



NEW BRUNSWICK
MULTICULTURAL
COUNCIL

IMPACT REPORT

2017 | 2018

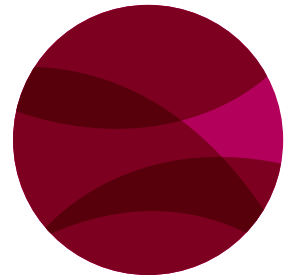




**NA's roundtable
2018.**

**SUPPORTING
IMMIGRANT-SERVING
AGENCIES AND
ETHNO-CULTURAL
ASSOCIATIONS
SINCE 1983.**

TABLE OF CONTENTS



MESSAGE FROM PRESIDENT	01
BOARD OF DIRECTORS	02
NBMC MEMBER AGENCIES	03
STAFF MEMBERS	04
PROMOTE	05
NBMC in the News	06
Social Media	07
Champions for Cultural Diversity	08
New Conversations Tour	10
SUPPORT	12
Cultural Competency Training	13
Imagine NB	16
Skills Launch	20
Career Pathway Loan	25
International Student Retention	26
CONNECT	28
Overcoming Barriers: A Coordinated Response to Violence against Immigrant Women in New Brunswick	29
Growing Together Conference	31
Economic Immigration Lab	33
Committees, Memberships and Sector Representation	37



MESSAGE FROM PRESIDENT



As settlement agencies and provincial ethno-cultural associations, your dedication, creativity, and resourcefulness is driving positive change for your communities and our province. Our staff at NBMC are driven by the same passion and commitment and we have worked extremely hard to be supportive to our members, our communities, and the province of New Brunswick.

This year, we have named NBMC's annual report our "Impact Report". Over the coming years, NBMC and our member agencies will be tested to clearly demonstrate and communicate our impact through outcomes, results, and positive change for funders and the public. Our funders and partners are all looking for more evidence to support the investments we collectively make in settlement and integration. This is not an easy task and even our governments are challenged to define the goals we are all working to achieve. We all know success when we see it – opportunity, friendships, belonging, welcoming communities, etc. - but it is not always easy to draw a clear connection between a service or initiative and these outcomes.

The board at NBMC is challenging its staff to become clearer about what it is we want to achieve as an umbrella organization and how we will measure success. This report outlines how we measured our work from April 1st, 2017 – March 31st, 2018, and in the years ahead we look forward to clearly showing even more impact for our members, funders, and the people of New Brunswick.

Thank you for the work you do each day to make New Brunswick a welcoming and inclusive province for newcomers and members of the multicultural community.

MIKE TIMANI
PRESIDENT OF NBMC

BOARD OF DIRECTORS

EXECUTIVE COUNCIL



▶ **MIKE TIMANI**
PRESIDENT, NBMC



▶ **MONCEF LAKOUAS**
1ST VICE-PRESIDENT,
NBMC



◀ **RAMBHA PERSHAD**
2ND VICE-PRESIDENT,
NBMC AND PRESIDENT,
MIRAMICHI REGIONAL
MULTICULTURAL
ASSOCIATION (MRMA)



◀ **JULIAN RIVA**
TREASURER, NBMC
AND PRESIDENT,
CHARLOTTE COUNTY
MULTICULTURAL
ASSOCIATION (CCMA)



▶ **KASSIM DOUMBIA**
SECRETARY, NBMC AND PRESIDENT, COMITÉ D'ACCUEIL,
D'INTÉGRATION ET D'ÉTABLISSEMENT DES NOUVEAUX ARRIVANTS
DE LA PÉNINSULE ACADIENNE (CAEINA-PA)



BOARD MEMBERS

SAA ANDREW GBONGBOR,
PRESIDENT, NEW BRUNSWICK AFRICAN
ASSOCIATION

SHILO BOUCHER,
PRESIDENT, YMCA OF GREATER
SAINT JOHN

DR. EMIN CIVI,
PRESIDENT, SAINT JOHN NEWCOMER
CENTRE (SJNC)

RENÉ EPHESTION,
PRESIDENT, CENTRE D'ACCUEIL
ET D'ACCOMPAGNEMENT FRANCOPHONE
DES IMMIGRANTS DU SUD-EST DU
NOUVEAU-BRUNSWICK (CAFI)

GINA MORENO,
PRESIDENT, FILIPINO-CANADIAN
COMMUNITY OF NEW BRUNSWICK
(FCNB)

MADHU VERMA,
PRESIDENT, ASIAN HERITAGE
SOCIETY OF NEW BRUNSWICK
(AHSNB)

MELINDRIA TAVOULARIS,
PRESIDENT, RESTIGOUCHE
MULTICULTURAL ASSOCIATION
(RMA)

BIN ZHANG,
PRESIDENT, MULTICULTURAL
ASSOCIATION OF FREDERICTON
(MCAF)

HECTOR ABEGBIDI,
PRESIDENT, CENTRE DE RESSOURCES
AUX NOUVEAUX-ARRIVANTS DU
NORD-OUEST (CRNA-NO)

GEORGES NAMMOUR,
PRESIDENT, MULTICULTURAL
ASSOCIATION OF THE GREATER
MONCTON AREA (MAGMA)

JACQUES OUELLET,
PRESIDENT, MULTICULTURAL
ASSOCIATION OF THE CHALEUR
REGION (MACR)

BERDIE FISHER,
PRESIDENT, MULTICULTURAL
ASSOCIATION OF CARLETON COUNTY
(MACC)

RALPH THOMAS,
PRESIDENT, PRIDE RACE UNITY
DIGNITY EDUCATE (PRUDE)

NBMC MEMBER AGENCIES

			
			
 <p>Multicultural Association Chaleur Region Inc. L'Association multiculturelle région Chaleur inc.</p>			
 <p>New Brunswick African Association Inc. <i>United we stand. L'Union fait la force</i></p>			

STAFF



▶ **ALEX LEBLANC**
EXECUTIVE DIRECTOR



▶ **GINETTE GAUTREAU**
ASSISTANT DIRECTOR



JOSÉ POIRIER
FINANCE, HR, OFFICE
ADMIN COORDINATOR



AMMAR AL ASMI
PROJECT ASSISTANT



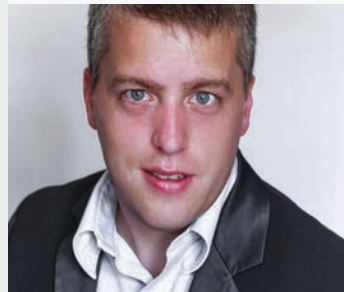
◀ **ARIANNE MELARA**
PROJECT MANAGER –
IMAGINE NB



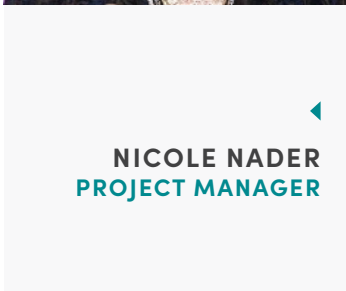
◀ **NICOLE NADER**
PROJECT MANAGER



▶ **ABBY DAVID**
PROJECT MANAGER –
SKILLS LAUNCH



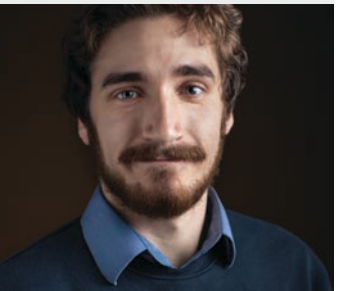
▶ **NICOLAS BERTRAND**
CROSS-CULTURAL
EDUCATION
COORDINATOR



◀ **GORDON MIHAN**
PUBLIC ENGAGEMENT
AND MARKETING
COORDINATOR



▶ **MADELEINE WHALEN**
EVENTS AND
MEMBER SUPPORT
COORDINATOR



▶ **NERMIN GHANEM**
PROJECT ASSISTANT





PROMOTE

NBMC IN THE NEWS

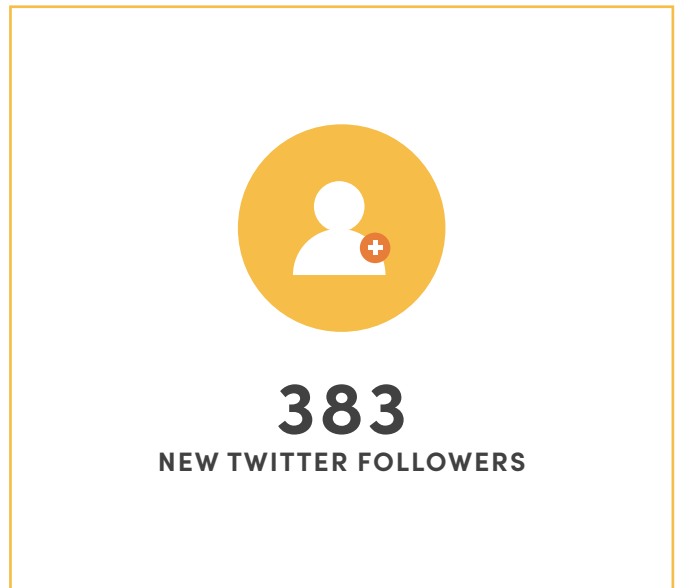
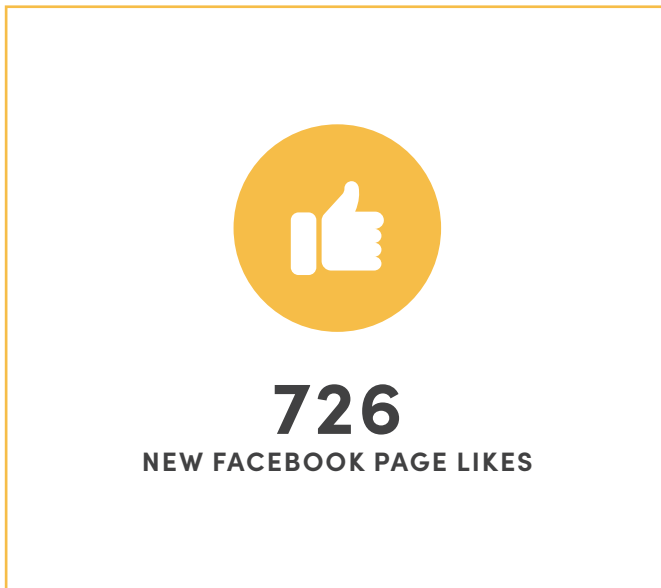


FROM APRIL 2017 – MARCH 2018
NBMC WAS FEATURED IN **27 DIFFERENT NEWS STORIES.**

These include stories on the refugee support in New Brunswick, efforts to grow immigration and boost employment rates in the province, and reports on NBMC’s different programs like Skills Launch and Imagine NB.

SOCIAL MEDIA

NBMC engages with an online audience of 5637 individuals through Facebook, Twitter, and Mailchimp. The subjects of engagement vary from news stories, upcoming events, opinion pieces, videos, and newsletters. Content shared by NBMC strives to balance current events, reports, and news articles with original content and promotion of member success stories and initiatives.



HOW ENGAGED WERE OUR ONLINE AUDIENCES?

LIKES



April 2017 - March 2018
9680 likes



April 2017 - March 2018
514 likes

SHARES / RETWEETS

April 2017 - March 2018
1363 shares

April 2017 - March 2018
326 retweets

CHAMPIONS FOR CULTURAL DIVERSITY





Across New Brunswick, more employers are hiring immigrants and leveraging the talent of newcomers. NBMC celebrates these leaders in labour market diversity, inclusion and integration through its annual Champions for Cultural Diversity awards.

This recognition is part of the council’s work in promoting immigration as essential to our province’s future. More individuals and organizations are getting involved than ever before. That includes employers who are eager to learn how they can diversify their workforce, access foreign talent, and create more inclusive environments.

IMPACT

8
AWARDS WERE GIVEN OUT
IN 2017

50
EMPLOYERS AND INDIVIDUALS
WERE NOMINATED IN 2017

 <p>ROY CONSULTANTS, BATHURST, NB</p>	 <p>CITY OF MONCTON</p>	 <p>CARREFOUR BEAUSOLEIL, MIRAMICHI, NB</p>	 <p>CRESCENT VALLEY RESOURCE CENTRE, SAINT JOHN, NB</p>
<p>JEAN-LUC CHIASSON, VOLUNTEER WITH THE MULTICULTURAL ASSOCIATION OF THE CHALEUR REGION, BATHURST, NB</p>	<p>GRACE SHAW, VOLUNTEER WITH THE MULTICULTURAL ASSOCIATION OF CARLETON COUNTY, WOODSTOCK, NB</p>	<p>MIRA KALABA AND OLIVIA BIZIMUNGU AT 'CLUB INTERNATIONAL', ÉCOLE SAINT-ANNE, FREDERICTON, NB</p>	<p>SAA ANDREW GBONGBOR, PRESIDENT OF THE NEW BRUNSWICK AFRICAN ASSOCIATION</p>



NEW CONVERSATIONS TOUR

New conversations are the starting point for our regions' successes and growth. *New conversations* – between neighbours and new friends – can spark new ideas, innovative approaches and solutions to the challenges facing New Brunswick. *New Conversations* lead to change.

The New Conversations tour events were planned from January to March 2018 in order to be executed in 15 cities and towns throughout April and May for a province-wide, constructive dialogue around immigration, the economy, and the vitality and sustainability of our communities. These sessions presented the latest demographic and labour market information on the regions to spark these critical conversations.

100
PARTNERS ENGAGED

OVER
1300
TOUR PARTICIPANTS

1
PLANNING DAY
WITH
80
PARTNERS PRESENT

15
MEETINGS
WITH LOCAL PARTNERS

15
PRE-EVENT MEETINGS
WITH PANELISTS

OVER
70
PANELISTS OF EMPLOYERS,
BUSINESS OWNERS
AND NEWCOMERS

WHY IS THE TOUR IMPORTANT?

To ensure New Brunswickers are aware of the unprecedented demographic challenges facing industries and communities throughout New Brunswick and to engage communities in discussions and stimulate their future actions to create welcoming communities for immigrants.





SUPPORT

CULTURAL COMPETENCY TRAINING

Culture is the way we do things when no one tells us what to do. We are not born with culture, we are born into it. But what happens when we encounter people from different cultures? NBMC’s cultural competency workshops provide insights and practical guidance on intercultural interactions. Participants learn about cultural diversity, discuss the difficulties and advantages of operating in a multicultural environment, and get tools and resources to become better cross-cultural communicators.

Among other things, the interactive cultural competency training workshops unpack some of the unconscious elements of ethnocentrism, which underlies all cross-cultural interactions. Participants gain perspective on what it’s like to enter into a new culture, discuss newcomer challenges and learn how to help, not hinder, integration.

This training is regularly tailored to the needs of the audience and specific subjects can be addressed upon request.

IMPACT

17
WORKSHOPS HELD

264
PEOPLE TRAINED



26
TRAINERS TRAINED

DATE	GROUP	NUMBER OF ATTENDEES
September 6 th , 2017	GNB senior managers and directors	12
September 13 th , 2017	GNB senior managers and directors	5
September 19 th , 2017	GNB senior managers and directors	12
September 27 th , 2017	GNB senior managers and directors	3
October 4 th , 2017	GNB senior managers and directors	20
October 11 th , 2017	GNB senior managers and directors	20
December 5 th , 2017	GNB Process Improvement Facilitators and Executive Council Office	12
December 6 th , 2017	Senior Management with Department of Post-secondary Education, Training and Labour	30
December 12 th , 2017	GNB Process Improvement Facilitators and Executive Council Office	5
December 19 th , 2017	GNB Process Improvement Facilitators and Executive Council Office	17
January 10 th , 2018	Senior Management with Department of Post-secondary Education, Training and Labour	15
February 1 st , 2018	Service New Brunswick – Human Resource Managers across GNB	13
February 8 th , 2018	Service New Brunswick – Human Resource Managers across GNB	20
February 15 th , 2018	Service New Brunswick – Human Resource Managers across GNB	20
February 22 nd , 2018	Service New Brunswick – Human Resource Managers across GNB	20
March 1 st , 2018	Service New Brunswick – Human Resource Managers across GNB	20
March 22 nd , 2018	Service New Brunswick – Human Resource Managers across GNB	20

HOW DOES THIS PROGRAM HELP GOVERNMENT?

The cultural competency training helps government employees, managers, and decision makers better understand the unique and hidden cultural biases and barriers throughout our society, systems and services. By better understanding how cultural norms, beliefs, and behaviors are woven throughout our society and how these differ from those of newcomers, this training aims to create more supportive and responsive environments for newcomers, drive better government policy and program decisions, and ultimately foster more meaningful inclusion of newcomers and members of the multicultural community in the public service.

HOW DOES THIS PROGRAM HELP BUSINESSES?

The cultural competency training aims to enhance the capacity of employers to provide a workplace where all employees feel included and valued regardless of their race, religion, ethno-cultural background or other characteristics. Greater access to cultural diversity training for employers also helps to create improved conditions for increased employment opportunities for newcomers, as well as creating a fair and competitive labor market.

HOW DOES THIS PROGRAM HELP IMMIGRANTS?

The cultural competency training assists the newcomers in their understanding of the unwritten rules of their new place of living. It gives them tools to be able to succeed at work but also within the community.



Wonderful! The best presentation I have seen in the last decade! All government employees should get this training!

PARTICIPANT (ANONYMOUS)

FUNDER



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR
(POPULATION GROWTH DIVISION)

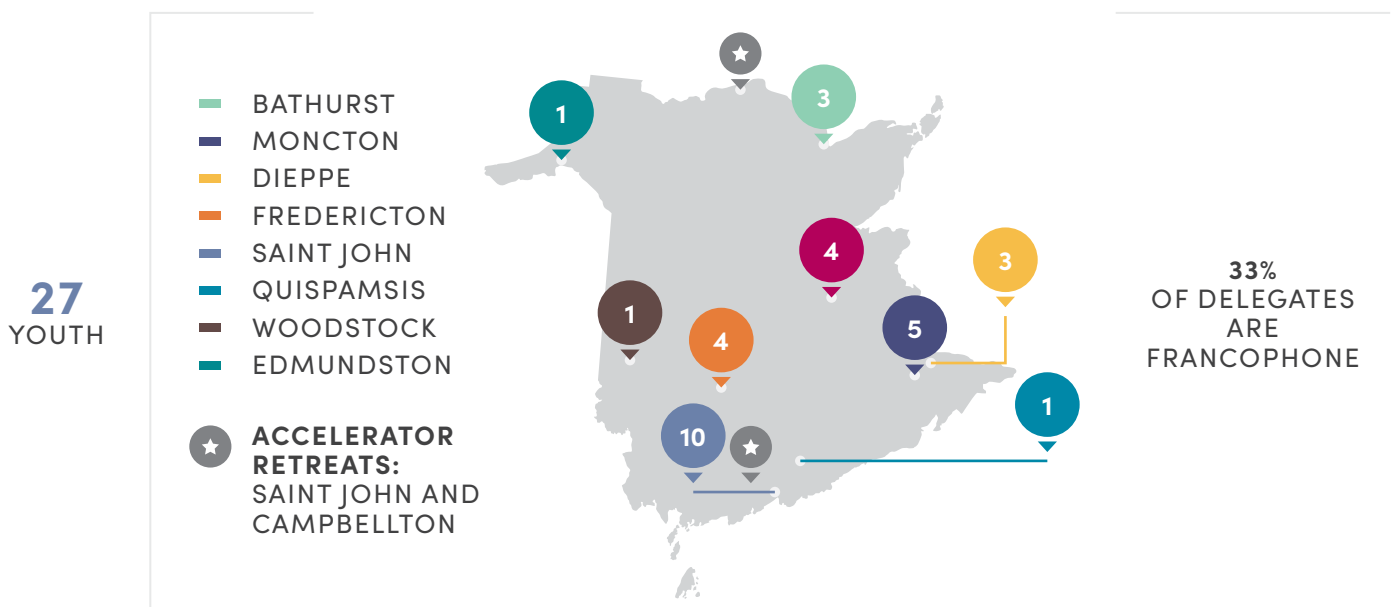
IMAGINE NB

In order to grow and prosper, New Brunswick needs the dreams, talents and leadership of its youth; and that includes immigrant youth. As they settle in their new communities, immigrant youth often encounter barriers and challenges that prevent them from developing as leaders in New Brunswick. These barriers can lead to social exclusion, marginalization, and outmigration which results in a loss of dynamic talents, perspectives, and skills.

Imagine NB is seeking to address this by providing a platform through which immigrant youth can develop their skills and be positioned to become decision-makers and influencers in the province. It is a bilingual, provincial, two-year accelerator program to support the ideas, talents and passions of 27 immigrant youth.

Over the course of the project, the immigrant youth will complete community impact projects, be matched with mentors, take part in a wide range of leadership and public engagement opportunities, and complete 9 accelerator retreats. The first two retreats took place of the 2017-2018 year, in Saint John in December 2017, and Campbellton in February 2018.

YOUTH DELEGATE BREAKDOWN

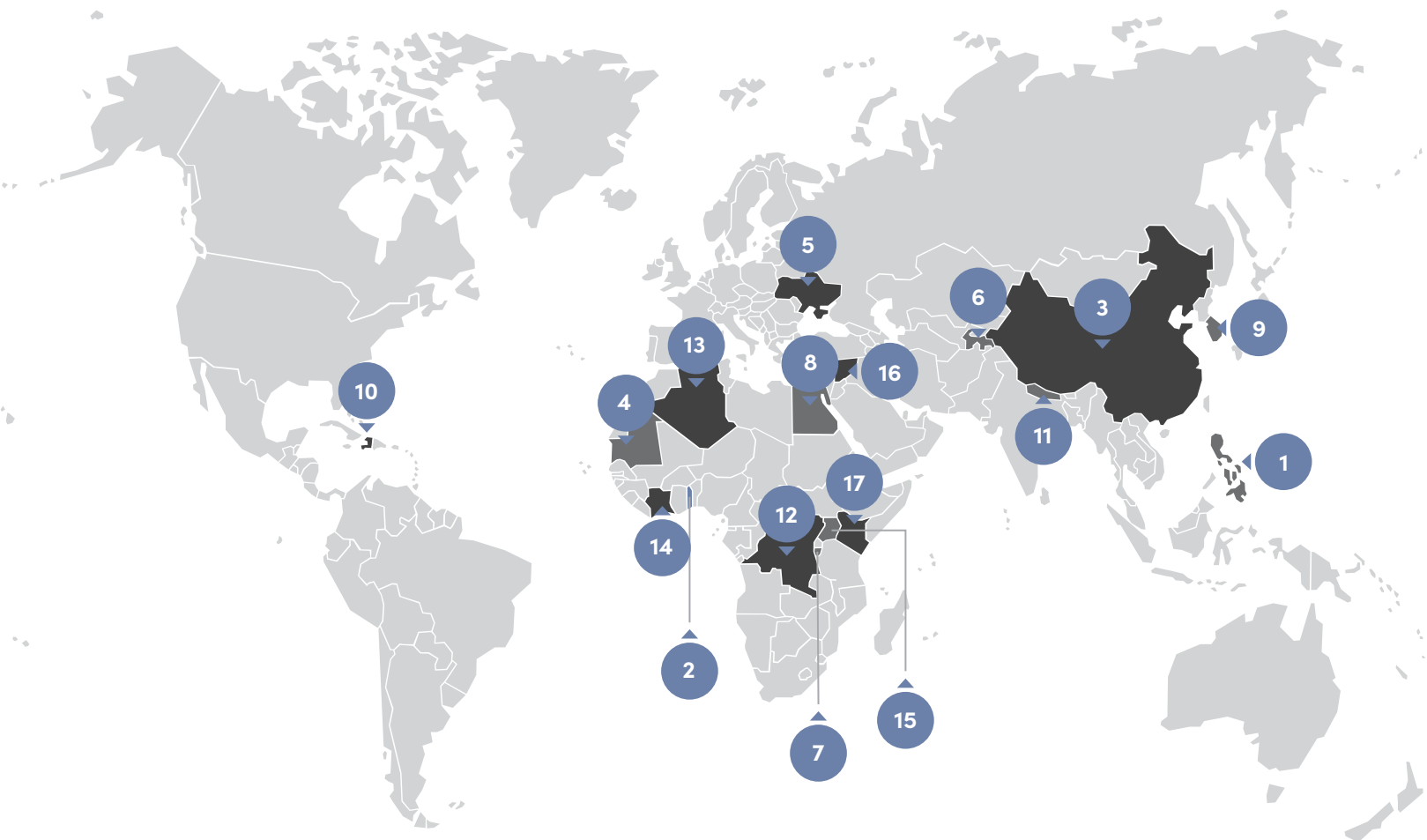


COUNTRIES OF ORIGIN

- 1 THE PHILIPPINES
- 2 TOGO
- 3 CHINA
- 4 MAURITANIA
- 5 UKRAINE
- 6 TAJIKISTAN

- 7 BURUNDI
- 8 EGYPT
- 9 SOUTH KOREA
- 10 HAITI
- 11 NEPAL
- 12 DEMOCRATIC REPUBLIC OF THE CONGO

- 13 ALGERIA
- 14 COTE D'IVOIRE
- 15 UGANDA
- 16 SYRIA
- 17 KENYA





A father of one of the participants asked his daughter what she thought of the program – she responded:

“I found myself”

HALA ZEIN, FROM SYRIA, CURRENTLY STUDYING IN GRADE 10 AT ÉCOLE SAMUEL-DE-CHAMPLAIN IN SAINT JOHN, NB



IMPACT

WHAT IS THE PROGRAM DOING FOR THE YOUTH?

Imagine NB is positively impacting the lives of the program participants as well as their peers at school and in the larger community. Below are some examples of what the program is doing for youth:

- Improved and enhanced mental wellbeing;
- Increased school performance and engagement;
- Increased community involvement and attachment to New Brunswick through connections and networking;
- Development of skills and confidence;
- Empowered young change agents from the newcomer and multicultural community.

WHAT IS THE PROGRAM DOING FOR THEIR PARENTS?

Parents are very grateful and proud to see their children developing as confident young leaders in New Brunswick. Parents also report a high level of satisfaction with the learning opportunities, peer support, and confidence-building activities provided.

WHAT IS THE PROGRAM DOING FOR NEW BRUNSWICK?

Imagine NB aims to achieve systemic change by both empowering emerging leaders from the immigrant and multicultural community, while also exposing established New Brunswick leaders in political, private and public sector positions to the concerns, barriers and aspirations of the youth.

Flowing from the cross-cultural exchange and learning facilitated by Imagine NB, NBMC hopes to increase public awareness and support, empower the inclusion of immigrants and members of the multicultural community to assume leadership roles in New Brunswick, and contribute to more thoughtful “newcomer friendly” policy development in New Brunswick.

Imagine NB is creating social cohesion which fights marginalization and directly supports the successful integration and inclusion of newcomers in the province.

FUNDED BY



GOVERNMENT OF CANADA
IMMIGRATION, REFUGEES AND
CITIZENSHIP CANADA



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY
EDUCATION, TRAINING AND
LABOUR (POPULATION GROWTH
DIVISION), AND DEPARTMENT OF
EDUCATION AND EARLY CHILDHOOD
DEVELOPMENT



PRIVATE SECTOR PARTNER
SALESFORCE

SKILLS LAUNCH

Skills Launch gives young adult newcomers the skills, confidence, contacts and work experience they need to explore and learn how to pursue their career interests and pathway in Canada. The program offers opportunities to young adult newcomers to learn, explore and succeed in New Brunswick. Skills Launch provides education, skills and work experience in order to propel participants into employment or further education in New Brunswick. The broad strategic sectors of health and human services, hospitality, as well as construction and trades are prioritized throughout the program due to current and projected labour shortages in the years ahead.

Designed for the specific needs of newcomers aged 18 to 30, Skills Launch puts its participants on the path to full-time work or further education and training. Over 10 months, participants spend 30 hours per week learning about Canadian workplaces and the local labor market; honing job search and interview skills; studying career-focused language; receiving wellness coaching; developing essential skills and becoming certified with multiple workplace safety courses; and, receiving valuable work experience in their area of interest through both volunteering and a six-month paid work placement.

Skills Launch is being delivered and was developed in partnership with the following NBMC member agencies: YMCA of Saint John Newcomer Connections Centre, the Multicultural Association of Fredericton (MCAF), and the Multicultural Association of Greater Moncton Area (MAGMA).

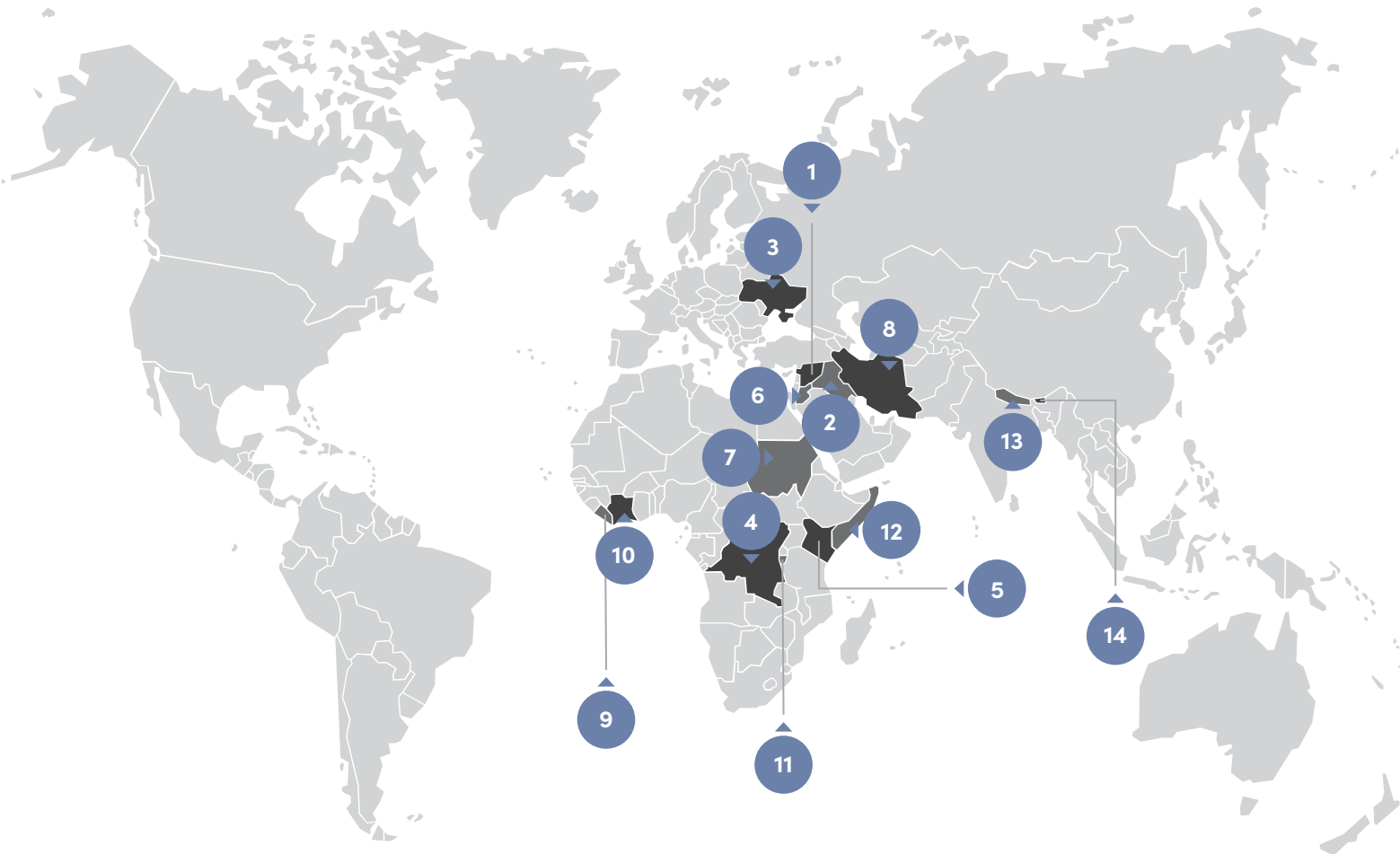


IMPACT

27 | PARTICIPANTS IN THE FIRST COHORT

NATIONALITIES REPRESENTED

- 1 SYRIA
- 2 IRAQ
- 3 UKRAINE
- 4 DEMOCRATIC REPUBLIC OF THE CONGO
- 5 KENYA
- 6 JORDAN
- 7 SUDAN
- 8 IRAN
- 9 LIBERIA
- 10 IVORY COAST
- 11 BURUNDI
- 12 SOMALIA
- 13 NEPAL
- 14 BHUTAN



50% FEMALE 50% MALE

95% WITH A REFUGEE BACKGROUND

AVERAGE AGE: 25

85% DIDN'T COMPLETE HIGH SCHOOL IN THEIR HOME COUNTRY

10 HAVE DEPENDENTS

4 HIGH SCHOOL DIPLOMA NOT RECOGNIZED IN CANADA

22 | EMPLOYERS INVOLVED IN HIRING THE PARTICIPANTS

HOSPITALITY, TOURISM & SERVICE JOB PLACEMENTS:

Travel Advisor, Line Cook, Front Desk, Baker, Radio Station Music Editor, Culture Broker, Catering Coordinator, Service Assistant, Stocker, Data Entry and Inventory Management

TRADES, CONSTRUCTIONS & AUTOMOTIVE JOB PLACEMENTS:

Electrician Assistant, Engineer/Programming Scientist, Mechanics, Maintenance Manager Assistant, Accountant

HEALTH & HUMAN SERVICES JOB PLACEMENTS:

Practical Nurse Assistant, Child Care Educator, Pharmacy Technician Assistant, PSW, Day Care Teacher Assistant

COHORT 1 RESULTS TO DATE

- 24 / 27 remained employed after the 6 month period;
- 2 are returning to school;
- 3 are enrolled in an entrepreneurial program;
- 2 are on maternity leave and returning to work afterwards;
- 18 of those employed are also registered for pre-GED or apprenticeship programs.

WHAT DOES SKILLS LAUNCH DO FOR THE PARTICIPANTS?

The Skills Launch program empowers and supports participants to develop their networks, increase community involvement, and provides hard skills and experience that prepares them for the current and future labour market. Participants become more connected with the community throughout volunteering and networking opportunities. Their sense of belonging and a hope that they can contribute to our society and be successful with their pathways has been increased.

WHAT DOES SKILLS LAUNCH DO FOR NEW BRUNSWICK?

Skills Launch program is demonstrating that strategic investment in supports, tools and training about the labour market for newcomer youth has a tremendous return for both the Federal and Provincial government in terms of empowering their labour force participation and self-sufficiency. Needs and opportunities that are available in our province is paid back by the strong commitment, high work ethics and enthusiasm of the young newcomers to give it all for a business or a community organization, so that they become an integral part of the community. This process is also showing high success rates of retention for the participants and their close families.



Before I started the Skills Launch, I thought there is no way I will be able to work because I had no education. So I joined this program and I stuck to my classes but I was still confused about what this program was and what it meant. I never thought I would get a job and now I am super excited to be in pharmacy. I feel now I can achieve my dream. I really love what I am doing and I am really proud of myself.

ASIA ALABBAS, SKILLS LAUNCH PARTICIPANT AT THE MULTICULTURAL ASSOCIATION OF FREDERICTON (MCAF)

At the end of the 6 month placement, Bowman hired Asia as a Pharmaceutical Tech Assistant. He is still mentoring her and she is still learning a lot from him.



“To see a young woman with young kids here who has moved to a new country, who has taken a driver’s license, who has pushed to get into this program and wants to secure employment and wants to keep the employment after the fact, and now starting this week, she’s going to be finishing her GED. You know, all the kinds of things that I would absolutely want to be supporting anyway,” he said. “It’s kind of a fresh air when you have an individual who wants to do that and elevate her own status.”

PAUL BOWMAN, SKILLS LAUNCH EMPLOYER AT BOWMAN’S PHARMASAVE, FREDERICTON

STRATEGIC DELIVERY PARTNERS

**YMCA SAINT JOHN NEWCOMER
CONNECTIONS CENTER (YMCA SJ)**

Coordinator: Olive Ozoemena
Manager: Samantha Wentzell
WES Instructor: Rob Jeffrey
EAL Instructor: Heather Hudson
Finance & Admin: Julie Estabrooks

**MULTICULTURAL ASSOCIATION OF
FREDERICTON (MCAF)**

Coordinator: Azza Seif
Manager: Bonnie Doughty
WES Instructor: Melissa Hargrove
EAL Instructor: Sue Oborn
Finance & Admin: Irena Milchenko

**MULTICULTURAL ASSOCIATION OF
GREATER MONCTON AREA (MAGMA)**

Coordinator: Jessica Downing
Manager: Myriam Mekni
WES Instructor: Beverly Waddell-nelson
EAL Instructor: Lisa Dow
Finance & Admin: Guy O'Brien

FUNDERS



**GOVERNMENT OF CANADA
EMPLOYMENT AND
SOCIAL DEVELOPMENT CANADA**



**GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION,
TRAINING AND LABOUR**

CAREER PATHWAY LOAN

The Career Pathway Loan Program is for immigrants who have foreign credentials or qualifications, and who need to return to school, write exams, and purchase materials in order to have their credentials recognized in Canada. The purpose of the loan is to help newcomers transition into a career where they are able to use their prior knowledge and experience that was gained from a different country.

The program not only helps with financial costs for their credential recognition, but also helps newcomers build up a credit history in Canada. Each applicant can request an amount of up to \$15,000, which can be used towards credentialing activities- such as tuition fees, books, living expenses, registration with regulatory body, exams, etc.

The NBMC Career Pathway Loan Program has successfully completed the following activities from April 1, 2017 – March 31, 2018:

- Website officially launched
- Maintaining client check-ins and distributing portions of loans upon successful completion of their individual career action plans
- Successfully completed public launch which resulted in:
 - Over 100 attendees
 - Press coverage by Global News and Radio Canada
 - Total of 9 applicants approved for loans, or in repayment
 - 8 walk-in information sessions for potential future applicants

FUNDER

Canada

GOVERNMENT OF CANADA
EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA



INTERNATIONAL STUDENT RETENTION PROJECTS

PROJECT #1 SUMMARY

International students in New Brunswick are not a cohesive group with well-defined formal networks. Instead, international students are spread throughout the province from city centers to small towns; 1000+ international students at one post-secondary institution and less than 10 at another. Engaging with international students after they have left their post-secondary institution is even more of a challenge as there is no centralized mechanism for tracking or communication.

NBMC is to lead the development of a web portal to provide a clearer communication channel and source of information for international students pre-arrival, during studies and after graduation. A web portal that is easy to navigate will also provide resources and educational tools that will help students navigate the pathway to employment and immigration and reduce the need for additional services.

OBJECTIVES

- Establish a resource that bridges the gap between on-campus supports and transition to community supports after graduation
- Equalize support across campuses
- Ensure holistic continuum of resources:
 - Pre-arrival
 - Integration in New Brunswick
 - Transition to employment
 - Pathways to immigration

PROJECT #2 SUMMARY

Global competition for international students is at an all-time high, not only for post-secondary institutions but increasingly provinces across Canada are investing in programs to retain international students after they graduate. How do you stand out in the global marketplace? How does New Brunswick encourage international students to stay beyond their degree? There has to be a connection to New Brunswick that goes beyond the classroom walls and the offer of a job.

One of New Brunswick's greatest assets is the natural beauty; from incredible hikes, to canoe routes, beaches, vast wilderness, to trails within city limits. The realities of winter and the disconnect between life in the classroom

and what life could be like as a permanent resident in New Brunswick exist as significant barriers for international students. What if we showed them that winter can be fun?

The Experience NB project introduced international students to groups, trails, activities, as well as taught new skills, team building and ultimately strived to the students more connected to New Brunswick so they stay beyond their studies and make it their home.

OBJECTIVES

- Expand the New Brunswick international student brand;
- Promote New Brunswick as an attractive option for settlement;
- Provide post-secondary institutions with a marketing tool that highlights the New Brunswick Brand in a way that differentiates the unique experiences of living in New Brunswick, and encourages recruitment of students who are the right 'fit' for settlement;
- Encourage international students participation in activities and events off campus.

RESULTS

More than 60+ international student participants in “Learn to Winter” events hosted in Mactaquac Provincial Park and Fundy National Park.

Videos and photos generated to support the provincial government with marketing and promotion, and for use in the web portal.

2 “Learn to Camp” events planned for July 2018.



FUNDER



GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR
(POPULATION GROWTH DIVISION)



CONNECT



OVERCOMING BARRIERS: A COORDINATED RESPONSE TO VIOLENCE AGAINST IMMIGRANT WOMEN IN NEW BRUNSWICK

Launched in 2015, this three-year project is built on the belief that no woman should have to navigate an unfamiliar, unresponsive, and under-resourced system when seeking support in situations of domestic and intimate partner violence (D/IPV). With a goal of ensuring timely access to information and services through a coordinated community response model, Overcoming Barriers' stakeholders are diverse. It relies on partnerships, coordination and resource-sharing between provincial government departments, D/IPV support service providers, immigrant-serving and community organizations.

Overcoming Barriers aims to build bridges between the women and D/IPV and immigrant service providers. Along with increased understanding about D/IPV among immigrants and newcomers, public service providers will be educated about the complexities, increased risk, and barriers to safety faced by immigrant women in violent relationships. Findings will be integrated into provincial strategies and training around D/IPV experienced by newcomer women.

Along with improved services, Overcoming Barriers aims to connect women to each other, to help them share their stories about D/IPV for their own sakes, as well as to help develop culturally sensitive interventions.



We're absolutely learning a lot from each other. We have something in common. I don't get the push-back from other members that I get elsewhere. It's really a relief to have a place to talk, and people don't run away.

MEMBER OF THE NEW BRUNSWICK IMMIGRANT WOMEN'S ASSOCIATION (ANONYMOUS)



IMPACT

200
STAKEHOLDERS ENGAGED
THROUGHOUT THE PROJECT

- 2 workshops held with over 100 stakeholders in Saint John and Moncton to promote community-coordinated responses to immigrant women experiencing D/IPV.
- Creation of the *Domestic and Intimate Partner Violence Against Immigrant Women in New Brunswick: Provincial Reference and Resource Guides*.
- Supported the re-launch of the Muriel McQueen Ferguson Foundations Research Team on Violence Against Immigrant and Visible Minority Women in New Brunswick: In May 2017, the MMFC research team partnered with the Asian Heritage Society of New Brunswick for their symposium *Breaking Barriers and Moving Forward - Narratives of Challenges Faced by Asian Women Diaspora and Immigrant Women in New Brunswick, and Strategies for their Successful Integration* held at the Wu Centre in Fredericton. The Symposium opened with the premier of the documentary, *Breaking Barriers Moving Forward*, which features 11 Asian women speaking about the challenges that they face living in New Brunswick society and the courageous ways in which they have overcome them. The second day of the Symposium began with a keynote address by Dr. Yoko Yoshida of Dalhousie University, and followed with discussions on various barriers that immigrant women face, and the solutions to overcoming barriers in New Brunswick society.
- Catalyzed the creation of the New Brunswick Immigrant Women's Association: Through the project, an advisory committee of immigrant women was established to provide oversight and perspective to the project. Members of the committee self-organized to become the New Brunswick Immigrant Women's Association and held its first public meet and greet at the Fredericton Public Library on 24 March 2018, which attracted over 60 people.
- Established an NBMC representative on the New Brunswick Women's Council.
- Member Coordinated Community Response to High-Risk Cases of D/IPV working group.
- Member of the Love Shouldn't Hurt Committee.

FUNDER

Canada

GOVERNMENT OF CANADA
STATUS OF WOMEN CANADA

GROWING TOGETHER CONFERENCE

NBMC’s annual provincial conference on immigration, settlement and multiculturalism, entitled Growing Together has expanded every year and hosted the third instalment in 2017.

The 2017 conference took place in Saint John and was open to the public. It attracted a diverse group of stakeholders, community representatives, newcomers, employers and others who contributed to these important conversations. The theme was **Fueling the Economy through Immigration.**

IMPACT



THEMES EXPLORED AT GROWING TOGETHER 2017, INCLUDED:

- Immigration Imperative for Atlantic Canada
- Employer Perspectives on Hiring Foreign Talent
- Building the Case for Diversity and Inclusion
- Immigrant and Newcomer Perspectives in New Brunswick
- Social Innovation in Settlement and Retention
- International Student Retention
- Health Outcomes of Immigrants in New Brunswick



When we come together to welcome and integrate newcomers, it strengthens our communities and contributes to our country's success—it helps build and strengthen our society, culture and economy in long-lasting and enduring ways.

HONOURABLE AHMED HUSSEN, MINISTER OF IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA

FUNDERS

GOVERNMENT OF CANADA
IMMIGRATION, REFUGEES AND
CITIZENSHIP CANADA

GOVERNMENT OF NEW BRUNSWICK
DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING
AND LABOUR (POPULATION GROWTH DIVISION)

ECONOMIC IMMIGRATION LAB

NBMC co-founded the Economic Immigration Lab (EIL) with the New Brunswick Business Council and Government of New Brunswick. The lab is operated and managed by NouLab, with the Pond Deschpande Center at University of New Brunswick and is being funded by the Atlantic Canada Opportunities Agency (ACOA) and the Government of New Brunswick.

The EIL is guided by a Leadership Council including the following individuals:

- Rob Kelly, Assistant Deputy Minister for the Atlantic Immigration Pilot and the department of Post-Secondary Education, Training and Labour
- Alex LeBlanc, Executive Director of the New Brunswick Multicultural Council
- Adrienne O'Pray, CEO of the New Brunswick Business Council
- Frédérick Dion, former Executive Director of the Association francophone des municipalités du Nouveau-Brunswick
- Thomas Raffy, Executive Director of the Conseil économique du Nouveau-Brunswick inc.
- Angelique Reddy-Kalala, Immigration Strategy Officer for the City of Moncton
- Jeanetta Hill, Director of Community Development at the Atlantic Canada Opportunities Agency
- Michael Collicott, Economic Development Officer for the Region of New Brunswick at the Atlantic Canada Opportunities Agency

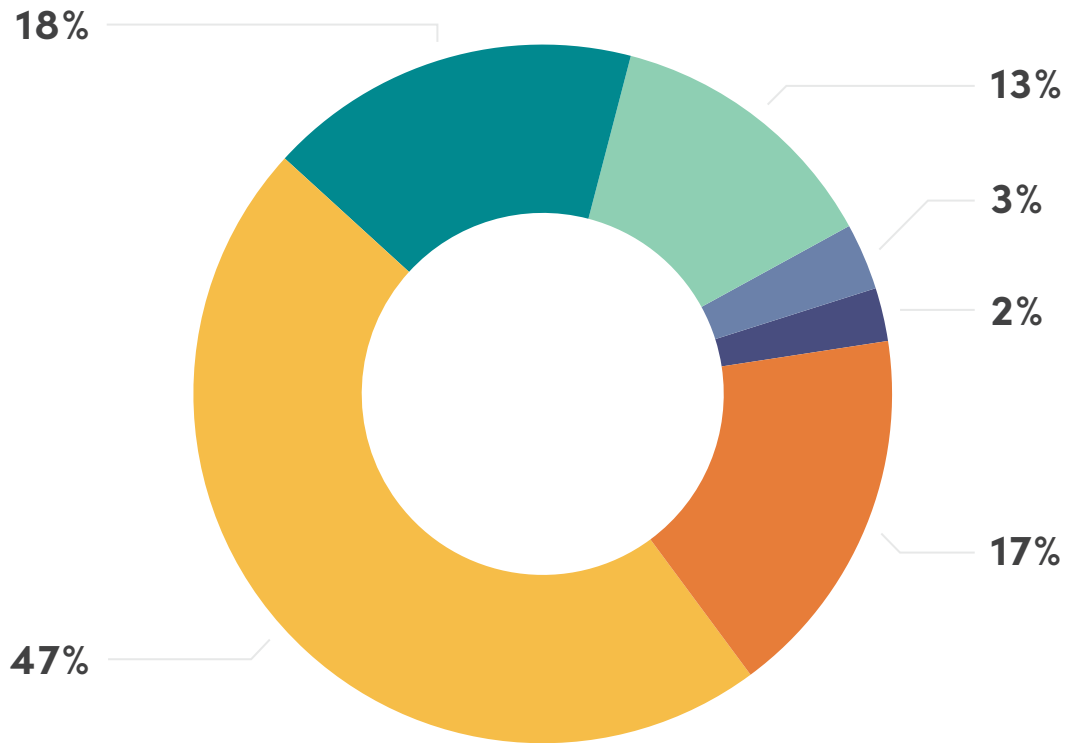
The three overarching questions guiding the lab teams are:

- How might we become leaders at attracting, welcoming and retaining newcomers to contribute to the economy of New Brunswick?
- How might we help newcomers to find meaningful employment and feel part of the New Brunswick community?
- How might we help employers find talent to grow their businesses?



IMPACT

FROM SEPTEMBER 2017 TO MAY 2018, 55 PEOPLE PARTICIPATED IN THE LAB, REPRESENTING THE FOLLOWING GROUPS:



- NON-PROFIT
- EMPLOYERS
- NEWCOMERS
- PETL & ONB
- ACOA
- IRCC

11
PROTOTYPES DEVELOPED
IN THE LAB

5
PROTOTYPES ARE CONTINUING
BEYOND THE LAB, AND
WORKING TOWARDS IMPLEMENTATION
WITH GOVERNMENT, NGO, AND
COMMUNITY PARTNERS

VALUE OF PROTOTYPES

Whether the prototypes continue being tested and refined beyond the lab, or if they “fail early” and discontinue, the prototypes developed in the EIL have provided value in multiple ways:

1

They continue to take action after the lab: Prototypes continue beyond the lab, taking a novel approach to addressing root causes of the challenges facing immigrant attraction and retention. These prototypes are promising enough to attract partners, funding, and implementation support outside of the lab.
#TakingAction

2

They validate existing initiatives: Teams develop prototypes in the lab that replicate what already exists or is in development elsewhere, without knowing it. The ideas generated by a diverse and multi sectoral prototype team validates the direction and strategy of other immigration initiatives. #ValidatingInitiatives

3

They provide new insights: Not all prototypes continue, but they often provide new insights or nuance to a challenge that was not previously known. #NewInsights

4

They have significant ripple effects: Individuals lead effective immigration change initiatives inside and outside of their organizations related to their prototype, and augmented by the lab experience. #RippleEffects

RESULTS TO DATE

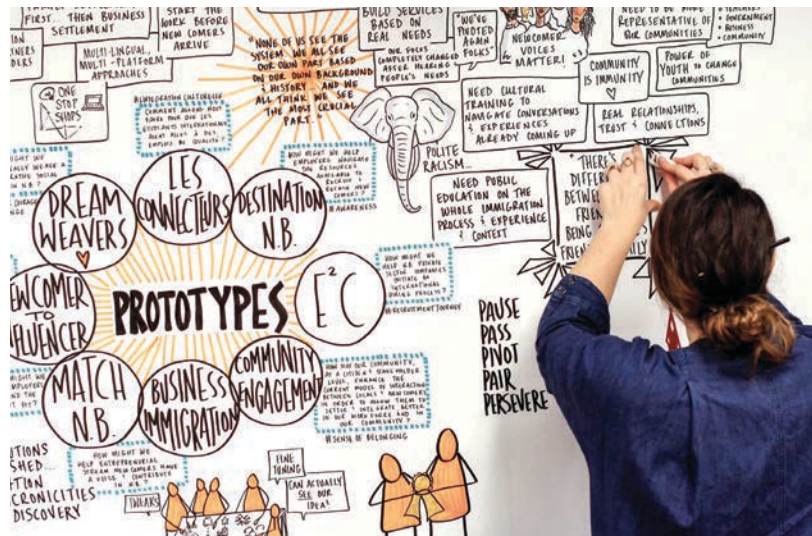
- **95%** of lab participants are committed to continuing to work on the immigration challenges of New Brunswick.
- **100%** of lab participants agree or strongly agree that they had the opportunity to meet and work with compelling people.
- **90%** of lab participants agree or strongly agree that the lab provided an innovative process for working on the immigration challenge of New Brunswick.
- **78%** of lab participants say that they have adopted the lab’s approach to problem solving into their work and other projects. This approach emphasizes gathering diverse perspectives before generating potential solutions.
- **65%** have adopted a user-centred approach to solving challenges in their work.
- **45%** have adopted prototyping as a method for learning and solving a problem in their work.
- **95%** of participants say that they were given the opportunity to analyze opportunities and barriers to immigrant attraction and retention within New Brunswick.
- **93%** of participants say their understanding of both newcomer and employer experience has increased.



The biggest value for the lab is as a tool for multi-sectoral stakeholder engagement and innovation. The lab is a concentrated opportunity to see the broader system and work through a rigorous process to develop and prototype solutions.

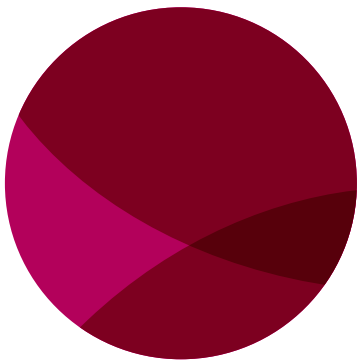
ROB KELLY, ASSISTANT DEPUTY MINISTER FOR THE ATLANTIC IMMIGRATION PILOT PROGRAM

PARTICIPANTS REPRESENTED REGIONS ACROSS THE PROVINCE FROM EDMUNDSTON TO BATHURST TO ST STEPHEN. 40 ORGANIZATIONS, 33 WOMEN, 21 MEN, 21 ANGLOPHONE AND 15 FRANCOPHONE NEW BRUNSWICKERS. 12+ COUNTRIES.



COMMITTEES, MEMBERSHIPS AND SECTOR REPRESENTATION

- Co-Chair of the Long-term Integration Committee.
- Member of the Réseaux en immigration francophone (RIF).
- Member of the Canadian Council for Refugees Working Group on Settlement.
- Member of Working Group to Develop a Coordinated Community Response process to High-Risk Cases of D/PIV.
- Supported the re-launch of the Muriel McQueen Ferguson Foundations Research Team on Violence Against Immigrant and Visible Minority Women in New Brunswick.
- Member of the provincial Roundtable on Crime Prevention and Reduction.
- Member of the Mental Health Commission of Canada's National Network on Immigrants, Refugees, Ethno-cultural and Racialized Populations.
- Member of the Provincial Housing Strategy Stakeholder Group.
- Member of the New Brunswick Women's Council.
- Member of the Immigration, Refugees and Citizenship Canada Advisory Committee on Social Innovation.
- Member of the Immigration, Refugees, and Citizenship Canada Reference Group on the Pilot Program.
- Member of the provincial Advisory Committee on Economic Immigration.
- Judge for the Top 25 Immigrants in Maritimes Award.



THANK YOU TO OUR FUNDERS AND SPONSORS





The background consists of several overlapping circles in various shades of green, ranging from a light, pale green to a dark, forest green. The circles are arranged in a way that they overlap each other, creating a sense of depth and movement. The text is centered in the lower half of the image.

**PROMOTE.
SUPPORT.
CONNECT.**



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MULTICULTURAL
COUNCIL

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