

Tri-Cities Newcomer Employment Week Final Report

Introduction

The Tri-Cities Newcomer Employment Week took place from Sept 10- 13, 2018 in Coquitlam, Port Coquitlam and Port Moody. The initiative is a collaboration between 13 service provider agencies, which delivered 33 employment-related activities to support the labour market integration of immigrants in the community.

The goals of the Tri-Cities Newcomer Employment Week were:

- 1) Raise awareness and gain access to the various employment-related programs and services available to newcomers in the Tri-Cities by leveraging and showcasing existing services and resources
- 2) Support newcomers in improving their overall employability, including workplace language and soft skills, through workshops, activities, information sessions, etc.
- 3) Increased opportunities for employers and newcomers to network and connect with each other

Image 1 displays the schedule of events for the week and indicates the service provider agency that led each activity.

SCHEDULE OF EVENTS

MONDAY SEPT 10, 2018 COQUITLAM PUBLIC LIBRARY, CITY CENTRE 1169 PINETREE WAY CMPNY 301-3007 GLEN DRIVE			WEDNESDAY SEPT 12, 2018 PORT COQUITLAM REC COMPLEX 2150 WILSON AVE TERRY FOX LIBRARY MARY HILL ROAD		
10:00 Welcome Hosted by Tri-Cities Local Immigration Partnership			9:30 Social Media: LinkedIn as a Pro Hosted by MOSAIC		
11:00 Resume & Cover Letter Writing in Farsi Hosted by S.U.C.C.E.S.S.	11:00 Speaking Your Value & Your Employer's Language During an Interview Hosted by Douglas College Training Group	11:00 Brand U: Leveraging Social Media in Your Job Search Hosted by ISSofBC	10:00 Industry Panel: Jobs in Health Care Hosted by S.U.C.C.E.S.S.		
1:00 Volunteering in Health Care: Its Many Benefits Hosted by Fraser Health Volunteer Services			11:00 Understanding the Value of Transferable Skills Hosted by Avia WorkBC		
1:00 Self-Employment: How to Start a Business in Coquitlam Hosted by S.U.C.C.E.S.S. in partnership with City of Coquitlam			11:00 Resume Writing in Mandarin Hosted by S.U.C.C.E.S.S.		
1:00 Effective Emotional Intelligence Bootcamp Hosted by Women's Collaborative Hub			1:30 Train for a New Career! Hosted by Coquitlam Continuing Education		
2:00 Resume Clinic Consultation in English, Korean or Mandarin Hosted by S.U.C.C.E.S.S.	2:30 Intercultural Communication in the Workplace Hosted by MOSAIC	2:00 Small Business & Start Up Loans Hosted by Vancity	1:00 Canadian Workplace Culture in Mandarin Hosted by S.U.C.C.E.S.S.		
3:00 Hidden Job Market & Networking Hosted by ISSofBC			1:00 Using Statistics Canada Data to Start or Grow Your Business Hosted by Statistics Canada		
4:00 Working in the Construction/ Engineering Sector Hosted by ISSofBC			3:00 Self-Help through Cooperative Model Hosted by Vancity		
5:00 Conversation Management Hosted by ISSofBC			4:00 Working in the IT Sector Hosted by ISSofBC		
5:00 Connections Networking Event Hosted by Immigrant Employment Council of BC			4:30 Youth Collective Hosted by City of Port Coquitlam		
All Day Resource Marketplace			THURSDAY SEPT 13, 2018 EVERGREEN CULTURAL CENTRE 1209 PINETREE WAY		
9:30 Resume & Interview Skills: An Employer's Perspective Hosted by Vancity			2:00 Get Hired: A Tri-Cities Hiring Event Hosted by ISSofBC Meet over 30 employers from a wide range of sectors, submit your resume and apply your elevator pitch		
10:00 Interview Skills Workshop Hosted by S.U.C.C.E.S.S.					
11:00 LinkedIn Workshop Hosted by Avia WorkBC Port Moody					
1:00 Premier Security, Inc. Hiring Info Session Hosted by S.U.C.C.E.S.S.					
1:00 Foreign Credential Recognition in Canada Hosted by S.U.C.C.E.S.S.					
3:00 101s on Mentorship & Networking Effectively Hosted by Women's Collaborative Hub					
3:00 BC JobConnect Info Session Hosted by Immigrant Employment Council of BC					

REGISTER TODAY AT TRICITIESLIP.CA

#TriCitiesNEW

Process

The Tri-Cities Local Immigration Partnership's (TCLIP) strategic objectives on Immigrant Labour Market Integration are:

- Partner with employment service organizations and agencies to leverage opportunities for networking between employers and immigrant talent pool
- Collaborate with Council members to increase the awareness of newcomers and community stakeholders about available resources to support immigrants' overall employability

In conversation with various partners, Tri-Cities LIP emphasized that the initiative is to leverage current resources and programs available to newcomers in their employment goals. After initial conversations with several service agencies were completed, a Call for Proposal was disseminated to community agencies. Subsequently, a Steering Committee was established to provide direction and guidance to the initiative. Representatives from various service agencies who wanted to participate were represented in the Steering Committee.

Service agencies provided in-kind contributions to support the delivery of the initiative, while the Tri-Cities LIP staff submitted a Community Partnership funding application to Vancity to further support the delivery of the initiative.

We received 33 proposals for activities which ranged from workshops, information sessions to networking events. The service agencies who participated in the initiative include (in alphabetical order):

- Avia/ Work BC
- Back in Motion
- City of Port Coquitlam Youth Services
- Coquitlam Continuing Education
- Coquitlam Public Library
- Douglas College Training Group
- Immigrant Employment Council of BC (IEC-BC)
- ISSofBC
- MOSAIC
- Statistics Canada
- S.U.C.C.E.S.S.
- Vancity
- Women's Collaborative Hub

We also want to acknowledge CMPNY & Coquitlam Public Library for their in-kind donation of event space during this week.

Once the proposals were received, the Steering Committee reviewed the activities and developed a schedule of events. TCLIP staff coordinated the logistics and communicated the activity confirmation to the appropriate contact (as detailed in the proposal application).

TCLIP Staff, in consultation with the Steering Committee, developed a communications plan to ensure that newcomers are aware of the initiative and are registering for activities. The communications plan included maximizing social media (and partners' social capital), posters across the Tri-Cities (including targeting areas where newcomers may congregate), and local community events. By the week of Sept 3rd, we had received 189 registrants. Registrants were able to pre-select the activities they would like to attend. By Sept 10th, 2018, we received 215 registrations (not including drop-in registrants).

The promotion of the event included media engagement. Tri-Cities LIP connected with the local community newspaper, Tri-City News wherein an article was published a few weeks before the initiative. A few days prior to the event, a media advisory was sent out to invite media to attend the Welcome and Opening Event.

Results

Tri-Cities NEW received 278 attendees in total during the 4 days of the initiative. The majority of attendees (58%) lived in the Tri-Cities (Coquitlam, Port Coquitlam & Port Moody) while others came from neighbouring communities, such as Vancouver and Burnaby. From research, we knew that access to public transportation was important for the newcomer population and staff worked diligently to find venues that were close to transit hubs. It is interesting to note that there were attendees from Richmond and the North Shore, communities that are not typically connected to the Tri-Cities via public transit.

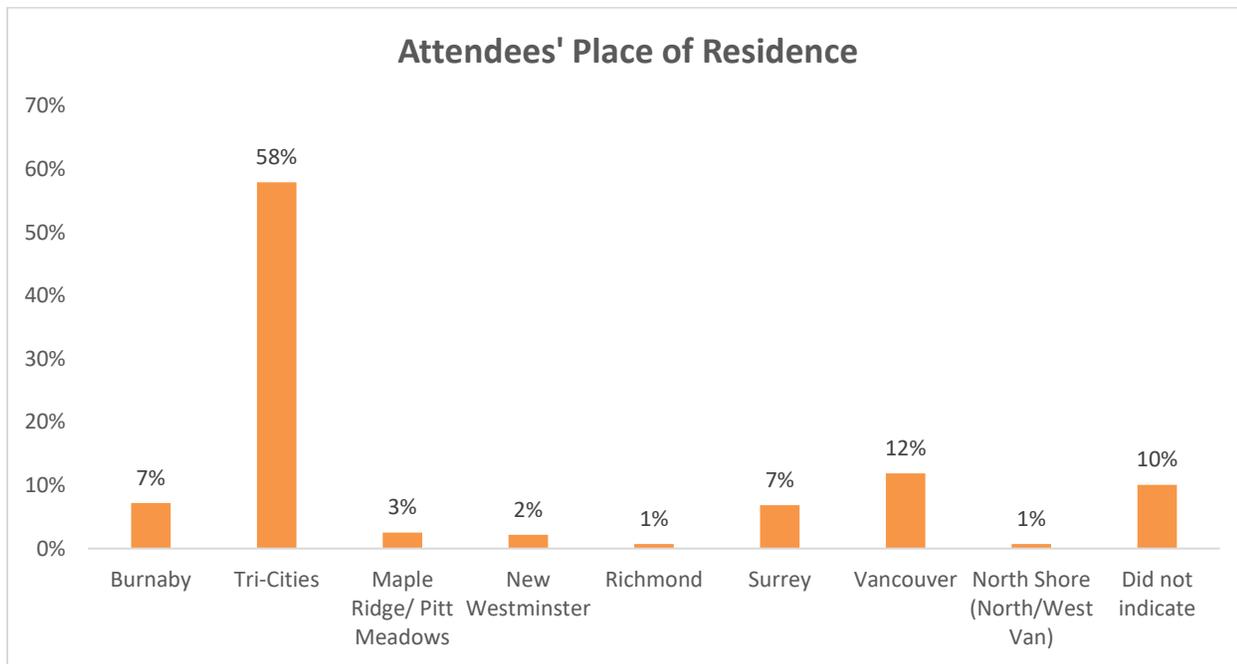


Image 2: Breakdown of Attendees' Place of Residence

At registration, attendees were asked to share their immigration status in Canada and their language level. This was an optional question and we asked attendees to answer if they felt comfortable.

Image 3 shows the breakdown of immigration status. 62% of attendees were Permanent Residents. Of those, 43% indicated that they arrived within the last 5 years. 5% indicated that they have been living in Canada for over 5 years, while the rest did not indicate the number of years since arriving in Canada. It is interesting to note that 14% of attendees were naturalized citizens, which shows the need for employment services support despite the number of years in Canada.

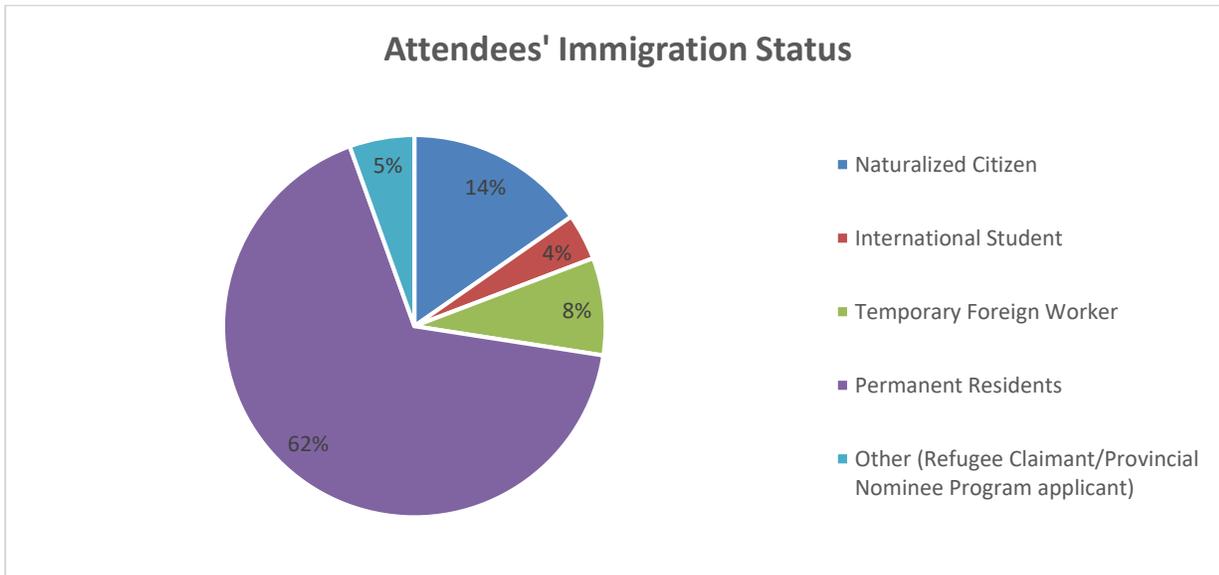


Image 3: Breakdown of Immigration Status of Tri-Cities Newcomer Employment Week Attendees (based on self-identification at registration). This information was optional for attendees to complete.

Image 4 shows the varying language levels of the attendees, as indicated on their registration forms. The completion of this information was optional, and as such, 51% of attendees did not indicate their language levels. Amongst those who did, 17% indicated they were at CLB 7-9 and 12% were at CLB 4-6.

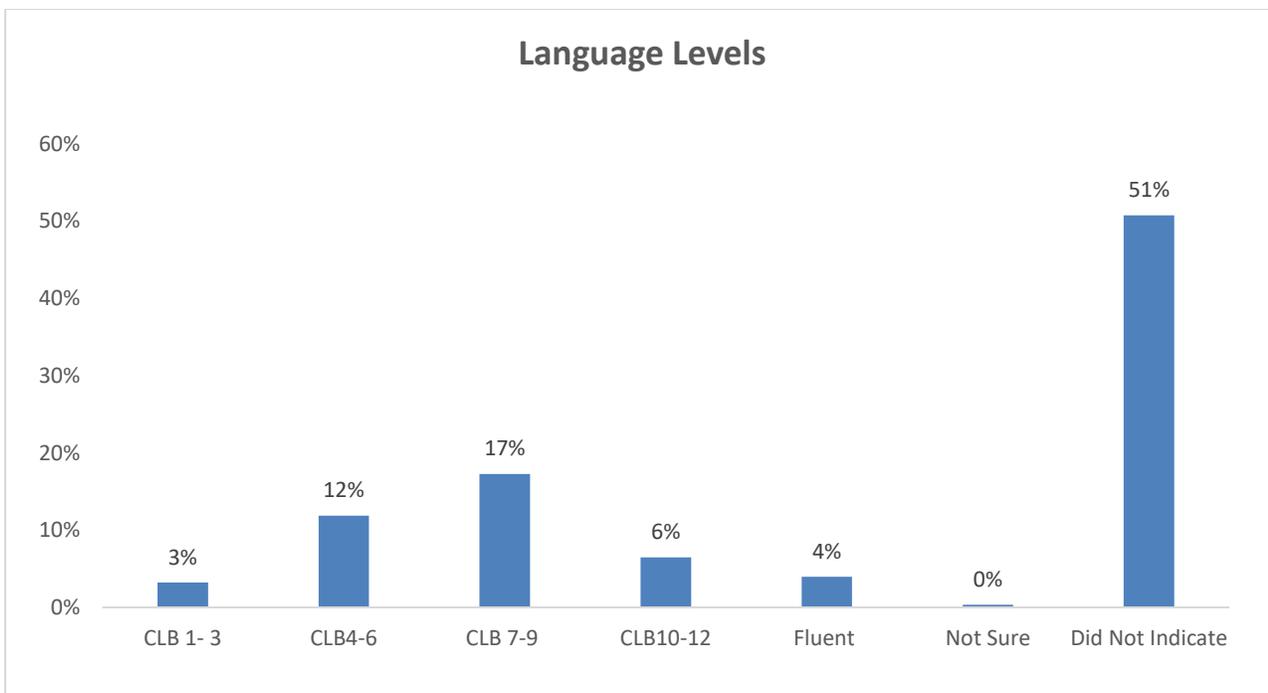


Image 4 shows the Language Levels of Attendees, as indicated on their registration forms. This information was optional for attendees to complete.

Achievements

Our key achievements include:

- 59 employers participated throughout the week as panelists, guest speakers, job fair and volunteers, creating opportunities for newcomers to meet employers directly;
- Some newcomers received job leads and job offers by the end of the week from employers they met during Newcomer Employment Week;
- Service provider agencies mentioned they enjoyed the opportunity to collaborate with one another, whether it was as part of the Steering Committee or to deliver the activities;
- Media coverage of the event was positive with mainstream networks, such as CBC and CityTV were present on the first day; thereby displaying the importance of labour market integration in our communities
- Employers contacted the LIP prior to the week to look at opportunities to get involved, and because of the publicity of the initiative, employers connected with the LIP after the event to look at future opportunities for collaboration
- 91% of survey respondents agreed that their knowledge of the Canadian labour market increased
- 90% of survey respondents were able to meet and connect with employers
- 85.7% of survey respondents would recommend Tri-Cities Newcomer Employment Week to others

Sharing our Story

Collaboration: With 13 partners who provided their expertise, skills, passion and resources to make the Tri-Cities Newcomer Employment Week a tremendous success, this initiative offered the unique opportunity for service providers to come together and collaborate on mutual goals.



Connection: 33 unique opportunities for newcomer job seekers to connect with service providers and employers to support their employment goals.



Opportunity: Newcomers were able to learn more about workplace culture, connect with employers about available and upcoming opportunities.



Our Newcomers' Stories

Many of the attendees during Newcomer Employment Week arrived in Canada as skilled migrants from around the world. Many would seek employment in similar sectors that they held in their home countries; but the Canadian labour market can be a challenge for many. From differing workplace culture to a wide variety of application processes, newcomers may be unaware of how to navigate the Canadian labour market. The Tri-Cities Newcomer Employment Week was an opportunity for newcomers to connect with service providers and employers to provide information and support. Because of the opportunity to connect with service providers, attendees felt supported and confident when they met with employers. The opportunity to meet with employers directly were most beneficial to attendees, according to survey results. They valued the opportunity to connect with employers, converse, ask questions and practice their “elevator pitch” to potential employers. In fact, one of the employers connected with the event organizers and asked to pass on a job lead to one of the attendees whom they met at one of the events. Additionally, some of the job fair attendees were able to secure job offers on the day.

The Employers' Perspective

Employers were able to participate in the various activities throughout the week, either as part of the job fair, panelists, or guest speakers. Prior to the event, the Tri-Cities Local Immigration Partnership received phone calls from employers who wanted to participate in the initiative. Many were pleased to participate as guest speakers; however, one of the local employers wanted to volunteer for the event. She wanted a different opportunity to connect with the newcomers directly. Her involvement at the event proved valuable as she was able to connect with service providers and job seekers alike, but more importantly, she was so excited about the event that she plans to get involved in the planning phase of future Newcomer Employment Week initiatives.