

# Facilitating Youth Citizenship Through Technology: A Case Study of [CitizenshipCounts.ca](http://CitizenshipCounts.ca)

Pathways to Prosperity Conference, Toronto

November 17, 2017



**?** *WHY*  
become a citizen

**⚙️** *HOW*  
to become a citizen

**✓** *PREP*  
for the test

# CITIZENSHIP COUNTS!

Earn badges while you learn about the benefits of Canadian citizenship, how to apply, study for your test, and take online citizenship quizzes.

**Ace The Test**

**1**  
START  
LEARNING

**2**  
EARN  
BADGES

**3**  
ACE  
THE TEST



Funded by: Immigration, Refugees and Citizenship Canada  
Financé par: Immigration, Réfugiés et Citoyenneté Canada



# Approach

## AUDIENCE

- Youth 16–24
- Permanent residents or uncertain about status
- Online, tech-savvy, social media users
- Many play games

## TONE

- Fun
- Inviting
- Motivating
- Youthful
- Celebratory
- Knowledgeable

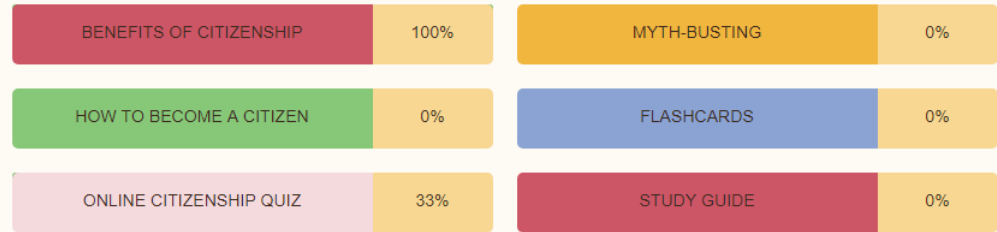
## KEY MESSAGES

- Canadian citizenship is beneficial
- Prepare well for the citizenship test

**Outreach strategy:** print media, partnerships, social media, Google Adwords, FaceBook ads, MailChimp newsletter campaigns, events, high school outreach, OCASI websites

# Youth Engagement Techniques

## MY PROGRESS



## MY BADGES



CONGRATULATIONS!




Badge earned: **Benefit Blazer**  
*Login to claim badge*

# How to Become a Citizen

## HOW TO BECOME A CITIZEN

Get a badge for exploring all the steps to apply for Canadian citizenship!

1 AM I ELIGIBLE TO APPLY?



2 PROVE THAT YOU KNOW ENGLISH OR FRENCH




3 PROVE THAT YOU HAVE MET THE RESIDENCY REQUIREMENTS



4 DOWNLOAD AND FILL OUT THE APPLICATION FORM

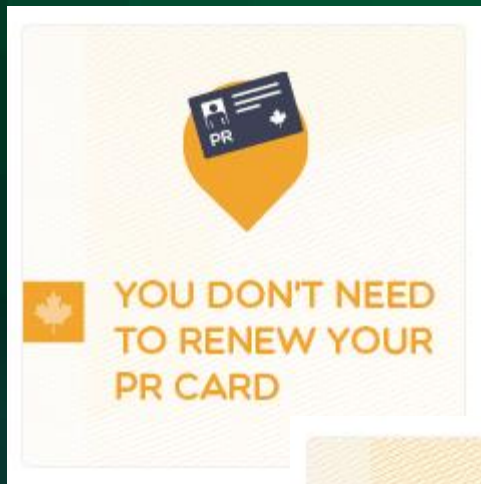


5 INCLUDE ALL SUPPORTING DOCUMENTS



- ▶ HOW LONG WILL IT TAKE TO PROCESS AN APPLICATION?
- ▶ WHERE CAN I CHECK MY APPLICATION STATUS?
- ▶ WHAT HAPPENS AFTER I APPLY?
- ▶ WHAT HAPPENS IF I MOVE AFTER I APPLY?
- ▶ WILL I BE ASKED TO COME IN FOR AN INTERVIEW?
- ▶ WHY AM I BEING ASKED FOR FINGERPRINTS?
- ▶ AM I GOING TO GET A RESIDENCE QUESTIONNAIRE?
- ▶ WHAT IF I LIVE WITH MY PARENTS AND HAVE NO BILLS TO PROVE MY RESIDENCY?
- ▶ WHAT IF I HAVE BEEN IN PRISON, PAROLE, OR PROBATION?
- ▶ WHAT IF I HAVE BEEN ORDERED TO LEAVE CANADA?

# Why Become a Citizen



CITIZENSHIP COUNTS.ca ACE THE TEST

**WHY** become a citizen

**HOW** to become a citizen

## MYTH-BUSTING

Answer the questions right and get Myth-Busting badges!

▶ Is it easier to renew my PR card than get Canadian citizenship?

Yes  No  Maybe

▶ Is it easy to get a travel document?

Yes  No  Maybe

▶ I can still sponsor my family if I am not a Canadian citizen.

Yes  No  Maybe

▶ I can still get involved in Canadian politics if I am a PR.

Yes  No  Maybe

The screenshot shows a quiz interface for 'CITIZENSHIP COUNTS.ca'. It features a header with navigation options 'WHY become a citizen' and 'HOW to become a citizen'. The main section is titled 'MYTH-BUSTING' and includes an instruction: 'Answer the questions right and get Myth-Busting badges!'. There are four multiple-choice questions, each with 'Yes', 'No', and 'Maybe' options. The questions are: 1. 'Is it easier to renew my PR card than get Canadian citizenship?', 2. 'Is it easy to get a travel document?', 3. 'I can still sponsor my family if I am not a Canadian citizen.', and 4. 'I can still get involved in Canadian politics if I am a PR.'

# Prep for the Test

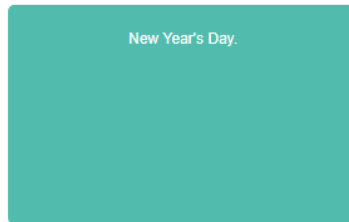
## DISCOVER CANADA FLASHCARDS

Flip each flashcard to get more information about each term. Sort them by topic. Get badges based on how many you flip!

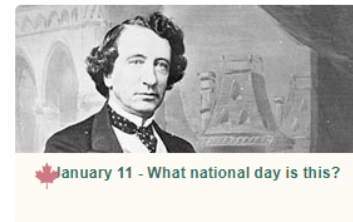
- Aboriginal Peoples
- Acronyms
- Art & Sports
- Canadian Symbols
- Capitals
- Confederation
- Constitution
- Definitions
- Discoveries & Inventions
- Diversity & Multiculturalism
- Economy
- Elections
- Founding Peoples
- Geography
- Government
- Honours
- Important Dates
- Important People
- Justice
- Language
- Public Holidays
- Rights & Responsibilities
- Slavery
- War & Military



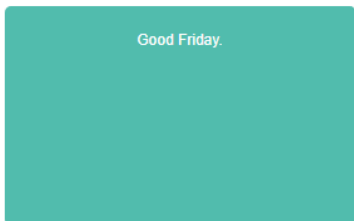
#Confederation #Public Holidays



#Important Dates #Public Holidays



#Important Dates #Public Holidays



#Important Dates #Public Holidays



#Important Dates #Public Holidays



#Important Dates #Public Holidays

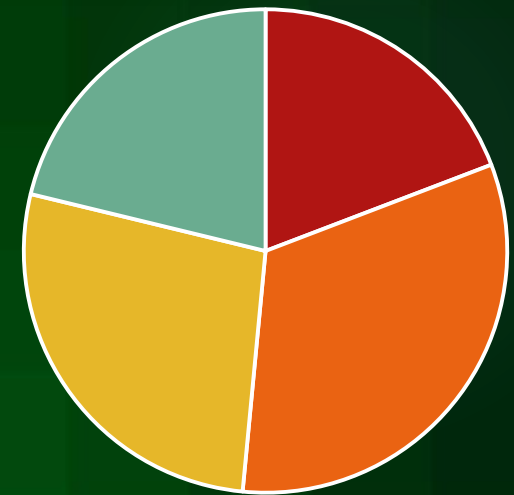
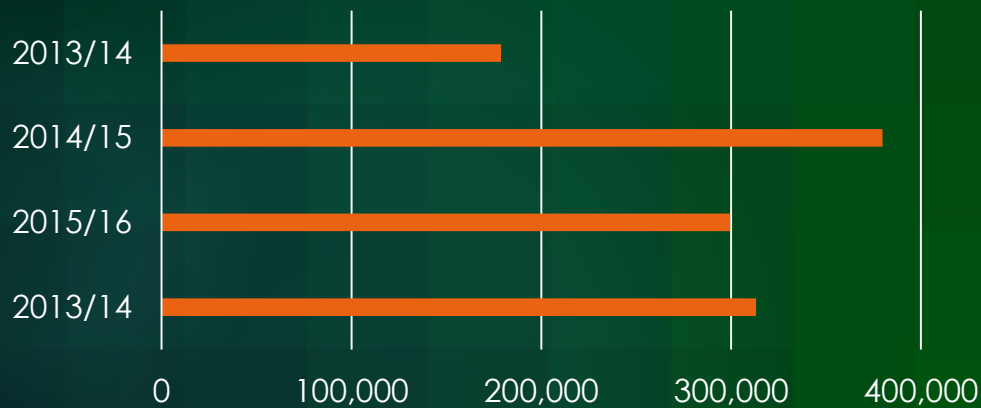
# Statistics

- ▶ 1,183,246 Unique Visitors (since October 15, 2013)
- ▶ Most popular sections: online quiz, Discover Canada Guide, flashcards
- ▶ More mobile users (57% versus 43%)
- ▶ 5.6K Facebook likes; 1K YouTube subscribers



# Visitor Demographics

## Unique Visitors



■ Under 24 ■ 25-34 ■ 35-44 ■ Over 45

# Testimony

“I aced the test. 20 out of 20. Your website and mobile app helped a lot. All the material I read about Canada made me appreciate this country that I am about to call my permanent home and the reason why I choose to become a citizen. Thank you so much for all your hard work putting this together!”

# Analysis

## Successes

- ▶ Interactivity
- ▶ Social Media
- ▶ Design and Visuals
- ▶ Partnerships
- ▶ Initial outreach
- ▶ Content design

## Challenges

- ▶ Maintenance
- ▶ Policy and program changes
- ▶ App and Tech capacity

# Thank You

Julia Mais, MA

Senior Coordinator, OCASI

[jmais@ocasi.org](mailto:jmais@ocasi.org)