---

**Degree Information**

**What is the name of your degree?**

Enter the name of your degree. For example, "Bachelor of Science".

Bachelor of Arts in Business Management & Administration, Minor in Sociology

**What subject area(s) is your degree in? (Recommended)**

Select the faculty and program that best matches the particular subject(s) or program(s) of your degree.

Arts : Sociology x Business : Business Management/Administration x

**Description**

Highlight accomplishments, special projects, or extra-curricular activities during your studies.

What school is your degree from?

Université de Moncton

**What year of study are you in? (Recommended)** **What is your letter grade average?**

Graduate x C+ x

**When did you start this degree? (Recommended)** **When did you complete this degree?**

September 2009 June 2013

I am currently a student at this school.

Job seekers fill out detailed educational experience on their profiles, such as the subject area

**Employment Opportunity Posting**

Describe the Educational Credentials and Faculty or Skills Experience you Desire

**Select the credential(s) that candidates must have completed or are currently pursuing. (Required)**

If you select multiple credentials, candidates only need to match one to meet the requirement.

Degree - Undergraduate X

**What year of study can a candidate be in to meet the position requirements? (Required)**

Graduate of Don't Care Preferred Required

**What institution should this credential have been granted by?**

Click here to select Preferred Required

**What minimum Academic Grade Average does this position require?**

Preferred Required

**Are you looking for candidates based on their subject areas or skills?**

Subject areas Skills

**What subject area(s) should candidates have studied? (Required)**

Business : All Programs x

CANCEL CONTINUE

Correlating selection options are then available on the employer's side when creating a job posting, generating matches for job seekers who meet the criteria.



# Credential Matching

---



# Credentials or Certifications Matching

Certifications and Licences

Licences and certifications are provided by a recognized authority as evidence of training or accredited professional status. If you have a credential from an Educational Institution, such as a course certificate from a university or college, we recommend you enter it as an Education record.

Certifications and Licences

**Credential and Organization**

Enter either your credential name or organization name and select the appropriate credential/organization pair.

Chartered Professional Accountant (CPA) : Chartered Professional Accountants Canada x ch

Professional Geoscientist (P.Geo) : Association of Professional Engineers & Geoscientists of Saskatchewan (APEGS)

Engineer-in-training : Association of Professional Engineers & Geoscientists of Saskatchewan (APEGS)

**Chartered Professional Accountant (CPA) : Chartered Professional Accountants Canada**

MCIPS : Chartered Institute of Procurement and Supply (CIPS)

Chartered Procurement and Supply Professional : Chartered Institute of Procurement and Supply (CIPS)

Air Break Switch/Load Interrupter Maintenance : Infrastructure Health & Safety Association (IHSA)

Bare Hand Techniques : Infrastructure Health & Safety Association (IHSA)

Employment Opportunity Posting

Describe the Certification(s) or License(s) you Desire

**What Certifications or Licences must the candidate have?**

Certification / License	Organization	Remove?
Chartered Professional Accountant (CPA)	Chartered Professional Accountants Canada	X

Select Certification / License *(Required)*

Select an Option

Certifying / Licensing Organization - *(Required)*

Select an Option

ADD ENTRY

SAVE

Chartered Insurance Professional (CIP)

Advanced Chartered Insurance Professional (ACIP)

Fellow Chartered Insurance Professional (FCIP)

Risk Management Certificate

General Insurance Essentials (GIE)

Rehabilitation Benefits Administration Certificate (RBAC)

Associate of Customer Service (ACS)

Organizations Privacy Policy Accessibility

© WhoPlusYou 2010-2020

Similarly, job seekers can enter certification of licenses by name or issuing institution into their online profile.

Correlating selection options are then available on the employer's side when creating a job posting, generating matches for job seekers who meet the criteria.



# Assessment or “fit based” Matching

---



# Aptitude (or, “Fit-Based”) Matching

Magnet has partnered with Lumina Learning to provide another way to match candidates.

Individuals complete a psychometric assessment, and receive a measure of their “fit” for roles that have previously been benchmarked. “Fit” scores are created based on how well the individual’s qualities outlined from the assessment support key behaviours required in a given role.

Individual’s Assessment Results



8 Core Competencies of Role

**Working under Pressure**

**Engaging and Energizing**

**Pursuing and Achieving Goals**

**Planning and Organizing**

**Ensuring Accountability**

**Working Together**

**Being Interpersonally Astute**

**Supporting Others**





# The Community Model of Deployment

---



# COMMUNITIES

---

The Magnet Platform is a system designed from inception to create “**Community Hubs**”, which refer to our Partners’ individualized instances of the platform.

Users enter their “communities” on Magnet through their **Landing Page**, which are custom branded partner pages which collect the Partner’s constituent data.

(For example, their Job Seekers and/or Employers that sign up for an account through their landing page.)



# What can a community on magnet do?

Partner account owners can send out content to users in their community, such as:

- Targeted Messages
- Event Notifications
- Job Postings
- Learning Centre content / educational modules.

Partner account owners can also collect data on their constituents (either aggregate data, or personalized data solicited with consent.)

The constituents of a partner's community are known as "**Affiliates**".

# Data and Insights

---



# The Affiliate Dashboard

Our affiliate dashboard allows partner account user to see the personal information, job invites, and fit-scores of each job-seeking user who has signed in through your page.

## Affiliate Dashboard

Individuals

Employers

ALiGN Network OTEC  
and Magnet

Select Job Family

Search by first name, last name

First Name	Last Name	Email	First Affiliation
Jordanbeta	001	jordanbeta001wpy@mailinator.com	May 27, 2020
betaolivia	3407wpy	betaolivia3407wpy@mailinator.com	February 20, 2020
Henri	D	newhenridjobseekerwpy@mailinator.com	February 20, 2020
Ian	Hartlen	ianjs@magnet.com	November 5, 2019
Basem	Kareem	basem@gmail.com	November 21, 2019
Haley	Mc	newhaleyjobseekerwpy@mailinator.com	February 20, 2020
Vincent	Mercer	vincent.mercer@magnet.com	February 12, 2019
Laila	Naaji	laila.naaji@yahoo.com	February 12, 2019
Stephani	O'Brian	stephani.obrian@magnet.com	February 12, 2019
Larry	Philps	lep.lumina.02wpy@mailinator.com	January 15, 2020
Eden	Rusnell		Opted Out

# Thank You!

Ian Hartlen

**Project Manager | Magnet**



MagnetToday



MagnetNetwork



Magnet-Today