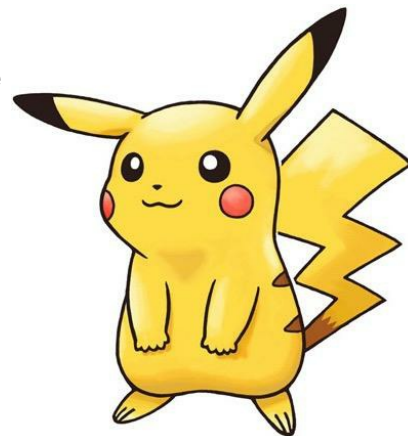


Week Ending July 22, 2016

Message from the CEO

Love it or hate it, Pokémon Go is an youth outreach bonanza.

This augmented-reality game allows users to find and capture digital Pokémon monsters and is a cutting edge opportunity for those in the employment sector to attract unemployed or underemployed youth to their service storefront.



Take advantage of being a Pokéstop

There are two types of fixed locations in the game called Pokéstops and Gyms. These are pre-set geographical locations in the game's map. Download the app (or check with your staff because I bet someone already has it!) and see if your office is near a Pokéstop or "gym." If there is one nearby, get out and engage with the people who show up.

- Set up a lemonade stand and offer drinks to the hunters!
- Have a gym tournament and offer an incentive to the winner!
- Create a hunt. Invite players to gather and then go on a neighbourhood hunt. Send staff along as part of the fun!
- Build your social media following by posting a sign at your storefront with a custom hashtag to encourage players to post their Pokémon screen captures with your hashtag and storefront.
- Set up a device charging station! Chat while they charge.

Become a Lure

Use the Pokéstop or gym near your office, and download the "Lure Module" for the game. This sends out a virtual invitation to all those near the stop to come and visit for the next 30 minutes. That's 30 minutes of youth coming straight to you for \$1.39 per lure or less than \$15 to arrange a lure every day for a week. Track how many youth you engage. Post it to your social media ahead of time to let people know when you will be using your lure and maximize the turnout.

Request a Pokéstop for Your Location

The maker of the game, Niantic is now accepting request from businesses to turn their location into a Pokéstop or gym. [Click here to submit your request.](#)

Early statistics from Vox.com show that the majority of fans are between 18 and 35 with 60% under the age of 25.

Shea King, a 19 year old in Victoria, downloaded the app before it was even available in

Canada. "Pokémon Go has a face-to-face social aspect that I don't get with a headset and a mic playing traditional video games at home," says King. As these youth can typically be a hard population to reach, especially face-to-face, why not put this phenomenon to work for your agency.

Josh Vollrath, also 19 and living in Victoria, says "Pokémon Go gives me the opportunity to go out and meet people in my community and still indulge my love of video games."

Immigrant job seekers get head start to employment

Posted by The Indo-Canadian Voice

A group of immigrant job seekers is getting a head start to employment in the retail industry of one of British Columbia's fastest-growing regions.

[Click to read more.](#)

Sweeping changes to EI meant to help northern B.C.

Posted by Northern View

North Coast fishermen received welcome news last week when the Government of Canada introduced sweeping changes to the Employment Insurance (EI) program.

New rules regarding the threshold for hours worked, entrant rules and more will take effect this month, all designed to improve upon a decades-old system that federal officials say are outdated.

[Click to read more.](#)

Virtual work will lower incomes and threaten social security: report

Posted by BCBusiness

The rapid rise in the number of Canadians who do contract work online is threatening to lower wages and undermine social benefits such as employment insurance and the CPP, according to a federal study. "A growing online marketplace for work could make self-employment the dominant form of work in Canada, potentially leaving large numbers of Canadians with uncertain job security," says Policy Horizons Canada, an organization within the federal public service.

[Click to read more.](#)

B.C. to change human rights code to protect transgendered people

Posted by Canadian Employment Law Today

The provincial government will specifically protect transgender people under the B.C. Human Rights Code, reversing its position about 10 days before Vancouver's Pride Parade.

[Click to read more.](#)

ASPECT 2016 Provincial Conference - The Space Between

Join us for the next annual
ASPECT Provincial Conference
The Space Between

Save the Date!

November 3 & 4, 2016
Delta Ocean Pointe Hotel Resort & Spa
Victoria, BC



Book a guest room at the Delta Ocean Pointe Hotel Reservations: 888-890-3222

- Guest Room \$136.00
- Deluxe Waterview Room \$176.00

ASPECT Member Agency Job Postings

Executive Director
WorkBC-USDC, Hazelton, BC
Closes: July 29, 2016
[Click for details.](#)

Assistant Manager for Employment Services
DIVERSEcity, Surrey, BC
Closes: July 24, 2016
[Click for details.](#)

Recruitment Specialist (Job Developer)
MOSAIC, Vancouver, BC
Closes: July 25, 2016
[Click for details.](#)

Executive Office Coordinator
MOSAIC, Vancouver, BC
Closes: July 22, 2016
[Click for details.](#)

Program Assistant, Hope to Work
MOSAIC, Vancouver, BC
Closes: July 24, 2016
[Click for details.](#)

Youth Outreach Worker
Pacific Community Resources Society, Vancouver, BC
Closes: July 24, 2016
[Click for details.](#)

Program Assistant
Pacific Community Resources Society, Surrey BC
Closes: July 19, 2016
[Click for details.](#)

Child and Youth Care Counsellor
Pacific Community Resources Society, Surrey BC
Closes: July 31, 2016
[Click for details.](#)

Pathways to Education - Program Supervisor
Pacific Community Resources Society, Surrey BC
Closes: August 1, 2016

[Click for details.](#)

Program Support Worker
MOSAIC, Vancouver, BC
Closes: August 21, 2016

[Click for details.](#)

ESL Instructor
MOSAIC, Vancouver, BC
Closes: August 21, 2016

[Click for details.](#)

To have your job opportunity included in the newsletter, please send the details including a link to your posting to nreich@aspect.bc.ca.

Professional Development Events

2016 Summer Labour Market Conference: Skills for a Changing Job Market

July 28 & 29, 2016

Hilton Vancouver Metrotown, Burnaby, BC

This year's conference brings together leaders in business, education, labour and industry to explore the skills that will be needed in the next five to ten years. British Columbia has entered an ever increasing 'Skills Shortage', not a 'Labour Shortage' as some might hope. Competition for entry-level employment is extreme while many skilled jobs go unfilled. Baby-boomer retirements are expected to peak between 2019-2023 and workers with in-demand skills will be the ones who benefit the most.

Look for the ASPECT booth with information about the Canada-BC Job Grants.

Register now: <http://www.labourmarketconference.ca/>

The CAPLA RPL Boot Camp

October 14 & 15, 2016

The Grand Hotel & Suites, Toronto, ON

CAPLA's recognition of prior learning (RPL) Boot Camp is for the brave, strong and disruptive innovator who wants to improve the way we acknowledge learning in Canada!

[Click here for more information.](#)

2017 Cannexus Conference

January 23-25, 2017

Shaw Centre, Ottawa, ON

Come together with more than 900 of your peers to exchange information and explore innovative approaches in the areas of career counselling and career development.

Register now: <http://cannexus.ca/registration/>

*It is distributed several times per year to more than 150 Community Based Trainers as a benefit of membership.
Attributed articles represent the opinions of the authors and not necessarily the opinions of ASPECT.*