



Topic: Attracting and Retaining New Brunswick's Youth

Out-migration (or leaving New Brunswick) is typically highest among youth. Every year, New Brunswick youth leave the province to work elsewhere. Why are youth leaving, and what could encourage them to stay?

To find a solution to this challenge, you might want to explore these questions:

- Why do youth leave the province? Are they leaving for work, education opportunities, or something else?
- When do youth leave the province?
- What do young workers want? What motivates youth in their career search?
- What work or education opportunities are youth looking for? Do employers or educators in New Brunswick offer these already?
- How can employers attract and keep young talent?
- How can New Brunswick keep and maintain a workforce that includes youth?
- What actions will help New Brunswick compete with larger cities or provinces? How can employers, community leaders, and other stakeholders take action?
- What recruitment approaches could employers take to engage youth? Are there innovative approaches, tools, or training practices that would best engage youth?

