Strategy + Technology + Engagement

We build purpose-driven online communities that deliver results.

Our Mission

To empower and engage people to connect, collaborate and succeed around a common purpose or interest.

To overcome barriers – such as time, physical, geographical or language – that can prevent key human connections from taking place.

What We Do

We combine and leverage the skill sets and experience of our clients and our team to define and build successful online communities.

We harness the power of the collective – the insights and perspectives that everyone can contribute.

Our experience

200+ clients over the past 25 years*

25 categories

- Non-profit
- Government
- Private sector

An Introduction: Tutela

The Goal:

- Unite all ESL/FSL professionals across Canada
- Promote collaboration
- Empower teachers with the resources and best practices needed
- Reduce duplication of resources and information silos

An Introduction: Tutela

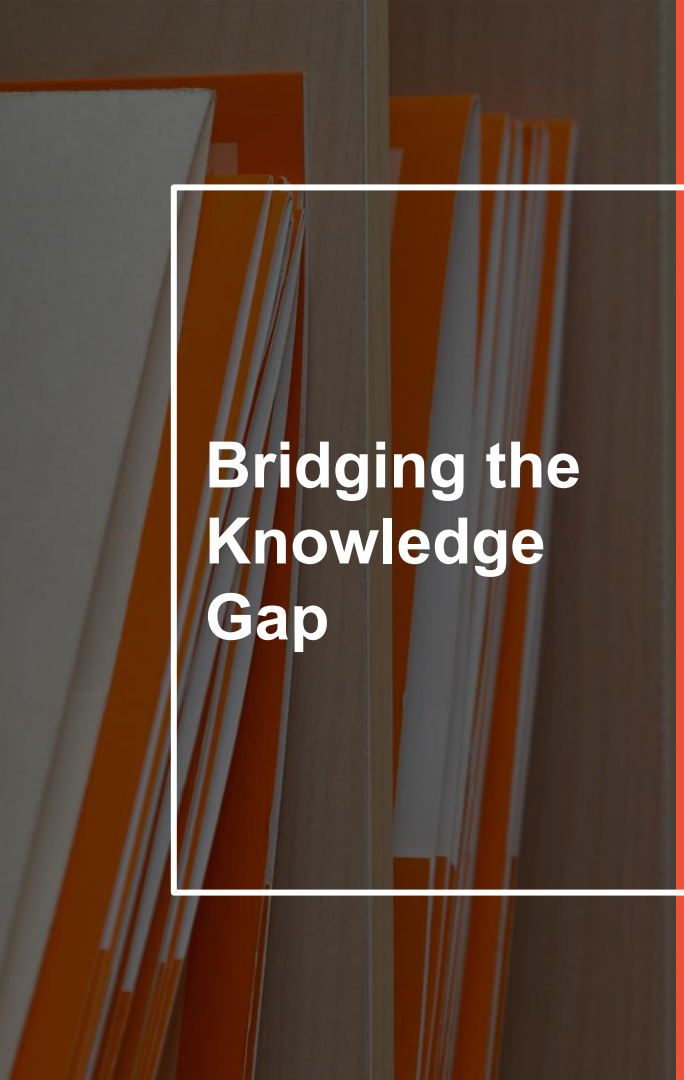
The Result:

- We currently connect over 13,000 teachers across Canada
  - Reached 4,000 in Year One
- Revolutionized how ESL/FSL teachers collaborate, learn and work every day

synergiq solutions

The need for Online Communities in Settlement

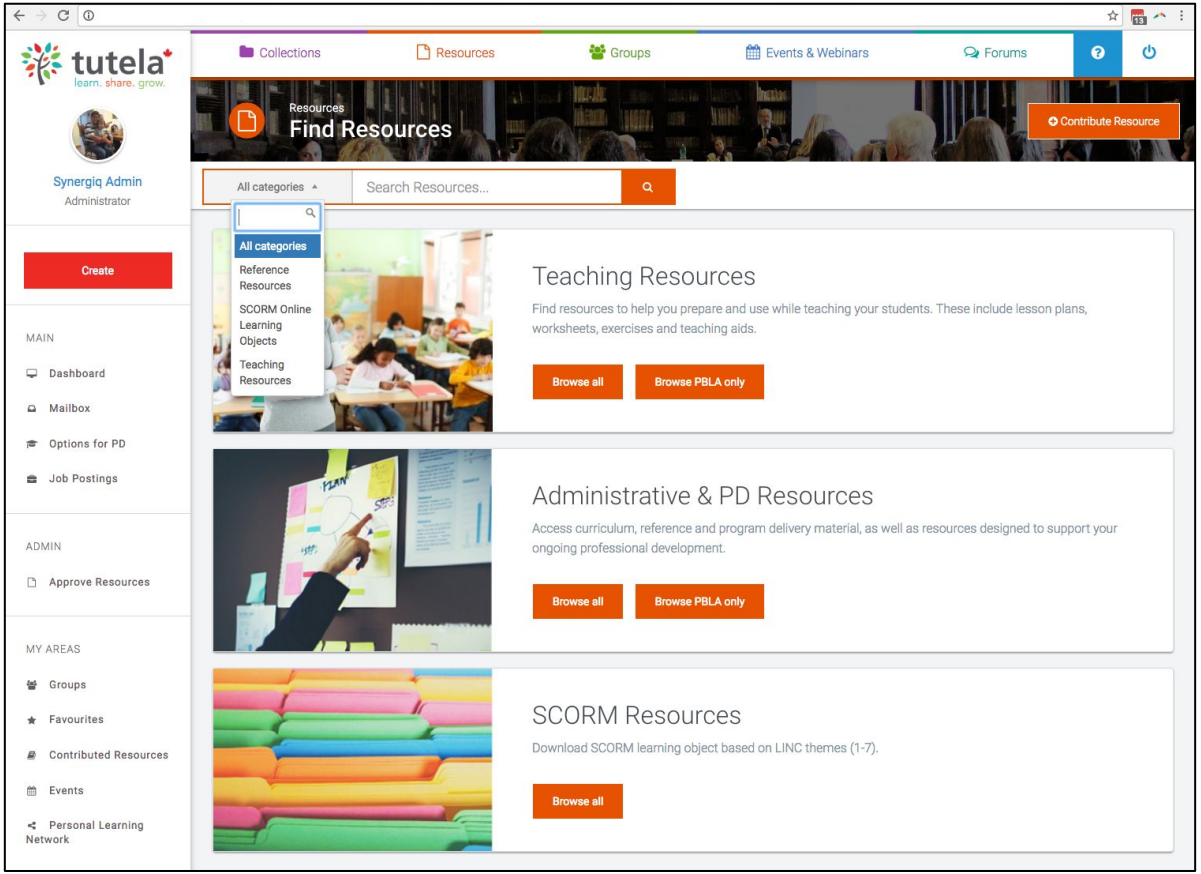
- Bridge the knowledge gap: a one-stop shop for newcomer resources
- Overcome isolation
- Engaging all stakeholders:
  - Providing mentorship and guidance
  - Integrating newcomers into local community



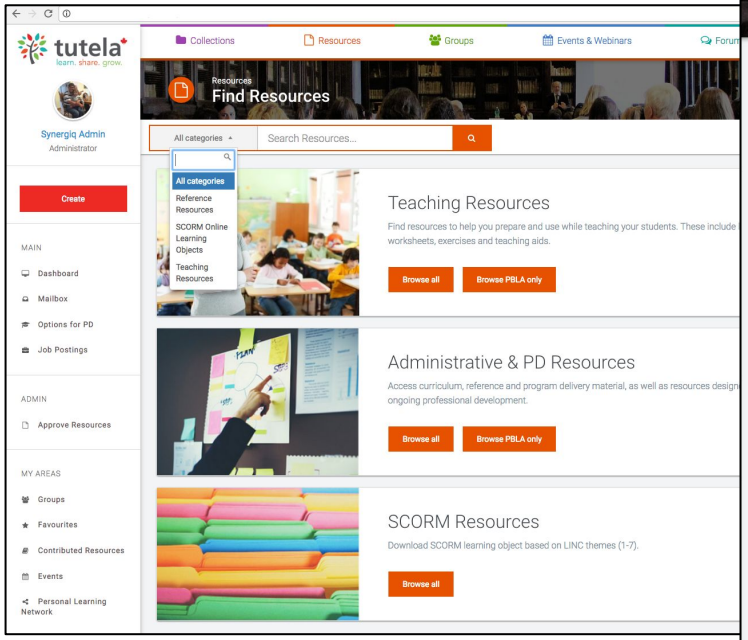
Bridging the Knowledge Gap

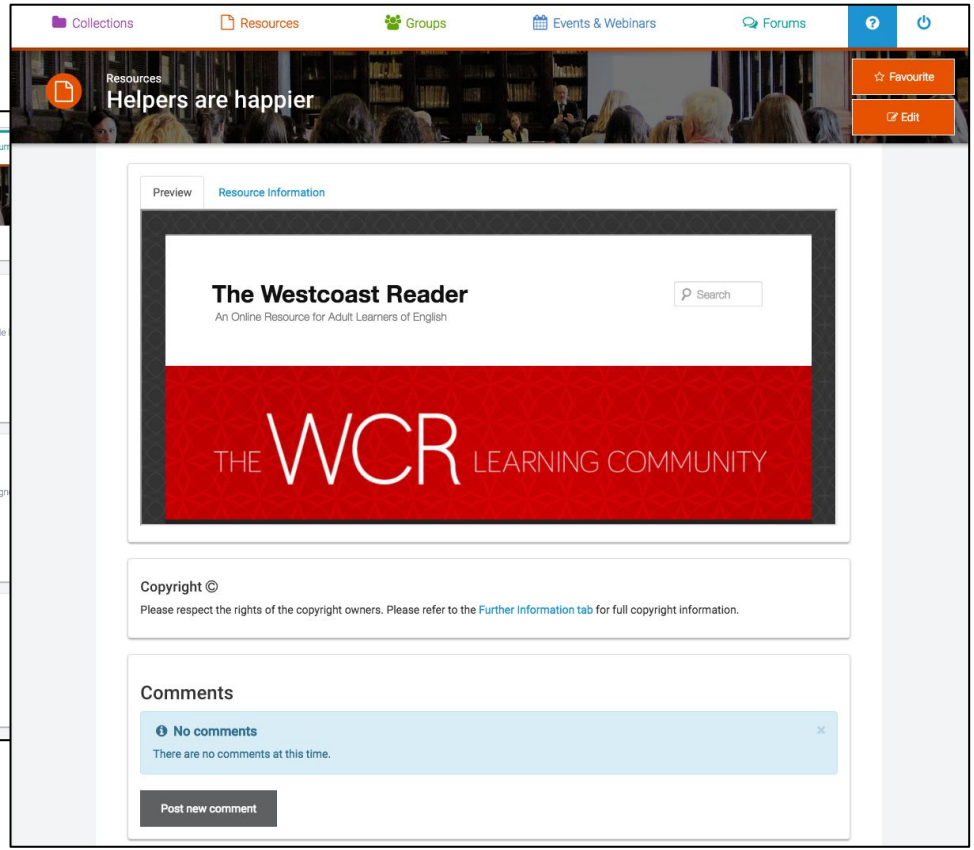
The ability to share resources in an online repository and host live webinars allows all stakeholders in the settlement process to learn from each other, share valuable information and overcome the feeling of not knowing what to do, throughout the settlement process.

Tutela: Resources



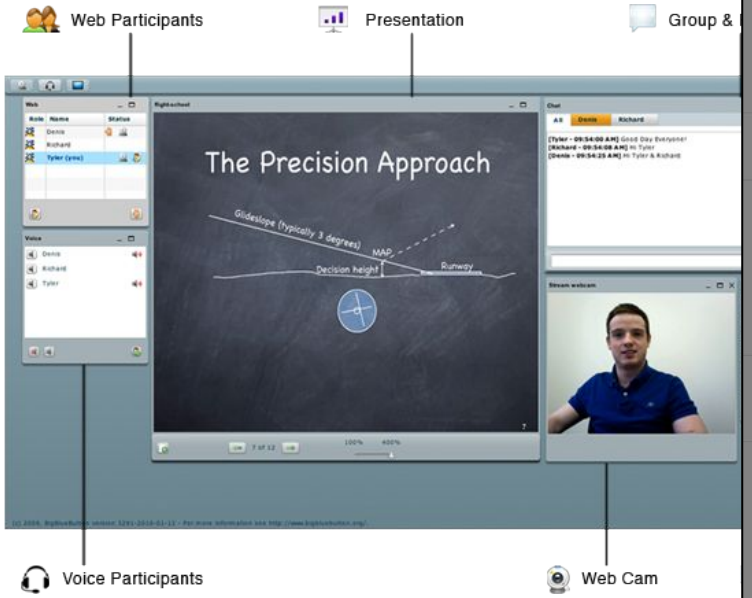
Tutela: Resources

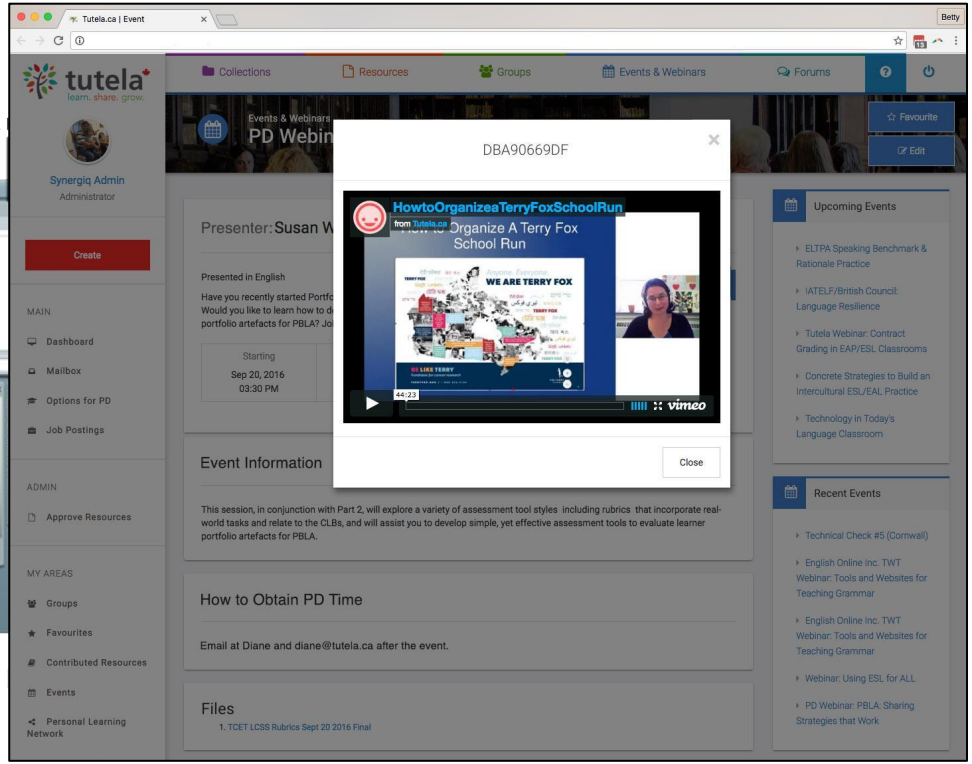


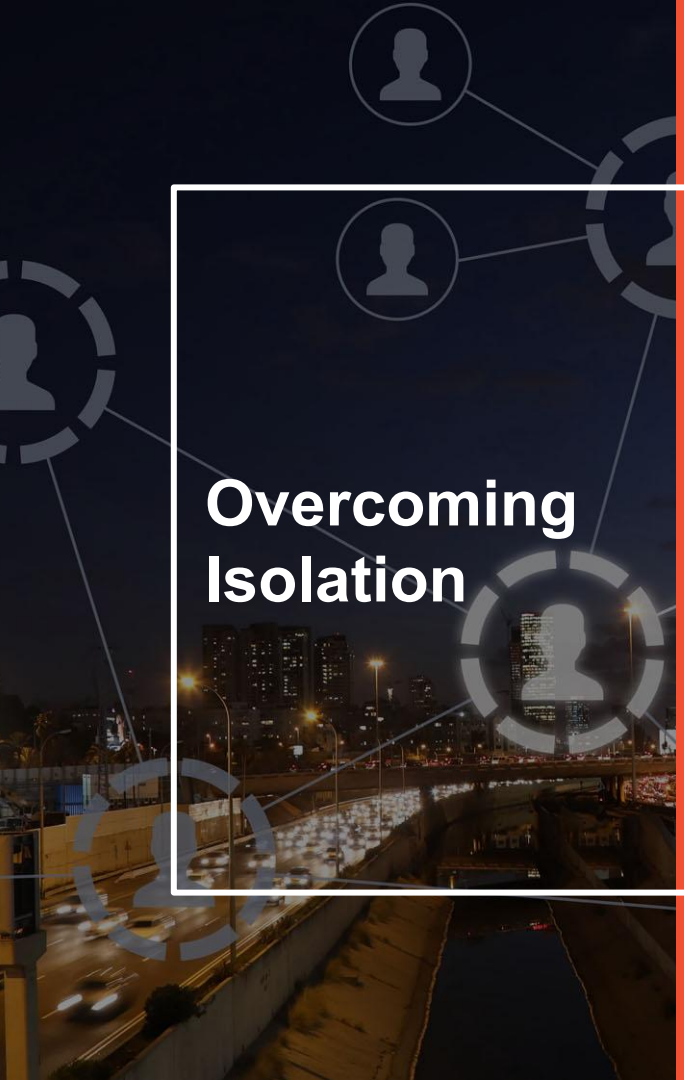


Tutela: Webinars

Tutela: Webinars



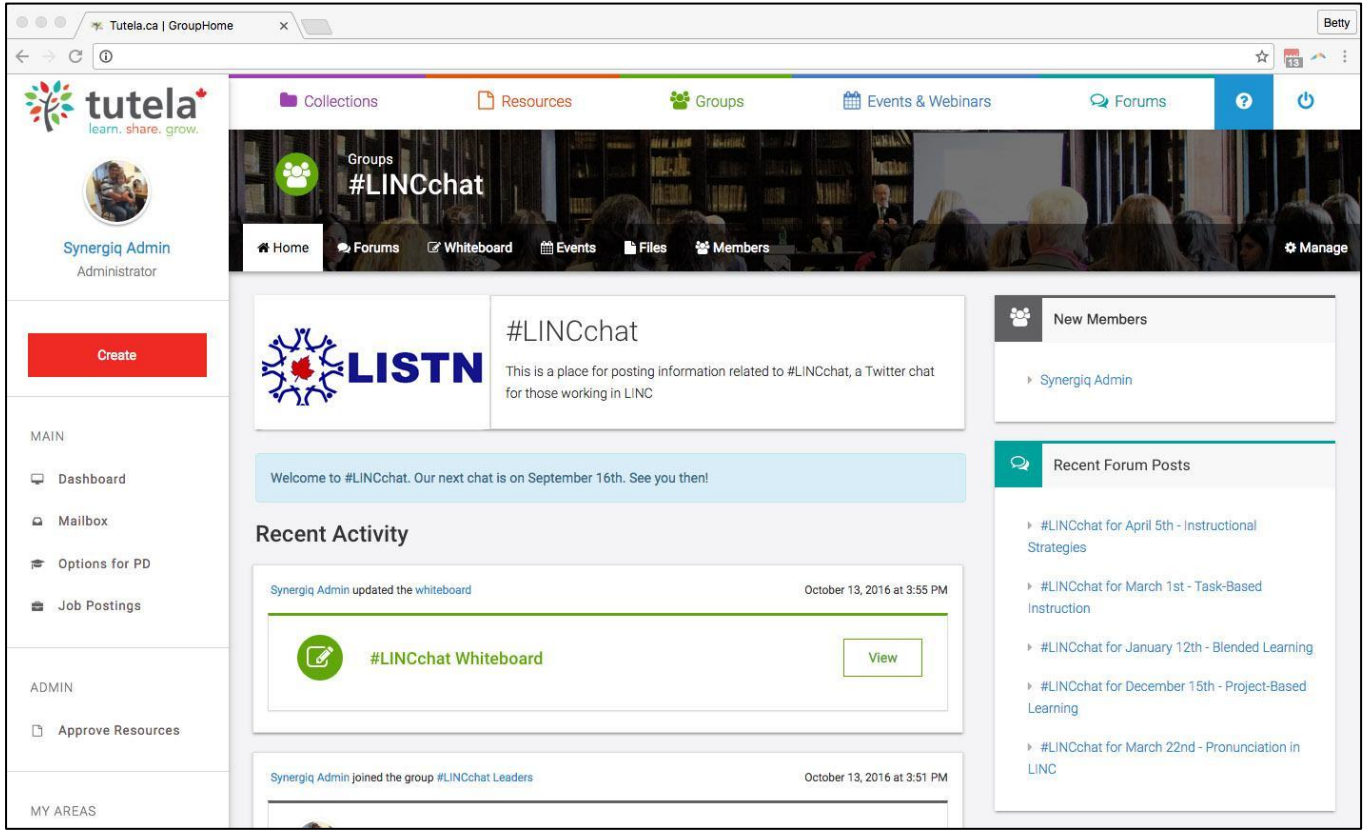




Overcoming Isolation

Groups provide the opportunity to ask questions, share best practices and experiences as well as collaborate online. This could allow service providers, pre-arrivals and newcomers to easily interact with each other to seek out support and any information needed.

Tutela: Groups



Engaging All Stakeholders

Online Communities provide an incredible range of possibilities for engaging stakeholders throughout the settlement process. Live chat rooms, newcomer buddy programs and volunteer opportunities are just a few ways this can be done.

Best Practices: Resources & Webinars

Resources

- Content is important but organization (ease of access) paramount
- Overcoming duplication of resources and information silos
- Maintain a central hub
- Encourage resource sharing

Webinars

- Making technology seamless
- Assistant to presenter
- Testing technology beforehand
- Engaging topics

Best Practices: Managing Groups

Groups:

- Initial onboarding
- Ongoing engagement
- Group leader training/content experts
- Techniques for supporting engagement

Challenges

Potential Hurdles:

- Disconnect in user journey
- Funding & project ownership
- Lack of human resources (engagement, onboarding, outreach)
- Ongoing development deeds
- Accessibility of technology

Potential Online Communities in Settlement

- Knowledge sharing between researchers / policy makers
- Best practice sharing & collaboration between service providers
- Support for newcomers (pre-arrival/post-arrival)

  Example: **NewStart** Program

  - Corporate sponsor approach (i.e. a bank)
  - Go beyond standard banking-related info
  - Facilitate the community on all aspects of onboarding, getting acquainted in neighbourhoods… take it local
  - Generate neighbourhood ambassadors from employees, bank customers (i.e. Welcome Wagon)

Questions?