



*For Community, By Community*

# 2021-22 ANNUAL IMPACT REPORT



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# FOREWORD FROM OUR CHAIR // connecting the dots



**Karen Kersey**  
Chair, Advisory Board

It is my honour and extreme privilege, as Chair of the Advisory Board, to write this introduction to our 2nd annual Connect by Nova Impact report, covering our operations for 2021/22. In January 2022, Connect by Nova's question was, 'How can we do more?' We are proud to say we made substantial strides in supporting the Cayman community in 2022, and we hope this report is a testament to this.

As the world was still struggling to come to terms with the impact of COVID-19 and try to get back to some sense of normalcy, Connect by Nova was able to continue to be a valuable resource for the Cayman community and worked hard to promote our developmental programs.

2022 saw some real growth and expansion with Connect by Nova; we sought feedback from the community, 95% of whom wanted our programs and services integrated into the schools. This produced one of our defined goals for 2021/2022 and honed our focus on integration within educational institutions. With our plan,

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*In 2021/22, we provided **15 workshops** within the high schools and universities, providing careers readiness resources to **472 students** across our islands, and we're confident that this will grow in 2023.*

'**Unlocking Cayman's Future: Endless Possibilities**', we secured sponsorship from several companies on island, enabling us to further integrate with the educational institutes, bringing new programmes to life and strengthening our relationships within the community. In particular, our partnership with Apex Fund Services allowed us to introduce a 5-week Budgeting and Finance Course.

In 2021/22, we provided 15 workshops within the high schools and universities, providing careers readiness resources to 472 students across our islands, and we're confident that this will grow in 2023.

Despite all these wins, we still see so much need in the community to connect Caymanians to appropriate employment. I am confident that with Connect by Nova, and our continued partnerships with all of you, we can make further progress to bridge the gap between the private, public, and education sectors to help improve the Caymanian unemployed and underemployment problems.



## 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 2021-22 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 our team's commitment, passion, and drive.

## OUR STAFF



**HANNAH JACKSON**

Co-Founder & Career Services Manager



**JENNIFER MOSELEY**

Marketing Manager



**LUCAS GASPAR**

Research Assistant, Work Experience



**KAREN KERSEY**

Chair



**LOUISE REED**

Co-Founder & Director



**ALEXANDER GORDON**

Treasurer



**EMMA-JANE FISHER**

Communications Specialist



**HANNAH TATUM**

Human Resources Administrator



**AUSTIN HARRIS**

Research Assistant, Work Experience



**CANDICE CZEREMUSZKIN**

Director



**LATOYA FRANCIS**

Director



**DAPHNIE FREDERICK**

Director

## OUR WORK EXPERIENCE & INTERNS

## INCOMING ADVISORY BOARD for 2022-23

*As we continue to grow, we are extending our board and connections within the Cayman Community.*

# OUR IMPACT // highlights from the past year

## 2021-22 HIGHLIGHTS

Compared to our first year, our team is proud to have seen an increase in services provided and key outcomes with the individuals we work with in 2021/22.



**966**

**INDIVIDUALS**

have received

**CAREERS GUIDANCE**



That's up from 408 last year, a 137% increase



**69**

**TRAINING COURSES**

have been conducted



That's up from 45 last year, a 53% increase

**680**

**INDIVIDUALS**

across educational institutions in the Cayman Islands through

**WORK READINESS WORKSHOPS, COLLEGE COURSES, AND TRAINING INITIATIVES**



An additional 556 individuals were supported in 2021/22

**83**

**HOURS**

spent conducting

**TRAINING COURSES & WORKSHOPS**



That's an increase of 30 hours to our trainings



### DID YOU KNOW?

Of all individuals we've worked with one-on-one to-date, **98%** have been **Caymanian**.

# OUR IMPACT // community connections

## COMMUNITY CONNECTIONS

### Why did we focus on building our community connections?

The focus of our 2022 programmes centred around building our community partnerships. This focus was decided based on the feedback received from our Impact Day held in October 2021, where 95% of executives, government representatives and community partners voted for this to be our key focus for the upcoming year. It was clear that Connect needed to integrate work readiness resources within the educational institutions to provide much-needed support and guidance to the youth of our islands.



## COMMUNITY PARTNERS WE WORKED WITH IN 2022

John Gray High School  
CIFEC

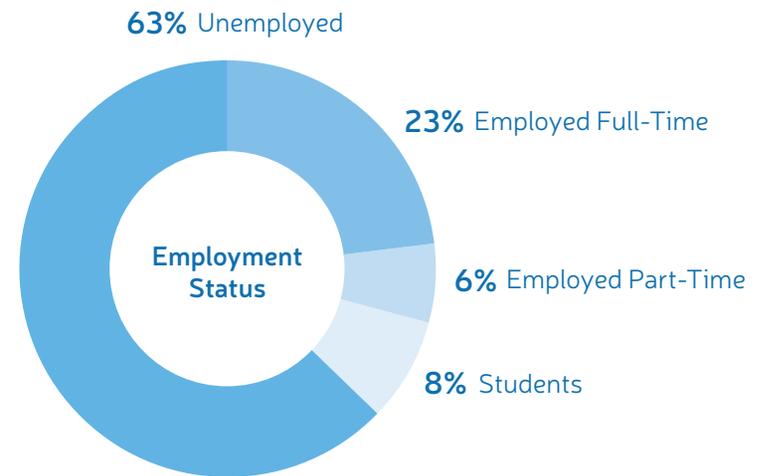
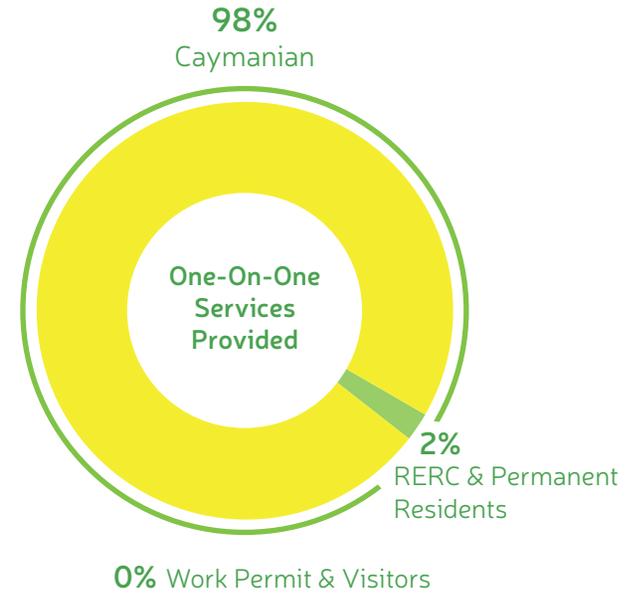
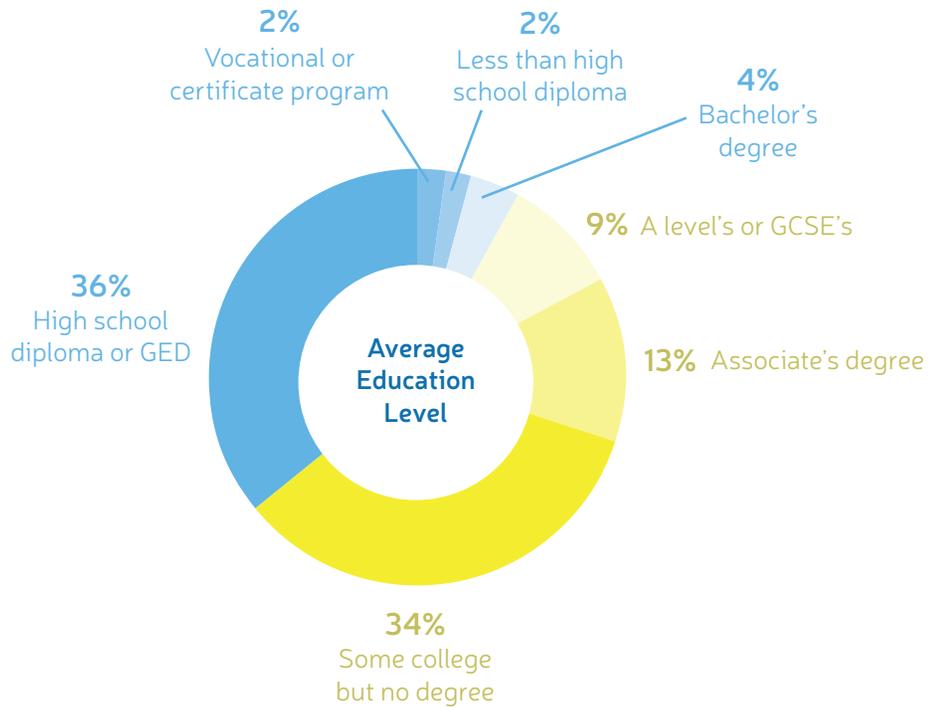
University College of the Cayman Islands (UCCI)  
International College of the Cayman Islands (ICCI)

Passport2Success  
Family Resource Centre

# WHO WE WORK WITH

Demographic breakdown of the individuals we work with

Connect has provided its range of services to individuals between the ages of 17 to 55 years old.



# 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

Based on surveys and feedback from our partners within the educational institutions, we understand the importance of providing young Caymanians with the knowledge and tools necessary to achieve career success.

To do this, we've partnered with five different educational institutions nationwide, consisting of public high schools and tertiary education, to provide workshops, resources, and support to students transitioning into higher education or the job market.

### WE HAVE SUPPORTED



**591**  
**INDIVIDUALS**

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

# VALUE TO EDUCATIONAL INSTITUTIONS

For those individuals leaving education or qualification programs who struggle to find employment in their relevant field of study, our approach provides students and faculty with timely, relevant support with information sharing at its core. This support empowers the next generation with a better sense of what they can expect upon leaving school or continuing their education.

*"The Student Life department at UCCI certainly looks forward to ongoing collaboration and training with Connect by Nova for our students. This partnership will promote and nurture holistic development and work readiness and allow for the continued building and strengthening of our Cayman workforce."*

**Donnette Goddard**  
Director, Student Life Department, UCCI

# 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 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.

# SERVICES OFFERED TO STUDENTS

## 'CONNECTING OUR FUTURE': HIGH SCHOOL STUDENTS

The 'Connecting Our Future' programme, in partnership with the Cayman Islands Department of Tourism, will run for the duration of the 2022/23 academic year. This programme aims to prepare high school-aged students in Years 9 through 12 with the necessary soft skills and work readiness training to be well-rounded professionals ready for full-time employment.

After this initiative, thanks to the Cayman Islands Department of Tourism sponsorship, Connect is **projected to reach 700+ students across our islands**, supporting students with information to succeed in the next chapter in their career journey.



## Work Readiness with Cayman's Youth

Connect has provided career readiness workshops to



# 804 STUDENTS

across our islands since the launch of our services

### WORKSHOPS, TRAININGS AND RESOURCES COVERING:

- ✓ Soft Skills, Hard Impact
- ✓ The Best Kept Secret to Long-Term Career Success (Work Ethics & Etiquette)
- ✓ Resume & Cover Letter Writing
- ✓ Internship Search Strategies and Make the Most Out of Your Internship
- ✓ Foundations of Interviewing
- ✓ Going from Student to Professional
- ✓ College & Employability Skills
- ✓ Tailoring Job Applications
- ✓ Realistic Goal Setting & Designing Your Career

# SERVICES OFFERED TO STUDENTS

## FURTHERING 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 each individual's unique abilities and personality.

Our Careers Team has developed a framework to help students identify and analyse university options that best align with their unique career goals. Once the universities and programs have been decided, we then assist students through the following stages covering everything from personal statements to university applications, including financial aid and interview preparation if necessary

### Where are the students now?

University College London  
University of the West of  
England, Bristol  
University College of the  
Cayman Islands

### What programs are the students studying?

BSc Hons Radiotherapy and  
Oncology, BFA Bachelor Fine  
Arts, along with other  
programmes.

## CASE STUDY: Further Education

X, age 17, was referred to work with a Career Consultant to support them with building their personal statement for university applications. The goal for X was to get accepted into a Radiotherapy & Oncology programme. Through weekly sessions, the Career Consultant worked one-on-one with X, building a personal statement highlighting the student's accomplishments and passion for a career in the medical field. In addition to supporting student X with their personal statement, the Career Services Team also reviewed the student's resume for future internship and employment applications

*"Without your help, this would not have been possible, so I want to thank you again for your assistance and guidance."*

**– Student X**

# SERVICES OFFERED TO STUDENTS

## SCHOLARSHIPS

Connect believes in supporting students throughout their career journey, which begins with identifying further education options and financial aid to achieve these goals. When a student works one-on-one with our Careers team, we identify university options, scholarships available, and the steps required to apply.

To date, students who have received support from Connect by Nova have received



**CI\$65,000**

in scholarship funding



## RECENT GRADUATES

Connect by Nova provides expert advice, helping students to navigate the transition from education into gainful employment.

Our Careers Team 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 graduate/entry-level positions available on-island that may be suitable for students and recent graduates.

# WHO WE WORK WITH // career support for adults

Connect offers career guidance for adults via various 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 various 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 works closely with its founding sponsors, Nova Recruitment and CML Recruitment, the Connect team can share current insights direct from hiring teams across Cayman. This insight is significant for job seekers, as it provides knowledge on what employers are looking for, in-demand professions, desired qualifications and experience required, and the responsibilities of each position. This information is invaluable in enabling job seekers to make more informed decisions towards gainful employment.

**52**  
**INDIVIDUALS**  
have secured employment  
through the support of  
Connect by Nova's services

**63%**  
**FULL-TIME**

**13%**  
**PART-TIME**

**23%**  
**WORK EXPERIENCE  
& INTERSHIPS**

## 2. REDUNDANCY & DISPLACED WORKERS

We still see the effects of displaced workers due to the pandemic; these displaced individuals have a unique opportunity to re-visit their career choices when facing redundancy. Our Careers Team works one-on-one 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. Our Careers Team works with individuals seeking a career change to curate tailored career action plans to assist in this process. These career action plans allow individuals to explore new industries and careers that align with their unique goals and the current labour market needs.

**10**  
**INDIVIDUALS**

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

## CASE STUDY: Job Seeking

Z's goal was to obtain full-time employment at a global firm within the Human Resources industry. Our Career Services team conducted multiple career advancement sessions with Z, primarily focused on adding more detail to their applications and refining their resume. During Z's career advancement sessions, the Career Consultant covered all the career possibilities, such as networking opportunities, joining the local HR society, and speaking to their current employer about options internally to gain more exposure to HR. These steps were then outlined in a detailed career action plan to build the foundation for achieving Z's long-term career goals.

Z began focusing on what could be done immediately at their current workplace while also applying to advertised posts that aligned with their career interests. Z began to receive exposure to human resources at their employer, and with the support of their employer, Z was able to complete their Certificate in Human Resources Management and become a member of the Cayman Islands Society of Human Resources Professionals (CISHRP). Z also received comprehensive interview preparation and guidance before their interviews. Z interviewed for various positions, and with the support from Connect, learned to analyse the feedback from each application/interview to better prepare for the next and make more informed decisions on if a role was a good fit. Z was finally offered a position as a Human Resources Administrator at a global law firm.

# ONLINE 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:

- ✓ Burnout 101
- ✓ Foundations of Interviewing
- ✓ LinkedIn Optimisation
- ✓ Performance Driven Culture
- ✓ Salary Negotiation
- ✓ Soft Skills, Hard Impact
- ✓ Resume Writing
- ✓ Work Ethics & Etiquette
- ✓ Realistic Goal Setting & Designing Your Career

Since launching Connect by Nova:



**1,232**  
INDIVIDUALS  
have received  
**GUIDANCE**

through Connect



**114**  
instructor-led  
**TRAINING**  
**COURSES**

conducted by Connect



**70%**  
**ATTENDANCE**  
**RATE**

for workshops & trainings

Specifically, in 2021/22, our attendance rate for workshops and trainings increased by 17%, from 53% in 2020/21 to 70% in 2021/22.

# CONNECT 'PARTNER' SERIES



Connect by Nova partnered with APEX Fund Services to provide a free five-part **"Budgeting & Finance" course** for individuals to learn to demystify concepts around managing personal finances, enabling users to examine their relationship with money and better understand their money habits.

Each week, participants left with practical tips that they could immediately apply in their everyday life to feel more empowered with their finances.



*"I would like to thank Connect by Nova for making the 'Budgeting & Finance' sessions possible and for Mr Rudy D'Cunha, who was very knowledgeable; he demonstrated patience and a commitment to assisting those present in having a better understanding of personal finance. It was time well spent, and I would not hesitate to recommend it to more friends and family. It was a learning experience for me, and I am sure for the others who participated as well."*

**Brendaline**  
Participant, Budgeting &  
Finance Course



# '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.

In 2022, Connect was able to host six 'Ask the Expert' sessions in industries such as Compliance, Cybersecurity, Human Resources, Physiotherapy, Banking & Recruitment:

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## THE IMPORTANCE OF REGULATORY REPORTING & INVESTOR SERVICES IN THE OFFSHORE WORLD

– William Peguero & Russell Drewe, Harneys

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## HUMAN RESOURCES 101

– Ray Swarts, President of the Cayman Islands Society for Human Resources Professionals (CISHRP)

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## PHYSIOTHERAPY & AQUATIC THERAPY

– Freya Dingemans, Align Wellness Studio

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## CYBERSECURITY

– Ashleigh Powell, 2022 Proud of Them Honouree

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## BANKING: A REWARDING CAREER

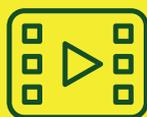
– Ericka Rolle & Jade Wheeler, Royal Bank of Canada (RBC)

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## RECRUITMENT AS A CAREER

– Ambrose Guilfoyle, Nova Recruitment

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The recorded sessions of the 'Ask The Experts' series can be found at any time on our YouTube channel, [@ConnectbyNova](#).

# WHAT TO LOOK FORWARD TO IN 2023

The Connect Team has been working diligently to build our community partnerships to support our Cayman community further. We look forward to implementing many new and exciting programmes with these partners throughout 2023.

## CREATING NEW CONNECTIONS

In 2023, we are aiming to create lasting partnerships with the following organisations to further our services to those needing career readiness advice and support:

1. 100 Women in Finance: Girl Force100 Programme
2. ACCA Cayman Chapter
3. Cayman Public High Schools: CIFEC, John Gray High School, Clifton Hunter High School



## EMPLOYER RESOURCES – APPRENTICESHIP PROGRAMMES

We are excited to roll out the first of our employer resources, with a comprehensive resource packet on designing your own apprenticeship programme within your organisation. Apprenticeship programmes are incredible ways to develop the youth of our islands and help bridge widening skills gaps, all whilst offering the opportunity to learn on the job.

These resources will include key considerations your business must keep in mind when developing a programme, as well as sample contract documentation and training plans/opportunities to implement in the programme.

# WHAT TO LOOK FORWARD TO IN 2023

## GROWING OUR TEAM

We are proud to announce that we have already brought on an additional member of the team to help with our service offering of bespoke career consultations and trainings to further our reach in the community.



We have also seen three work-experience students join our team in early 2023 and look forward to helping others later in the year as they discover career prospects and interests with our team.

### NEW STAFF MEMBER



**GIANNIE MCLAUGHLIN**  
Career Consultant

### WORK EXPERIENCE STUDENTS



**JOSANA LEUNG**  
Work Experience Student



**THALIA SHORT**  
Work Experience Student



**JELICIA MCLEAN**  
Work Experience Student

# 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 allows the organisation to continue providing 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.



## Partner With Us

*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 contact a Connect team member or email [connect@nova.ky](mailto:connect@nova.ky) to see how you or your organisation can help our community to achieve career success.*

# OUR SPONSORS



CAYMAN ISLANDS  
GOVERNMENT



BECOME A SPONSOR