



LOCAL
IMMIGRATION
PARTNERSHIP

PARTENARIAT
LOCAL EN MATIÈRE
D'IMMIGRATION

GREATER MONCTON IMMIGRATION
STRATEGY | 2020-2024

Report on the 2021-2022 Action Plan

May 2022



PREPARED BY:

Greater Moncton Local Immigration Partnership

NOTES:

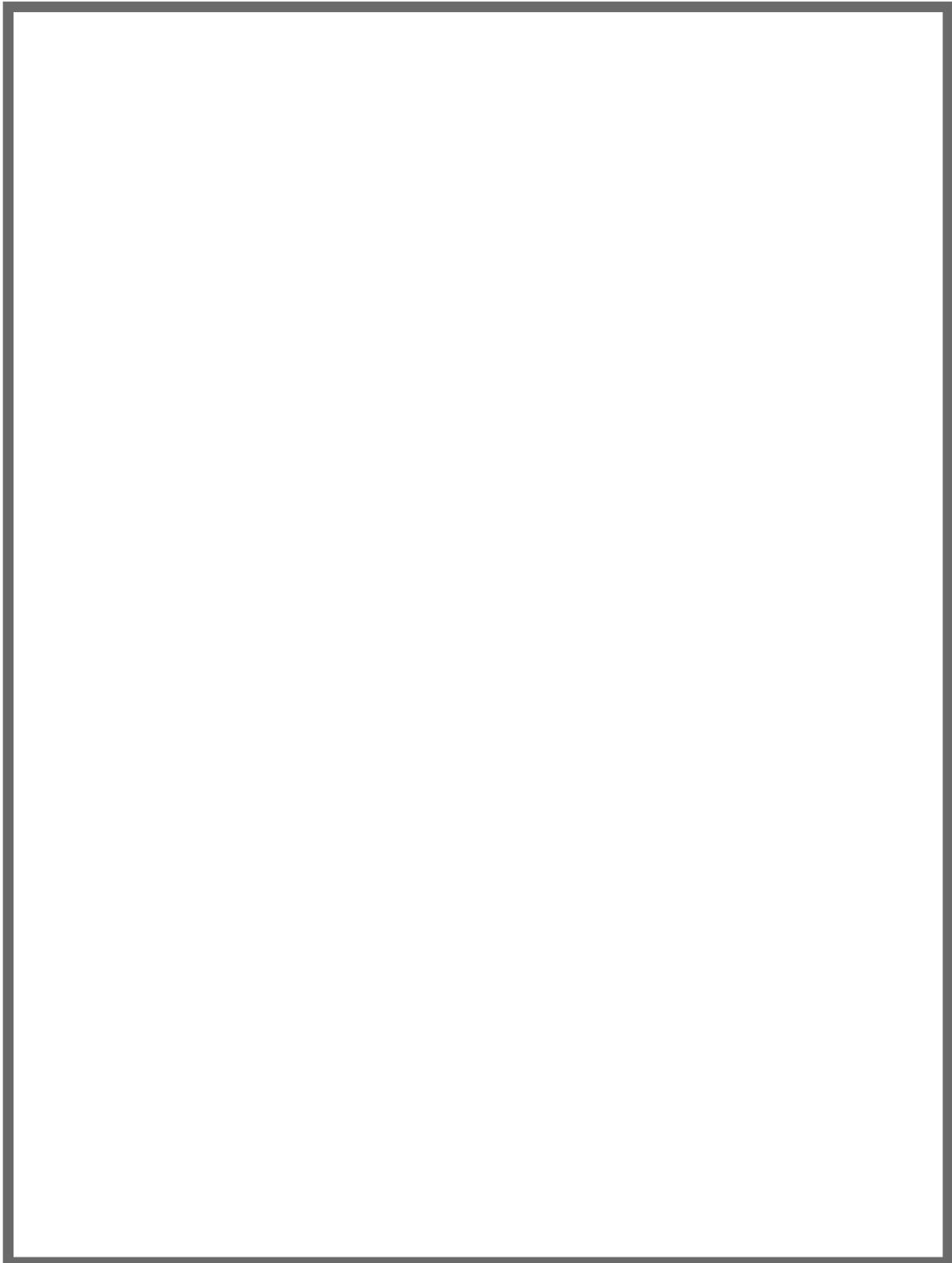
A large, empty rectangular box with a dark gray border, intended for taking notes. The box is positioned below the 'NOTES:' header and occupies most of the page's vertical space.

TABLE OF CONTENTS

| | |
|---|----|
| 1. Introduction | 03 |
| 2. Greater Moncton Immigration Targets | 04 |
| • Target #1: Annual PR admissions | 04 |
| • Target #2: French-speaking PR admissions | 05 |
| • Target #3: International students | 06 |
| • Target #4: Immigrant retention | 07 |
| • Are we meeting workforce demand? | 08 |
| 3. Report on the 2021-2022 Action Plans | 09 |
| • Objective #1: Promote Greater Moncton internationally as a destination to study, advance careers, do business and live | 09 |
| • Objective #2: Strengthen alignment of immigrant attraction efforts to labour market demand and economic opportunities | 13 |
| • Objective #3: Expand and improve the pathways for immigrants | 26 |
| • Objective #4: Significantly broaden both public awareness and engagement | 31 |
| • Objective #5: Expand and enhance settlement services to meet the needs of immigrants and foster better workforce outcomes | 34 |
| • Objective #6: Invest in and strengthen the immigration support ecosystem | 38 |
| • Objective #7: Strengthen Greater Moncton's leadership and advocacy role | 46 |
| 4. Towards the 2022-2023 Action Plans | 51 |

1. INTRODUCTION

The Greater Moncton Local Immigration Partnership (GMLIP) consists of a council of immigration stakeholders, immigrants, business community and municipal government partners. An important role of the GMLIP is to assist in the implementation of the Greater Moncton Immigration Strategy 2020-2024 and report on the results of the strategy's associated action plans. The Greater Moncton Immigration Strategy has as a vision to make Greater Moncton among the most attractive and inclusive places for newcomers in Canada. There are three pillars that are the foundation of the strategy: 1) attracting talent to our community; 2) ensuring newcomers put down roots; and 3) broadening community collaboration and mobilization.

To help the region reach its vision, the immigration strategy has seven objectives:

Objective 1 Promote Greater Moncton internationally as a destination to study, advance careers, do business and live

Objective 2 Strengthen alignment of immigrant attraction efforts to labour market demand and economic opportunities

Objective 3 Expand and improve the pathways for immigrants

Objective 4 Significantly broaden both public awareness and engagement

Objective 5 Expand and enhance settlement services to meet the needs of immigrants and foster better workforce outcomes

Objective 6 Invest in and strengthen the immigration support ecosystem

Objective 7 Strengthen Greater Moncton's leadership and advocacy role

Within these seven objectives there are more than 50 actions. Each of these actions have been assigned to four working groups:



Labour market and attraction



Settlement and inclusion



Entrepreneurship



International student attraction and professional integration

This report provides a summary of the efforts of these working groups and the organizations involved in 2021-2022 to address these actions.

2. GREATER MONCTON IMMIGRATION TARGETS

The Greater Moncton Immigration Strategy 2019-2024 set four broad targets:

- Annual immigrants settling in Greater Moncton: 1,450 in 2018 (actual); minimum 1,900 by 2020; and 2,700 by 2024 - with a stretch goal of 2,300 by 2020 and 3,500 by 2024.
- Francophone immigration: 33 percent of the total.
- International students: Double enrolment in Greater Moncton post-secondary education institutions by 2024 (from baseline of 1,500). This includes public and private universities and colleges.
- Immigrant retention: One-year retention rate of 85 percent. Five-year retention: 75 percent.

In addition, performance indicators have been developed for various actions to help measure progress. Table 1 provides a summary of the targets and outcomes as of the end of 2021-2022.

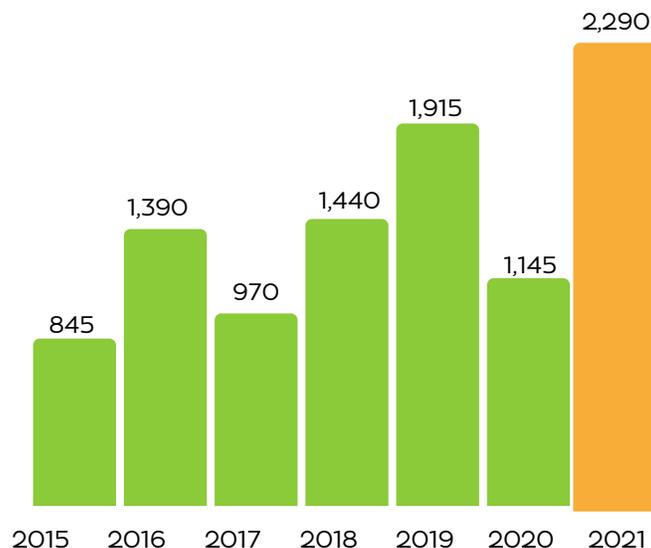
TARGET 1

Annual PR admissions

The 2021 permanent resident (PR) admission numbers were well ahead of the target of 2,070 but below the stretch goal of 2,550. In 2021, the Moncton CMA broke a new record with 20 more PR admissions than the previous high in 2019, before the COVID-19 pandemic. The other two large urban centres in New Brunswick were well below their 2019 PR levels in 2021.

The community already beat next year's 2022-2023 target of 2,260. However, to hit the stretch goal for 2022-2023, there will need to be a 23 percent increase in PR admissions in the coming year. Table 1 shows the trend in PR admissions by year and targets.

Figure 1: PR admissions by year, Moncton CMA



Source: IRCC

Table 1: Greater Moncton Immigration Targets and Results

| | Baseline 2018-2019 | Baseline 2019-2020 | Year1 2020-2021 | Year2 2021-2022 | Year3 2022-2023 | Year4 2023-2024 | Year5 2024-2025 | Status: |
|---|-----------------------|-----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------------|
| Annual PR admissions¹ | | | | | | | | |
| Target | | | 1,900 | 2,070 | 2,260 | 2,460 | 2,700 | Exceeds target |
| Stretch Target | | | 2,300 | 2,550 | 2,830 | 3,150 | 3,500 | |
| Actual ² | 1,450 | 1,915 | 1,145 | 2,290 | | | | |
| French-Speaking PR admissions | | | | | | | | |
| Target | | 33% | 33% | 33% | | | | Off-track |
| Actual ² | 31% | 35% | 43% | 29% | | | | |
| International students³ | | | | | | | | |
| Target | | 1,500 | 1,725 | 1,980 | 2,300 | 2,620 | 3,000 | Exceeds target |
| Actual ⁴ | 1,305 | 1,635 | 875 | 2,315 | | | | |
| Immigrant retention⁵ | | | | | | | | |
| Proxy: Net interprovincial migration | +182 | +552 | +352 | +1,068 | | | | On-track |

Sources:

1. Targets in the plan were identified for 2020 (1,900) and 2024 (2,700). The intervening year targets are based on the growth rate required to reach the 2024 target. The same applies for the stretch targets.
2. IRCC annual permanent resident (PR) admissions.
3. The target in the plan was set for 2024 (3,000) and the baseline was 1,500 for 2019. The intervening year targets are based on the growth rate required to reach the 2024 target.
4. IRCC annual study permits issued.
5. Net interprovincial migration for the Moncton CMA. Source: Statistics Canada Table 17-10-0136-01.

TARGET 2

French-speaking PR admissions

The share of permanent resident admissions who speak French declined to 29% in 2021 – below the target of 33%. In absolute numbers, the 655 admitted in 2021 was only slightly less than the previous high in 2019 but as a share of the total, it declined to 29%. The Moncton CMA attracted 67% of all French-speaking PR admissions to New Brunswick in 2021 – consistent with the level of the past four years.

Over the three years combined – 2019-2021 – the community is still on track with 34% French-speaking PR admissions.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|--------------------------------------|------|------|------|------|------|------|------|
| French speaking PR admissions | 160 | 160 | 225 | 450 | 675 | 495 | 665 |
| % of total PRs | 19% | 12% | 23% | 31% | 35% | 43% | 29% |
| Share of provincial total | 57% | 46% | 54% | 65% | 66% | 67% | 67% |

Source: IRCC

TARGET 3

International students

The international student target is 3,000 per year by 2024. There were a record 2,315 study permit holders in 2021 in the Greater Moncton region. This was 40% higher than the previous peak in 2019. This represented nearly 40% of all international students across New Brunswick. It is important to point out this number is based on study permits issued and includes enrolments in middle and high school. The community already exceeded the 2022-2023 target in 2021-2022 and is well on track to hit the 2024-2025 target of 3,000.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|----------------------------------|-------|-------|-------|-------|-------|------|-------|
| Study permit holders | 1,000 | 1,070 | 1,045 | 1,305 | 1,645 | 875 | 2,315 |
| Share of provincial total | 43% | 41% | 36% | 35% | 38% | 39% | 39% |

Source: IRCC

Based on information provide by the post-secondary education institutions, there were 2,400 enrolled in CCNB, NBCC, UdeM, Mount Allison University and Crandall University combined in 2021-2022.

International enrolments by institution:



Université de Moncton – Moncton campus:

786 international students enrolled during the 2021-2022 academic year up from 762 last year.



CCNB - Dieppe

220 enrolled in the 2021-2022 academic year down slightly from 250 in 2020-2021.



NBCC - Moncton

623 enrolled in the 2021-2022 academic year.



Mount Allison University

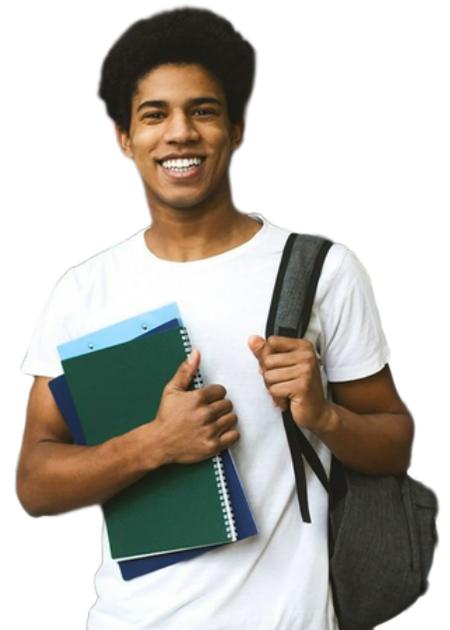
272 enrolled in the 2021-2022 academic year.



Crandall University

499 enrolled in the 2021-2022 academic year.

Five institution total: 2,400



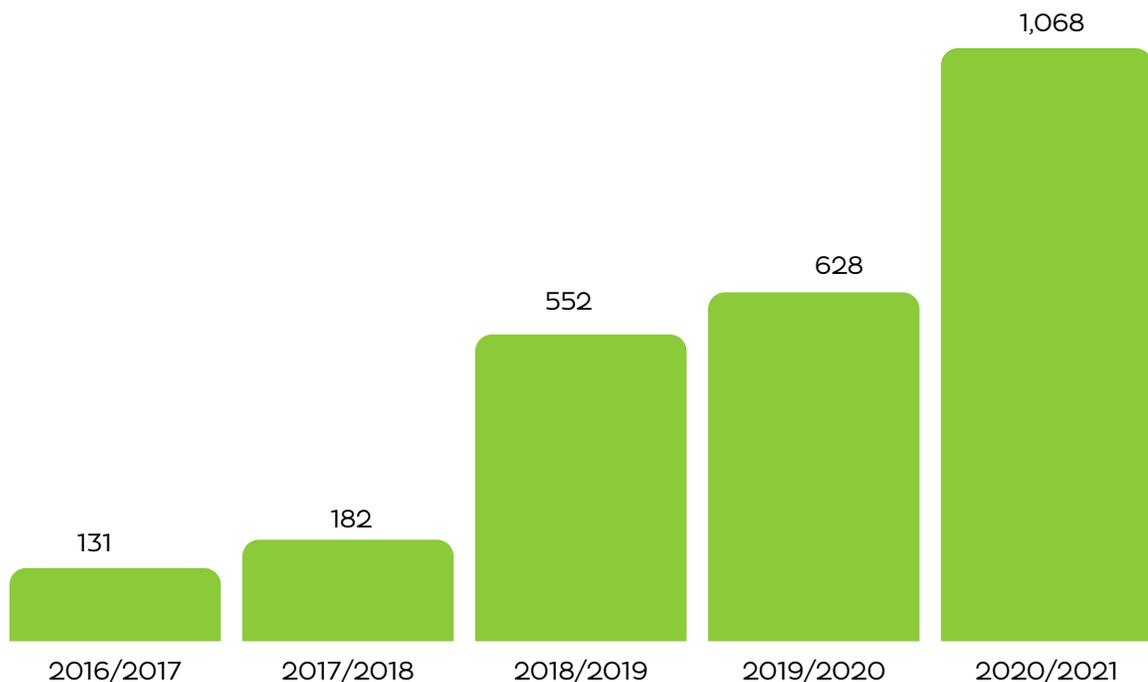
TARGET 4

Immigrant retention

The provincial government is developing statistics on immigrant retention using Medicare card issuance by province. This will be a more timely approach to assessing immigrant retention in the community. In the interim, as a proxy the net interprovincial migration rate is a good data point to determine if the Moncton CMA is losing a lot of population to other provinces. In fact, since the immigration numbers have risen in the Moncton CMA so has the positive net interprovincial migration. In 2018, there were 182 more moving into the Moncton CMA than moving out (to other provinces). In 2019, the number had risen to 552 and by 2020 the number was 628. As the community hit a record PR admission level in 2021, net interprovincial migration increased to 1,068 (Figure 2). It is important to note these numbers are for the year ending June 30th during the year.

Statistics Canada does track immigrant migration within Canada using tax filing data. Among the immigrants who landed in the Moncton-Richibucto region in 2019, when they filed their tax forms in the following year, 76.1% of them were still in the region. This was the highest retention rate among the five economic regions in New Brunswick (Source: Statistics Canada Table 43-10-0024-01). Among those landing in 2018, 71.8% were still in the community and among those who landed in 2017, 57.1% were still living here.

Figure 2: Net interprovincial migration, Moncton CMA

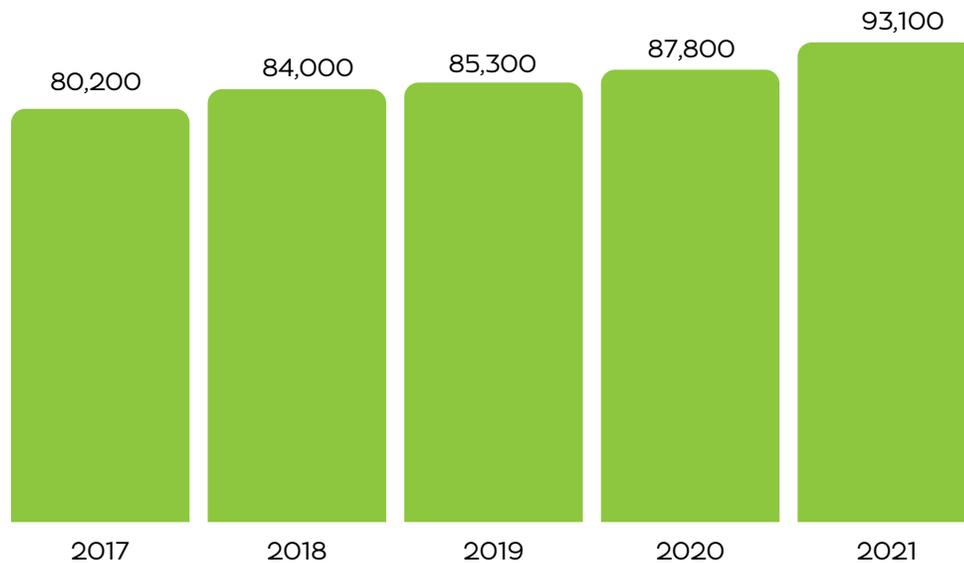


Source: Statistics Canada Table: 17-10-0136-01

Are we meeting workforce demand?

Since the launch of the Greater Moncton Immigration Strategy, the Moncton CMA ranked 3rd out of 35 CMAs across Canada for growth in the number of people in the workforce (+9,100). While we do not know how much of that increase is due to the newcomer population, across the province the number of immigrants in the workforce has grown by 5,700 (or +27%) even with the pandemic. It is likely a large share of the net workforce growth in the Moncton CMA is due to immigration and international students. The 2021 Census data on immigrant participation in the workforce will be released later in 2022 and 3+ will be providing a full report on the immigrant workforce in Greater Moncton.

Figure 3: Net interprovincial migration, Moncton CMA



Source: Statistics Canada Table 14-10-0385-01.

Figure 4: Landed immigrants in the New Brunswick workforce, by year



Source: Statistics Canada. Table 14-10-0083-01.

3. REPORT ON THE 2021-2022 ACTION PLANS

Legends Working groups



Entrepreneurship



Settlement and inclusion



Labor market and attraction



International student attraction and professional integration



Actions not assigned to the four working groups

Legends Status of actions



Completed



On track



Timeline impacted



Requires attention



Not started

OBJECTIVE 1

Promote Greater Moncton internationally as a destination to study, advance careers, do business and live

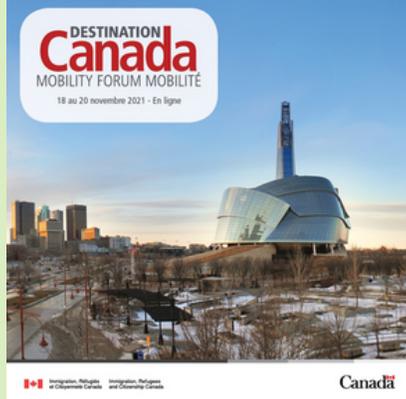
Summary of 2021-2022 activities:

COVID-19 continued to impact this objective in 2021-2022 but there was considerable progress. The new Team Greater Moncton retained a consultant to start developing an important new marketing and communications strategy focused encouraging people to move here to work, study and live. The monthly immigration newsletter published by the City of Moncton continues to reach more than 3,000 immigrants and related partners and stakeholders. There were five job fairs in key sectors of employment: health, education, finance, insurance, customer service, manufacturing, and hospitality. These job fairs featured 40 employers and more than 1,300 candidates. Nearly 60 positions were filled. Destination Canada continues to be an important tool to reach prospective immigrants. Over the three-day period, over 2,000 visited the Immigration Greater Moncton booth. Overall, there has been considerable work to better promote the community to those considering a move to Canada to study, work and live.

Action 1

Telling the Greater Moncton story: Implement a campaign to promote working, studying and living here

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---|---|---|---|
|  | Align FDI workforce attraction and immigrant attraction efforts. | Develop campaign Brand development Online promotion – alignment with GNB. |  | 3+/ Tri-cities | <p>A new "Team Greater Moncton" is leading efforts to attract and grow industries in the region. How this aligns with people attraction efforts is currently part of the mandate.</p> <p>3+ commissioned M5 to lead the development of marketing/communication strategy for SLMP Workforce Activities – Work began in Quarter 3 and included Value Proposition for region.</p> <p>Telling the Greater Moncton story campaign is under the SLMP Attraction Working Group and is currently being recommended to be executed as part of the M5 marketing/communication strategy and upon completion of the value proposition, development of collateral, and campaign including all other significant components that must be addressed. Aiming currently for Q4 2022.</p> |
| | | | | | <p>In 2021-2022, social media became a more important tool to support people attraction. The Immigration Greater Moncton social media campaign launched (crosslinked with the Settlement and Inclusion working group). There were 30 posts and over 6,000 views.</p>  |
|  | Lead generation through pre-arrival services | Develop lead generation program |  | Tri-cities | This initiative was not advanced in 2021-2022. A proposal was submitted to WorkingNB and ACOA. The initiative has been moved to 2022/2023 |
|  | Promote existing services (webinars). Use the newsletter (3,000+) to tell the story. Hold four immigration seminars per year for local immigrant community to promote current streams: IRCC and ONB Immigration | # of employers registered # of job seekers registered |  | Tri-Cities, ONB Immigration and IRCC/CCGM | <p>Immigration Greater Moncton and the Chamber of Commerce partnered on three webinars in June and over 600 attendees in the three sessions. Focus was on employment, entrepreneurship, and settlement.</p> <p>ONB held two information sessions on the various immigration streams.</p> <p>In partnership with SETSN, WorkingNB continues to offer monthly information sessions to all newly arrived newcomers.</p> <p>The Immigration Pathways Virtual Presentation was launched in February 2022 including presentations from IRCC & ONB Immigration on immigration Pathways and support services. Goal: Provide information on immigration pathways to residents and information on how to help with immigration questions. Led by City of Moncton in partnership with Riverview and Dieppe.</p> <p>ONB Immigration has been an important partner by attending/supporting with all activities (i.e. Settle and Stay, Presentations, Job fairs and other regional activities as required).</p> |
| | | | | |  |

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---|---|-----------------------------|---|
|  | Raise the opportunity of youth to strengthen their engagement and connection to Greater Moncton. | # of youth participating |  | WorkingNB | The SLMP has multiple initiatives to support this initiative including the development of a speaker bureau, engagement of more youth on local community boards of directors and a social media campaign. In all cases, the voices of new immigrants and international students are included. This is expected to be developed further in 2022-2023 |
|  | Host virtual job fairs focused on target industries. | # of virtual job fairs # of attendees # jobs matched |  | WorkingNB & City of Moncton | The City of Moncton held five Greater Moncton job fairs filling 60 positions in key sectors of employment: health, education, finance, insurance, customer service, manufacturing, and hospitality. Forty employers participated at the virtual job fairs. There were 1,300 candidates attended the five events and a grand total of 2816 chats were had at virtual booths.  |
|  | Attend 5-6 attraction missions per year- Destination Canada, etc. | # of missions # of interactions with prospective immigrants |  | Hola, WorkingNB, Tri-cities | There were five large virtual events in 2021-2022: 1. Intac Live Webinar 1,000 viewers. 2. Destination Canada: 13,000 people attended over 3 days. Booth visits: Total Visits 2,046. 3. In Tac Virtual Job Fair 2-day event-Oct 5th and 6th. Visits 1,461. 4. In Tac- April 23 and 24: Total Visits 884 5. ICTC Virtual Job Fair: 500  |
|  | Engage ethnocultural associations. Leverage ambassadors, family/friends. | New campaign in 2020 Hold 2 info sessions on immigration streams |  | WorkingNB, tri-cities | Initial contact and check-in meeting invitation completed. There were 13 invitations sent by GMLIP to Ethnocultural Associations. Four meetings completed as of March 2022 with: Association Marocaine du Grand Moncton, Greater Moncton Chinese Cultural Association, l'association Congolaise du Congo Kinshasa du Nouveau Brunswick, Kerala Association (Malay Community). |

Action 2

Promote Greater Moncton to Francophone immigrants

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|-----------------------------------|--|
|  | Promote Greater Moncton to Francophone immigrants | Increase the numbers of Francophone Immigrants. Destination Canada # of Greater Moncton employers. # of jobs filled |  | RDEE, ONB Immigration /Tri-cities | Destination Canada is the main outreach initiative but retaining international students is also an important way to attract and retain Francophone immigrants. In 2021-2022, there was more focus on retaining international students including presentations on the various immigration streams, the boosting of international students in experiential learning and expanding language services for Francophone international students. |

 Labor market and attraction

 Ontrack

Comité de veille sur l'immigration Francophone:

The Comité de veille sur l'immigration Francophone was established to ensure that Francophone immigration and Greater Moncton's commitment to bilingualism is aligned with the community's immigration attraction and retention. The comité reviews the working groups' action plans and performance measures to make sure Francophone Immigration opportunities are incorporated; monitors data on French-speaking immigrants' attraction and retention; promotes Francophone Immigration during the National Francophone Immigration Week and throughout the year; makes sure the CAFi has the necessary resources to meet the needs of French-speaking immigrants; shares information on funding applications to optimize the resources available to Francophone immigrants; and ensures Francophone immigrants have access to onboarding support.



Comite Highlights 2021-2022

Change in committee composition: Members raised the challenge of not having a quorum when some members are absent, especially when the committee is only made up of five members. Mohamed Yessaad, coordinator of the PLI, had proposed the possibility of having two members of each working group instead of one. The members decided to propose to make the necessary changes to the terms of reference at the next Council meeting. Council approved the proposed amendment in September 2021.

RIF-NB Presentation: The RIFNB is a consultation mechanism that brings together Francophone immigration stakeholders to discuss issues, findings, updates at the national, regional and provincial levels. The RIFNB plays a role in promoting and raising awareness of services in French for French-speaking newcomers, promoting "living in French in New Brunswick" internationally, raising awareness among immigration stakeholders on the "par and for » French-language services for newcomers and to raise community awareness of the benefits of Francophone immigration. After the presentation, the committee members discussed the possibility of an increased partnership with RIFNB in the future given all the services they offer.

OBJECTIVE 2

Strengthen alignment of immigrant attraction efforts to labour market demand and economic opportunities

Summary of 2021-2022 activities:

Efforts to develop better labour market information to inform immigrant attraction efforts were expanded in 2021-2022. 3+ prepared more workforce demand forecasts by sector in the southeastern New Brunswick region. Industry associations were engaged to help better understand the needs of their employers. New Brunswick's effort expand experiential learning are also focused on bringing more newcomers into the workforce. There are two important surveys that reach employers and immigrants each year and help support better alignment of immigrant attraction to labour market demand. Importantly, in the 2021-2022 newcomers survey, 64% of non-students reported working in a job appropriate to their education and experience up from 54% in the survey last year. This alignment is key to long term immigrant retention in our region.

Action 3

Develop a targeted plan for labour market information collection. Preferably sector-specific, working with industry associations.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---|---|------------------------------|--|
|  | Develop plan on how to gather LMI from local industry | Plan in place |  | 3+ /LMI working group | <p>For the SLMP LMI work plan, 3+ completed short term labour market demand profiles for 5 regional priority sectors. These profiles were shared widely and communicated through webinars.</p> <p>Next Steps: 5 long term priority sector labour market demand forecasts under review per Quarter 4 with next steps to be identified as part of SLMP LMI 2022 Work Plan in progress.</p> <p>The Annual Employer Survey completed via LMI Working Group, provided good insight into employers and international hiring.</p> <p>The Post Secondary enrollment survey completed, analyzed, and fed into LMI demand forecasting.</p> |
|  | Encourage employers/ industry associations to engage with WorkingNB | # of industry associations engaged with WorkingNB |  | WorkingNB /Tri-cities and 3+ | <p>WorkingNB is engaged with several associations and PETL is working with industry associations on province-wide workforce development plans. These include: IT Sector, Call Center Sector Fisheries and Aquaculture Sectors, Manufacturing and the Tourism Sector.</p> <p>3+ is engaged with several associations and working with industry associations on a regional basis to produce Regional Sector Growth Profiles and Labour Market Demand Forecasts based on regional priority sectors.</p> |

Action 4

Prepare better labour market demand forecasts with a focus on important growth industries.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|-----------------------------------|---|
|  | A) Partner with WorkingNB. ONB to share Profiles of high growth potential industries. sector profiles. | LIP and LMI Committee to review and provide recommendations. |  | 3+/Working NB and ONB immigration | Five sector profiles have been developed to support labour market demand forecasts of short-term priority sectors for workforce attraction efforts. The sector profiles for FDI aligned with priority industries are being developed by Team Greater Moncton. Next Steps: Determine how the sector profiles can be further refined for marketing collateral to different audiences. |
|  | B) Increase student exposure to local workplaces. | Conduct an analysis of local employment opportunities # of workplace connections |  | WorkingNB | There was more effort to engage international students in experiential learning in 2021-2022. The Experiential Learning & Employment (ELE) Continuum International Student Retention Program was launched. It is a 12-week online program. There are 19 Francophone international students in the class. There are 2 classes of English per week (MAGMA). There is 1 class of Workplace Essential Skills (WES) per week. All classes are in English to assist the students with the language. |

Action 5

Increase the focus on sector-specific immigrant attraction efforts (construction, tourism, automotive, business services centres, etc.)

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|----------------------------------|---|
|  | A) Develop profiles of target industries. 3+ to create and disseminate FDI campaign | # of people engaged # of investment leads. |  | 3+/Tri-cities | A consultant was engaged to create (8) factsheets to serve as sector profiles in an attempt to attract companies to the Greater Moncton Region. One profile has been full developed and designed. Peach Marketing was hired to develop an investment attraction video. ONB, the tri-communities, and 3+ has been a part of this working group. The script and storyboard have been finalized and will enter production with first draft planned for February 2022. The 3+-led FDI campaign well underway. Sector profiles being developed. investment attraction video has been developed. In 2022-2023 work closely to align this campaign with immigrant entrepreneur attraction efforts. |
|  | B) Work with industry associations. | Identify industry associations. Send master job fair list to industry associations semi-annually |  | WorkingNB, ONB Immigration/ LM&A | As discussed above WorkingNB is engaging with these associations and helping with the development of sector specific workforce development plans. |

Action 6

Gather more intelligence on secondary immigration through pre-arrival planning and other ways (for spousal employment, education, etc.)

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|-------------------------------------|---|--------------|---|
|  | MAGMA's Head Start to Employment program | # of newcomers with a plan in place |  | Magma | Magma's Head Start to Employment Team, meets with clients, in the pre-arrival or arrived stage, and act as a one stop shop providing guidance towards the most appropriate resources and services in the GMA. The team engage with employers and connect them to clients should their profile be a match. Services are open to all immigration streams; however, clients must have legal documentation to work in Canada. There were 39 spouses of principal applicants were served this year: 2 AIP Spouses 1 GAR Spouse 1 Refugee Claimant Spouse 1 PNP Spouse 34 Spouses of International Students all holding Open Work Permits In 2022-2023, there will be a new pre arrival project with City of Moncton. |

Action 7

Develop a program to better match refugees to jobs on offer

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---|---|-----------------------|--|
|  | Gather better data on the # unemployment and skills gaps. | # of refugees employed # moving from social assistance to employment |  | Social Dev. WorkingNB | Working NB continues to work with the social development and their clients to provide feedback on where there would be a good fit for their clients to gain work experience in the field of their choice. This is done yearly by using the workplace Connection Program or Work Ability Program. |

Action 8

Be more targeted with recruitment missions

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---------------------------|---|---|--|
|  | Work with ONB to leverage federal government funding support. Strengthen value proposition. | # of recruitment missions |  | WorkingNB/ ONB Immigration and Tri-cities | As discussed above, there were multiple virtual recruitment missions in 2021-2022. The IT sector was the most focused on during the year, but health care and other sectors were also a focus. |
|  | Investigate creating a Greater Moncton/ southeast attraction mission-national and international | # positions filled |  | WorkingNB/ ONB Immigration | One South East Virtual Attraction Mission held in February. |

Action 9

Focus on attracting a new generation of ambitious entrepreneurs, including targeted opportunities in growth sectors.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|---------------------------|--|
|  | Better define what sectors should be targeted. Finalize the targeted sectors and work with ONB to promote them to potential entrepreneurs. | Sectors defined |  | 3+ | In 2021-2022 the sectors were defined. The SLMP is currently working on one-to-two page info graphics for ONB to us to promote them with immigrant entrepreneurs. However, most immigrant entrepreneurs in the region are not in the 'targeted' FDI sectors. They own restaurants, consulting firms, retail shops, etc. In 2022-2023, there will be discussion of developing promotional materials targeting local entrepreneurship opportunities |
|  | Strengthen exploratory visits: Explore the potential of undertaking immigrant entrepreneur attraction missions. | 45 exploratory visits, 5 participants per session |  | 3+ | ONB sends prospective entrepreneurs for exploratory visits. Because of COVID-19, in 2021-2022 3+ still conducted online exploratory visit and typically done one-on-one with interested entrepreneurs. 49 Exploratory visits completed in 2021. |
|  | Better information on the process for immigrant entrepreneurs (incl. boot camps). | # of information sessions held on the process. # of information sessions held for universities and colleges in the region |  | 3+/ONB | There was considerable work on this initiative in 2021-2022. There were three sessions with international students at Crandall University, UdeM, and Mount Allison. |
|  | Expand training opportunities including for specific sectors where needed. | Deliver as needed |  | 3+/working group members | There is a need to develop training beyond the BIMP including more online content (such as training modules) - to allow more people to access the services. 3+ plans to boost content in 2022 - workshops week/quarterly, monthly master class - with some of this content accessible on demand (recorded) modules. |
|  | Immigration website - strengthen for entrepreneurs and SEO performance | Usage of the website Referrals to 3+ |  | Tri-cities | The LMI working group has a plan to better promote the website to entrepreneurs in 2022-2023. All related local stakeholders (business brokers, accountants, CCGM, etc.) should be promoting the website. |
|  | Better communications: Immigrant entrepreneurs Prearrival services for entrepreneurs | Plan in place. |  | ONB/working group members | There is now a pre-arrival section within the Greater Moncton Immigration website. In 2022-2023 this will be expanded to include entrepreneurs. |

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---------------------|---|--------------|--|
|  | <p>Survey immigrant and international students' entrepreneurs (Part of the annual survey).</p> <p>Explore the possibility of having a separate survey just for immigrant entrepreneurs not part of the annual survey.</p> | Survey implemented. |  | GMLIP | <p>A full entrepreneur section had been added to the LIP Newcomer survey 2022. Some highlights from the 2022 survey:</p> <ul style="list-style-type: none"> • 54 business owners employing 589 staff (up from only 58 staff last year). • 4 firms employed 50+. • 53% worked with 3+ Corp. • 72% say COVID-19 still impacting revenue. 28% revenue back to 2019 level or higher. • Top challenges in 2022: Managing Covid-19 impacts; business expansion; securing funding. Hiring staff not a top issue. |



Action 10

Develop a better list of businesses for sale or for future succession planning.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|-----------------------|---|---------------|---|
|  | Roadmap and training for entrepreneurs looking to buy a local business. | | | | |
|  | A. Roadmap | Promotion of roadmap. |  | GMLIP | LIP Roadmap for newcomer entrepreneurs looking to buy a local business was completed in 2020. |
|  | B. Training | # of sessions |  | CCGM, RDEE NB | See summary below. |

BUSINESS SUCCESSION AND IMMIGRANT ENTREPRENEURS

RDÉE NB and succession:

As of January 25, 2022/ on the Carrefour Relève PME platform there were:

- 71 companies registered since the start in September 2020
- 12 companies were sold or withdrawn
- 59 companies are currently available for purchase
- 36 business transfer experts are registered
- 36 potential buyers are currently registered
- 41 buyer-seller pairings were made



RDÉE NB

Specifically in the Greater Moncton and Southeast Region there were 16 companies available, one was sold in South-East NB and there were nine matches in total. There were 15 buyers residing in Greater Moncton and 14 matches.

Greater Moncton Immigration and succession:

- The Carrefour Relève PME logo and link have been added to the entrepreneurship page of Greater Moncton Immigration website.
- There was a virtual booth for RDÉE NB and Carrefour Relève PME at the Settlement of newcomers and international students fair, (February 2021)/1 candidate, buyer + 6 worker candidates.
- There were three contacts received for recruitment of companies for sale.

GMLIP and succession: Periodic publication of Carrefour recruitment advertisements related to SME succession on the LIP social media/ registration of an immigrant buyer/ 5 matches with companies.

3+ and succession:

- 2 virtual training sessions of 75 minutes for immigrants' buyers delivered by Mario Cyr in May 2021 and February 2022/15+ students.
- 2 contacts with immigrant buyers outside the territory/2 registrations
- 1 contact with immigrant buyer on territory/ 1 registration/1 pairing with company.
- 2 contacts with companies for sale/2 registrations



CCGM and succession:



THE CHAMBER OF COMMERCE
for Greater Moncton

LA CHAMBRE DE COMMERCE
pour le Grand Moncton

- The CCGM is working on a Business Succession program that will launch in Q2 2021 that will include an introduction to the RDÉE platform, new CBDC business success toolkit, and featured guest speakers on buying and selling a business.
- 1 partnership agreement concluded for the recruitment of companies for sale (October 2021).
- 2 advertising publications in the newsletter to members by e-mail. (December 8, 2021 and January 10, 2022).

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---------------|---|----------------------|-----------------------|--------------|--|
| | Host networking session with business brokers, banks, accounting firms, etc. – in conjunction with Newcomer Expo. | One session per year | | CCGM | Unable to hold in-person events during the pandemic. The CCGM anticipates resuming in-person sessions later this spring. As part of the new Business Succession Series, which will kick off with the event described above, the CCGM will follow up with other events including a networking forum for key stakeholders. |
| | Develop and promote success stories. | # stories developed | | CCGM | New stories are now developed every year. In 2021-2022, 11 immigrant-led businesses on social media and on the Chamber website. |

Action 11

Develop the value proposition/case for entrepreneur investment in specific growth sectors (e.g. IT, tourism, etc.).

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---------------|---|--|-----------------------|------------------------|---|
| | Documents making the case for entrepreneur investment into specific sectors (e.g. tech sector). | Completed value propositions (4-5 in 2021) | | 3+, ONB-led provincial | The value proposition for entrepreneur attraction is underway. It will be sector targeted and rolled out in 2022-2023 (SLMP led). It is important to reiterate that ONB leads efforts to attract immigrant entrepreneurs. |

3+ Business Immigrant Essential (BIE)



Economic
Development
Corporation

Corporation
développement
économique

A total of 16 companies opened in 2021. These companies created 22 full-time jobs and 11 part-time jobs.

11 immigrant entrepreneurship businesses were promoted in 2021.

We had 49 exploratory visits.

| Measurement 2021 | | | | | | |
|--|-------------|-----------|-----------|-----------|-------------|-------------|
| Measurement | Target | Q1 | Q2 | Q3 | Q4 | TOTALYTD |
| Entrepreneurship and Start-Up Development | | | | | | |
| Impact Based | | | | | | |
| Number of BIE Businesses created | 15 | 5 | 0 | 6 | 5 | 16 |
| Number of Impact Businesses created | 20 | 5 | 1 | 3 | 6 | 15 |
| Number of full-time jobs created | 30 | 10 | 5 | 10 | 18 | 43 |
| Number of part-time jobs created | 20 | 6 | 4 | 3 | 6 | 19 |
| Total Impact Loan Applicants | 30 | 6 | 1 | 4 | 7 | 18 |
| Total of Impact Loan Recommendations to the Committee | 20 | 8 | 1 | 4 | 6 | 19 |
| Total Number of Impact loan applications approved | 20 | 5 | 1 | 4 | 5 | 15 |
| Total of Impact Loan approved for expansion | 5 | 0 | 0 | 0 | 2 | 2 |
| Total value of Impact loans approved | \$250K | \$85K | \$5K | \$80k | \$110K | \$280K |
| Economic Impact | | | | | | |
| Target | | | | | | |
| Economic Impact of Startups Assisted by 3+ | \$2,287,500 | \$991,250 | \$533,750 | \$876,875 | \$1,601,250 | \$4,003,125 |
| Activity Based | | | | | | |
| Target | | | | | | |
| Number of individuals business counselling sessions | 350 | 207 | 217 | 159 | 136 | 719 |
| Number of entrepreneurship training opportunities offered | 15 | 5 | 5 | 6 | 4 | 20 |
| Number of attendees at entrepreneurship training opportunities | 60 | 29 | 35 | 26 | 33 | 123 |
| Number of individuals attending exploratory visits at 3+ | 20 | 0 | 23 | 17 | 9 | 49 |
| Number of Service Inquiries | 1000 | 250 | 162 | 214 | 256 | 882 |

Action 12

Encourage SMEs to hire immigrants into their workforce.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---|---|---|--|
|  | Identify industry associations. Send master job fair list to industry associations Semi-annually. Engage SMES to participate in international job fairs. | More immigrants hired by SMEs. SME participation in job fairs. |  | WorkingNB, City of Moncton, SETSN/ Tri-cities, 3+, CCGM | WorkingNB Office promotes its job fairs and recruitment initiatives to SMEs and industry associations across the region. Have been working with more international students in 2021-2022. Much of WorkingNB job matching efforts are focused on SMEs. To better identify SME hiring of newcomers, in 2022-2023 as a part of the registration form for newcomer and international student job fairs, a question on size of company will be included. Moving back to in person events will allow for smaller employers to participate in events including smaller employers that may not have the IT capability to create a virtual booth during an online event. |

Action 13

Rollout a toolkit for immigrant recruiting and onboarding and promote it widely among SMEs across the community

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---------------------|--|---|---|--|
|  | Develop the toolkit | Toolkit in place. Exploring potential Partnership with WES |  | City of Moncton/ Foundation al Partners | <p>There was considerable work done on this initiative in 2021-2022. A lot of work was done to develop and promote the toolkit.</p> <ul style="list-style-type: none"> Created a foundational partner working group. It includes: Moncton, Riverview, Dieppe, Engage Matters, ONB Immigration, Chamber of Commerce, 3+, MAGMA, CAFI and WES- monthly meetings and planning. Created timeline, critical path. Completed six user interviews with SMEs Implement employer engagement session with over 100 attendees: SME, Government and not for profit. <p>In 2022/2023, the group will launch the employer toolkit on Immigration Greater Moncton website</p> <ul style="list-style-type: none"> Hold employer toolkit roll event Track how many SMEs use the toolkit Goal: 50 employers use toolkit. |



Action 14

Develop a shadowing program where large employers could mentor SMEs, related to onboarding immigrant employees

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|-------------------|---|--------------|--|
|  | Develop a Community of Practice program for employers to share. | # of SMEs engaged |  | CCGM | <p>In 2021-2022, started developing a Community of Practice (best practice) for employers and the hiring and retention of immigrant talent. Much more work to be done in 2022-2023 including the development of two different toolkits - one to be developed by the CCGM and 3+ as one of the SLMP initiatives, and a second one developed as part of the WES project.</p> <p>The CCGM and 3+ are in the early stages of planning a major labor-themed event in the fall of 2022, at which time the two toolkits will be launched, and the first steps taken in developing a community of best practice.</p> <p>The City of Moncton HR team participated in the creation of the Atlantic Regional Human Resource DEI Resource group. Meetings once a month since spring/winter 2021. Group made up of HR professionals working on DEI initiatives and it includes public sector/private sector individuals including ACOA, GNB, JD Irving etc.</p> |

Action 15

Improve profession-specific workforce integration

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---|---|--------------|--|
|  | To connect talent with opportunity WorkingNB Employment Counselling services for Internationally Trained Workers (ITW). | # of participants # of participants who find sustainable employment because of the training intervention |  | WorkingNB | WorkingNB is leading efforts to engage with internationally trained workers. In 2021-2022, the sector focus included information technology (IT), transportation (trucking), skilled trades, accounting and bookkeeping etc. |

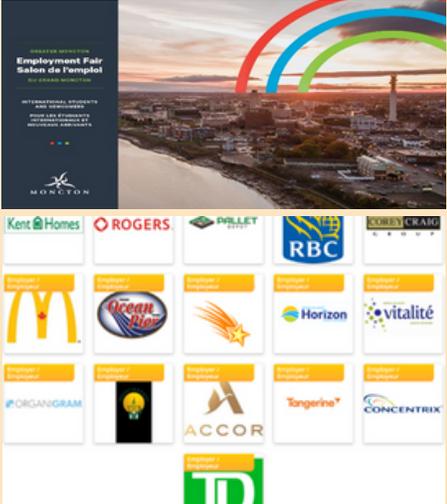
Action 16

Leverage Future NB to significantly expand experiential learning opportunities for international students and new immigrants

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|--------------|--|
|  | International students engaged in experiential learning. CCGM Future Link - Experiential Learning program. | Number of international students involved in FutureReady NB. |  | PSEs | <p>Udm: Number of international student work placements with the Office of Experiential Learning: 24 placements. Office of Experiential Learning presentation - September 27, 2021 - 8 students</p> <p>** Due to the Covid and the obligation to do classes by videoconference, it is very difficult to have fair and representative information concerning the participation of international students in experiential learning.</p> <p>CCNB: Just starting to promote Future NB to college students. The college has set a target of 70% international students in the workforce three years after graduation.</p> <p>CCGM: Will engage in 2022-2023, once the Future Link - Experiential Learning program coordinator is hired.</p> |

Action 17

Boost the focus on connecting immigrants with employers: Encourage employers, government to engage with international professionals already here and looking for employment

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--------------------------------|---|---------------------------|---|
|  | Connect immigrants with employers - particularly international professionals | # of jobs filled |  | City of Moncton/ SETSN | <p>In 2021-2022 there were 61 known positions filled as a direct result (there might have been more). For the October 29th Job fair alone, there were 18 positions filled.</p> <ul style="list-style-type: none"> 12 total events between April 1st 2021 - Feb 14th 2022. A total of 3,037 Candidates. Of that total, 2,513 completed the registration process. A grand total of 2,816 chats were had (this includes candidates that had multiple chats in an event). Job Fairs are currently being held virtually using the Brazen Platform.  |
|  | Ensuring Francophone students have English language training. Cross linked with Settlement and Inclusion Working Group (Action 41). | # of students studying English |  | WorkingNB | The Bolt Pilot Project Program has been renegotiated again for year 2022-2023. This will permit Newcomer's training needed to meet clients need in learning English/French Language. |

Action 18

Provide more input and influence over immigration attraction efforts

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|---|---|
|  | Engage government partners. Regional attraction missions with employers. | # of regional missions that partners collaborate on. |  | WorkingNB and ONB Immigration/ Tri-cities | Partners collaborated on five Newcomer and International Student Job Fairs and five national and international student job fairs. |

LIST OF EVENTS WORKINGNB ATTENDED LAST YEAR

WORKING NB
TRAVAIL NB

New Brunswick
Brunswick
Canada

| | | | | |
|-------------|---|------------------------------------|--|--|
| March 15-29 | Healthcare | Working NB - Targeted Event | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Toronto Montreal Ottawa/Gatineau |
| March 17-19 | ITC | Working NB - Targeted Event | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Provincial (NBCC/CCNB) Toronto Montreal Ottawa/Gatineau |
| April 7-8 | General | ROUTES (Newcomers Fair) Virtual | National Job Fair targeting newcomers to Canada. | National and International |
| April 21-22 | General | InTAC Expo Virtual | Largest Virtual Job fair in Canada (Canadians + International candidates) | National and International |
| May 19-26 | Manufacturing Forestry Construction Trades | Working NB - Targeted Event | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Toronto Montreal Ottawa/Gatineau Calgary Edmonton |
| May 19-26 | Call Centers, retail, food service | Working NB - Targeted Event | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Toronto Montreal Ottawa/Gatineau Calgary Edmonton |
| June | Healthcare | Working NB - Targeted Event | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Toronto Montreal Ottawa/Gatineau Calgary Edmonton |

| | | | | |
|----------|------------|-------------------------|---|--|
| June | ITC | WorkingNB-TargetedEvent | JobConnector Event organized and managed by WorkingNB Platform provided by VidCruiter | Provincial (NBCC/CCNB) Toronto Montreal Ottawa/Gatineau |
| Sept | Healthcare | WorkingNB-TargetedEvent | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter Plateforme fournie par VidCruiter | Toronto Montreal Ottawa/Gatineau Calgary Edmonton |
| | ITC | WorkingNB-TargetedEvent | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Provincial (NBCC/CCNB) Toronto Montreal Ottawa/Gatineau |
| Oct14,15 | General | National JobFair | Montreal In Person Job Fair- used to be largest attendance in Canada | Montreal |
| Oct27-28 | General | ecareers | Montreal In Person Job Fair | Montreal |
| Nov | Healthcare | WorkingNB-TargetedEvent | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Toronto Montreal Ottawa/Gatineau Calgary Edmonton |
| Nov | ITC | WorkingNB-TargetedEvent | Job Connector Event organized and managed by WorkingNB Platform provided by VidCruiter | Provincial (NBCC/CCNB) Toronto Montreal Ottawa/Gatineau |

OBJECTIVE 3

Expand and improve the pathways for immigrants

Summary of 2021-2022 activities:

There were a number of efforts undertaken in the 2021-2022 action plan to expand and improve the pathways for immigrants. Covid-19 has significantly impacted the number of immigrants settling in Greater Moncton. Compared to other regions in New Brunswick, the Moncton region has a higher share of immigrants coming to the region via the skilled worker program and sponsored family members. As discussed above the number of international students transitioning to the workforce via the post-graduate work permit increased by 72% year-over-year to 885 in 2020.

There are efforts underway to get more international students involved in experiential learning and to engage with small and medium sized businesses to encourage them to hire international student graduates. The Atlantic Study and Stay program has high retention rates (over 90%) in the Greater Moncton region (but modest participation, 20 in 2021-2022). The PRÉi (International Student Retention Program) set up to give Francophone international students or graduates, the tools they need to get a job and settle in Greater Moncton has put 139 graduates through the program since 2017-2018 and 110 are employed.

Action 19

The GMLIP study this issue further and recommend potential initiatives.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---|---|-----------------------|--|
|  | <p>Commission research on this subject.</p> <p>Annual report on immigrant attraction by pathway.</p> <p>Annual LIP Survey</p> <p>Review of new census data</p> | <p>Research is complete and shared.</p> |  | GMLIP, Tri-cities, 3+ | <p>2022 Annual LIP Survey report completed. Over 500 survey responses, double that of the 2021 survey.</p> <p>Our newcomer population is not only growing in size, but also growing in diversity, and is eager to participate in helping us serve them the best way we can. More than 80 countries were represented in this 2022 survey, up from 50 from 2021!</p> <p>Tri cities commissioned annual report on immigration. Report for 2021 completed and shared with LIP members planning purposes and to track immigration progress.</p> <p>3+ started reporting on new data from the 2021 Census. Will complete a thorough review of immigrants from the Census in 2022-2023.</p> |



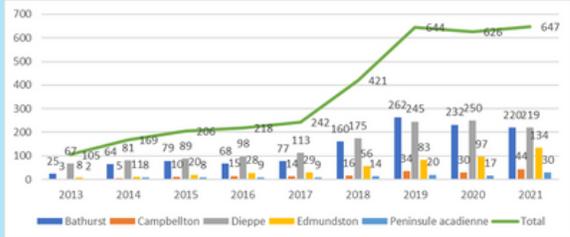
Action 20

Work with industry partners to determine the most appropriate pathways to meet specific sector needs (e.g. TFWs)

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|-----------------|---|
|  | Engage industry associations in a dialogue | # of session with industry associations and companies. |  | ONB Immigration | ONB Immigration works with industry associations to communicate immigration options to their members. |

Action 21

Focus on significantly expanding PSE enrolment in Greater Moncton universities and colleges (public and private) taking courses that are aligned with the jobs on offer

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---|---|---|---|
|  | Complete a full review of current international students by area of study. Look for gaps. (LMI cross linked) | Research completed |  | 3+ and PSEs | <p>The PSEs are reporting more data on their international students and graduates. 3+, will engage in 2022-2023 on more detailed enrollment by program, once the Connector program Coordinator is hired.</p> <p>UdM Moncton Campus: 786 enrolled in 2021-2022 CCNB Dieppe: 220 NBCC Moncton: 623 Crandall University: 499</p> <p>CCNB, International Students 2013-2021</p>  |
|  | <p>Encourage students to use FutureNB, Job match.</p> <p>Study and Stay program.</p> <p>CAFiPREI program</p> <p>3+ Connector program, match employers with international students for better retention</p> | <p># of participating students.</p> <p># amount of work placements.</p> <p># of International Students participating in the Connector program</p> |  | <p>CAFiPREI, Province Study and Stay, PSEs Working NB (Job Match)</p> | <p>3+, the Connector program will only start in Q2 of 2022. The Connector Program coordinator will be responsible to connect employment-ready local and international graduates and immigrants with community and business leaders.</p> <p>Study and Stay isn't running in 2022-2023. The program was a three-year pilot that ACOA co-funded with ONB. ONB is looking at launching a similar program in 2022-2023. There were 6 Study and Stay enrolled at NBCC Moncton in 2021-2022.</p> <p>Mount Allison University: MTA had a total of 50 internships funded through Future NB in 2020-2021 and 8 of those were international students. The 2021-2022 numbers have grown from that (147 total internships and approx. 20% were international).</p> |

Detailed review: PRÉi, International Student Retention Program

The International Student Retention Program (PRÉi) launched in 2017 has served 223 attendees. It continues to give necessary tools to French-speaking international students graduates or students, so that they can improve their professional skills or obtain employment and settle in the province of New Brunswick. It also supports local employers in their recruitment of employees.

Between April 2021 and January 2022, the PRÉi served 55 French-speaking international students. Because of COVID-19, the program took place in virtual mode with meetings face-to-face for launch and graduation when possible. This included seven hours per week of English lessons and essential work skills were delivered in addition to information and networking offered by local partners (CAFi, WorkingNB, MAGMA, RBC, SUN LIFE). The PRÉi program has adapted to the pandemic with virtual delivery to reach its objective of training and retaining French-speaking international students. Initiatives have

been taken with, in particular, the introduction of the research project on the possibilities career path in the participant's disciplinary field. This project is carried out and presented orally in English by each student. The linguistic progression observed in the evaluation results at the end of the training is identical sometimes better than that produced face-to-face.

The PREi focuses on the intermediate level of the participating student population. CAFi would like to be able to expand its offer. On the one hand, to the population whose language level is beginner to prepare them to access the current PREi. and on the other hand, to the population whose level language is between intermediate and advanced to meet even better the language needs expected by employers. Finally, the PRÉi program is increasingly identified by the public in training offers at destination for French-speaking international students in Greater Moncton. It is offered across 3 cohorts by fiscal year.



PRÉi
Programme de rétention des étudiants internationaux

Vous êtes un(e) diplômé(e) international(e) d'un établissement postsecondaire francophone du Grand Moncton?

Obtenez une formation gratuite, financée par le gouvernement du Nouveau-Brunswick et appuyée par divers partenaires, pour améliorer votre anglais et votre intégration professionnelle.

COMPOSANTES DU PRÉi

- Programme des Compétences essentielles au travail (ENG)
- Oriental professionnel (CET)
- Formation linguistique en anglais
- Activités de réseautage
- Visites d'entreprises
- Mise en relation avec des professionnels
- Autoprogramme individuel en recherche d'emploi

POUR EN SAVOIR PLUS ET VOUS INSCRIRE, CONTACTEZ :

mathias.mavoussi@cafi-nb.org | Mathias Cafi
(506) 382-7494 poste 8 | www.linkedin.com/company/preinb

Partenaires: CAFi, Nouveau Brunswick, Travail Working NB, MAGMA, A.M.G.M., ONB, Moncton, Dieppe, etc.



Université de Moncton

Number of students who participated in the PRÉi: 33 (May 2021 to March 2022).



CCNB

In 2021, 21 students from the CCNB, Dieppe campus took part in the PRÉi.

CCNB, in collaboration with WorkingNB, offered a pilot project of training in English for international students. In May 2021, 52 CCNB Dieppe students had completed a survey to want to take an English course (English for work).

CCNB students continue to participate in the job fairs, but as everything is happening virtually, we do not have the number of those who register and participants.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|--|---|
|  | Create a campaign: identify business owners that have hired international students. | Campaign rolled out encouraging SMEs to hire intl. graduates. SME hiring of international students. |  | GMLIP/PSEs, WorkingNB, CCGM, City of Moncton | March 2022 - Forming a steering committee representing local post-secondary educational institutions. Kickoff brainstorming meeting to decide on the content and topics of 10-12 social media messages. |
| | Cross-linked with Employer Engagement subcommittee. | | | | |

Action 22

Expand experiential learning opportunities for immigrants and international students.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|---|---|
|  | Encourage students to use FutureNB, Job match. | # of participating students. # amount of work placements. |  | CAFI PREL, Province Study and Stay, PSEs Working NB (Job Match) | The Atlantic Study and Stay pilot finished in 2021. In terms of total retention, the 2018-2019 cohort has 89% retention after one year and the 2019-2020 cohort has 98% retention. Graduation and polls have not yet taken place for 2021-2022. The retention to date for Greater Moncton is: 94% for 2018-2019 (3 out of 51 left) and 98% for (one in 62 left) 2019-2020. WorkingNB Workplace Connections program is one of the supports available for job seekers and can also indirectly benefit participating employers. |
| | | UdeM experiential learning |  | UdeM | For the year 2021-2022, the Office of Experiential Learning with funding from Avenir NB organized 13 work placements for international students (13 international students, one placement teach): spring-summer 2020 (3), fall 2020 (2), winter 2021 (8). Work placements during the winter and autumn last 12 weeks and spring-summer work placements last 16 weeks. There have also been networking and volunteer activities that have been carried out throughout the year, but the total number of international students who have participated is unknown. UdeM promotes and encourages international students to participate in the activities of the Office of Experiential Learning, the PREI and Study to Stay. |

It should also be noted that the proportion of international students who are enrolled in co-op programs is higher than the proportion of international students at the Université de Moncton. International students represent just over 20% of the total student population. In 2021-2022, 46% of students enrolled in a co-op program are international students.

Action 23

Encourage SME hiring of international student graduates

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|---|---|--|---|
|  | <p>Create a campaign: identify business owners that have hired international students.</p> <p>Cross-linked with Employer Engagement sub committee.</p> | <p>Campaign rolled out encouraging SMEs to hire intl. graduates.</p> <p>SME hiring of international students.</p> |  | PSEs, WorkingNB, CCGM, City of Moncton | <p>There was a record level of international students at Greater Moncton colleges and universities in 2021.</p> <p>WorkingNB workforce consultants that meeting with employers helping them with recruitment including international students.</p> <p>WorkingNB in partnership with MAGMA provides cross-cultural training to employers. Both CAFI and MAGMA have been offering cross cultural training for a fee. WorkingNB is looking to offer free cross-cultural training to employers, partnering with MAGMA, as part of their recruitment plan, they can receive cross-cultural training (SMEs).</p> <p>WorkingNB has a list of unemployed international student graduates. Workforce consultants match jobs to the job seekers.</p> <p>UdeM ONB shares with the university (directly and through ONB featured jobs), job offers from employers who have shown an interest in hiring international students. These job opportunities are shared with international students, and they are encouraged to register to receive them directly. They do not track the total number of SMEs among these employers.</p> <p>In co-op programs in business administration, 50% of international students do their internships with an SME (or a small non-profit organization). In engineering and science, about 32% of international students do their work placements with an SME. Note that UdeM does not have the addresses of employers to check if they are in the Greater Moncton area.</p> |
|  | CCNB provides services to prepare intl. graduates for the job market. | UdeM experiential learning |  | CCNB | <p>In 2021, a total of 146 international students from the CCNB Dieppe campus will receive a certificate or diploma. Of these, 46 studied a one-year program and 100 a 2-year program.</p> <p>International students and graduates use CCNB immigration consultants and consultants to apply for post-graduation work permits and permanent residence in New Brunswick.</p> |

Action 24

Ensure Francophone immigration is part of the expanded pathway effort

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---|---|---|---|
|  | Ensure Francophone immigration is part of the expanded pathway effort | # of French speaking immigrants settling in the region. |  | STESN/ Comité de veilleur l'immigration francophone | SETSN was put on hold for a few months in 2021-2022. In March 2022, WorkingNB decided to create a new sub-committee to replace SETSN under the LIP Labor Market and Attraction working group called the "Newcomer Employment and Training sub-committee". Melissa Martin is now the WorkingNB employee named chair of this new sub-committee. |

OBJECTIVE 4

Significantly broaden both public awareness and engagement

Summary of 2021-2022 activities:

The pandemic continued to complicate efforts to broaden both public awareness and engagement but there were notable efforts including a myth busting social media campaign on how residents of the Greater Moncton region can be more inclusive. The Mosaic Festival was cancelled again due to COVID-19 but is back on in 2022. A new webinar series was launched in 2021-2022 to help community groups, churches and other stakeholders understand the support services available in the community for newcomers.

Action 25

Develop a communications plan focused on residents of Greater Moncton addressing the key issues. Encourage information ‘ambassadors’ that are addressing ‘fake news’ in social media, as an example

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|-----------------------|---|--------------|---|
|  | Setup PR committee | PR committee in place |  | Tri-cities | Committee established. City of Moncton, City of Dieppe, Town of Riverview Communications departments- immigration officers from each city and LIP coordinator. |
|  | Development of a communication plan focused on the local population. Use social media, other communication tools and the Immigration website to educate locals on what they can do to be more welcoming and inclusive | Plan in place. |  | Tri-cities | In 2021-2022, a scope of work was built out in partnership with the tri-cities and the GMLIP. Consultant has been hired to create a social media content to educate locals on how to be more welcoming, equitable and inclusive. There were 30 posts per media outlet: LinkedIn, twitter, Facebook, linked with Action 28. |



Action 26

Implement a neighbourhood-focused approach to public engagement

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|--------------|--|
|  | Neighbourhood block parties. Mosaiq festival. | # of hosted neighbourhood block parties. Mosaiq festival. |  | Tri-cities | The Mosaiq Festival was cancelled due to Covid-19. It will be held again in 2022. The City of Moncton was able to support a number of festivals and events including: Latin Social Dancing Rassemblement HUMANITY DESERVES BETTER We Are One Special Lighting Request for Diwali AYOBA initiatives In 2022-2023, more focus will be put in this area. |

Action 27

Encourage more volunteers to support new immigrant inclusion

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--------------------|--|---|----------------------|---|
|  | Boost volunteerism | # of Initiatives to encourage immigrant volunteerism # Webinars |  | MAGMA/ CAFI, Hola | The 2022 immigrant survey found that 41% of immigrants living here 1+ years were involved in volunteering (down from 49% in the 2021 survey). Despite COVID-19 restrictions, MAGMA saw an increase in volunteerism in 2021. Activities included assisting newcomers upon their arrival with Food box delivery and Grocery pick-up; Welcoming refugee families with donations, translation, moving, etc. 176 of MAGMA's 277 (60%) registered volunteers in 2021 were immigrants. 100% of Hola's 208 volunteers were immigrants. |

Action 28

Prepare a guide and use social media, other communication tools and the Immigration website to educate locals on what they can do to be more welcoming and inclusive

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--------------------------------|----------------------|---|--------------|---|
|  | Immigration Awareness campaign | # of messages shared |  | GMLIP | Myth busting campaign on how residents of the Greater Moncton region can be more inclusive was completed in 2021-2022. 30 social media messages created, focused on economic immigrants, refugees, and international students.  Greater Moncton, My Home Le Grand Moncton, mon chez-moi |

Action 29

Better engage ethnocultural associations. Find ways to support them, better share information, etc

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--------------------|---|--------------|---|
|  | Strengthen the role of ethnocultural associations. Support their efforts. | Approach developed |  | GMLIP | From November-January 2022, Initial contact and check-in meeting invitation verified point of contacts for each association. Invitations sent to 13 Ethnocultural Associations. Confirmations: 4; Meetings Completed: 4, No response: 3. |

Action 30

Increase institutional support (places of worship, social organizations, community groups, sports associations, etc.). Provide them with education on where to refer newcomers for services.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|--------------|---|
|  | Organize a series of webinars for social organizations and community groups. | Provide materials for these groups to hand out to newcomers. |  | GMLIP | <p>Services were expanded in 2021-2022.</p> <p>December 2021: LIP Webinar Series email launch to LIP Members requested LIP members to suggest community organisations to present.</p> <p>December 2021 - Present: Collaborated with LIP administrative team, LIP council, and LIP members during working group meetings to build a list of potential participants - ongoing.</p> <p>Types of groups invited: LIP Members, ethnocultural associations, community groups, places of worship, sports associations - contact/invitee list ongoing.</p> <p>The target for annual webinars: 12-15 per year</p> <p>2021-2022 webinars:</p> <ol style="list-style-type: none"> 1. New Brunswick Refugee Clinic (January 27th; 29 participants) 2. YWCA Greater Moncton (February 10th; 16 participants) 3. New Brunswick Human Rights Commission (February 24th; 15 participants). |



OBJECTIVE 5

Expand and enhance settlement services to meet the needs of immigrants and foster better workforce outcomes

Summary of 2021-2022 activities:

The annual newcomer survey continues to assess the impressions of newcomers when they first settle in the community and provide insight to support programming and services. Settlement services were expanded to including international students. The community is moving closer to the goal of ensuring that all newcomers -regardless of status - can be supported. The new '211' telephone service is being used more by newcomers but needs to be promoted more moving forward.



Action 31

Focus on first impressions. There was considerable feedback that the first few days and months are critical to the long-term retention of immigrants. This includes expanding pre-arrival services for immigrants destined for Greater Moncton

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---------------|-----------------------------------|------------------|-----------------------|--------------|--|
| | Survey of newcomers (impressions) | Completed survey | | GMLIP | Survey completed. Report and presentation of results will be provided in April 2022. |

Action 32

Promote community services into immigrant communities

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|---|---|
|  | <p>Quarterly welcome sessions for new immigrants.</p> <p>Promote the newcomer guide.</p> <p>Settle and Stay Fair.</p> <p>Integration agencies, MonctonCares and Hola New Brunswick, provide webinars to newcomers on services in the community.</p> | <p>Newcomer guide usage</p> <p># participating in Settle and Stay.</p> |  | <p>City of Moncton, Monctoncares and Hola</p> | <p>The City of Moncton launched Settle and Stay: Newcomer and International Student Online Settlement Fair on March 18th. There were 250 newcomers and students registered. Partner booths include Immigration Greater Moncton, Moncton Library, ONB Immigration, Working NB, MAGMA, CAFI, 3+, Southeast Volunteer Centre, United Way, Centre d'apprentissage des langues. The purpose is to connect newcomers and international students to programs and services to help with their settlement process and to improve outcomes.</p> <div style="display: flex; justify-content: space-around;">   </div> <p>City of Moncton in partnership with Riverview and Dieppe held a new series of Welcome Orientation Sessions for newcomers and International Students. There were two sessions featuring more than 150 attendees. Events include live presentation and virtual chat booths with video and text chat.</p> <div style="text-align: center;">  </div> <p>Monctoncares initiatives in 2021:</p> <p>Three learn to camp programs with newcomers and familiarize them with Parks Canada and its activities. Total newcomers' participation: 70.</p> <p>Eight Expert Talks on a different topic for Newcomers. Total newcomers' participation: 250.</p> <p>Launched mobile app in both Android and iOS App. Currently being used by 150 Newcomers.</p> <p>Project Headshot for newcomers including international students for their professional photography. Total newcomers' participation: 25.</p> <p>Took 20+ newcomer families to visit the zoo in Oct/Nov 2021.</p> <div style="text-align: center;">  </div> <p>Hola held webinars in partnership with Service Canada with 50 registered newcomers and two more planned in 2022.</p> <p>Hola held 6 monthly in person orientation onboarding sessions and eight more planned in 2022.</p> <p>Hola partnered with Sistema New Brunswick to provide spots for Newcomer children.</p> <p>Hola partnered with Moncton Boys and Girls Club to promote the Ingenium program for youth.</p> <p>Hola launched the pre arrival webinar meetings with families that are soon to arrive in 2022. More than 50 participants per each three webinars. 8 more webinars planned in 2022.</p> |

Action 33

Expand settlement services with the goal of covering all newcomers

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|--------------|---|
|  | MAGMA settlement coordinator to serve international students | Comprehensiveness of settlement service coverage |  | MAGMA | MAGMA now provides support to international students and all non-PR clients with additional funding from the City of Moncton. The City is providing \$60,000 for three years to hire a full-time staff person to provide settlement support to those that are on temporary work permits. Funding is for 2021, 2022, and 2023. MAGMA supported over 180 international students and their families with 209 settlement plans completed and 185 employment referrals. |

 International student attraction and professional integration

 Ontrack

MAGMA SERVICES DELIVERED TO INTERNATIONAL STUDENTS

Pre-Arrival Services

- Arrange airport pickup
- Food box and sim card delivery
- PDF Newcomers Guidebook
- Welcome to Canada PDF
- Provide airport transportation info
- Travel registration (COVID-19 Updates) Federal and Provincial
- Accommodations: Provide weblinks for quarantine and temporary accommodation (Airbnb recommended)
- Provide food delivery links for those who need to quarantine and drop off a SIM card if necessary
- Request they reach out to inform MAGMA upon their arrival



Post arrival services (Settlement plan meeting - 1-1.5hrs)

Within the first 1-3 days Intake will conduct a needs assessment and settlement plan meeting Via TEAMS to explain and provide application forms, info and resources regarding:

- Social Insurance Number (Service Canada location and contact info)
- Medicare and health system (after hour clinics, Hospitals, 911/811, private insurance etc.)
- Transportation (Codiac Transpo Taxi services) and Driver's license (SNB locations and contact info), Insurance, registration, 511, winter road safety
- Banking
- Housing: provide resources/ weblinks etc.
- School registration info for dependent children: Francophone and Anglophone options
- Language courses (French/English): Conversation circles, CCNB BOLT, etc.
- Canada Child Benefits: Explain and provide applications (18/19 Months)

- Networking/volunteering/ community activities, facilities, 211 and resources: All students are provided with applications
- GST/HST application and tax information
- Post graduate work permit info and pathways to PR
- Business/ Entrepreneurship info
- Citizenship

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/ Support | Outcomes |
|---|--|---|---|---------------|---|
|  | CAFI to expand its services to cover persons on other statuses | Comprehensiveness of settlement service coverage |  | CAFI | CAFI offers help today to international students and to all customers who are not Permanent Residents. |
|  | Jumelage "le pas vers l'autre" | # of students matched |  | UdM | Number of students who participated in the Jumelage program: 61 (January 2021 to December 2021). |
|  | Programme de Jumelage | # of International students matched through the program |  | CAFI | This program is already offered by the student service at the University. Moreover, our university partners would like this twinning program to be carried out at their levels. |

Action 34

Consolidate information on where to access services (i.e. 1-800 number, single email, make better use of the website.)

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/ Support | Outcomes |
|---|--|---------------|---|------------------------|--|
|  | Promote the Greater Moncton Immigration Website as the main source of information. | Website usage |  | Tri-cities, United Way | <p>In 2021-2022 a professional writer/ graphic design artist hired. There were 30 posts to for Facebook and 30 for Linked In created in a bilingual campaign. Facebook reach: 62 600 viewers. LinkedIn: direct impressions 6000</p>  <p>Total views to date: 68,600.</p> <p>More promotional work is needed as less than one in five respondents to the immigrant survey indicated they had used it. More efforts at cross-promotion will be implemented in 2022-2023.</p> |



In addition to the immigration website, the new 211 service was promoted broadly in 2021-2022 to settlement agencies, immigrant-service community groups and others. There was a mail campaign and a sustained social media campaign.

OBJECTIVE 6

Invest in and strengthen the immigration support ecosystem

Summary of 2021-2022 activities:

There was an expansion of language training services for immigrants (Blended Online Training, BOLT) in 2021-2022. Efforts to support the integration of immigrants in the K-12 school systems were strengthened in 2021-2022. Immigrant parents can now view the education website in 14 different languages and mental health support has been expanded. During the pandemic, there has been a broad-based effort to support newcomers in need including helping many with specific challenges such as ‘implied status’. Because the pandemic and other reasons, a number of initiatives were pushed to 2021-2020.

Action 35

Expand the role and resources of the Local Immigration Partnership. Based on its role leading this new strategy, ensure it as the resources its needs

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|----------------------|----------------------------|---|--------------|---|
|  | Strengthen the GMLIP | More funding and resources |  | GMLIP | In November 2021, the Greater Moncton LIP added a new staff member to its team, Mary Reid is now the LIP Coordinator. Mohamed Yessaad will become the GMLIP project manager. These additional resources will allow us to continue to work with all partners to ensure that projects and initiatives continue to move forward as outlined in the GMLIP/IRCC Contribution Agreement. |
| | | | | | <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Mohamed Yessaad</p> </div> <div style="text-align: center;">  <p>Mary Reid</p> </div> </div> |

Action 36

Expand on-the-ground IRCC and PETL Population Growth presence.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|-------------|---|-------------------|---|
|  | Expand on-the-ground IRCC presence Expand on-the-ground ONB immigration-related presence in the region | Local staff |  | Population Growth | <p>ONB expanded its local immigration-related presence in Greater Moncton in 2021-2022.</p> <p>ONB Immigration continues to support local initiatives by having officers attend meetings, participate in local job fairs, presentations and initiatives as needed.</p> <p>ONB has a Regional Immigration Officer in Greater Moncton that will represent the organization within committees and be the main contact person for regional activities.</p> <p>Different committees will see representation from ONB departments should it better fit their mandate.</p> |

Action 37

Make diversity visible: signage, curricula, within municipal government and economic development organizations, publications, committee membership

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|--------------|---|
|  | Develop initiatives to address the action | More diversity: Municipal gov. workforces Signage/images/brand Boards and committees |  | Tri-cities | <p>Make Diversity visible efforts in 2021-2022 included:</p> <p>City of Moncton created a Diversity, Employment Equity and Inclusion Internal Working Group:</p> <ul style="list-style-type: none"> Committee created August 2021 Departments represented on the committee: Human Resources, Finance, Recreation (Social Inclusion), Resurgo Place, Economic Development, Events, Strategic Initiatives, Magnetic Hill Zoo, and various areas of Public Works (dispatch, arborists, administration). Unions: ATU, Moncton Fire, CUPE, CHEA Revision of Internal Policy for Diversity, Equity and Inclusion underway. The Committee's Terms of Reference were finalized January 26. Many committee members had the opportunity to attend a 9-hour Diversity, Equity and Inclusion training workshop with Dr. Manju Varma and Jill Esson of Engaging Matters in December 2021 Launch of CCDI Diversity training platform to employees <p>City of Moncton HR team participated in the creation of the Atlantic Regional Human Resource DEI Resource group. Meetings once a month since spring/winter 2021. Group made up of HR professionals working on DEI initiatives and it includes public sector/private sector individuals including ACOA, Prov NB, JDI Irving etc.</p> <p>Next steps: 2022/ 2023 action plan: finalization of DEI Policy for the City of Moncton and creation of DEI strategy for the City of Moncton: events, training, communication, employment etc.</p> |

Action 38

Focus on the continuum of service: avoid duplication

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---|---|--|--|
|  | Convene meeting of settlement agencies related to clearly identifying duplication and gaps. | More efficiency and effectiveness in service delivery |  | ONB Immigration, Magma, Le CAFI, Monctoncares andHola | There were multiple meetings between MAGMA and CAFI leadership in 2021-2022 to discuss areas of mutual interest. Partnership between Moncton Cares and Hola to identify gaps and strengthen services. |

Action 39

Focus on building intercultural awareness – Canadians understanding immigrant culture and immigrants understanding Canadian culture.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|--|--|--|---|--------------|--|
|  | Focus on building Intercultural awareness – Canadians understanding immigrant culture and immigrants understanding Canadian culture. | Targeted activities such as cross-cultural training. Broader public relations campaign. |   | Tri-cities | This is linked with Action 28, Myth busting campaign. MAGMA has 3 dedicated employees offering cross-cultural training as the demand has been strong. MAGMA cross-cultural training was delivered to 19 organizations, number of participants: 608 CAFI offered seven training courses in intercultural competence in 2021-2022. The duration of training varied but totalled 27 hours of training. Main topics covered: <ul style="list-style-type: none"> • Cultivation • Culture shock and post-traumatic stress • Unconscious opinions • Major cultural trends • Intercultural communication • Language challenges • World of education • Inclusion • Immigration: why and how 148 people participated in these trainings (Canadians and immigrants). |

Action 40

Ensure housing development aligns with the immigration strategy – needs to be affordable and suited to the needs of the newcomer population.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|---|---|---------------------------------|--|
|  | Committee in place early 2020. Initiatives developed and reported back to LIP by April 1. | Report completed. Initiatives underway. |  | Regional onboarding coordinator | There were a few initiatives that was put on hold because the Regional Onboarding Coordinator position had been vacant for a few months last year. A list of rental property management companies has been added to the Housing section of the immigration website. |

The Cultural sensitivity training for property managers is an action led by the LIP and part of the Housing Committee under the SLMP Attraction Working group. It has not happened in 2021.

Housing committee update: a scan of all the existing housing initiative to make sure we complement, prevent working in silos and to see how we are going to position the housing committee to be done in 2022-2023.

GMLIP Greater Moncton Newcomer survey 2022, housing consideration:

- Top source of information: web search, friends/other newcomers.
- One in four non-students contacted city or town hall.
- 92% rented upon arrival (87% of non-students).
- 43% of non-students said it was really difficult to find housing. Among students 56%.
- Top source of information: web search, friends/other newcomers.
- One in four non-students contacted city or town hall.
- 92% rented upon arrival (87% of non-students).
- 43% of non-students said it was really difficult to find housing. Among students 56%.

Action 41

Expand language training.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|--|-------------------------------------|---|--|--------------|--|
|  | Expand access to language training. | More newcomers accessing language training. |  | WorkingNB | <p>Blended Online Language Training (BOLT)</p> <p>Bolt Training has been negotiated again for 2022-2023. WorkingNB will be adding more classes in order to fill the void for newcomers or Immigrants who want to learn second language.</p> |

Action 42

Foster more immigrants in positions of leadership.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|--------------|---|
|  | initiatives to bring more immigrants onto local boards and in positions of organizational leadership. | <p>More immigrants on local boards</p> <p>More immigrants in positions of leadership</p> |  | GMLIP | <p>There were a number of initiatives started in 2021-2022 that are continuing in 2022-2023 including:</p> <ul style="list-style-type: none"> • Encourage community organizations to deliberately bring immigrants on their boards of directors. Will begin in Spring 2022 once baseline survey of immigrant participation on local boards is completed. • Recommend survey of volunteer organization boards in 2021-2022 to assess situation. February 2022 - started drafting email and survey questions with consultation from LIP members. Survey will be launched in April 2022. • Tell stories/profile newcomers in leadership. Will complete in the summer 2022 once the survey is completed. • Expand DEI training to associations and boards. GMLIP proposal for funding submitted to IRCC in February 2022. |

Action 43

Ensure employers are sensitive to the needs of newcomers.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--------------------------------------|---|----------------|---|
|  | Cross-linked with Action 13- employer toolkit | Toolkit developed # of firms engaged |  | SETSN and SLMP | SETSN put on hold for a few months in 2021-2022. In March 2022, WorkingNB had decided to create a new sub-committee to replace SETSN under the LIP Labor Market and Attraction working group called the "Newcomer Employment and Training sub-committee". |

Action 44

Strengthen immigrant health care, particularly access and mental health.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|--------------|---|
|  | Host access sessions with ethnocultural associations. Primary health care committee tasked to look at immigrant health care and provide updates to LIP. | Presentations made to ethnocultural associations. Feedback from primary health care committee. |  | GMLIP | Chantal Arsenault, Nurse Practitioner with Horizon Health Network, will sit on the LIP Settlement and Inclusion working group to ensure an ongoing communication between the LIP and Primary health care committee. |

Action 45

Support the integration of immigrant youth in schools.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--------------|---|-------------------------------|--------------------|
|  | Monitor, report and celebrate successes | Tell stories |  | School Districts, MAGMA, CAFI | See summary below. |

Supporting immigrant youth in K-12 schools

Anglophone East School District highlights:



Anglophone East School District
A Better Future... Through Quality Education

It has been challenging for students in general, with periods of online learning. However, all schools continue to welcome newcomer students from all over the world at all grade levels. MAGMA's Homework Hotspot continues as does the connection to the SWIS team for youth in schools. Being Culturally Responsive in teaching and as part of each school's improvement plan continues in ASDE schools. EAL support continued during the school year. There is a gap in pre-school programming for immigrant children - ineligible for the EYE-DA (if they don't have sufficient English language - now created a pilot in each of the districts (20 per district). No information available on the EYE-DA pilot.

District Scolaire francophone Sud highlights:



District scolaire francophone Sud
Apprendre. Grandir. Devenir.

In order to promote the integration of young immigrants into schools, the District scolaire francophone Sud has implemented various programs and actions during the 2021-2022 year. This was offered mainly by members of the welcome and support team for newcomers and settlement workers in schools.

- Information and orientation sessions for parents: Eleven information and orientation sessions for parents were offered during this year. Total number of participants for these information sessions: 449 parents
- Networking and community connection activities: Despite all the restrictions related to COVID, we managed to organize a large number of activities for our students, parents or families. (34 activities in total). The majority of student-only activities were offered in person at schools. The activities for parents or for families were mostly online, but some were in person when the situation allowed. Total number of participants for these activities: 964 people
- Digital literacy services for parents: 17 basic training and 7 advanced training in digital literacy were offered, in small groups or individually, during this year.
- Transportation service: 43 transportation services were offered to our families to help with travel for meetings in schools or the various activities offered by our team. These clients are mainly families who have recently arrived in the region.
- Translation and interpretation service: 695 interpretations and 520 translations were offered to our families during this year, mainly for meetings with school staff, for school-family communications.

MAGMA highlights:



We were not able to hold as many workshops and pre-school group preparations as we had hoped due to not being able to be in large sums. Our Homework Hotspot group event operated for half of the time that it was scheduled because we would cancel the evening if certain schools were shut down for operational/covid reasons. Fortunately, the SWIS team was able to pivot and reach many clients with the necessary workshop ideas and deliver those on a one on one setting or small virtual setting with the safety of our clients in the forefront of our operation.

We were able to hold 10 summer day camps, in partnership with ASDE, for newcomer youth held at Edith Cavell. A total of 50 students participated in the camps.

Healthy Lunch Orientations were presented by SWIS as well as Seasonal Attire/What to Bring to School workshops were presented to newcomer families entering the Canadian School System.

School registration for GAR arrivals were down due to the pandemic, however the SWIS team took on a lot of vaccine appointment responsibility ensuring that children that were on sports teams/community teams did not lose their space.

In partnership with SWIS, our Youth Inclusion Coordinator received support from MAGMA volunteers and set up weekly tutoring nights for youth struggling with certain subjects.

Our Youth Inclusion coordinator also started a weekly Youth Conversation Circle where students could come and talk about current events, learn about Canadian culture and share their culture with other participants. All weekly programming was subject to provincial health recommendations.

There is a gap in pre-school programming for immigrant children - ineligible for the EYE-DA (if they don't have sufficient English language - now created a pilot in each of the districts (20 per district). Report on this initiative in 2021-2022.

Le CAFi highlights:



A number of important testimonies have been published on the young immigrants in schools in the annual report of 2020-2021, for example the enrichment of the assistance offered in the field of mental health, the Homework Hotspot program of the TEE team and the culturally responsive school's initiative.

There is a shortage of preschool programs for immigrant children, who are not eligible for the Early Childhood Assessment (if they do not know enough English).

A pilot project has now been launched in each of the districts (20 per county).

Action 46

Share information to support immigrant families at risk

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--------------|---|---|--|
|  | Engage with Social Development and other related stakeholders to get better information on immigrant families at risk. | Tell stories |  | Social Development, MAGMA, GMLIP, Immigration Greater Moncton | MAGMA has a Marketing and Communication Administrator who is sharing all different updates on Social Media channels and depending on the challenge that clients may be facing, they usually refer them to the Settlement team. |

Action 47

Avoid segregation of immigrant and non-immigrant populations

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|--------------|---|
|  | Part of the PR campaign covered in Action 39 | Intercultural activities. General attitudes. |  | Tri-cities | The development of a resident guide has been pushed to the 2022-2023 action plan. |

Action 48

Strengthen EMO/public safety orgs. and their engagement with immigrants.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|-------------------|---|--------------|--|
|  | Review of promising practices - LIP to lead the research | Report developed. |  | GMLIP | In 2021-2022, GMLIP submitted a funding request to IRCC to conduct a Research, on strengthen EMO/public safety organisations, and their engagement with immigrants, review of promising practices. |

Action 49

Expand available and accessible public transportation.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|-----------------------------|--|---|--------------|---|
|  | Codiac Transpo Presentation | Newcomers using public transportation. |  | GMLIP | <p>GMLIP added a question to the annual Greater Moncton newcomer survey to track newcomer use and perceptions of public transportation. Survey results show that 60% occasional use (74% students). 21% on a daily/regular basis. Among students, 18% say there is no bus stop where they live. Biggest issues: Lack of bus service in the evening and the high cost of taxi services.</p> <div data-bbox="873 499 1442 982" style="background-color: #4CAF50; color: white; padding: 10px; text-align: center;"> <p>GREEN PHASE July 30 at 11:59 pm</p> <p>PHASE VERTE à 23 h 59 le 30 juillet</p>  </div> <p>Codiac Transpo is bringing services back to pre-pandemic levels.</p> <p>In 2022, more efforts will be made to promote services to newcomers.</p> |

 Settlement and inclusion
  On track

OBJECTIVE 7

Strengthen Greater Moncton’s leadership and advocacy role

Summary of 2021-2022 activities:

The amount of advocacy activities increased in 2021-2022. The Chamber of Commerce, municipalities and other stakeholders have advocated for a variety of issues such as allowing colleges to access the post graduate work permit program, an IRCC office in the region and other important issues.

Action 50

Develop an advocacy strategy on how to effectively engage government partners and regulatory bodies.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|-------------------------------|-------------------|---|------------------|---|
|  | Various advocacy initiatives. | Report developed. |  | CCGM, Tri-cities | <p>The CCGM has developed an advocacy matrix which lists the key advocacy issues it is tracking and acts upon. Immigration and Population Growth is one of those key issues on the matrix. At each meeting of the CCGM advocacy committee, the matrix is updated with actions taken, and discussed for next steps. Any immigration-related issues relayed by the GMLIP are included in that advocacy committee update.</p> <p>Moncton continues to advocate for an IRCC office in Moncton and faster processing times from IRCC.</p> <p>The federal government announced in 2021 a Centre for Innovation on Francophone Immigration and Economic Prosperity to be located in the Greater Moncton region. It will have 30+ employees and focus on settlement issues.</p> |

Action 51

Be armed with strong data and insight when engaging.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|--|---|-----------------------|--|
|  | <p>Newcomer survey.</p> <p>LMI data.</p> <p>New Census data.</p> | <p>Ensure the community has good data to backup recommendations to other levels of government.</p> |  | GMLIP, Tri-cities, 3+ | <p>The GMLIP completed the following reports in 2021-2022:</p> <ul style="list-style-type: none"> Greater Moncton Newcomer survey 2022. Report on the 2021-2022 Action Plans <p>Tri-cities, a deep dive on Immigration for 2021 will be shared in April/ May 2022. This is an annual initiative.</p> <p>3+ completed the following reports in 2021:</p> <ul style="list-style-type: none"> PSE Survey Labour Demand and Supply Forecast short-term sectors Sector Specific Profiles Monthly Labour reports Quarterly Economic Reports Employer survey and report Vicinity Jobs Report Economic Development Dashboard Sector Specific Data Collection Census Population Growth Report |

Action 52

Municipalities lead by example: Municipal government diversity and inclusion policies

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|-------------------|---|--------------|--|
|  | Municipal government diversity and inclusion policies. | Policies in place |  | Tri-cities | <p>City of Moncton created a Diversity, Employment Equity and Inclusion Internal Working Group in August 2021:</p> <ul style="list-style-type: none"> • Departments represented on the committee: Human Resources, Finance, Recreation (Social Inclusion), Resurgo Place, Economic Development, Events, Strategic Initiatives, Magnetic Hill Zoo, and various areas of Public Works (dispatch, arborists, administration). Unions: ATU, Moncton Fire, CUPE, CHEA • Revision of Internal Policy for Diversity, Equity and Inclusion underway. • The Committee's Terms of Reference were finalized January 26. • Many committee members had the opportunity to attend a 9-hour Diversity, Equity and Inclusion training workshop with Dr. Manju Varma and Jill Esson of Engaging Matters in December 2021 • Launch of CCDI Diversity training platform to employees City of Moncton HR team participated in the creation of the Atlantic Regional Human Resource DEI Resource group. Meetings once a month since spring/winter 2021. Group made up of HR professionals working on DEI initiatives and it includes public sector/private sector individuals including ACOA, Prov NB, JD Irving etc. <p>Next steps: 2022/ 2023 action plan: finalization of DEI Policy for the City of Moncton and creation of DEI strategy for the City of Moncton: events, training, communication, employment etc.</p> |

Action 53

Municipalities lead by example: Strengthening investment in immigration attraction and support.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|--|---|-----------------|---|
|  | More funding and resources for immigrant attraction and support | \$\$ invest in immigration attraction and support. |  | Tri-communities | <p>Significant new funds were allocated for this year. Moncton City Council provides a grant for \$40,000 towards immigration initiatives that help implement the strategy.</p> <p>Initiatives include Moncton Cares webinars on settling in Moncton and special events to help integrate newcomers, Brazilian Association social media campaign and video editing, MAGMA social gatherings and community connections, AYOBAs with United Way on social integration activities, NB Refugee Clinic for assisting asylum seekers, and Greater Moncton Chamber of Commerce on featuring local immigrant businesses and succession planning activities.</p> <p>Cultural grants were awarded to many immigrant-focused organizations including Ammar Community Centre, Asian Heritage Society, Association des congolais du Congo-Kinshasa du Nouveau-Brunswick, Brazilian Association of NB, Greater Moncton Chinese Cultural Association, Greater Moncton Scottish Association, Kerala Association of NB, Indo Canada Association of Greater Moncton Area, and the Irish Canadian Cultural Association of New Brunswick.</p> <p>The city also supported the "We Are One" event organized by Fondation Debadir – mostly in-kind support via the Events department. The event was presented at the Ian Fowler oval and featured music, dance and singing from a variety of African countries.</p> <p>In addition, Moncton City Council has provided funding to MAGMA for a full-time employee dedicated to supporting those on temporary work permits.</p> |

 Actions not assigned to the four working groups

 On track

Multi-year Community Grant funding is also provided to Sistema NB and Atlantic Ballet of Canada. Both employ newcomers to the area in addition to providing programming for a considerable number of students and youth, many who are newcomers.

To better represent our increasingly diverse cultural community, in 2021, new nominations to the Cultural Board included the following members:

- Reem Fayyad (Arab Culture Club)
- Tony Delgado (Sistema NB/NBYO)
- Camelia Radu (MAGMA)
- Mourad Badirou (Fondation Debadir/We Are One)

Action 54

Municipalities lead by example: Developing antidiscrimination policies.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|-------------------|---|--------------|---|
|  | Developing antidiscrimination policies | Policies in place |  | Tri-cities | The City of Moncton has partnered with the New Brunswick Commissioner on Anti-Racism. This project encompasses an independent consultation with a variety of City of Moncton stakeholders, and its residents to identify systemic barriers to participation in municipal programs and services. The Commissioner will then provide a consultative report to the City of Moncton that will then be used to help create a comprehensive strategy on anti racism for the City of Moncton. The report will identify systemic barriers in municipal services based on consultations and research. The final report will be used to guide the City's work in addressing and dismantling systemic barriers. Once the report is received, a strategy, including an action plan will need to be developed to address the issues raised in the report. This strategy will be created in 2022/2023 and will be launched in 2023. |

Action 55

Key industry groups (Chamber of Commerce, etc.) and other organizations take on a leadership role.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|--|------------------------------|---|--------------|---|
|  | Community organizations taking a leadership role | CCGM leads advocacy efforts. |  | CCGM | The Chamber of Commerce has now positioned itself as the advocacy lead for the GMLIP. Besides frequent updates to immigration in the organization's advocacy matrix, they have consistently reinforcing the importance of immigration in virtually every meeting with government. Examples include recent one-on-one advocacy issue review with MP Ginette Petitpas-Taylor, a meeting in the summer of 2021 with federal Immigration Minister Marco Mendicino, and the pre-budget submission to Finance Minister Ernie Steeves presented on Feb. 3, 2022 |

 Actions not assigned to the four working groups  On track

Action 56

Share best practices/information.

| Working group | Initiatives | Measures | MARCH 31, 2022 STATUS | Lead/Support | Outcomes |
|---|---|------------------------------|---|--------------|--|
|  | Webinar series: Connecting Newcomers to Community Services & Arising Issues | Webinar and attendee numbers |  | GMLIP | <p>In December 2021, GMLIP announce new webinar series: Connecting Newcomers to Community Services & Arising Issues.</p> <p>This webinar series functions to educate people who work at organisations that frequently interact with the newcomer populations, so that newcomer-facing organisations can act as a community liaison - directing newcomers to services in the community when these types of conversations arise.</p> <p>Examples of services the LIP hopes to have present during this series are the Refugee Clinic, 211, Working NB, Service NB, Service Canada, YMCA, Volunteer Centre of Southeastern New Brunswick, Boys and Girls Club, etc.</p> <p>This platform may also be used to present arising issues or special topics of immediate concern that will affect the Greater Moncton Immigration Strategy, for example affordable housing.</p> <p>GMLIP hosted Greater Moncton Newcomer Survey Presentation, David Campbell, April 2022.</p> |



4. TOWARDS THE 2022-2023 ACTION PLANS

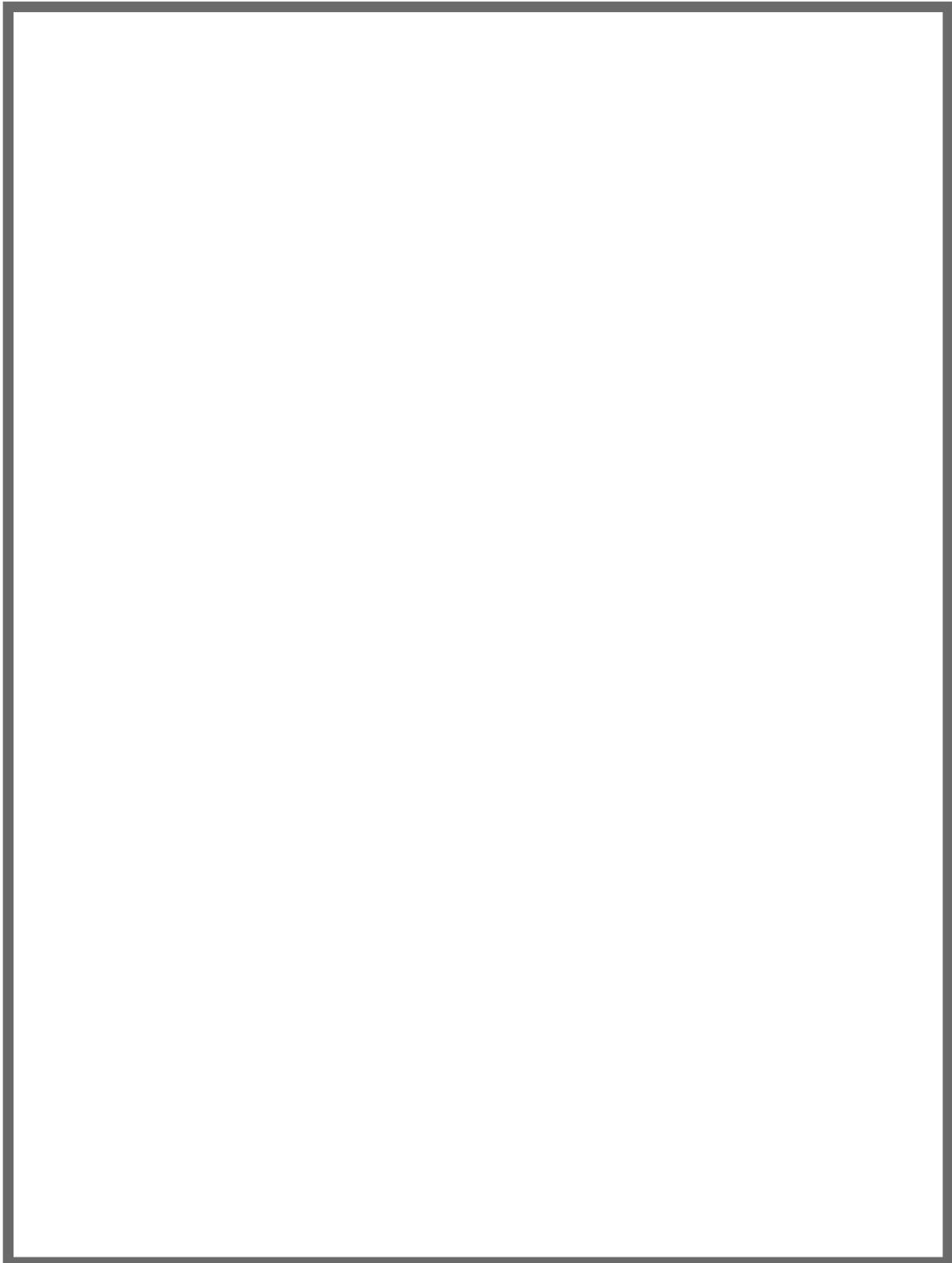
The 2021-2022 year continued to be one challenged by the COVID-19 pandemic. However, the number of newcomers in the community increased significantly as the region attracted more international students, more international workers on permits and a record level of immigrants receiving their permanent residency in the region.



In 2022-2023 the LIP and its partners will continue to focus on key priorities such as:

- Ensuring the Greater Moncton Immigration Strategy targets are being met.
- Ensuring as many newcomers as possible are receiving services and support.
- Focusing on alignment of people attraction to workforce and entrepreneurship opportunity demand.
- Making the case for immigration.
- Working closely with our partners in the provincial and federal governments to ensure we are successfully attracting and retaining immigrants in our community.

NOTES:

A large, empty rectangular box with a dark gray border, intended for taking notes. The box is positioned below the 'NOTES:' header and occupies most of the page's vertical space.



LOCAL
IMMIGRATION
PARTNERSHIP

PARTENARIAT
LOCAL EN MATIÈRE
D'IMMIGRATION



Financé par :

Funded by:



Immigration, Réfugiés
et Citoyenneté Canada

Immigration, Refugees
and Citizenship Canada