



Topic: Attracting and Retaining New Brunswick's Youth

Every year, youth leave the province of New Brunswick to contribute to labour markets in other provinces or countries. What are youth facing that would make them want to leave, and what could encourage them to stay?

Some questions or topics your students might explore to help solve this challenge include:

- What do young workers really want? What motivates youth in their career search?
- How can employers attract and retain young talent?
- Out-migration (or leaving New Brunswick) tends to be highest among younger people as they pursue education and job opportunities elsewhere.
- Stopping the flow of young New Brunswickers to other provinces could be an important tool to maintain much-needed workforce growth.
- Identify actions on the part of employers, community leaders, and other stakeholders that will help our province compete with larger cities or provinces for young workers.
- As the labour market tightens, employers must be innovative with their recruitment and training practices to access the labour they need. This might include adopting new approaches to recruitment, such as specialized recruitment software/tools, online jobs fairs/networking events, social media channels, and more.

