



Integrating and Retaining Newcomers in Small Centers





Bringing people & communities together

The PEI Association for Newcomers to Canada (PEIANC) was incorporated in **1993** as a non-profit charitable organization. Our mandate is to provide short-term settlement services and long-term inclusion and community integration programs for new immigrants on PEI.



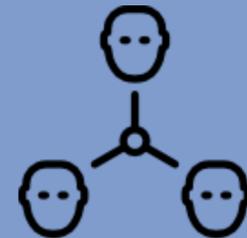
WHO ARE WE?



Province-wide
immigrant
support
agency



Variety of
short-term
settlement
services



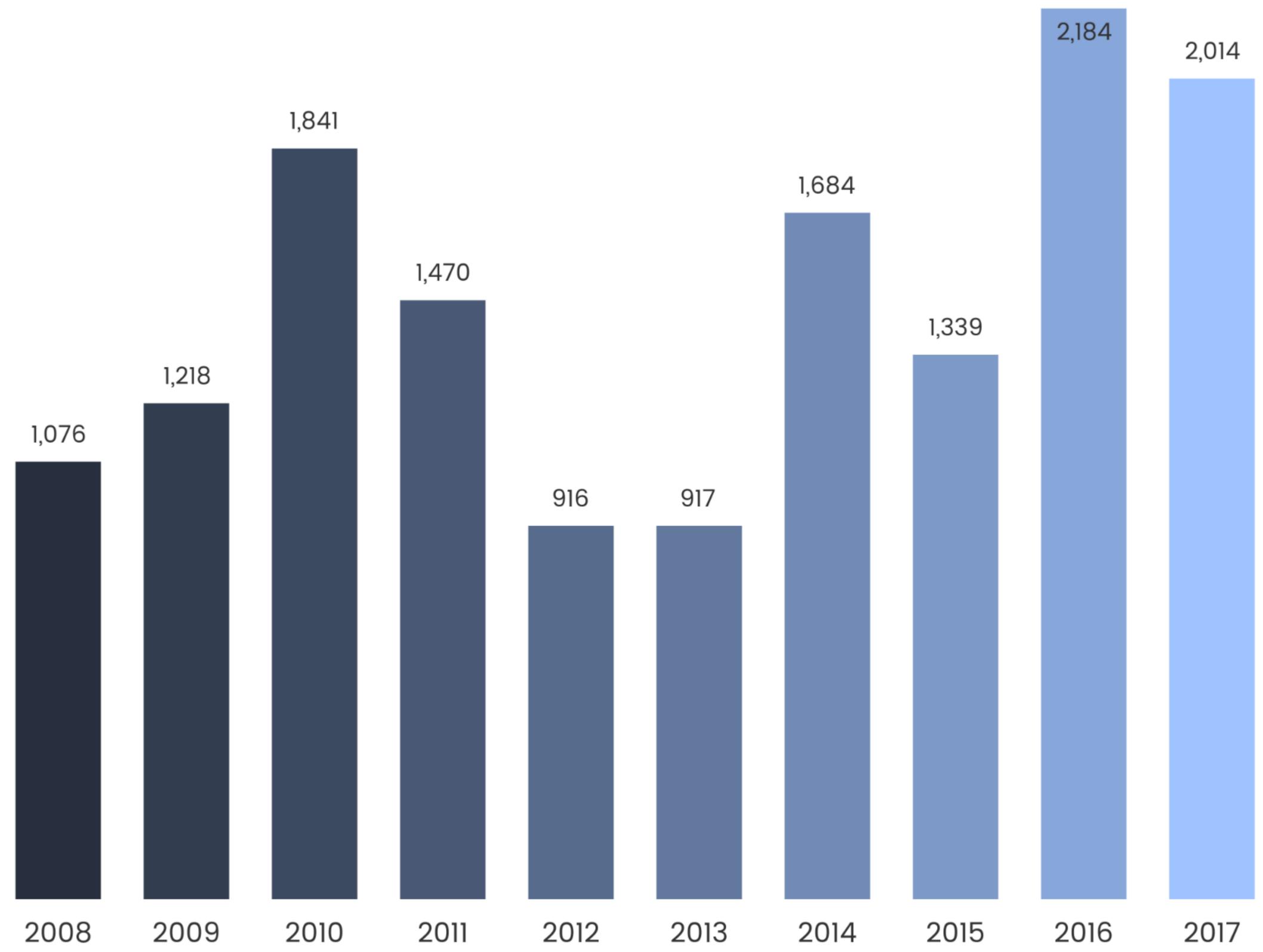
Long-term
social inclusion
& community
integration
programs



Cross-cultural
awareness
and public
education
programs

NEWCOMERS TO PEI

Over **7,200** clients registered to receive services through the PEIANC in the last four years





ALL OVER THE WORLD

Newcomers from **79**
different countries
immigrated to PEI in
2017





PEIANG PROGRAMS & SERVICES

PEIANC PROGRAMS & SERVICES



Intake, needs assessment, orientation and referral



Language assessment & LINC referral



Newcomer settlement services



Resettlement assistance program for refugees



Canadian life skills program



Employment assistance services



Cultural education and inclusion training



Youth settlement services



Family counselling



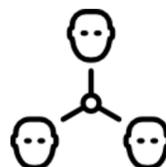
SWIS worker partnership



Community Engagement program & events



Volunteer English tutor program & conversation circles



PEI Immigration Partnership



Online guide for newcomers in 7 languages





PEI IMMIGRATION PARTNERSHIP (PIP)

www.peipip.ca

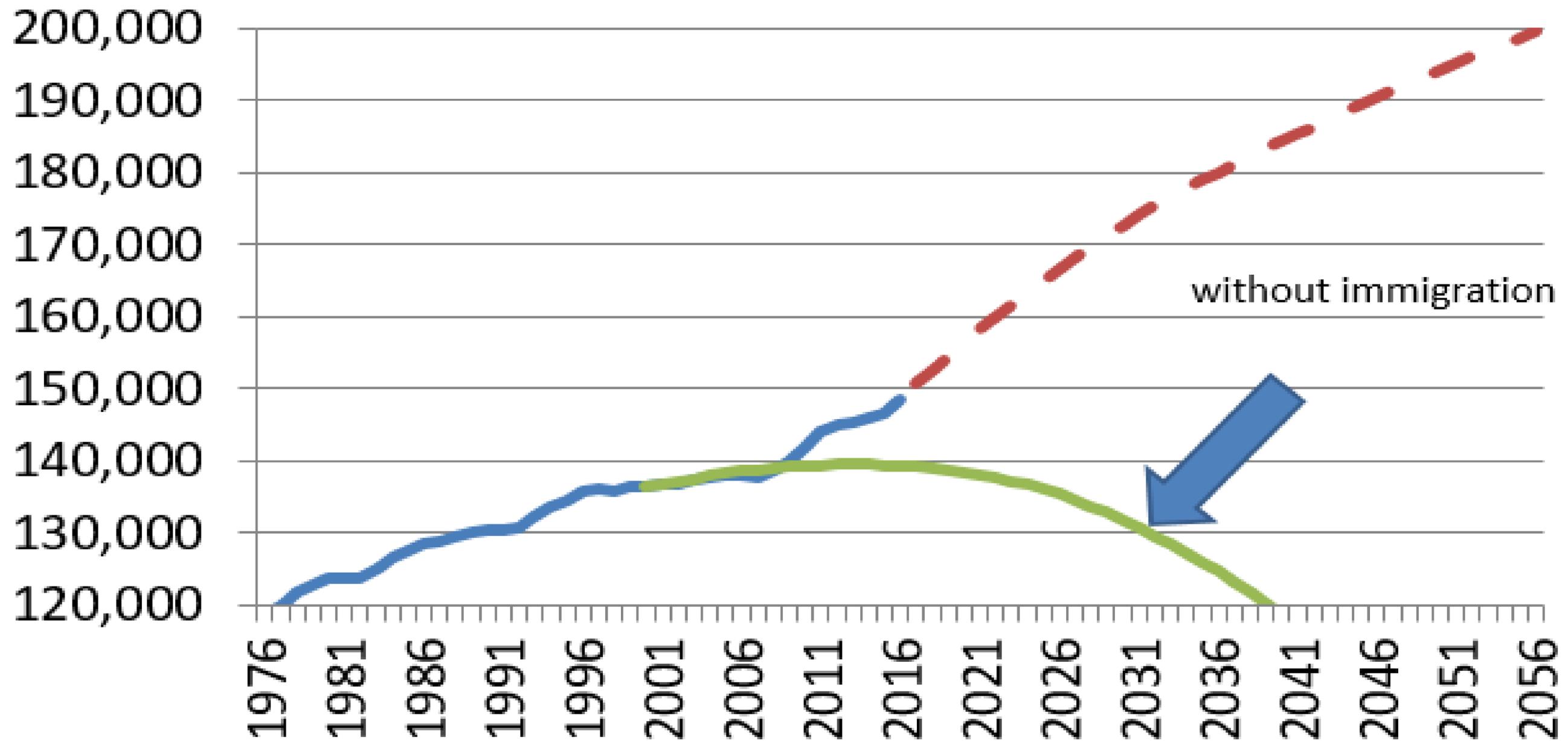
PEI's Immigration Partnership (PIP) is a province-wide, multi-sectoral partnership funded through IRCC. PIP brings stakeholders together through working groups and events to collaborate in the areas of municipal leadership in new resident support, service provider coordination, welcoming communities and other activities related to creating the conditions for improved settlement and retention. There remains a continued focus on inclusion in communities and workplaces, sense of belonging, and enhanced social, economic, and civic participation.

Foundational to this work is the recognition that:

- Immigration is critical for the future of PEI
- Inclusion and integration happens within community
- Retention requires an organized and concerted effort by many
- We can do more together



PEI's Story: Population Growth and Immigration



Loss of Amenities in Absence of Population Growth



"Major economic anchor for community goes out of business due to adverse economic conditions"

<http://www.cbc.ca/news/canada/prince-edward-island/rinks-sitting-empty-in-rural-areas-1.2815562>

Over the last ten years rural hospitals, schools, businesses, and amenities have been under risk of closure

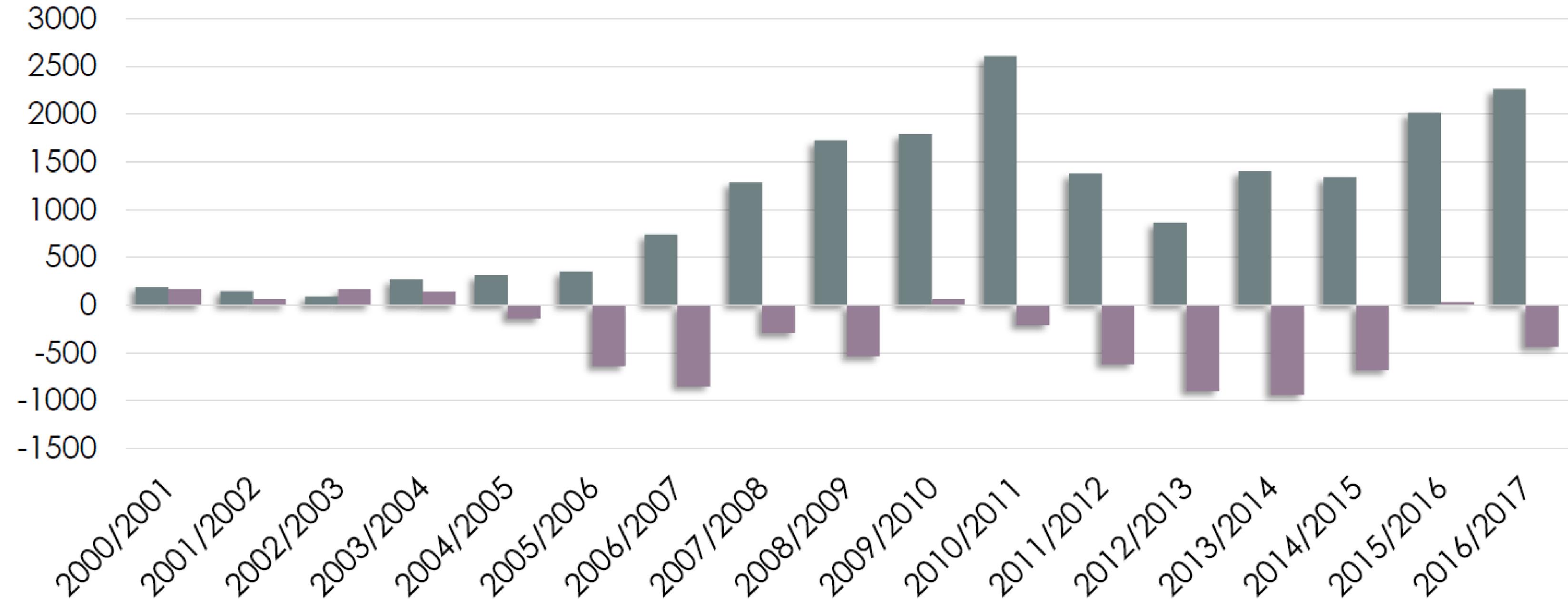


Population Decline in Absence of Immigration

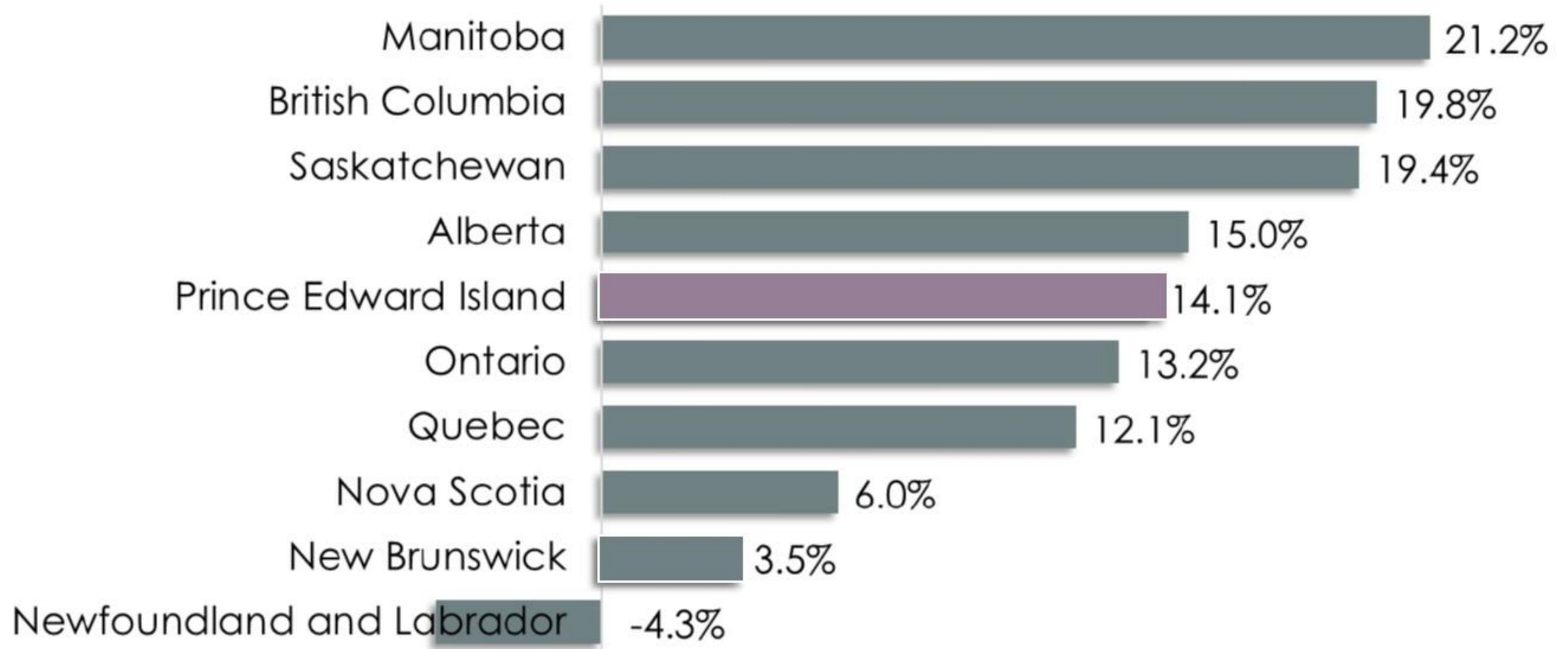
TABLE 2: Census Counts for PEI Census Divisions and Sub

Geographic Name	Population		
	2016	2011	% Change
Prince Edward Island	142,907	140,204	1.9
Kings County	17,160	17,990	-4.6
Cardigan	269	332	-19.0
Georgetown	555	675	-17.8
Kings, Royalty	280	291	-3.8
Montague	1,961	1,895	3.5
Morell	297	313	-5.1
Morell 2	22	24	-8.3
Murray Harbour	258	320	-19.4
Murray River	304	334	-9.0
Souris	1,053	1,173	-10.2
St. Peters Bay	237	253	-6.3

Immigration and interprovincial migration

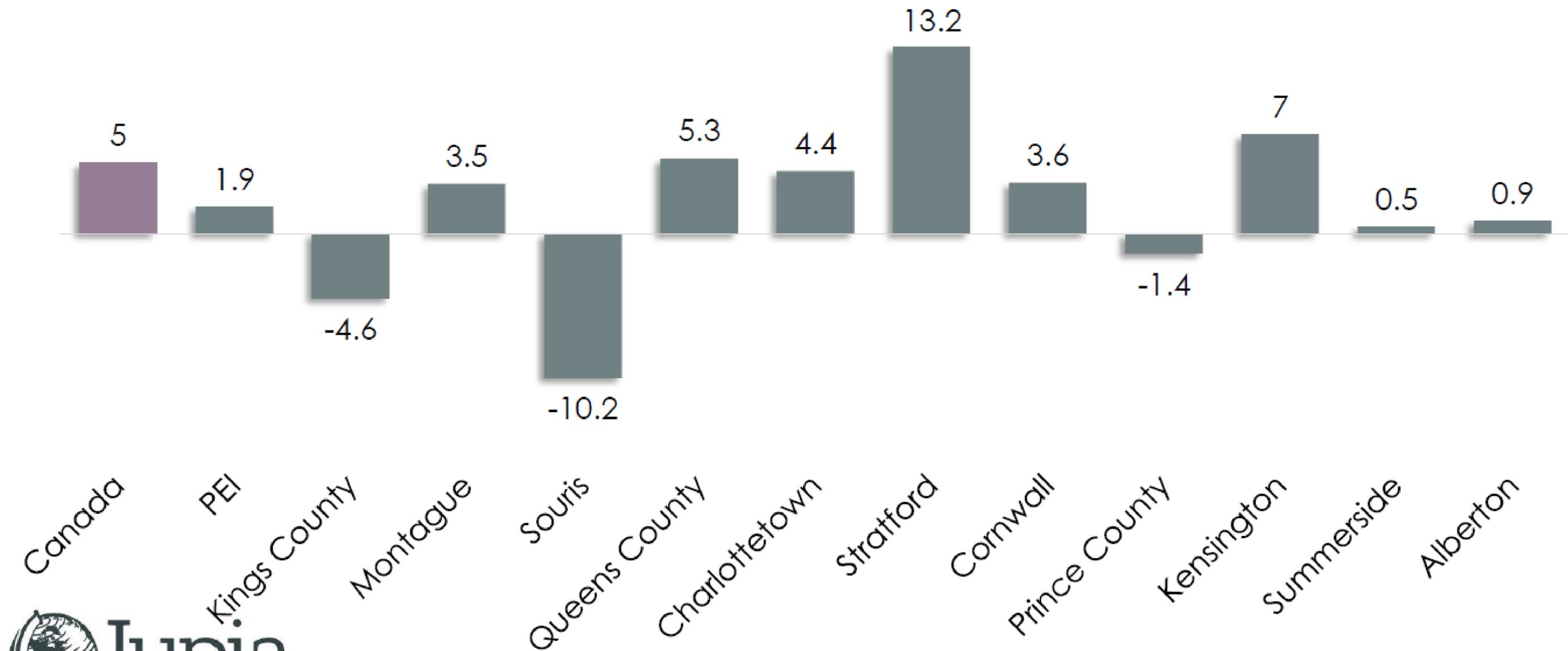


Cumulative real GDP growth (2007-2016)

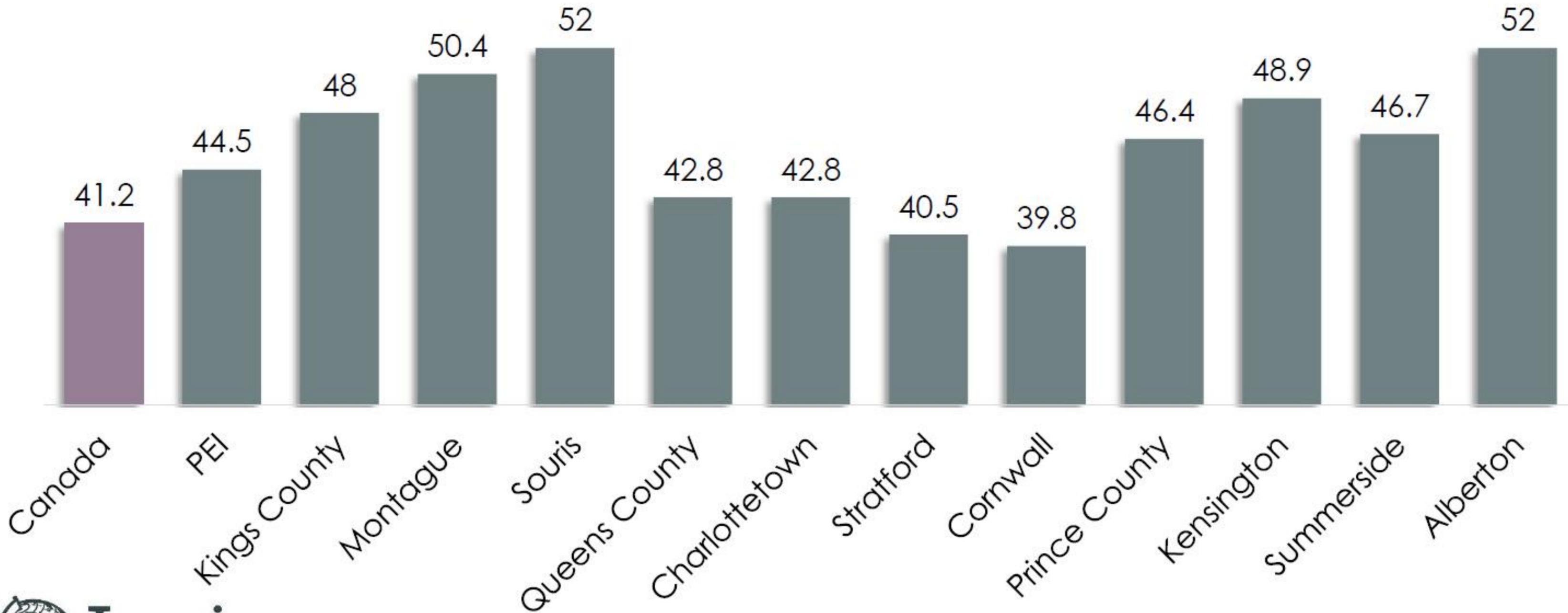


Where there is Immigration, there is Population Growth

% change over last 5 years, 2011-2016



Median age of the population



Population Growth Opportunity: Improved Retention

PEI Retention Rates per Landing Year: All Immigration Categories (Stats Can Tax Filer Data 2 years behind)								
Landing Year	less than 1yr	1 year	2 year	3 year	4 year	5 year	6 year	7 year
2006	76%	53%	37%	32%	27%	27%	24%	20%
2007	76%	50%	40%	33%	29%	29%	27%	25%
2008	55%	30%	22%	18%	16%	14%	14%	
2009	57%	30%	24%	20%	19%	18%		
2010	58%	32%	24%	19%	18%	16%		
2011	62%	36%	24%	21%	18%			
2012	67%	44%	38%	31%				
2013	81%	64%	53%					
2014	76%	57%						
2015	78%							

Statistics Canada's [CANSIM Table 054-0003](#)

With Support From David Chaundy, APEC



Goal: Integrate and Retain IEHPs and Newcomers to PEI



Consult with Community and Determine Local Priorities

- Community Agencies, Groups, and Leaders
- Previous Newcomers
- Government Officials

Focus Groups, Project Launch, Form a Committee

Newcomers Integrated and Retained

Community Integration

Workplace Integration

Spouse and Family

- Recreation
- Community Events
- Hobbies
- Friendship

- Workplace Integration
- Cultural Awareness at the Workplace
- Mentorship
- Orientation
- Welcome Reception

- Employment for Spouse
- Spousal Support
- Children Integrated in School
- Peer Mentorship
- Family Connected to Local Families

Welcoming Communities Becomes a Priority

Framework for the Integration and Retention of Newcomers

Core Values of the Framework

1. Define continuum of services for all newcomers
2. Conceptualize interconnectivity of programs
3. Validate the depth of services needed
4. Create clarity for stakeholder collaboration
5. Visualize dependency of programs and services

Foundational Themes

- Demonstrate necessity of partnerships and collaboration within organizations and between organizations across PEI
- Define a newcomer's pathway; demonstrate complexity in retention
- Identify newcomer integration and retention priorities
- Identify any gaps within the pathway
- Identify and respond to a continuum of needs

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CONTINUUM OF SERVICES - PATHWAY FOR NEWCOMER RETENTION



Phase 1

Pre-arrival /
Recruitment /
Strategies

**Selected
Informed**

Phase 2

Settlement /
Initial Needs

Settled

Phase 3

Education /
Employment /
Entrepreneurship

Stability

Phase 4

Community Integration
Workplace Integration

**Belonging
Established**

Impact

*Improved collaboration between
organizations*

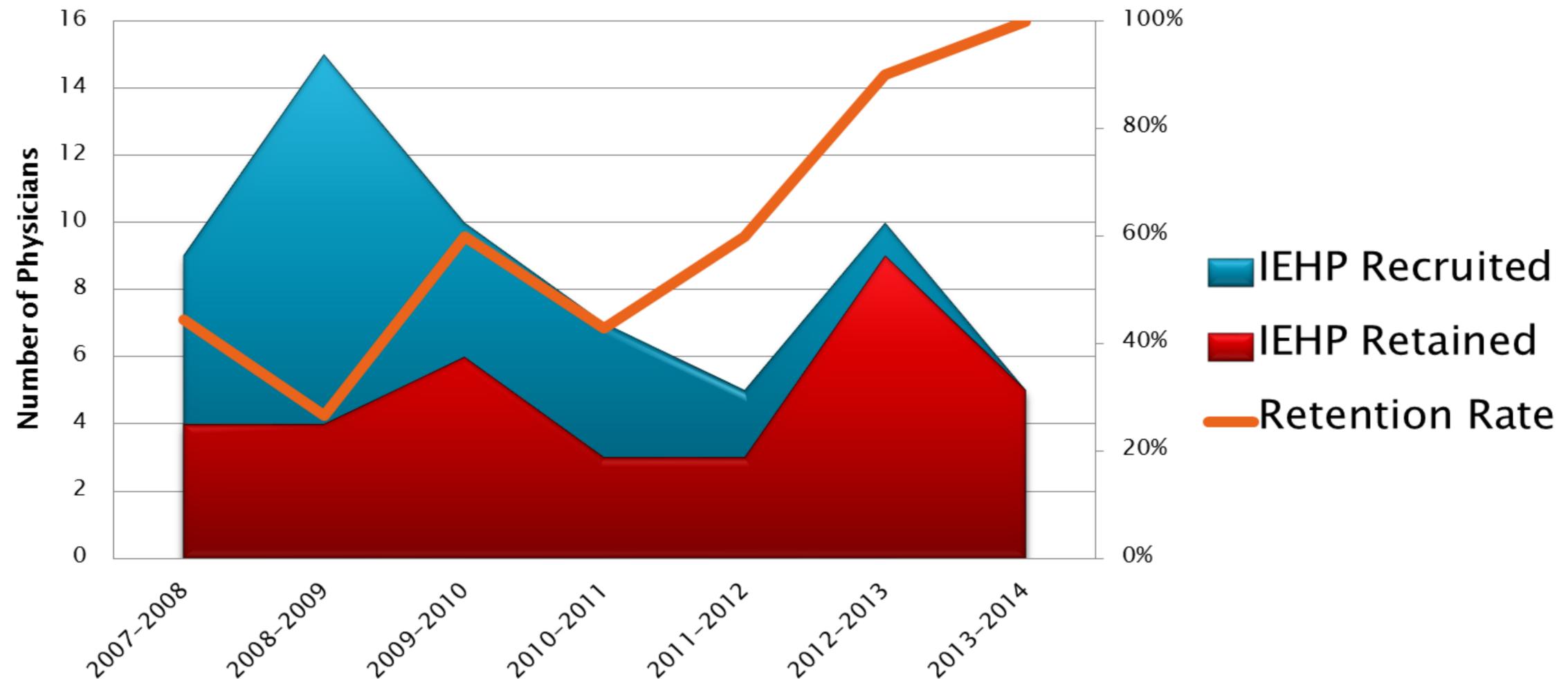
*Improved integration and retention
of newcomers within PEI*

*This framework is a
continuum visualized as
"four phases," each
representing common
themes and requirements
from newcomer attraction
to newcomer retention*



Improved Retention is Possible: Results from Pilot

Recruitment and Retention of IEHPs in PEI





You're invited...

ARE YOU A NEW RESIDENT OF STRATFORD? WOULD YOU LIKE TO LEARN MORE ABOUT YOUR NEW COMMUNITY?

Please join us for our Welcome Event for New Residents





Physician Welcome Reception

Mayor Clifford Lee and Members of City Council invite you to join them at City Hall for the 2018 Physician Welcome Reception. You will be joined by colleagues and professionals from across Charlottetown and area with leaders in the community, in business, and in the health field, all who are active in supporting new residents.

In addition to welcoming Queens County's new physicians and their families, there will be a time for networking and refreshments.

Charlottetown Newcomer Ambassadors

🔒 Closed Group

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PEI's Local Immigration Partnership

🌐 Public Group

About

Discussion

Announcements

Chats

Members



Town of Souris

Friendliest Folks Around
Les Gens Les Plus Aimables

HOME
ABOUT SOURIS
TOWN HALL
EVENTS
TOURISM
BUSINESSES
CONTACT US
LINKS
LOCAL WEATHER
COMMUNITIES IN BLOOM

French



Souris Area Welcoming Committee!

To have good neighbors, we need to be a good neighbor.

"Are you new to the Souris area?"

If you are, we would love to welcome you. Retiring, moving here for work, starting a business, buying a summer home...we are just so happy that you decided to move to Souris and Eastern PEI . We are a group of local residents who feel it is extremely important to not just be friendly but also welcoming. If you would allow us, we would like to offer a symbol of our welcoming spirit by delivering a basket of local goodies, other gifts and some local information that will help with your transition. Let us know your name, family information (if you have kids), address, a good time to drop by and we will come and deliver an old-fashioned welcome basket right to your door.

Not every one will want to request a welcome basket so if you happen to know of anyone that is new to the area, please just let us know and we will follow up.



Recommendations for Improved Newcomer Retention

1. Employment

Goal: Increase number of newcomers attached to the workforce; increase employer-driven workplace integration

2. Provincial Strategy and Coordinated Services for Newcomers

Goal: Define Provincial strategy; increase coordination of programs, services, and information between service provider organizations (SPO's)

3. Entrepreneurship

Goal: Increase coordination and knowledge of services for entrepreneurs or investors; Review Business Impact Category

4. Language Training and Post-Secondary

Goal: Increase language acquisition (accessibility; flexibility; language for employment) and improve transition from LINC to post-secondary

5. Information and Support for Newcomers (work on concurrently with #2 and #6)

Goal: Increase the level of information and support received and accessed by newcomers

6. Municipal Strategies and Activities for New Residents

Goal: Increase newcomer's sense of belonging and acceptance in their community

7. Recruit to Retain:

Goal: Recruit to retain- increase the alignment of newcomer's needs and expectations with what PEI has to offer; increase access to pre-arrival information

Strategic Priorities PIP 2018-2019

- Coordinated Services & Info Sharing
- Social and Economic Integration
- Welcoming Communities
- Municipal Immigration Strategies
- (exploratory) Changing the conversation & normalizing diversity

PIP statistics [Jan 01 2016 – Sept. 31, 2018]

- PIP Network: **357** (individual partners); Stakeholder network: **1200+**
- Newcomer Advisors: **89** (individual advisers)
- Municipal LIP Council & SPO Working Group: **28** sessions
- Provincial or Municipal Strategy Sessions: **46** (total strategy sessions)
- Events (ANC or Community-Led Integration Events): **44** events



Relationships





Collaboration & Coordination





Sense of Belonging



www.peipip.ca

"I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do."

— Leonardo Da Vinci

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