Economic Immigration Lab

Cycle One
Summary Report

NouLAB

Academia

Settlement Sector

Newcomers

34 Participants

Private Sector

Government

8 Prototypes

9 Workshop days

The Lab participants were on a mission to discover answers to these questions:

How might we become leaders at attracting, welcoming and retaining newcomers to contribute to the economy of New Brunswick?

How might we help newcomers to find meaningful employment and feel part of the New Brunswick community?

How might we help employers find talent to grow their businesses?

Key Insights

Employer Experience

- Employers unaware of the benefits of hiring immigrants
- The hiring needs of employers are not well understood or communicated
- The resources available to employers are confusing, and poorly communicated. Employers need a simpler way to understand the resources that are available, and how to take advantage of them

Newcomer Experience

- Mismatch between how NB is presented to potential immigrants, and the reality
- Meaningful integration of newcomer families into communities is equally as important as finding a good job - and these are the two biggest indicators for retention
- Newcomer entrepreneurs are unable to meaningfully participate in established business networks due to language and cultural barriers
- Newcomers do not see themselves reflected in the government, and those with power
- International Students unaware of resources available to them to support their integration
- The benefits and the absolute necessity of immigration to NB is not common public knowledge

“We were looking for workers, but instead we got people.”

Prototypes addressing unmet needs of employers

Employer to Government Connection

Connecting employers with relevant government services

Purpose: To raise awareness about current services available to employers and prototype a screening tool that helps employers assess and identify their hiring needs, and match them with appropriate resources and support.

Status: Ongoing

Team Members: Andree Caissie Savoie - Imperial Manufacturing Group , Jake Arbuckle - GNB: Population Growth Division, Marie Thibeault - ACOA, Patrick Richard - ONB, Stephen Alexander- Enterprise Saint John

Destination NB

A “one stop shop” for employers looking to hire newcomers. This prototype validated a project that the province has already begun working on.

Purpose: To help employers navigate the resources available to recruit and retain newcomers.

Status: Ongoing

Team Members: Ashley Noel - PETL, Kari Cheyne - MAGMA, Natalie Condron - IRCC, Abby David - NBMC

Prototypes addressing unmet needs of newcomers

Newcomer to Influencer

Match immigrants with jobs in the government through 1 year internships. Develop a clear on-boarding workbook to help new employees understand their role in the organization.

Purpose: To improve diversity in government employees and show a clear path between entry-level positions and upper management

Status: Ongoing and received funding

Team Members: Renu Dhayagude - GNB: Executive Council Office, Mikael Hellstrom - UNBSJ, Robert Burroughs - Formerly with NB Student Alliance , Laurie Parris - Multicultural Association of Charlotte County

Community Engagement

A toolkit for community events to bridge newcomer communities and settled communities

Purpose: To enhance the current model of interaction between locals and newcomers in order to allow them to settle and integrate better in our workforce and in our community.

Status: Ongoing

Team Members: Sebastián Salazar- City of Fredericton, Diluckshnie Jayawardena - Sitel, Leticia Leon de Gante - LIP Fredericton, Lisa Bamford de Gante - Fredericton Multicultural Association, Nicolas Bertrand - Steps2Canada, Tiziana Zevallos - UNB

'If we're not changing our relationships, we'll stay stuck in the same patterns'

Dreamweavers

Support for educators including: package of resources, train the trainer programming, grant program, and community of practice

Purpose: Helping educators around New Brunswick address the cultural gap between locals and newcomers

Status: Ongoing

Team Members: Lauren Sears - Common Good Solutions, Kathy Whynot - Department of Education and Early Childhood Development , Heather Keats - PETL

Prototypes addressing unmet needs of newcomers

Business Immigration

Building a business council for new immigrants and hosting a conference for business immigrants to share knowledge

Purpose: Support immigrant business owners to meaningfully participate and lobby for their needs. Make NB known for having a track record of supporting immigrant business people.

Status: Seeking funding

Team Members: Roxanne Reeves - UNB, Adam Luo - ONB, Kinh Huynh - MFCIC Business Services Inc, Janet Moser - Fredericton Chamber of Commerce

Match NB

A matching service for recently settled immigrants to find employers that need their skillset. Like Tinder for employee/ employer matches

Purpose: Helping those newcomers already here find the jobs appropriate to their skillset and prevent the ongoing skills loss to other provinces

Status: Ongoing

Team Members: Erika Cantu - Steps2Canada, Steven Fecteau - Sunnymel Foods, Rahma Kouraich - Atlantic Human Services

Les Connecteurs

Improve awareness and access to the SEED program, to ensure the long-term success of newcomer students.

Purpose: Ensure students are well informed and prepared for life in New Brunswick after graduation. Provide international students with similar supports as NB residents.

Status: Ongoing

Team Members: Leyla Sall - UdeM, Lisa Griffin Ndour - UdeM, Jean-Claude Bagnah - ACOA, Charles Fournier - CAFI

Participant Feedback

Participants were asked to rate the value of the lab experience on scale of 0 to 10

20% of participants rated the lab **10/10**

- “We stepped away from our own work, and are feeling optimistic about the work that we’re carrying forward.”

20% of participants rated the lab **9.5/10**

- “I came to this lab with two hats, professional and newcomer, but today I am here for my newcomer friends. I want to show my newcomer friends the amazing work that is being done here.”

20% of participants rated the lab **8/10**

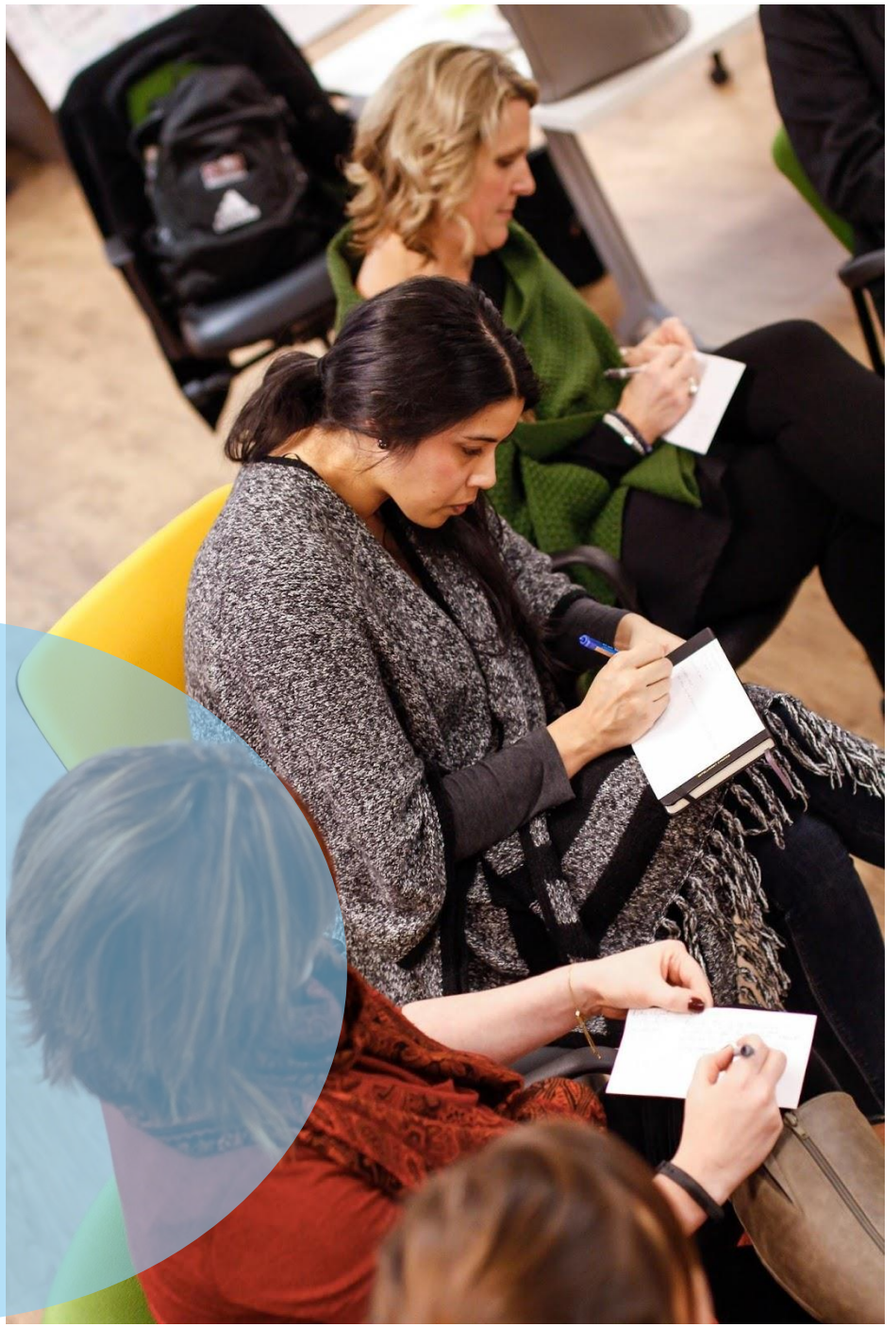
- “It allowed my other work to accelerate. I feel satisfied that I have a map and a destination, but still discovering the exact terrain and vehicle.”

20% of participants rated the lab **7.5/10**

- "I have taken tools and skills from this, take home and to my work.”

Next Steps

- Cycle two is kicking off April 16th with teams focusing in on employer and newcomer needs
- The NouLAB team is providing ongoing support for the teams continuing to work on their prototypes
- Sharing the learning nationwide with other similar initiatives



Cycle 2

- April 16-20th - Dieppe Rotary Lodge (English Session)
- April 30 – May 4th – Venn Centre, Moncton (French Session)
- Looking for teams of 5-7
- Details – https://noulab.org/immigration
- Questions Amanda@noulab.org

Leadership Council

NEW BRUNSWICK MULTICULTURAL COUNCIL
CONSEIL MULTICULTUREL DU NOUVEAU-BRUNSWICK

AFMNB
Association francophone des municipalités du Nouveau-Brunswick

Atlantic Canada Opportunities Agency

Conseil économique du Nouveau-Brunswick inc.

New Nouveau Brunswick CANADA

New Brunswick BUSINESS COUNCIL
CONSEIL D'ENTERPRISES du Nouveau-Brunswick

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