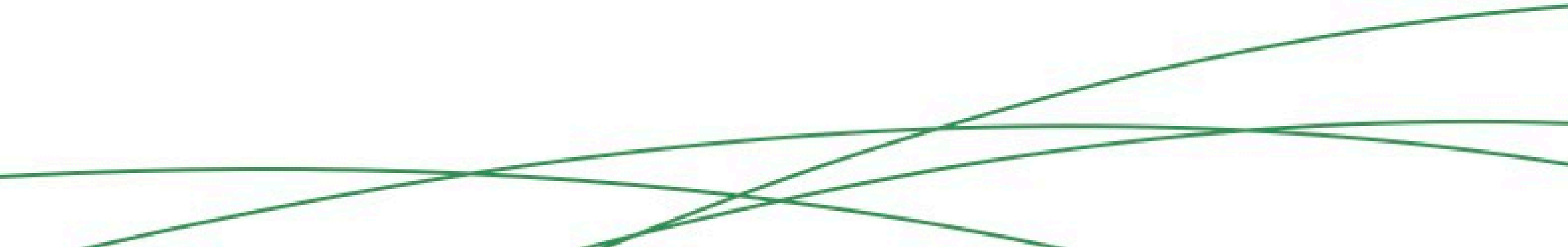




Local Immigration Partnership  
Partenariat local pour l'immigration  
LANARK & RENFREW

# #ImmigrantsWork: A Collective Action Approach to Engage Employers in Co-Designing Solutions for Immigrant Inclusion

October 29, 2024



# Agenda

- I. #ImmigrantsWork: Project Context
- II. Lessons Learned
- III. Local Context

# #ImmigrantsWork Initiative

## National Coalition (2020-2021)



# Place-Based Solutions: #ImmigrantsWork

## Systems-Level Change

We take an **employer mobilization** approach with a focus on **crowdsourcing** resources from and for employers.

Our aim is to **bring together** employers and community partners to co-design solutions to effect immigrant labour market inclusion, and to tailor and localize what works to the needs of local employers.



# #ImmigrantsWork Resources

## 1. Recruiting

- Inclusive Job Descriptions
- Reaching Immigrant Talent
- Screening in Immigrant Talent



## 4. Integrating

- Mentorship
- Inclusive Leadership

## 2. Hiring

- Evaluating International Credentials
- Addressing Bias
- Interview Considerations

## 3. Onboarding

- Welcoming Immigrant Employees
- Buddy System



Access: [wes.org/ca/employer-playbook/](https://wes.org/ca/employer-playbook/)

Download: [wes.org/ca/partners/employers/](https://wes.org/ca/partners/employers/)

# #ImmigrantsWork Phase 2 (2023-2025)

## Community Lead Partners

### British Columbia:

1. Tri-Cities LIP (City of Coquitlam, Port Coquitlam, Port Moody)

### Saskatchewan:

2. Regina Region LIP

### Manitoba:

3. Immigration Partnership Winnipeg

### Ontario:

4. Grey and Bruce Counties LIP
5. Lanark and Renfrew Counties LIP



# Project Outputs of Phase 2



Communications Campaign



Video Series



Training Modules



Employer Navigator

# The Process

Partner outreach,  
engagement and project  
design

Information gathering and  
discovery

Coordinated employer  
mobilization in co-  
designing

Communications and  
awareness-building

Launch tools and  
evaluation



# Conditions for Success

**Maturity:** Communities with large number of immigrants and a workforce development/immigration strategy

**Community lead partner:** Trusted community leader and influencer, with deep connections and knowledge

**Networking and relationship-building:** Organizations serving immigrants, employer and industry associations, workforce development, government

**Co-design:** Jointly developed framework with problem, objectives, potential solutions and key success indicators

**Backbone coordination and communications:** WES's engagement in the project facilitated free, open and regular exchanges among partners

# Lessons Learned

Combining expertise and knowledge of **key partners** is crucial to reshape employment systems and practices in the community

Clearly defining and communicating **expectations** for partners as co-designers

Strong planning needs to be balanced with **nimble and responsive modifications** throughout the project

Partners need to **trust** that their own interests will be treated fairly

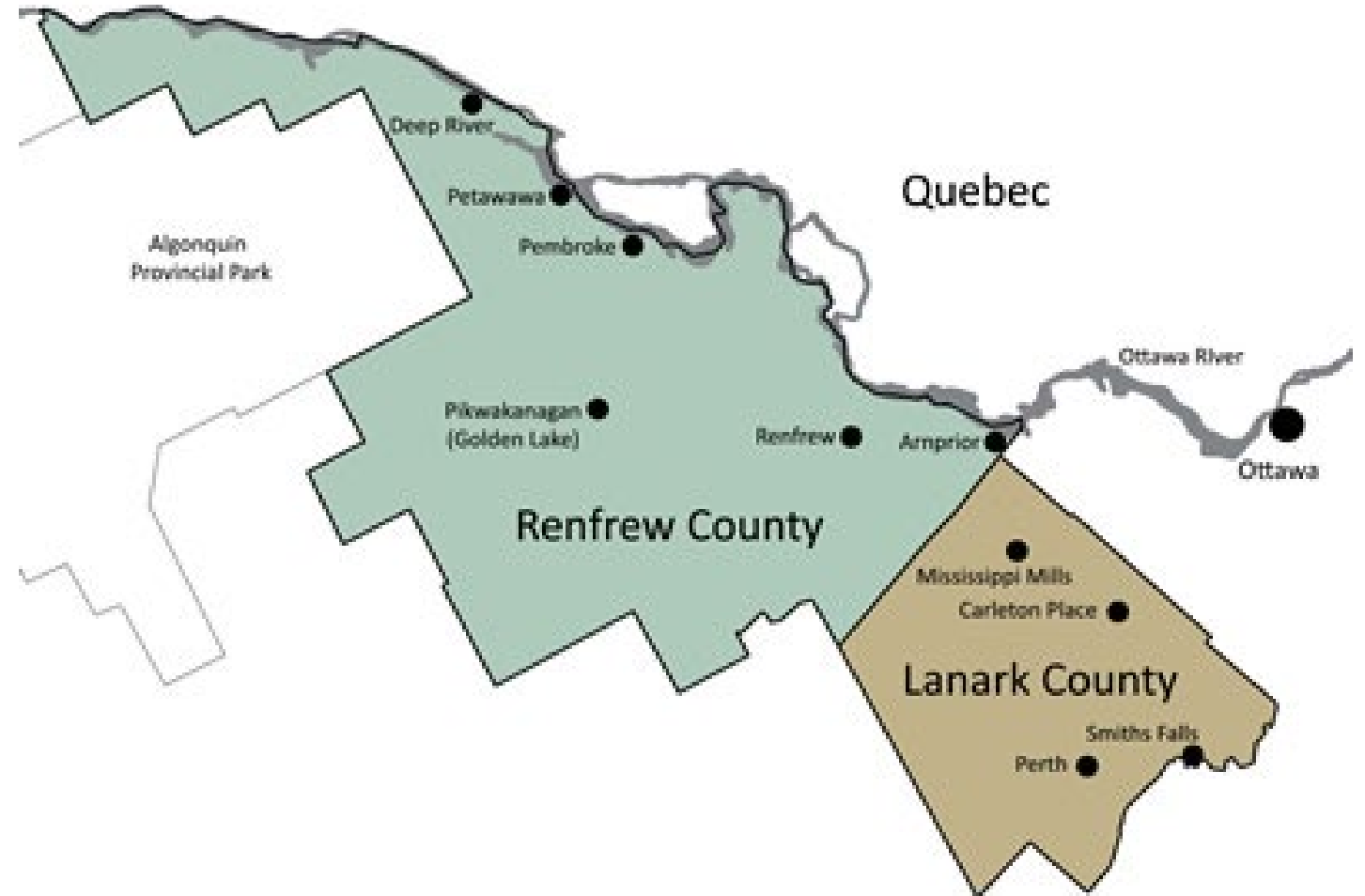
## LIP – Lanark & Renfrew

Funded by IRCC since 2011

Small team of 2.5 FTE

No formally funded settlement services in region

Our Purpose: To strengthen the role of local communities across Lanark and Renfrew Counties in integrating and serving our newcomer population.



# Newcomer Demographics – Permanent Residents (Economic, Sponsored, and Refugee) \* as of June 2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Lanark County	30	45	45	35	55	45	35	65	70	85	45
Renfrew County	80	60	50	60	65	85	55	165	105	110	65

Relatively steady growth over the last 10 years

Opportunity to attract more newcomers looking to settle in rural Ontario

# Newcomer Demographics – Temporary Residents (study permit and work permit holders) \* as of June 2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Lanark County	90	100	140	160	200	270	195	225	360	505	500
Renfrew County	260	310	365	410	415	465	365	400	490	845	910

Growth of 555% in Lanark County and 350% in Renfrew County over 10 years

Two regional campuses of Algonquin College in the region area

# #ImmigrantsWork Partnership with WES: Benefits & Outcomes

Strengthened  
Employment  
Opportunities for  
Immigrants

Capacity Building for  
Employers

Advancing Equity,  
Diversity, and  
Inclusion

Support for  
Economic Growth

Enhanced  
Community  
Integration

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