



**Immigration Opportunities Summit  
2017 REPORT**



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## GENERAL INFORMATION

*The views expressed in this report are those of external GNB participants for consideration by the Government of New Brunswick.*

### CONTEXT

In 2015 AND 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives discussed and imagined new avenues for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits to put into practice the notion of open government. To establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During the summit, the Department of Post-Secondary Education, Training and Labor gave an account of what had been accomplished since the first summit on October 22, 2015. Representatives from the department reported on the issues that received further attention among suggestions received.

### OBJECTIVES

The summit had the following objectives:

Accountability and transparency

- Share information on government decisions and actions related to the initial summit input.
- Provide access to interested people who could not attend at the summit in person.

Improvement and collaboration

- Capture input to improve current strategies and initiatives.
- Identify opportunities to collaborate on priorities going forward.

Participant experience

- Participants had a positive experience and felt their contributions were valued.
- Participants felt heard.

**SUMMIT AGENDA AND PARTICIPANTS**

The second Opportunities Summit on immigration was held in Edmundston on April 21, 2017. Forty-three participants (including representatives from the provincial government) discussed the opportunities facing the immigration sector in the province and the various ways for the stakeholders to collaborate more efficiently.

<b>Agenda</b>	
10:00 am	Opening
10:10 am	Welcome Lise Ouellette, Edmundston City Council
10:13 am	Presentation on the State of the New Brunswick economy Hon. Francine Landry, Minister of Economic Development
10:30 am	Jobs Board Secretariat Update - New Brunswick Economic Growth Plan Susan Holt, Chief of Business Relationships New Brunswick Jobs Board Secretariat
10:40 am	Présentation du Ministère Études postsecondaire et travail et de NouLab
11:10 am	Group discussion: <i>How have the department's actions responded to your needs and why?</i> <i>Have we forgotten anything?</i> <i>What other actions should we prioritize and why?</i>
1:15 pm	Group discussion – <i>Based on themes brought up in the previous discussion:</i> <i>1. If only we could _____, _____ in New Brunswick would be greatly</i>

	<p style="text-align: center;"><i>improved.</i></p> <p style="text-align: center;">2. <i>How can we better collaborate?</i></p> <p style="text-align: center;">3. <i>How can we become involved?</i></p> <p style="text-align: center;">4. <i>Next steps (2 or 3)</i></p>
2:40 pm	<p>Remarks and comments</p> <p>Premier Brian Gallant</p>

**ONLINE PARTICIPATION**

The Web was used in order to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department were streamed live. At the end of the day, the premier’s remarks were also presented in real time at <http://www.opengovnb.ca/en>. These presentations are still available on the site.

Social media were also used. Followers of the OpengovNB/GouvertNB page on Facebook were informed about the summit. On Twitter (@GNBvousrepond, @GNBreplies), followers were able to follow parts of the conversations since the major topics of discussion were shared throughout the day.

**SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT’S MISSING**

Participants formed groups of 5-6 people to discuss details presented by the Department. They were asked to reply to these questions: How have these actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?

The following are comments made by participants on the actions undertaken by the Department of Post-Secondary Education, Training and Labor, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

**ON ATTRACTING AND RETAINING IMMIGRANTS**

- According to some participants, it is important to develop an urban immigration strategy.
- By the same token, we must offer more services to immigrants in rural areas.
- Establish pre-arrival services in each region to maximize retention and facilitate welcome.
- It is also important to ensure a personalized follow-up with newcomers to help with retention and better respond to their needs.
- The Atlantic Canadian pilot project on immigration must include all partners.
- There is a need to develop a specific immigration strategy for international students.

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## ON EMPLOYABILITY, EDUCATION

- Employers must be properly supported in their international recruitment efforts to respond to their human resources needs. Furthermore, in these international recruitment efforts, it is important to target sectors where there is a greater need.
- Have a better support system in place for Francophone immigrants who are entrepreneurs.
- The recognition of degrees remains a constant preoccupation.
- Anglophone international students tend to move to provinces such as Nova Scotia because of New Brunswick's bilingual status. We must therefore support them in learning the other official language. Offering these people language training will help with retention.

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## ON OBTAINING PERMANENT RESIDENT STATUS, WORK PERMITS, ETC.

- Participants mentioned that generally, delays for obtaining a work permit, a work-study permit or permanent resident status are too long and do not encourage retention.

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## ON SERVICES AND SUPPORT TO IMMIGRANTS

- According to participants, it is important to ensure collaboration between all service providers, organizations, municipalities and employers to offer tailored services.
- We must give more visibility to the work done by immigration agencies throughout the province and facilitate networking among them.

## SUMMARY OF DISCUSSIONS: HOW CAN WE COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them to answer four questions:

1. If only we could \_\_\_\_\_, \_\_\_\_\_ in New Brunswick would be greatly improved.
2. How can we better collaborate on this?
3. How can we become involved?
4. What are the next steps?

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## INTERNATIONAL STUDENTS

*If only we could \_\_\_\_\_, \_\_\_\_\_ in New Brunswick would be greatly improved.*

- If we could create links between graduates and jobs.

- Facilitate the immigration process from student visa to employment.
- Facilitate or target recruitment, match study program with employment opportunities.
- Facilitate networking.
- Offer the right information on immigration and help students throughout the process.
- Establish EduNB.
- Dedicate resources from the Population growth division to students to host information sessions in post-secondary institutions.
- Evaluate the needs of students and offer tools in all regions to help them overcome challenges.

*How can we better collaborate?*

- Think about family and community twinning opportunities, not just professional twinning.
- Create community awareness about the obstacles and challenges of international students.
- Encourage volunteer programs and establish support networks.
- Establish a round table discussion on international studies to identify common solutions.

*How can we become involved?*

- By becoming mentors and companions.
- Improve dialogue.
- Invite students to take part in activities.
- Provide moral support to international students and adjust support according to their needs.
- Help international students find when they need to find an internship/a job.
- Develop a retention strategy for international students and involve all partners.

*What are the next steps?*

- Set up multi-sector partnerships and task forces to develop, test and implement retention strategy. Consult students to ensure their input.
- Hold a summit on international students and include students in the strategy development.
- Establish « EduNB » to implement strategy along with all partners.

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**INVOLVE EMPLOYERS**

*If only we could \_\_\_\_\_, \_\_\_\_\_ in New Brunswick would be greatly improved.*

- Find success stories about retention.
- Offer more resources to small and medium enterprises.
- Develop more partnerships between multicultural associations, chambers of commerce and the private sector.
- Think about future transition in businesses and its link to economic immigration.

*How can we better collaborate?*

- Meet with employers and offer them information, training on cultural matters, etc.
- Hold a summit on employee retention or a conference on human resources

- Stay in contact with local representatives from various economic sectors.

*What are the next steps?*

- We must reach business people at their level.
- Promote success stories.
- Identify cases that were not successful to learn from mistakes made.

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## ATLANTIC CANADIAN PILOT PROJECT ON IMMIGRATION

*If only we could \_\_\_\_\_, \_\_\_\_\_ in New Brunswick would be greatly improved.*

- Increase transparency and collaboration of pilot project.
- Ensure sharing of information on existing initiatives.
- Ensure better linkage between the mandate of partners and that of stakeholders in immigration.

*How can we better collaborate?*

- There are infrastructures. We just need to build better connections.
- We must invest socially in our communities.
- We must find the right partners and the right players.
- We must avoid duplicating efforts.

*How can we become involved?*

- By creating and participating in a taskforce. Participants are willing to actively participate.
- We must meet with newcomers and better understand their needs.

*What are the next steps?*

- Create a collaborative database (enterprises, employers).
- Establish a taskforce with the help of a mediator to identify practical solutions to improve retention. Everyone should have an opportunity to contribute to the discussion.

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## FRANCOPHONE IMMIGRATION: RECRUITMENT AND RETENTION

*If only we could \_\_\_\_\_, \_\_\_\_\_ in New Brunswick would be greatly improved.*

- Make sure NB's francophone communities are better known both inside and outside Canada.
- Convince New Brunswickers of the benefits of having two vibrant linguistic communities.
- Facilitate mobility between provinces, as well as collaborative partnerships between service providers.

*How can we better collaborate?*

- Develop a provincial strategy involving stakeholders and service providers
- Develop a strategy to attract francophone immigrants (a general one and one for each region).
- Develop a directory of francophone services in the province.

*How can we become involved?*

- Help promote the potential of francophone immigration to employers and the community.
- Encourage greater collaboration between various service providers to boost retention of immigrants in the province.

*What are the next steps?*

- Initiate activities to strengthen links between the two linguistic communities in New Brunswick through the « Réseau en immigration francophone du NB ».
- Extend to the provincial level Moncton's experience pertaining to linguistic duality in immigration.

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## RETENTION

*If only we could \_\_\_\_\_, \_\_\_\_\_ in New Brunswick would be greatly improved.*

- Ensure that immigrants can experience things that interest them.
- Become more aware of the motivations of newcomers to New Brunswick.

*How can we better collaborate?*

- We need to better involve newcomers in discussions.
- When discussions are held, involve people and groups who wouldn't normally be found in immigration circles.
- Improve links between ethno cultural communities.

*How can we become involved?*

- Invite newcomers to participate in planning and decision-making in their new community.

*What are the next steps?*

- Promote newcomers' success stories of newcomers who have become integrated in their new surroundings and are employed.
- Invest strategically in the various factors identified as being important for immigrant retention.

## NEXT STEPS

### SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A); the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.opengovnb.ca/>.

### PARTICIPANT SURVEY

After the summit, an online survey was sent to each participant to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts.

### RAW DATA

To support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://www.opengovnb.ca/en/summits-theme-and-schedule/23-immigration-opportunities-summit-edmundston-april-21-2017>

### VIDÉO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://www.opengovnb.ca/en/summits-theme-and-schedule/23-immigration-opportunities-summit-edmundston-april-21-2017>

### NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

### WHAT YOU CAN DO

Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

## APPENDIX A - LIST OF PARTICIPANTS

Name/Nom	Organization/Organisation
Adrienne O'Pray	NBBC
Alex LeBlanc	NBMC
Amanda Hachey	NouLAB
Angelique Reddy- Kalala	City of Moncton
Belén Welch	Business Immigrant Mentorship Program (BIMP)/ La Ruche
Brittany Trafford	Stewart McKelvey
Caroline Pagé	Diversis
Catherine LeBlanc	Stewart McKelvey
Chantal Lessard	CCNB - Formation continue
Christine Privat	LaRuche
Christophe Traisnel	U de M (Moncton)
Claire Kelly	Mount Allison University
Clotilde Heibing	BIMP Nominee
Dr. Constantine Passaris	New Brunswick Advisory Board on Population Growth
Eric Thibodeau	CRNA
Janet Moser	Business Immigrant Mentorship Program (BIMP) Fredericton
Jean-Pierre Alexandre	3Plus Corporation
Juan Manuel Toro Lara	UdeM
Layla Rahmeh	Fredericton Chamber of Commerce
Lijun Yuan	Hive Incubator
Lise Ouelette	Ville d'Edmunston
Marie-Joelle Bergeron	Division de la croissance démographique
Mehdi Soudi	CAFI Moncton
Melanie Travers	Multicultural Assoc. of the Greater Moncton
Nicole Druckman	DELEHANTY RINZLER DRUCKMAN, NBBC nominee
Randy Hatfield	Human Development Council
Redia Hoxha	MAGMA
Robert Burroughs	NB Student Alliance
Robert Wong	Hive Incubator
Scott Crawford	ACOA
<b>GNB Attendees/Participants GNB</b>	
Aaron Kamondo	PETL-EPFT
Ashraf Ghanem	PETL-EPFT
Camille Bourque	PETL-EPFT

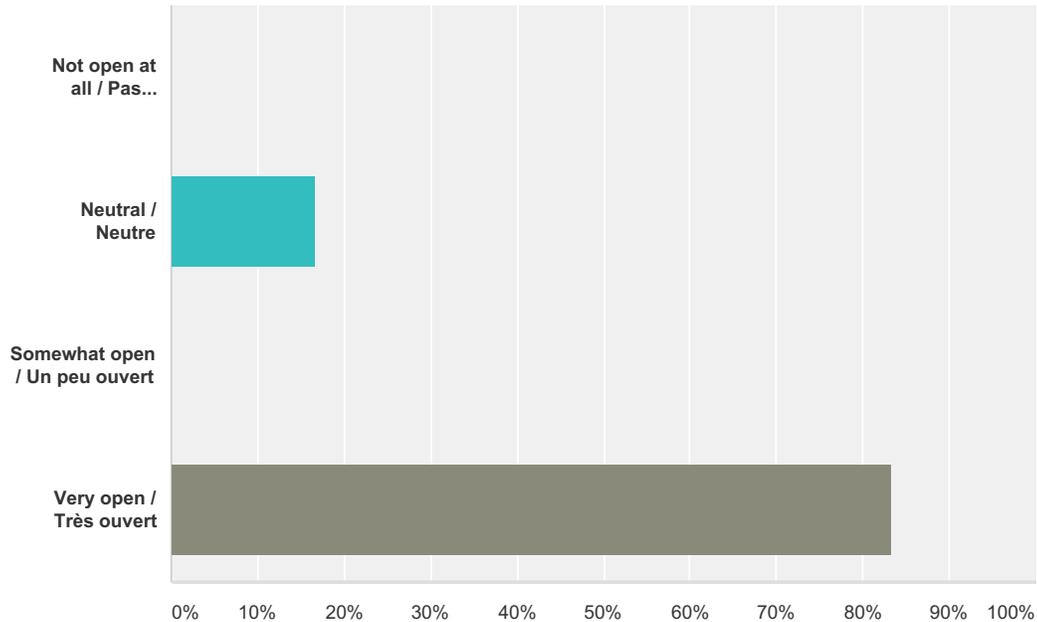
Charles Ayles	PETL-EPFT
Charlotte Daigle-Basque	ONB
Daniel Clavette	PETL-EPFT
Hon. Francine Landry	GNB
Lise Michaud	NBJBS-SCENB
Marie Josee-Groulx	PETL-EPFT
Marie Larivière	ONB
Monica Justason	ONB
Rob Kelly	PETL-EPFT
Susan Holt	NBJBS-SCENB

External attendees/ Participants Externes	30
GNB Attendees/Participants GNB	13
<b>Total</b>	<b>43</b>

## APPENDIX B - RESULTS - PARTICIPANT SURVEY

**Q1 How would you assess the government's efforts for accountability and openness in this summit? Comment évaluez-vous les efforts du gouvernement pour être ouvert et transparent durant ce sommet ?**

Answered: 6 Skipped: 0

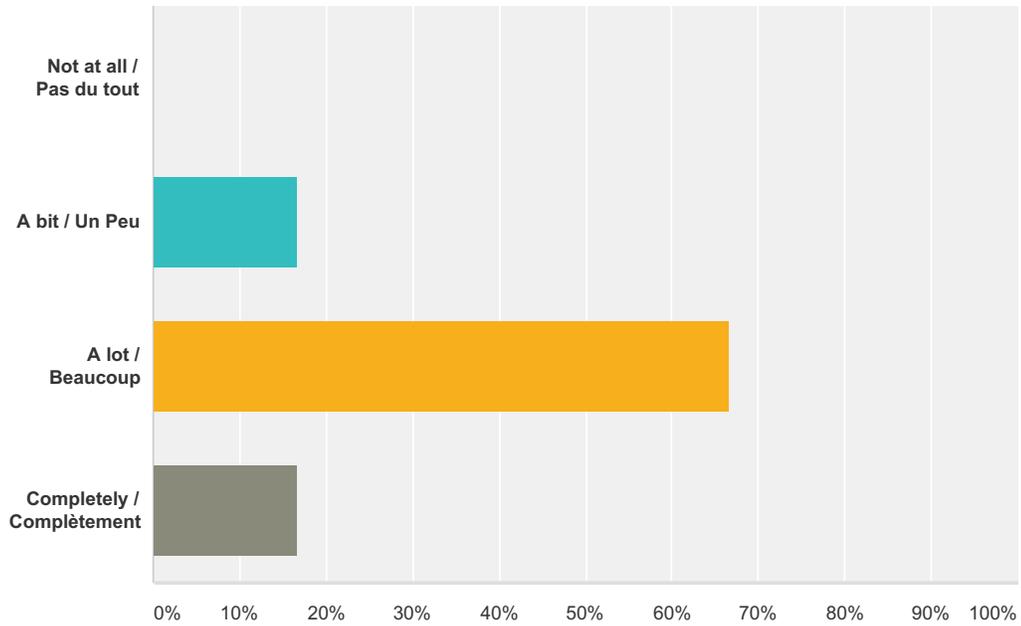


Answer Choices	Responses
Not open at all / Pas ouverte du tout	0.00% 0
Neutral / Neutre	16.67% 1
Somewhat open / Un peu ouvert	0.00% 0
Very open / Très ouvert	83.33% 5
<b>Total</b>	<b>6</b>

#	Comments	Date
	There are no responses.	

## Q2 How do you feel that your contributions were heard?

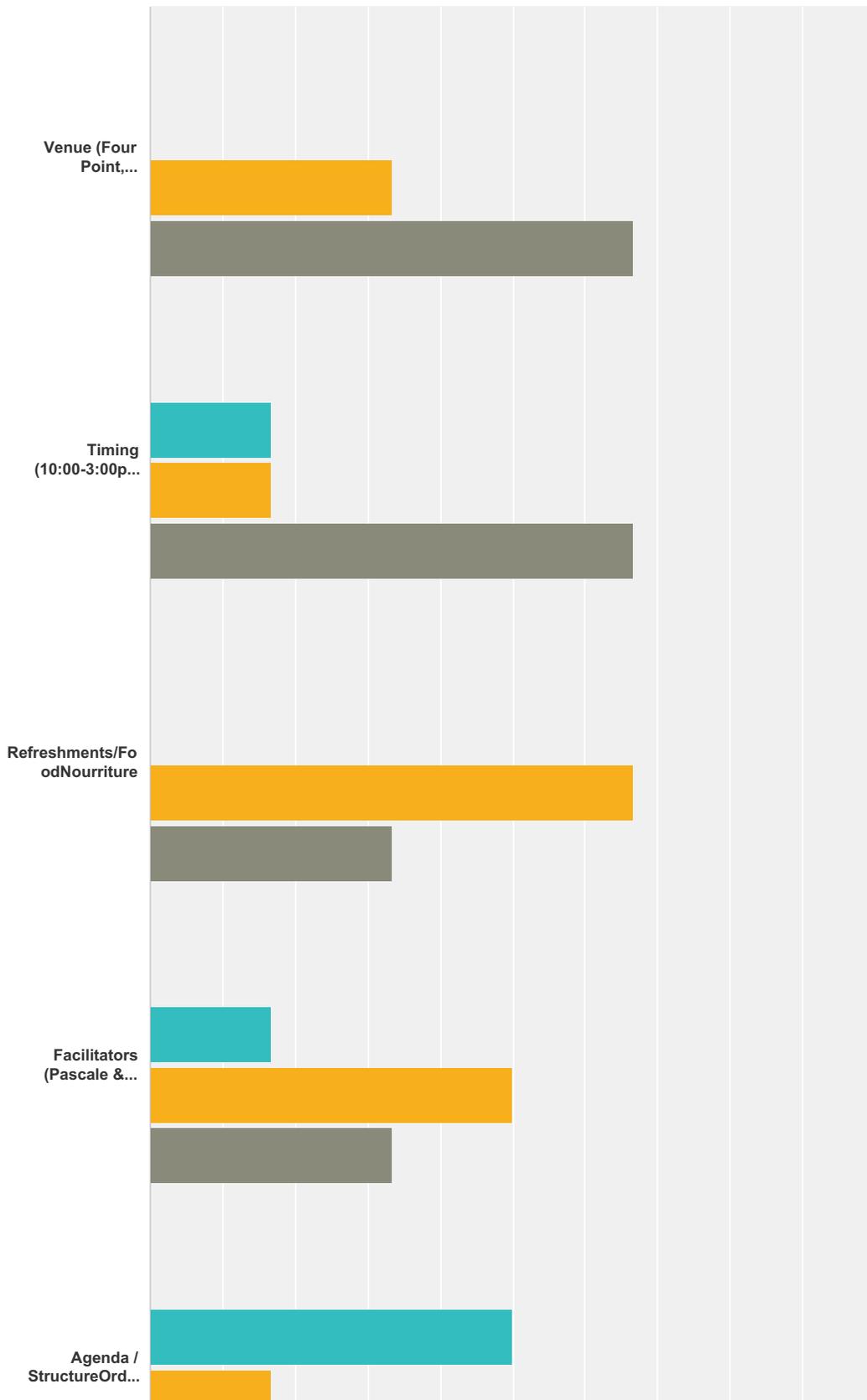
Avez-vous le sentiment que vos idées ont été entendues ?

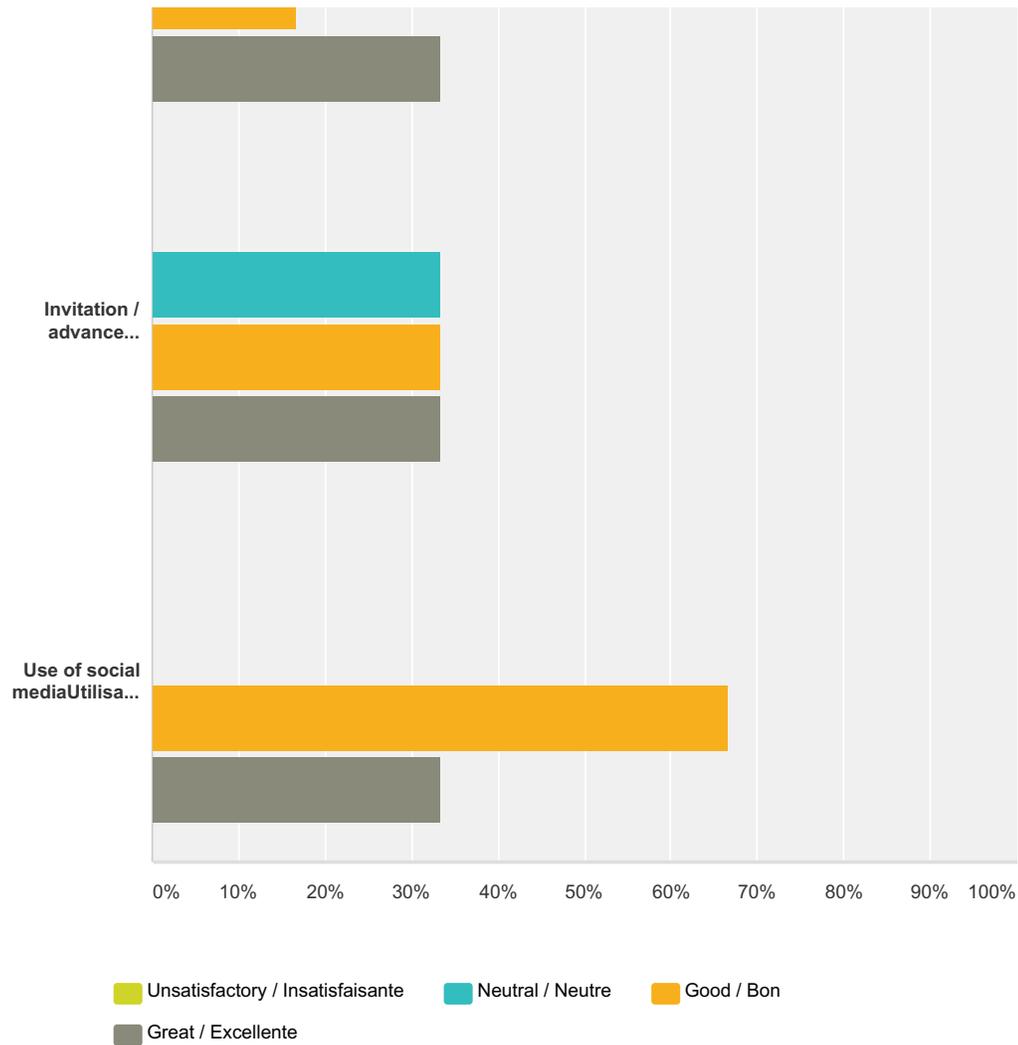


Answer Choices	Responses
Not at all / Pas du tout	0.00% 0
A bit / Un Peu	16.67% 1
A lot / Beaucoup	66.67% 4
Completely / Complètement	16.67% 1
<b>Total</b>	<b>6</b>

**Q3 Please rate the following elements of the summit:**

**S'il vous plait, évaluer les éléments suivants:**





	Unsatisfactory / Insatisfaisante	Neutral / Neutre	Good / Bon	Great / Excellente	Total
Venue (Four Point, Edmundston)Location (Four Points, Edmundston)	0.00% 0	0.00% 0	33.33% 2	66.67% 4	6
Timing (10:00-3:00pm)Calendrier (10:00 - 15:00)	0.00% 0	16.67% 1	16.67% 1	66.67% 4	6
Refreshments/FoodNourriture	0.00% 0	0.00% 0	66.67% 4	33.33% 2	6
Facilitators (Pascale & Jason)Les animateurs (Pascale & Jason)	0.00% 0	16.67% 1	50.00% 3	33.33% 2	6
Agenda / StructureOrdre du Jour	0.00% 0	50.00% 3	16.67% 1	33.33% 2	6
Invitation / advance information providedLes invitations, informations fournies à l'avance	0.00% 0	33.33% 2	33.33% 2	33.33% 2	6
Use of social mediaUtilisation des médias sociaux	0.00% 0	0.00% 0	66.67% 4	33.33% 2	6

#	Comments	Date
1	Améliorer les groupes de travail	6/21/2017 10:43 AM
2	le format des questions ne permet pas toujours d'exprimer son point de vue	6/21/2017 10:41 AM

**Q4 The initiative I'd like to see progress most following the summit is:**

**L'initiative que j'aimerais le plus voir progresser suite au sommet est :**

Answered: 4 Skipped: 2

#	Responses	Date
1	Business Entrepreneurs	6/21/2017 10:43 AM
2	plus de temps pour les initiatives (l'apr�s midi)	6/21/2017 10:41 AM
3	Working group to advance immigration initiatives	4/25/2017 9:01 AM
4	International Student placements and more support from Feds to expedite Immigration process	4/23/2017 10:13 PM

**Q5 The initiative(s) I would like to collaborate on following the summit is (are):**

**Les initiatives sur lesquelles j'aimerais collaborer suite au sommet sont :**

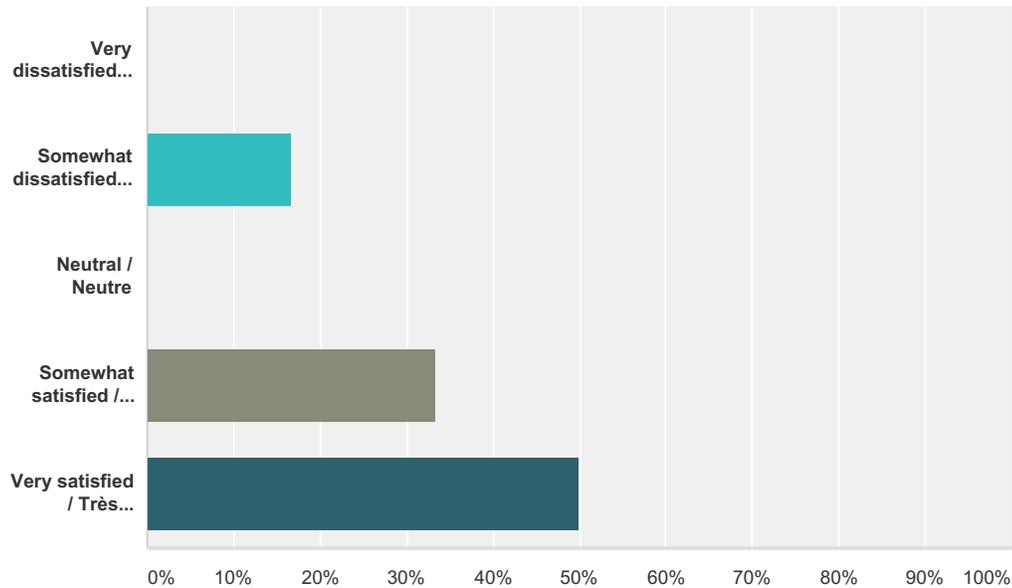
Answered: 4 Skipped: 2

#	Responses	Date
1	Business Entrepreneurs	6/21/2017 10:43 AM
2	participer aux actions si possible sur la rétention	6/21/2017 10:41 AM
3	Working group to advance immigration initiatives	4/25/2017 9:01 AM
4	Social Innovation Lab	4/23/2017 10:13 PM

**Q6 Overall, how would you rate your satisfaction with the 2017 Immigration Opportunities Summit?**

**Dans l'ensemble, comment évaluez-vous votre satisfaction suite sommet des possibilités en l'immigration 2017?**

Answered: 6 Skipped: 0



Answer Choices	Responses
Very dissatisfied / Très insatisfait	0.00% 0
Somewhat dissatisfied / Plutôt insatisfait	16.67% 1
Neutral / Neutre	0.00% 0
Somewhat satisfied / Plutôt satisfait	33.33% 2
Very satisfied / Très satisfait	50.00% 3
<b>Total</b>	<b>6</b>

#	Comments	Date
1	Veillez préciser : On va dans la bonne direction	6/21/2017 10:43 AM

**Q7 The most valuable part of the Summit  
for me was:**

**La meilleure partie du sommet a été :**

Answered: 6 Skipped: 0

#	Responses	Date
1	présentation Pop Growth	6/21/2017 10:43 AM
2	les échanges lors de la table ronde	6/21/2017 10:41 AM
3	Gathering multiple stakeholders	4/25/2017 9:01 AM
4	The round tables discussions	4/24/2017 1:36 PM
5	Exercise 2	4/23/2017 10:13 PM
6	accountability	4/22/2017 3:16 PM

**Q8 The least valuable part of the Summit was:**

**La partie la moins utile du sommet a été :**

Answered: 4 Skipped: 2

#	Responses	Date
1	les discours	6/21/2017 10:43 AM
2	le matin - trop long sur les présentations	6/21/2017 10:41 AM
3	none	4/23/2017 10:13 PM
4	short time frame	4/22/2017 3:16 PM

**Q9 Please share any other feedback you have on the Summit.**

**Veillez nous faire part de tout autre commentaire à propos du sommet.**

Answered: 1 Skipped: 5

#	Responses	Date
1	Great group in the room! Sadly not much business present...	4/23/2017 10:13 PM