

## Email #1: WIL Introduction Email

**Subject line:** Does your team need support? We can help!



**Boost your capacity when you sign up for the Work-Integrated Learning Program!**

**Does your team need more hands on deck?** Discover new, unique, and innovative talent when you engage a post-secondary student at little or no cost through our Work-Integrated Learning (WIL) Program.

WIL connects employers looking to boost their capacity with post-secondary students for different types of work placement opportunities. Need a lot of support? 98% of employers that have participated in WIL have hosted more than one student!

Learn how students can help your team get projects off the back burner and bring them to life!

**Sign up today!**

Question? We're here to help! [Contact us](#) for more information.

In partnership with the Business + Higher Education Roundtable, and with support from RBC Future Launch, and Innovation, Science and Economic Development Canada.

## Email #2: How students can support your org

**Subject line:** 3 ways students can support your organization



### **3 ways post-secondary students can support your organization through work placement opportunities**

Our Work-Integrated Learning (WIL) Program connects employers, like you, looking to boost their capacity with post-secondary students for different types of work placement opportunities.

**So, how can students support your organization?** Here are three ways students can support and bring value to your organization:

1. **Students can enhance your human resource and operational capacity.** They can help you sustain operations, get projects off the back-burner, diversify your revenue, refine products and services, or reach new audiences.
2. **Students bring fresh and innovative perspectives and practices.** They know the latest trends in technology and communication, or emerging research and best practices to help you achieve your business goals.
3. **Engaging students can help you save money.** Recruiting students for work placements can be accomplished for little to no cost and can also reduce future hiring costs, helping you source competent, motivated talent.

Sign up for WIL and find an innovative post-secondary student that can support your organization!

**Sign up today!**

Not sure where to start? [Contact us](#) for more information!

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## Email #3: WIL financial pitch

**Subject line:** Short on \$\$ for more staff? No problem!



**Boosting your capacity doesn't have to be costly!**

Through our Work-Integrated Learning (WIL) Program, you can engage a post-secondary student at little to no cost through paid or unpaid work placements.

**Here are some cost-friendly ways that you can engage students and boost your capacity through WIL:**

- **Community Service Learning** pairs a local community group with students to work on a specific project. Some examples of CSL projects include: research/evaluation, event planning, prototyping a new program, and so much more.
- **Course-based Internships** run with the academic semesters and offer employers the opportunity to help students gain experience for class credit. Projects are tied to course outcomes and provide real-world experience with an academic lens.
- **Micro-placements** are unpaid, short-term experiences that allow employers to provide opportunities for students to build their skills and complete resume-building projects for their portfolios.

Sign up for WIL and start building your organization's capacity!

**Sign up today!**

Not sure where to start? [Contact us](#) for more information!

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## Email #4: WIL resources/support follow-up

**Subject line:** 3 resources to help you onboard your student intern



### 3 resources that can help you onboard your student intern

If you hired a post-secondary student through our Work-Integrated Learning (WIL) Program or if you're still looking, **we have three resources that can help you create an amazing onboarding experience for your student intern:**

1. [The Student Onboarding Checklist](#) is a quick and easy resource to run through with your student to identify what they'll need to be successful.
2. [The Virtual Supervision & Communication Guide](#) gives you insights into how to adapt in-person supervision and communication requirements to remote or blended work settings.
3. [The Find Your Footing presentation](#) can help your student familiarize themselves with the challenges and benefits of living and working in rural communities.

**Need more support?** We're here to help! [Email us](#) for more information!

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