



SURREY  
LOCAL IMMIGRATION  
PARTNERSHIP

FALL 2015 STAKEHOLDER CONSULTATIONS

# #3: Immigrant Labour Market Integration in Surrey

## CONSULTATION SUMMARY

Tuesday, November 17<sup>th</sup>, 2015  
City Centre Library

Funded by: Financé par :



**About Surrey LIP:** Established in 2014, the Surrey LIP is led by the City of Surrey and governed by a committee drawn from 30 community organizations working together to improve newcomer integration in Surrey.

## Background:

In preparation for the development of its Strategic Settlement Plans, the Surrey Local Immigration Partnership (LIP) Committee determined that it would hold a series of four community stakeholder consultations based on each of the LIP's key research elements. A fifth consultation for youth will be held to obtain their input on the project's findings. The input obtained at these consultations will inform the development of the Settlement Plans by assisting the project team and the LIP Committee to identify priorities and actions.

As consultants to the Surrey LIP, Jody Johnson and Trevor Van Eerden (PEERs Inc.), were contracted to facilitate and summarize the first three consultations. The Refugee Research Consultation will be facilitated by SFU Surrey, the refugee research lead, and the youth consultation will be led by a youth specialist selected by the City.

The third of these consultations was held on November 17<sup>th</sup> and focused on Immigrant Labour Market Integration in Surrey.

## Consultation Approach and Purpose:

Planning for the consultations was initiated in August, and from the onset it was determined by both the consultation working group and the project team that the consultations would be interactive and participatory events. The event was organized to examine the results and findings of the Immigrant Labour Market Integration research project conducted by Human Capital Strategies (HCS) and, based on this research and the collective knowledge of attendees, input on priorities and actions that should be addressed within the LIP strategic plans would be collected.

The stated purpose for the Consultation was:

1. To share the findings from the Surrey LIP Immigrant Labour Market Integration research
2. To obtain stakeholder and community input and insights related to the research findings
3. To identify key priorities and actions to enhance immigrant and refugee community and workforce integration

To accomplish this, consultation participants received a brief presentation on the key findings from Kerry Jothen, CEO and Principal of HCS. Participants were divided into small groups and provided guiding questions to assist them to identify priorities. Priorities were shared in a whole group format and eleven were posted for review and consideration by attendees. Using a "dotocracy" exercise,

attendees merged and ranked the priorities. In small groups, the top six were examined and discussed and potential supporting actions identified. (See Appendix 1 for the Consultation Agenda)

## Registration and Attendance:

Registration to the consultation was limited to Surrey LIP Committee members, members of the LIP Immigrant Advisory Roundtable, and subject matter experts and community stakeholders identified by the consultation working group. The City of Surrey managed registration through a series of “save the date” announcements, email invitations and an online registration system. The consultation received over 50 total registrations and 38 individuals excluding project staff, facilitators and presenters participated in the event. The following table lists the participating organizations represented at the consultation.

ASTTBC	Options Community Services (2)
Canadian Manufacturers & Exporters (CME)	Pacific Community Resources Society (20)
City of Surrey (2)	PICS
Columbia Plastics Ltd.	S.U.C.C.E.S.S (3)
DIVERSEcity (2)	SFU
Douglas College (2)	Sources
Downtown Surrey BIA	Sunrise Kitchens Ltd.
Human Resources Management Association	Surrey Food Bank
IAR members (2)	Surrey Language Ass. and Referral Centre
IEC-BC	Surrey Libraries
Immigrant Services Society (2)	The Surrey Board of Trade
International Credential Evaluation Service (ICES)	TransLink
Kwantlen Polytechnic University	Vertical Bridge Corporate Consulting
Langara College (2)	Youngland
Nurse next door	Zinetti Food Products Ltd. (2)

## Consultation Results – Priorities and Actions:

### PRIORITIES:

Through the facilitated discussions, consultation attendees identified a total of eleven priorities related to Immigrant Integration in Surrey and the Belonging and Inclusion Research. Participants were then asked to further consider these priorities and identify which were the most relevant to the LIP and collectively rank the identified priorities. Through this process six priorities emerged for consideration within the LIP Strategic Plan. The priorities in ranked order are:

1. Enhance and promote connections amongst Immigrant Serving Organizations (ISOs), newcomers and employers using a variety of approaches and events (virtual and face to face) in order to raise awareness of where to find immigrant talent and the services that support them.
2. Increase mentorship, coops and other work experience programs and initiatives
3. Advocate for both private and public funding to support the development of new immigrant entrepreneurs / small business / self-employment opportunities.
4. Advocate for increased funding to support further, English as a second language, occupation specific language training (classroom & workplace based) and technical training.
5. Provide “two pronged” education and information to employers and service providers. Articulate the benefits of hiring immigrants, demystify Canadian employment myths, and accurately communicate expectations and realities of workplace culture.
6. Increase provincial and federal government representation at the LIP Committee to ensure understanding of Surrey’s labour market and employment service needs.

### ACTIONS:

For the six priorities listed above, consultation participants identified a total of 31 individual “actions” to be considered by the LIP. However, in examining these actions from the summary notes, it is clear that many of the “actions” included commentary and suggestions and were not specifically actionable. The following section identifies each of the above priorities with the corresponding actions. In this version, actions have been sifted and only those items that represent clear actions or ideas for consideration by the LIP have been listed.

**PRIORITY 1: Enhance and promote connections amongst Immigrant Serving Organizations (ISOs), newcomers and employers using a variety of approaches and events (virtual and face to face) in order to raise awareness of where to find immigrant talent and the services that support them.**

- i. Develop a centralized Surrey employment site that can be used jointly by Surrey ISOs and employers to enhance employer / ISO communication, job posting services, share service information and promote specialized services or needs
- ii. Coordinate promotion of all Surrey ISOs to all industry sectors through IT and Trade associations
- iii. Assist ISOs to focus on specific industry sector(s) and not compete in all areas
- iv. Develop connections with private sector recruiters to improve employment opportunities for newcomers
- v. Work with employers to communicate employer needs to ISOs and serve as a catalyst for training and pairing with employers

**PRIORITY 2: Increase mentorship, coops and other work experience programs and initiatives**

- i. Clearly identify, define and articulate the differences between co-ops, mentorships, job shadowing, work experience, etc.
- ii. Advocate on behalf of ISOs to ensure capacity and capabilities in providing the appropriate training and work placement supports. Proper incentives are needed for both the services providers and the employers.
- iii. Establish and promote the value proposition of mentorship, coops and other work experience programs, etc. to assist all stakeholders manage expectations.
- iv. Simplify practices and processes to ensure that it is easy for employers to participate
- v. Develop workplace “coaching programs” to be provided by ISOs to ensure that newcomers understand Canadian workplace culture, soft skills, and appropriate job search methodologies

**PRIORITY 3: Advocate for both private and public funding to support the development of new immigrant entrepreneurs / small business / self-employment opportunities.**

- i. Establish a clear statement of purpose: to advocate for the advancement of entrepreneurial resources and financial support for immigrant entrepreneurs (i.e. Community Future Development Corp.)
- ii. Leverage the political influence of the LIP membership to obtain resources for Surrey

**PRIORITY 4: Advocate for increased funding to support further, English as a second language, occupation specific language training (classroom & workplace based) and technical training.**

- i. Advocate for increased funding for English and technical training (both private and public sources) to meet Surrey's growing demand.
- ii. Educate industry and professional associations about the gap and needs for sector specific language training.
- iii. Advocate for the development of online courses / programming in establishing business connection and business etiquette.
- iv. Convene a broad range of stakeholders (e.g. post-secondary, employers, government, and ISOs) to coordinate, educate and support the development (localized) online courses.

**PRIORITY 5: Provide a "two pronged" education and information campaign to employers and service providers. Articulate the benefits of hiring immigrants, demystify Canadian employment myths, and accurately communicate expectations and realities of workplace culture.**

- i. Coordinate information from employers and ISOs and promote information and resources to all stakeholders: Update, build upon and promote existing resources.
- ii. Develop an online "one stop shop" for employer / employment resources and information - workplace cultural awareness, workplace communications, resume advice, etc.
- iii. Coordinate the engagement of Human Resources practitioners and or Recruiters to deliver "train the trainer" workshops to ISO job developers, employment service staff and employment councillors

**PRIORITY 6: Increase provincial and federal government representation at the LIP Committee to ensure understanding of Surrey's labour market and employment service needs.**

- i. Ensure Surrey immigrant workforce and immigrant workplace integration issues are clearly and regularly presented to City officials, provincial and federal ministries, and MLAs and MPs. Develop and provide regular briefings.
- ii. Represent (lobby?) Surrey's immigrant workforce and immigrant workplace integration issues to MLAs and MPs to inform employment service proposal development and service allotment decisions.

- iii. Include both provincial and federal ministries related to employment and immigration within the membership of the LIP.

### **Next Steps:**

In addition to the priorities and actions identified here and in the previous Service Mapping and Belonging and Inclusion Consultations, each of the two upcoming consultations will be used to identify further priorities and actions. In each case, consultation summaries will be brought forward to the LIP Committee for their review and consideration and commentary. Through this review priorities and actions may be adopted, combined, assigned elsewhere within the community or discarded. The remaining draft priorities and actions will be used by the project team to draft the Surrey LIP goals, objectives, and actions: the basis of the Surrey LIP strategic and implementation plans. Once completed, these will be reviewed and revised with input from the Surrey LIP Committee. Final drafts of the LIP strategic and implementation plans will produced in March 2016.

## Appendix 1: Consultation Agenda

# Surrey LIP Stakeholder Consultation Series Immigrant Labour Market Integration in Surrey

**WHEN**            **November 17, 2015**  
9:00 A.M. – 12:30 P.M.

**WHERE**           **City Centre Library, 10350 University Drive. Surrey**  
Room 120

## AGENDA

- |           |  |                      |
|-----------|--|----------------------|
| <b>1.</b> | <b>Registration, Breakfast, Networking</b>   | <b>9:00 – 9:30</b>   |
| <b>2.</b> | <b>Welcome, Overview and Purpose of the Consultation</b><br>PEERS  | <b>9:30 – 9:45</b>   |
| <b>3.</b> | <b>Labour Market Integration Research Findings<br/>Presentation, Q&amp;A</b><br>Kerry Jothen, Human Capital Strategies | <b>9:45 – 10:15</b>  |
| <b>4.</b> | <b>Identifying Strategic Priorities for the Surrey LIP<br/>Facilitated Small Group Discussions</b><br>PEERS            | <b>10:15 – 11:00</b> |
| <b>5.</b> | <b>Ranking Strategic Priorities – “Dot-ocracy”</b><br>PEERS  | <b>11:00 – 11:15</b> |
| <b>6.</b> | <b>BREAK</b>   | <b>11:15 – 11:30</b> |
| <b>7.</b> | <b>Identifying Actions – Facilitated Small Group Discussions</b><br>PEERS  | <b>11:30 – 12:20</b> |
| <b>8.</b> | <b>Closing Comments, Next Steps and Evaluation</b><br>PEERS  | <b>12:20 – 12:30</b> |