



For Community, By Community

2020-21 ANNUAL IMPACT REPORT



TABLE OF CONTENTS

Forewords	3-4
Our Vision & Mission	5
Who We Are	6-7
Our Team	6
Why Nova?	7
Our Impact	8-9
Who We Work With	10-19
Demographic Breakdown	10-12
Our Work with NEET	13
Our Work with Students	14-16
Career Support for Adults	17-19
Trainings.....	20
Your Success is Our Success.....	21
Our Goals for the Year Ahead	22
Sponsorship & Partner Spotlight	23
Our Sponsors	24

FOREWORD FROM OUR CHAIR // our year in review



Louise Reed
Co-Founder & Chair of Advisory Board

Welcome to the first Connect by Nova impact report. How happy and privileged I feel to be writing this following a year that saw the COVID-19 pandemic significantly impact employment opportunities in our local community. With the rapid rise of the unemployment rate due to the pandemic, Connect by Nova became available as a resource for the Caymanian unemployed and underemployed, including those looking to develop themselves further.

Connect by Nova started as a simple **conversation**. How could CML & Nova Recruitment do more? How could we reach more people and ensure they have access to the different services they need to succeed? We believe the answer is in **connecting** our public, private, and education sector's insight, funding, and initiatives directly with the unique requirements of individuals in our **community**.

”

*How could CML and
Nova Recruitment
do more?*

This report outlines the vital work the program has delivered in 2020/21. Our small team has achieved outstanding results in the short time between Connect by Nova's initial inception in September 2020 to the formal launching of our career services in March 2021. Our expert 1-to-1 careers advice sessions have delivered meaningful, personalised support for Caymanians and the people of Cayman. Behind the statistics are moving stories of personal motivation that we hope our case studies bring to life.

The impact of the pandemic is not over. Especially not for those trying to enter the workforce for the first time or who have been displaced by changing industry environments. I hope this report shines a light on the importance of Connect by Nova, its data, evidence, and the hard work of our community.

FOREWORD FROM OUR CAREER CONSULTANT // our year in review



Hannah Jackson
Co-Founder & Career Consultant

As I think back to a year ago when CML & Nova Recruitment decided to begin Connect by Nova, I am truly amazed and humbled at the impact we have made. What started as an idea scratched on paper, then turned into a project, has become an NPO that I have seen grow with the support of our Cayman community.

Moving from a project to incorporating Connect by Nova as a not-for-profit organisation meant that our first few months in operation were spent working together with marketing and the CML Group to ensure we created a sustainable company that had the tools it needed from the start to thrive long term. From securing a learning management system for our candidates to creating compliance processes, trainings and workshops, and building

relationships within the government, private sector, and educational institutions, this enabled us to formally launch our career services to the Cayman community from March 2021.

”

*I am truly amazed and
humbled at the impact
we have made.*

The success we have enjoyed at Connect is a sum of decisions and positive outcomes from the individuals we work with and the partnerships we have made within our community. I am proud to be leading this wonderful team of people who are passionate about working together to develop a workforce that not only closes the gaps in our employment market, but that supports individuals to be adaptable, resilient, and achieve career success in their field of choice.



Our Vision

A national workforce that is resilient, agile, and that can continually develop in line with global business needs, occupational patterns, and growth.

Our Mission

To support Caymanians and the wider Cayman community to achieve career success through guided access to education, training, and employment.

WHO WE ARE // our team

Our people are at the heart of what we do, contributing to the continued delivery of our mission of helping individuals achieve career success in the Cayman Islands. Every number reported reflects the commitment, passion, and drive of our team.

OUR STAFF



HANNAH JACKSON

Co-Founder &
Career Consultant



JENNIFER MOSELEY

Marketing Manager



BRIELLE WATLER

Market Research &
Data Analyst Assistant
*Internship followed by
Full-Time Employment*



CULAINN LYNCH

Research Assistant
Work Experience



ANAIS SMALL

Research Assistant
Internship



RAVEN HILLIARD

Research Assistant
Work Experience

OUR BOARD OF DIRECTORS



From Left to Right:

Catherine Kelly: Secretary, Advisory Board

Karen Kersey: Director, Advisory Board

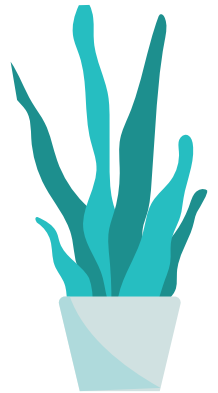
Rachael Brendel: Treasurer, Advisory Board

Louise Reed: Co-Founder & Chair, Advisory Board

WHY NOVA?

Nova Recruitment, part of the CML Group, opened to the public in 2017 with a focus on being the premier recruitment agency for local talent. The vision was to take recruitment services one step further to really engage with candidates on their career journeys. This vision uniquely placed Nova to provide real-time insight about the current job market as they worked with employers across Cayman to fulfil their talent needs. This made Nova the ideal partner for Connect as they understand the skill gaps, and make connections between supply and the real-world talent demands of the private sector.

Working in recruitment, Nova recognised a limitation in their capacity to deliver solutions needed by hundreds more Caymanians that want, need and deserve to have the opportunity to get their careers on track. Nova acknowledged the need for a Cayman workforce that is resilient, agile and that can continually develop in line with business needs, occupational patterns, and growth. **As a result, Nova has developed 'Connect' by Nova to implement practical solutions that include:**



- ✓ Information sharing on the economic and labour market situation, trends in skills, and employers' perspectives on the significant skills gaps affecting sector growth.
- ✓ Commitment to developing talent and responding to growth through providing bespoke careers information, advice, and guidance for job seekers.
- ✓ Local opportunities, including internships, apprenticeships, traineeships, and training courses.
- ✓ Referrals to partner agencies for specialist support.
- ✓ Various assessment tools - used for both recruitment and continuous professional development.

OUR IMPACT // highlights from our first year

2020-21 HIGHLIGHTS

Since our launch in March 2021, Connect by Nova has supported the Cayman community more than we were able to imagine, and **we are only just getting started!**



408

INDIVIDUALS

have received

CAREERS GUIDANCE



45

**TRAINING
COURSES**

have been conducted

**275
HOURS**

spent conducting one-to-one

**CAREERS ADVICE &
DEVELOPMENT
SESSIONS**



**52
HOURS**

spent conducting

**TRAINING
COURSES &
WORKSHOPS**

DID YOU KNOW?

Of all individuals we've worked with one-on-one to-date, **94%** have been **Caymanian**.

OUR IMPACT // highlights from our first year



CAREER ACTION PLANS

78%
OF INDIVIDUALS

working with Connect
have completed a
Career Action Plan*

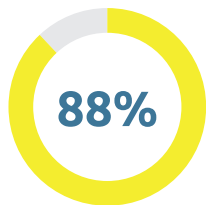
22%
OF INDIVIDUALS

working with Connect are in the
process of working through their
tailored Career Action Plans

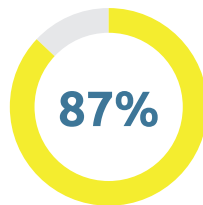
100%
of completed Action Plans
through Connect have been from
**CAYMANIAN
CANDIDATES**

Our Services

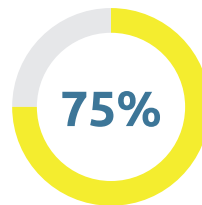
Individuals engaged in services through Connect are provided with a questionnaire asking about their preference of services provided by Connect to best help them on their career journeys. Of those who responded, they were most interested in:



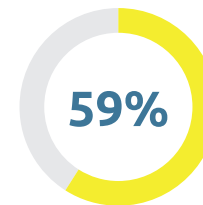
Exploring Careers and
Prospects



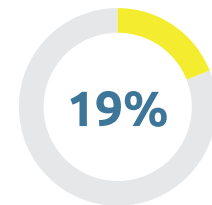
Careers Advice and
Personalised
Consultation



Further Support in
Resume Building



Self-Assessment to find
best Job Categories,
Roles, Gaps in Skillset



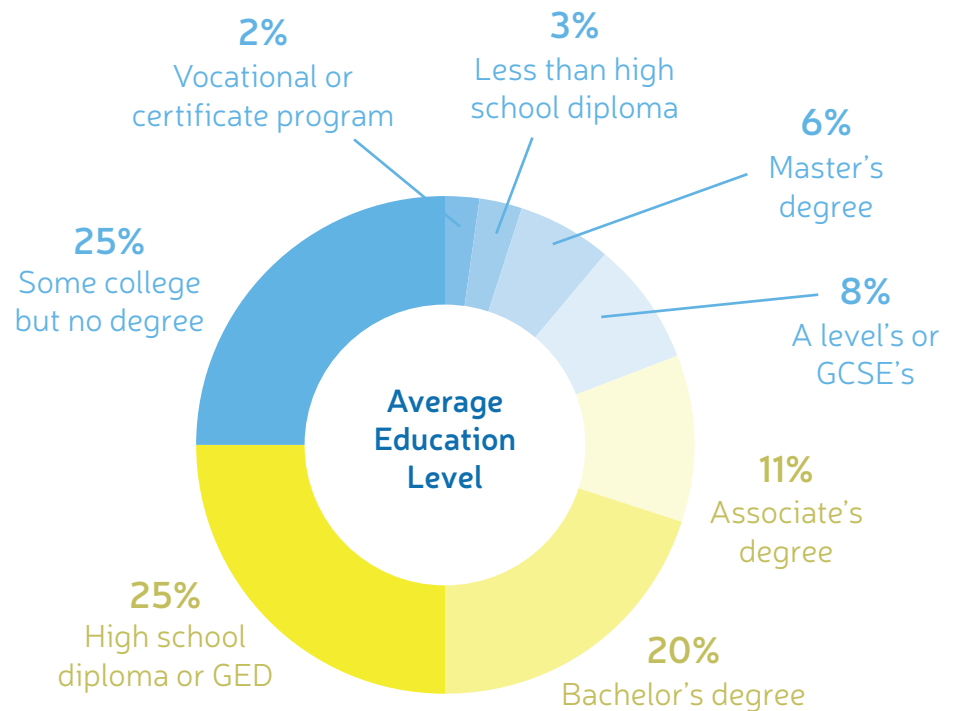
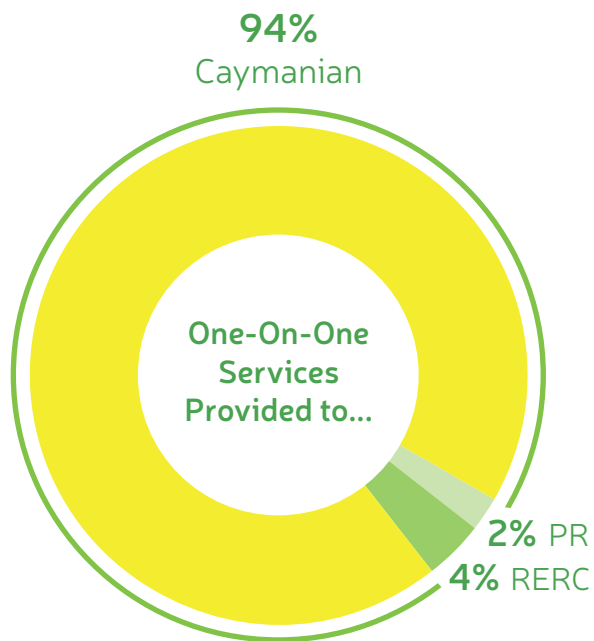
Online Courses

*Completed action plans include anything from the completion of an upskilling action plan, registration in further education, or gaining employment via an internship, apprenticeship, or full-time position.

WHO WE WORK WITH

Demographic Breakdown of the Individuals We Work With

To appreciate the impact that we've had and make informed decisions for the future of Connect's services, it is important to understand the breakdown of the individuals we've worked with so that we can continue to support individuals in Cayman to achieve career success.



WHO WE WORK WITH

Demographic Breakdown of the Individuals We Work With

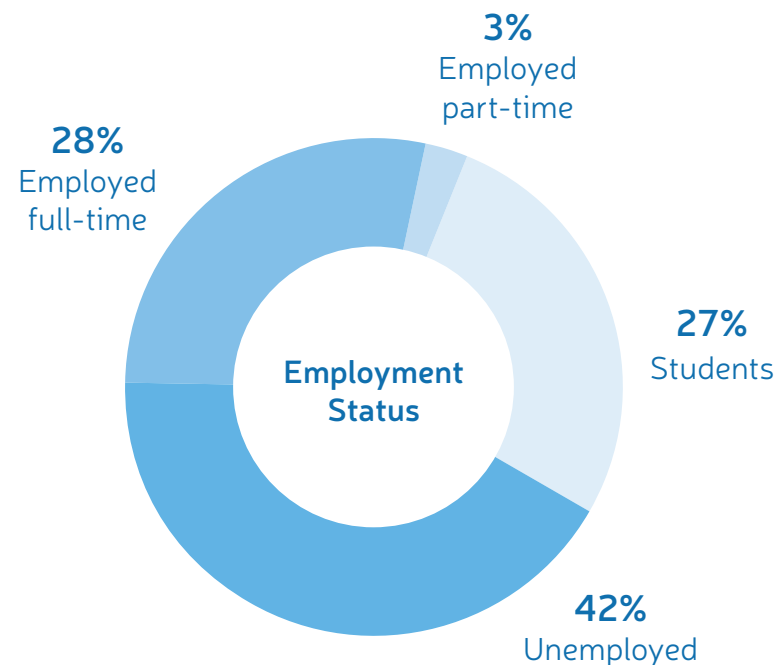
As we can see, many individuals Connect has worked with in the past year are currently employed; however, they are seeking further assistance in their careers as they do not feel satisfied or are considered '**underemployed**'.

73%
OF INDIVIDUALS
WE'VE WORKED WITH
consider themselves
underemployed

underemployed

[uhn-der-em-ploid]

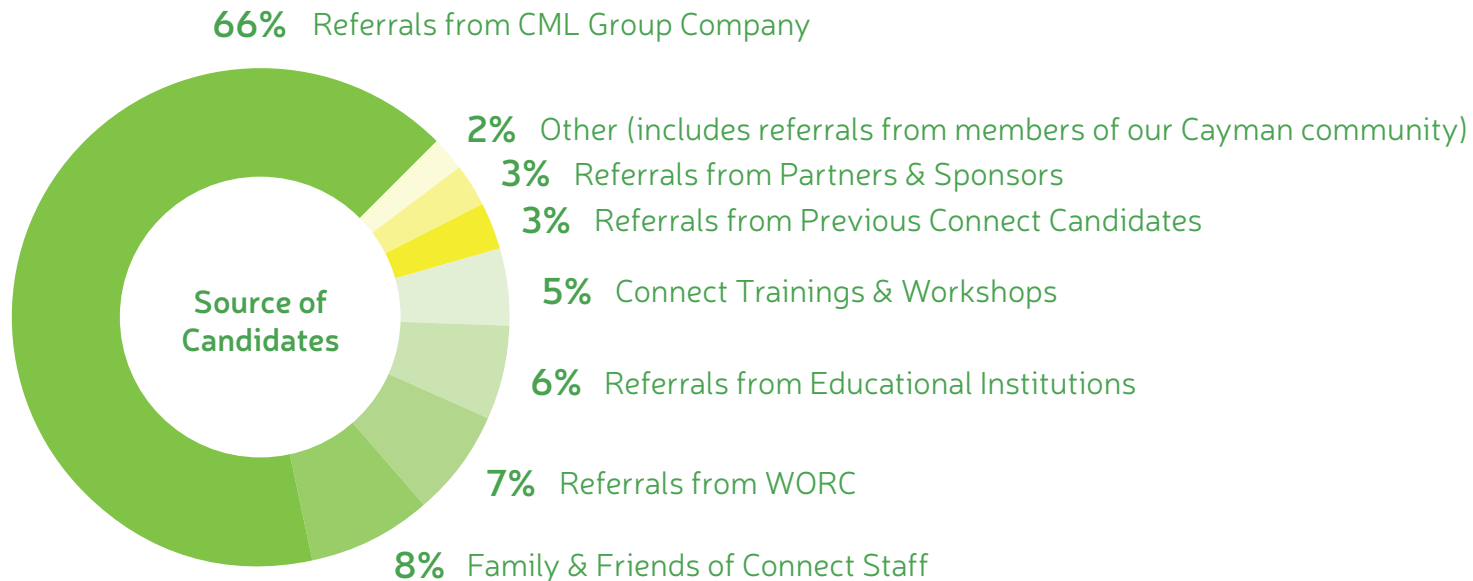
individuals who are not fulfilled financially or not doing work that makes full use of their skills and abilities



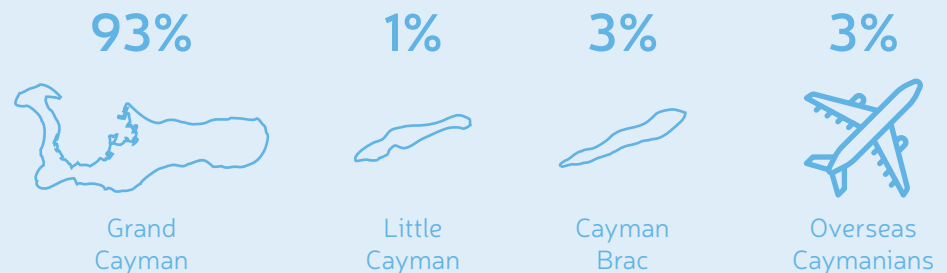
DID YOU KNOW? We have provided services to individuals between the ages of **16 to 54 years old**.

WHO WE WORK WITH

Demographic Breakdown of the Individuals We Work With



Connect has provided career advancement sessions to individuals across all three of our islands and Caymanians currently located overseas:



Our Work with Individuals who are Not in Education, Employment or Training (NEET) or at Risk of Becoming NEET

NEET

[neet]

individuals between the ages of 16 to 24 who are not currently enrolled in education, employment, or training

Supporting unemployed individuals to recognise and reach their full potential

Connect provides free, impartial, and bespoke career support, information, advice, and guidance to young individuals considered NEET. This enables individuals to recognise their potential, understand how to access opportunities, and achieve their long-term aspirations.

Connect provides support, often working in partnership with other specialist agencies, industry mentors, and our corporate sponsors, to meet individuals' needs and help them access and sustain positive outcomes in education, employment, and training.

Our team achieves this through one-on-one weekly meetings where we clarify a career action plan unique to each individual and create achievable and measurable goals, breaking down what can seem an impossible process into manageable milestones.



Note: up until the impact report, we did not ask for age information as this information was not relevant to providing the career services to candidates by our team; this information is now requested purely for reporting purposes.

WHO WE WORK WITH // our work with students

At Connect, we are passionate about helping young Caymanians make the right decisions about learning, work, and life. We empower students with the knowledge and the competitive edge they need to achieve the best possible outcomes.

THE EDUCATION LANDSCAPE

To understand where services are necessary for the youth in the Cayman Islands, we needed to understand the current landscape they are facing when planning for their futures and careers. To do this, we reached out to our connections at five different educational institutions across our three islands, consisting of private and public high schools and tertiary education:

20%

of those polled have

**NO CAREER
DEVELOPMENT
PROGRAM**

NONE

of those polled have

**REQUIRED CAREER
DEVELOPMENT
PROGRAMS**

40%

of those polled have

**NO DEDICATED
STAFF MEMBER**

to support students with
careers advice

We also asked our connections about the different areas in which they believe students require the most support in which they responded with:

80% believe their students **lack knowledge** of the **Cayman employment market**

60% feel students are **not aware** of the **specific qualifications** needed for specific careers

60% believe their students **would benefit more from support** when searching or applying for **internships/work experience opportunities**

VALUE TO EDUCATIONAL INSTITUTIONS

Individuals leaving education or qualification programs are struggling to find employment with many unable to secure work in their relevant field of study. Our approach provides students and faculty with timely, relevant support with information sharing at its core, empowering the next generation with a better sense of what they can expect upon leaving school or continuing onto further education.

124
INDIVIDUALS

supported across educational institutions in the Cayman Islands through work readiness workshops, college courses, and training initiatives.

SCHOOL LEAVERS & FURTHER EDUCATION

Connect by Nova has on-the-ground labour market knowledge to help individuals choose a strong course of study that not only meets the talent demand in Cayman but will fit the unique abilities and personalities of each individual. Our career consultant works through tailored career action plans to help students identify and achieve their unique goals, covering everything from resume building, completing application forms through to interview preparation.

5
INDIVIDUALS

have continued their education through the support of Connect, including admittance into certificate/vocational programmes, the pursuit of a relevant professional qualification, or enrollment in university to achieve their associate's, bachelor's, and/or master's degrees.

OUR APPROACH TO STUDENT SERVICES



Collaboration

We partner with educational institutions to design professional and inspiring career readiness resources, advice, and training, tailored to each institution and the needs of their students.

Consideration

We take the time to consider the goals, aspirations, and challenges of each student, and by providing tailored advice, guidance, and support, we break down the barriers and excite them about their future career opportunities.

Connection

We connect students with employers who are as passionate about supporting young people as we are. We provide meaningful programs to enhance their value and effectiveness and give students the knowledge and competitive edge they need to succeed.

RECENT GRADUATES

Connect by Nova provides expert advice, helping students to navigate the transition from education into gainful employment. Our career consultant works in partnership with our corporate sponsors and other private and public sector organisations to maintain an up-to-date directory of apprenticeships, internships, and entry-level positions that are available on-island that may be suitable.

23

YOUNG INDIVIDUALS

entered the workforce through securing an internship, work experience, or an entry-level position

CASE STUDY



X, age 28, was referred to work with a career consultant as they recently decided to return to Truman Bodden Law School to pursue their LLB locally. X went immediately into the workforce after completing one year of their university-level studies at Truman Bodden. After working for over ten years in compliance, X knew that they were ready to return to Truman Bodden and needed to shift their career path to find a role that would allow them the flexibility to work and study. Our career consultant met with X and outlined study options and potential opportunities. The ideal role for X would be a part-time compliance position while continuing their degree so that upon completion, they can transition to one of the law firms to begin their article clerkship.

Our career consultant notified X that part-time positions are hard to come by, especially in the current job market. However, through reaching out to our partnerships and connections, our career consultant was able to set up an interview with a boutique company management firm for a part-time compliance position with a salary just below what X was making in their previous full-time role.

Our career consultant provided resume building and interview preparation resources, empowering X to impress the firm so much so that they were offered the position that same day. Willing to take the slight pay cut reflective of a part-time role to further their education, X accepted the offer for the compliance role and is still on track to complete their LLB in 2024 with a company that supports their endeavours in furthering education.

WHO WE WORK WITH // career support for adults

Connect offers career guidance for adults in a range of tailored support services, including job-seeking advice, redundancy support, and advice for those pursuing a career change.

1. JOB SEEKING

For individuals requesting assistance with their job-seeking goals, Connect can assist through a variety of different services, depending on the bespoke needs of each individual. Some of these one-on-one services may include any combination of resume writing, interview prep, network introductions or direct application support and tracking.

As Connect is a member of the wider CML Group, this is significant for the job seeker as it allows Connect to share current knowledge on what employers are looking for, in-demand professions, the desired types of qualifications and experience required, and the responsibilities of each position to enable job seekers to make more informed decisions towards gainful employment.

35
INDIVIDUALS
have secured employment
through the support of
Connect by Nova's services

60%
FULL-TIME

11%
PART-TIME

29%
**WORK EXPERIENCE
& INTERNSHIPS**

2. REDUNDANCY & DISPLACED WORKERS

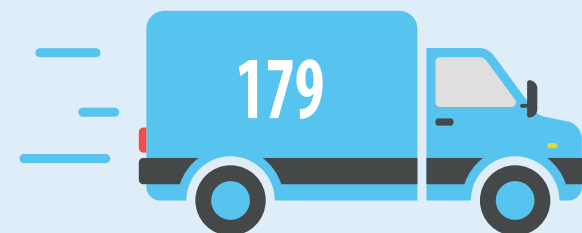
Due to the COVID-19 pandemic, the Cayman Islands experienced a significant increase in its unemployment rate across multiple industries. According to a report released by the Cayman Compass in March of this year, the number of unemployed Caymanians peaked at the end of 2020 at 8.3%. It has become apparent that up-skilling and support for displaced individuals is imperative. These displaced individuals have a unique opportunity when facing redundancy to re-visit their career choices. Our career consultant works 1-on-1 to advise, develop, and explore viable career and education options, encouraging displaced and recently-made redundant Caymanians to re-enter the workforce.

3. CAREER CHANGE

The prospects of a career change, particularly in an economy faced with uncertainty, can be daunting. Changing industry during a pandemic is challenging and overwhelming with the realisation that there are no longer opportunities in industries individuals have grown to love or coming to find they no longer have passion for their current career path. Our career consultant has the knowledge to curate tailored career action plans, allowing individuals to explore new industries and careers that align with their unique goals and the current labour market needs, providing guidance and training for upskilling and reskilling where necessary and network connections to actualise these goals.

8
INDIVIDUALS

have been assisted through their career change journeys through the support of Connect's services.



CASE STUDY: Tourism Drivers Project

In partnership with the Department of WORC, one of Connect's initial projects prior to launching our full line of services was completed during the COVID-19 lockdown providing support to **179** taxi drivers within the tourism industry who were displaced due to the pandemic.

Connect and the wider CML Group worked on the oversight and coordination of re-integrating displaced workers into suitable positions such as courier services, supermarket packers, and food delivery positions.

"Job searching on my own was not enough as I had been looking for months with no success; That's when I came across Connect by Nova. This proved incredibly beneficial as my career consultant provided many positive tips and suggestions to make my resume and LinkedIn profile more appealing to potential employers. During this time, my career consultant also connected me with many HR Professionals already working within the industry.

My career consultant also went the extra mile by encouraging me to become a Cayman Islands Society of Human Resources Professionals (CISHRP) member. Eventually, my career consultant was able to help me secure my current job, which is the exact role I was looking for. My journey has been successful thus far, and I am forever grateful for the guidance I've received from Connect by Nova."

CASE STUDY



B, a recent graduate who returned to Cayman due to COVID-19, needed support in navigating the job market. B completed their master's degree in the UK and found it difficult to enter the local workforce with only having previous internship experience.

B's career consultant worked in partnership with various organisations on island, ensuring that they had the opportunity to network and meet key professionals within the human resources industry. With Connect's guidance and assistance, B applied for and was approved to be a member of the Cayman Islands Society of Human Resources (CISHRP), where they had the opportunity to attend networking events with professionals within the human resources field. B's career consultant also connected them with local organisations and set up industry-expert meetings with the Assistant HR Manager and Immigration Specialist and Talent Acquisition Specialist at two different leading law firms on island.

B's journey took time, however, through creating valuable connections, B was able to secure an internship within an HR team at a leading law firm, quickly followed by an offer for permanent full-time employment as the Human Resources Administrative Assistant with a growing local organisation.

TRAININGS

BITE-SIZED TRAININGS/WORKSHOPS

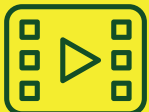
The career team at Connect has created a range of bite-size training courses available for free for anyone in the Cayman Islands to attend, with virtual access, meaning those in the Sister Islands can still benefit from these resources.

Instructor-led training topics include but are not limited to:

- ✓ Resume Writing
- ✓ Foundation of Interviewing
- ✓ LinkedIn Optimisation
- ✓ Internship Search
- ✓ Transitioning from Student to Young Professional
- ✓ Work Ethic & Etiquette
- ✓ Salary Negotiation

ASK THE EXPERTS SERIES

Providing industry-specific knowledge, our 'Ask the Experts' series empowers the community to learn more about the various industries in Cayman and what a potential path to a career in that industry might look like so that they can make more informed career decisions.



The recorded sessions of the 'Ask The Experts' series can be found any time on our YouTube channel, **@ConnectbyNova**.

Our team offers weekly instructor-led workshops and online, self-paced trainings with over **100+ courses** and **2,000+ lessons** to strengthen skills further, helping to bridge the ever-widening skills gap the Cayman employment market is currently facing.



408
INDIVIDUALS
have received
GUIDANCE



45
instructor-led
**TRAINING
COURSES**



55%
**ATTENDANCE
RATE**

for workshops & trainings

YOUR SUCCESS IS OUR SUCCESS

Completed Action Plans by Industry



COMPLETED CAREER ACTION PLANS

Each individual has different milestones and goals to achieve; Connect measures each success as a completed action plan. A completed career action plan can include any of the below and more:

- ✓ Being accepted into further education or securing an educational scholarship
- ✓ Securing development opportunities, including apprenticeships or work experience
- ✓ Finding temporary or permanent employment
- ✓ Picking a suitable and appropriate career path

Completed action plans are tracked by the current occupation/area of study of the individual receiving services by Connect and whether they are satisfied with the result of the training and assistance with applications.

52
ACTION PLANS
COMPLETED
this year

21
Permanent
Positions

14
Part-time
Positions, Work
Experience or
Internships

OUR GOALS FOR THE YEAR AHEAD

YOUR IMPACT

Connect's programs and services for the Cayman community are shaped by the information sharing central to our mission. This information sharing is **where you come in**, as your experiences in different industries across island help to inform timely and relevant services to the individuals in Cayman.

PROGRAMS WE'RE TRIALING

Connect works directly with educational institutions, government, and private sector to trial programs to ensure we develop and launch services that address the skills gaps within the Cayman labour market. We are currently in the process of trialing the following programs:

Goal #1: Formalize an Industry-Expert Mentor Program.

Goal #2: BHAG – Place twice as many people as we did last year with a real target of getting more of the unemployed into employment.

Goal #3: Integration with Education Institutions for Career Guidance and Development.

SPONSORSHIP & PARTNER SPOTLIGHT

Powered by Community, For Community

Without the generous support of the community, Connect would not be able to reach the vast majority of those in need of our services. Supporting Connect makes it possible for the organisation to continue to provide timely resources, training, and support to individuals, enabling Caymanians and all in the Cayman community to achieve career success.

Benefits to Sponsors

- ✓ Direct involvement in supporting comprehensive, demand-driven careers advice and skills development that is responsive to the real-world demand of an organisation's talent needs.
- ✓ Opportunity to engage with Connect's program participants under the mentorship program, internships, or job opportunities.
- ✓ Access to hard evidence of ROI and tracking metrics that link our services to employer productivity and completed action plans, including retention and speed to promotion.
- ✓ Involvement in a forum for feedback, giving the opportunity for information sharing and having a confidential, independent voice to discuss real-time employment challenges and opportunities.
- ✓ Opportunity to share your support of positive outcomes in Cayman employment & a government-backed project.

If you believe in creating a better future for the people we work with and would like to work with us on achieving these goals, please reach out to a member of the Connect team or email connect@nova.ky to see how you or your organisation can help our community to achieve career success.

OUR SPONSORS



CAYMAN ISLANDS
GOVERNMENT



Ogier



Wealth Management
Dominion Securities
Private Banking



Insurance



HARNEYS

BECOME A SPONSOR