



"Newcomer Employment Initiatives at a Local Level - Different initiatives to support newcomers in Saint John, NB"

- **Janet Scott**
Senior Director, Economic Development
New Saint John Region Economic Development Agency

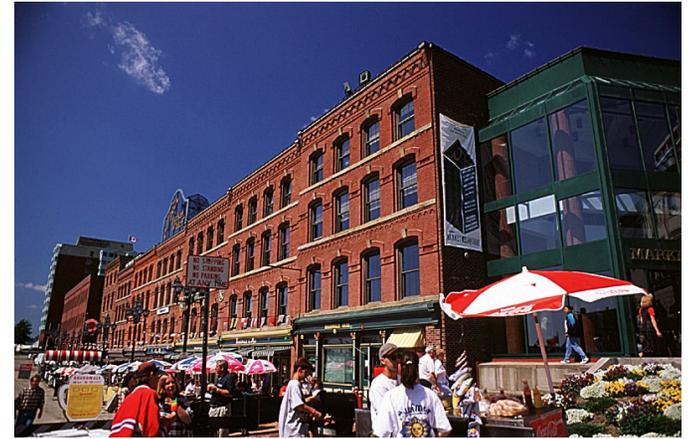
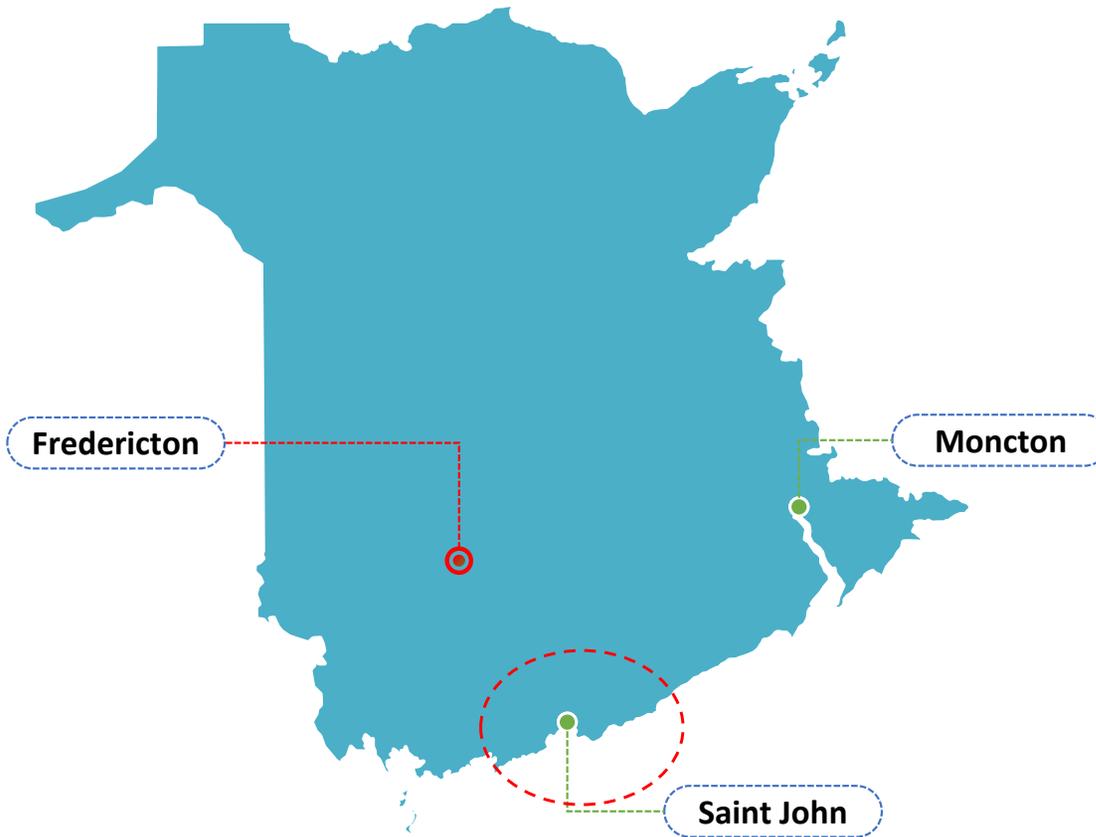
- **Mike Quinn**
Manager of Employment Counseling
WorkingNB - GNB

- **Daniel Rito Farias**
Research Coordinator &
Employment Services Team Lead
YMCA of Greater Saint John

WORKING NB
TRAVAIL NB
Job Match / Jumelage Emploi

New Brunswick
Nouveau Brunswick
CANADA





CMA Saint John

- Saint John - Grand-Bay Westfield – Rothesay – Quispamsis - Hampton



YMCA OF GREATER SAINT JOHN

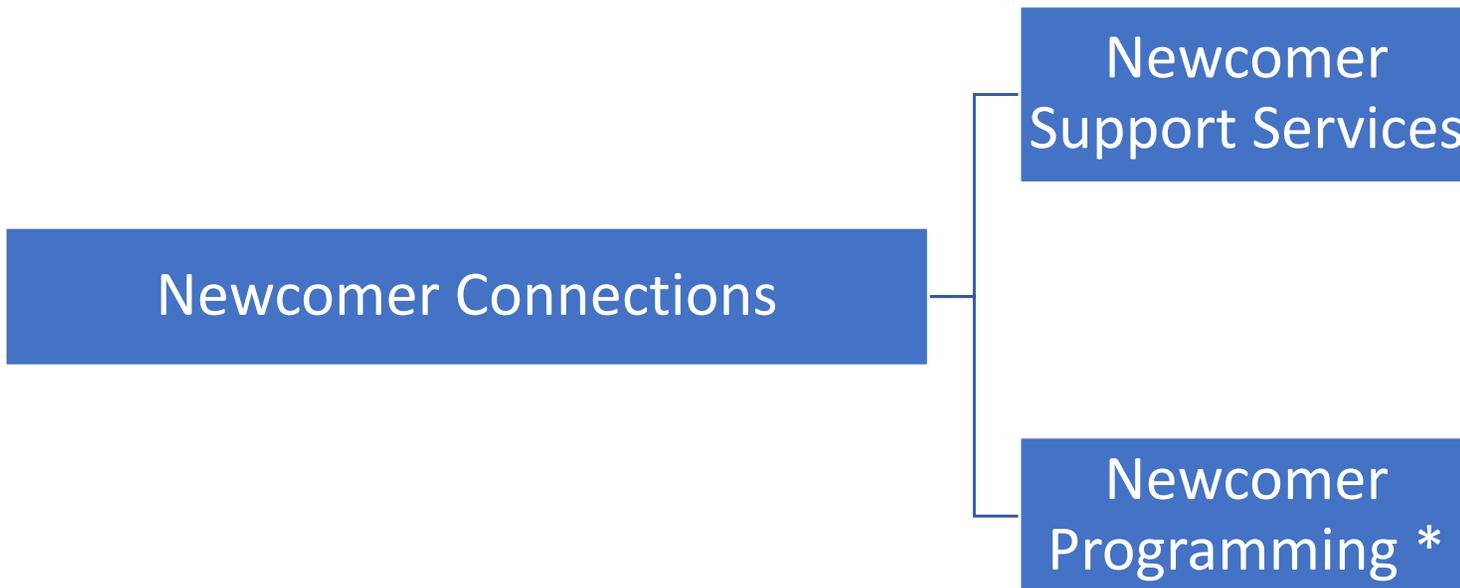
- Health, Membership & Recreation
- Childcare, Camps & After-School
- Newcomer Connections

Building healthy communities





Newcomer Connections



Funded by:



Immigration, Refugees
and Citizenship Canada

Financé par :

Immigration, Réfugiés
et Citoyenneté Canada



Full Time Employment Training (SSELT)

Newcomer Connections

Sector-Specific Employment Language and Training

Sewing & Tailoring

Dates: TBD (Spring/Summer 2020) 18 weeks

Requirements
CLB 3+
Experience as a tailor
Comfortable using sewing machines

If you are interested in this program, please contact Manjeet

m.toor@saintjohny.ca | +1-506-349-6291

Newcomer Connections

Sector Specific Employment Language Training:
Professional Truck Driver

Information Session

Wednesday,
December 4
5:30 to 6:30 PM
YMCA Newcomer Connections

Requirements:

- Must have completed CLB 6
- Unrestricted Class 5 Motor Vehicle Licence
- Clean driver abstract
- Criminal background check

Register today:
Manjeet Toor, Employment Liaison
m.toor@saintjohny.ca

YMCA of Greater Saint John
Newcomer Connections

Sector-Specific Employment Language Training

Working in Health Care

Full-time | 8-10 weeks | starts 25 May 2020

Learn the language and employment skills you need to find a job in the health care industry, such as in a retirement home or as a personal support worker.

CLB 5+ required

Contact Silvana to register today
s.rivas@saintjohny.ca | +1-506-651-2384

Newcomer Connections

Sector Specific Employment Language Training:
Business / Sales / Finance
LINC 5+
Full-time class
Start Date: September 16
End Date: November 8

We will teach the language you need to work in one of these three sectors. The main focus of this program will be determined by participants' interests. We will also practice job search skills and learn about Canadian workplace expectations and culture.

Register today:
Manjeet Toor | m.toor@saintjohny.ca | 654-1878

Registration closes: August 16

Newcomer Connections

Sector Specific Employment Language Training:
Wood Manufacturing
LINC 4+
Full-time class
August 12 - January 24

This 24-week program is offered together with WES and NBOC. You will practice:

- Language for wood manufacturing
- Job search and employment skills
- Workplace essential skills
- Practical shop skills to secure an entry-level job in advanced wood processing.

Register today:
Katie Gibbs | k.gibbs@saintjohny.ca | 634-4868

Registration closes July 16

Newcomer Connections

Sector Specific Employment Language Training:
Health, Fitness and Aquatics

CLB 5+
Full-time class
June 10 - August 9

In this program we teach language and employment skills to prepare for an entry-level job in sports and recreation or to take further training to become certified. You will prepare for jobs such as fitness trainer, personal coach or lifeguard. We will also look at working as a youth camp counsellor, at a gym membership desk or as a physiotherapist. This program includes 24-36 hours of volunteer work to gain Canadian experience.

Register today:
Sus Hemmings | s.hemmings@saintjohny.ca | 634-4937

Registration will close May 17

YMCA of Greater Saint John
Newcomer Connections

Sector-Specific Education & Language Training

Sales & Customer Service

Full-time | 8-10 weeks | starts May 4, 2020

English language training for sales environments, such as contact centres or professional, business-to-business sales. Program includes 30 hours of volunteer work experience. Language level: CLB 6+

Contact Jennifer to register today
j.burley@saintjohny.ca | +1-506-343-2513

Newcomer Connections

Sector Specific Employment Language Training:
Sales and Retail
CLB 4+
Full-time class
March 11 - May 3

This full-time program teaches the language and employment skills needed to find an entry level job in a retail environment, such as cashier or stocker. To gain experience in the Canadian workplace, this program includes 30 hours of volunteer work in a store.

Register today:
Mar Jo Lewis | m.j.lewis@saintjohny.ca | 534-4826

Registration closes February 28



Pathways to Employment

- Food Safety
- First Aid/CPR & WHMIS
- Driver's Education
- Construction & Concrete work
- Construction and Roofing



Skills BLEND
Skills Building: Literacy, Essential, Numeracy, Digital

A 15-week program designed to help you prepare for the GED tests and build skills essential for employment and/or further training.

Tuesday, Wednesday and Thursday
5:30 to 8 PM
Program starts September 17

Contact us to learn more or register:
Jasbina Meng | Skills Launch Coordinator
jmengas@sjcny.ca | 506-634-4872
If you're not a newcomer client at the YMCA, learn more or register with:
paula.ross@yca@gmail.com | 506-333-5480

Registration required

Newcomer Connections | Skills Launch Coordinator | Skills Building: Adult Learning Inc. | The goal is simple: to help someone reach their dreams.



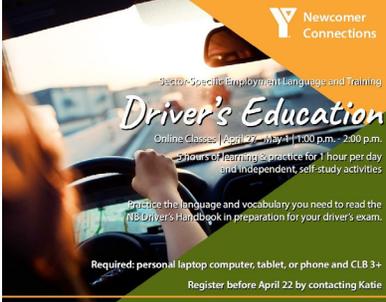
Newcomer Connections

Food Safety Language & Certificate Training

LINC 4+
Part-time class
August 26 - 30
9:00 - 12:00

In this one-week module you will have four mornings of specific language practice. On Friday you have one full day of Food Safety Training and take the exam. This is a co-pay opportunity, the cost is \$20 per participant.

Register today:
Marjke Geurts | m.geurts@saintjohny.ca | 634-4874
Registration will close August 5



Newcomer Connections

Sector-Specific Employment Language and Training

Driver's Education

Online Classes | April 27 - May 11 | 1:00 p.m. - 2:00 p.m.
5 hours of learning/practice for 1 hour per day and independent, self-study activities

Practice the language and vocabulary you need to read the (NBD) or's handbook in preparation for your driver's exam.

Required: personal laptop computer, tablet, or phone and CLB 3+
Register before April 22 by contacting Katie
k.gibbs@saintjohny.ca | +1-506-634-4868

Newcomer Connections | Skills Launch Coordinator | Skills Building: Adult Learning Inc. | The goal is simple: to help someone reach their dreams.



Newcomer Connections

Pathways to Employment

Construction & Concrete Work

Spring 2024 | 13 weeks

English language training for rough construction and concrete work

For more information, please contact Silvana
s.rivas@saintjohny.ca | +1-506-651-2384

SJTL | Saint John's Best Library | TDV Centre

Newcomer Connections | Skills Launch Coordinator | Skills Building: Adult Learning Inc. | The goal is simple: to help someone reach their dreams.



Youth Employability



SKILLS LAUNCH

LEARN • EXPLORE • SUCCEED

- Newcomer Employment Youth Program (18-29)
- NBMC
- Full time (9am – 4pm)
10 months
- Complete 26 weeks job placement

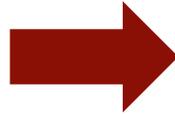


Employment Services



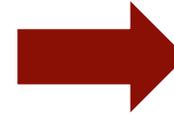
Intake

1. Needs and Assets assessment
2. Set up an Pre-employment Action Plan
3. Refer as appropriate



Building tools

1. Create Pre-employment tools
2. Atlantic Career Loan Fund (Regulated Professions)



Outreach and Follow-up

- > Outreach to employers and organizations
 - > Identify & share job postings
- > Support Employers with staffing needs
 - > Follow-up and troubleshoot with clients (Job Maintenance)



Atlantic Immigrant Career Loan Fund (AICLF)

Are you an internationally trained immigrant living in Atlantic Canada?
Do you need financial support to complete training courses?

Atlantic Immigrant Career Loan Fund

Join us virtually:
Wednesday,
Jan. 13 2020
7pm

Zoom webinar
Register in advance!

Canada, BIC Royal Bank, ANCO, CTS, isans, HACHMA, M.G.M.A., and other partner logos.

The Atlantic Immigrant Career Loan Fund allows internationally trained immigrants overcome barriers to employment in Canada, including recognizing foreign credentials, becoming licensed to practice, and entering the workforce in their chosen occupation. If you're a permanent resident or immigrant citizen living in New Brunswick, we can help!



Employer Engagement

 **Newcomer Connections**

*Employer Engagement
Breakfast & Forum*

Tuesday, February 25
8:00 a.m. - 11:30 a.m.
Delta Hotels by Marriott Saint John

 Immigration, Refugees and Citizenship Canada / Immigration, Réfugiés et Citoyenneté Canada

 **THE CHAMBER**
CHAMPIONS FOR BUSINESS





Cultural Competency Training

The graphic is a vertical rectangular poster with a red background. At the top left is the white 'Y' logo. To its right, the text 'Newcomer Connections | Y Learning' is written in white. Below this, the main title 'SOCIAL INCLUSION AND DIVERSITY IN COVID-19 TIMES' is displayed in bold white capital letters. Underneath the title, the date and time 'January 25 | 11:00 A.M. - 12:00 P.M. | Online Webinar' are listed in a smaller white font. The center of the graphic features a horizontal strip of five vertical portrait photographs of diverse individuals: a man in a blue cap, a woman with brown hair, a man with dark hair, a woman wearing a black hijab and glasses, and a man with glasses. Below the portraits, three lines of white text provide details about the training: 'Learn about bias, culture, and discrimination', 'Learn how to create a stronger and more inclusive workplace', and 'All modules in one convenient online platform'. At the bottom, the text 'REGISTER WITH US:' is followed by the email address 'ylearning@saintjohny.ca'.

Newcomer Connections | Y Learning

SOCIAL INCLUSION AND DIVERSITY IN COVID-19 TIMES

January 25 | 11:00 A.M. - 12:00 P.M. | Online Webinar

Learn about bias, culture, and discrimination
Learn how to create a stronger and more inclusive workplace
All modules in one convenient online platform

REGISTER WITH US:
ylearning@saintjohny.ca



SDI Project

Service Delivery Improvement (SDI)

- Language is not the only one determinant of employability
- SSELT program as an alternative option to LINC programs
- Measure client's employability success rate
- Develop SSELT programs

Y YMCA of Greater Saint John
Evaluating SSELT
Can this language prototype accelerate newcomer employment?

Daniel Rito
Research Coordinator
YMCA Newcomer Connections
909-344-8182
d.rito@yca-sj.org

The Problem ???
How do we provide newcomers with the language and employability skills needed to find meaningful jobs in their desired sector?
How can YMCA Newcomer Connections support their clients to respond to the labour market needs?
What is SSELT?
Sector Specific Employment Language Training (SSELT) programs offer newcomers the opportunity to build their language skills and prepare for the workforce.
SSELT helps newcomers overcome the dilemma related to language acquisition and employment readiness by matching newcomers directly with employers hiring in the local labour market. Each program focuses on a different sector so that students get the specific language and training they need to succeed.

Why Saint John, N.B.?
• Saint John is the only CMA in Canada to decline in population (2011 - 2016).
• The population increased modestly (0.4 per cent) in 2018; the number between the ages of 15 and 29 rose for the first time in seven years.
• This growth was due to boost in immigrants and non-permanent residents. Nearly 1,000 newcomers were added to the population of greater Saint John in 2018.
• New Brunswick's population is among the oldest in Canada (median age 43.9 vs. 40.6).
• 2018 - 2027: Estimated 120,000 job openings with only 76,000 graduates from public schools.

The Process
PHASE 1: JULY - NOV 2018
• Review scientific and relevant literature around the topic.
• Review available data from past cohorts.
• Analyze labour market information, workforce needs, partner needs, clients skills, etc.
PHASE 2: DEC 2018 - NOV 2020
• Collect data about the performance of clients in both of our programs: SSELT and LINC (Language Instruction for Newcomers to Canada).
• Collect data about employment expectations and experiences through surveys, focus groups, interviews, etc.
• Engage potential employers to get feedback around the pilot program and increase cultural competency in the community.
• Strengthen our current curriculum and build new programs to attend the needs of clients and employers.
PHASE 3: DEC 2020 - MARCH 2021
• Share our findings regionally and nationally.
• Determine scalability of the project.
• Provide an evidence-based report to support future programs.

Preliminary Results
HIGHLIGHTS
• Kickoff event with MP Wayne Long
• 10 Cohorts recruited
• 4 SSELT
• 3 LINC
• 7 sectors served by SSELT:
• Child Care
• Home and Health Care
• Recreation
• Hospitality and Tourism
• Finance, Business and Accounting
• Construction
• Retail and Sales
• Initial collection of quantitative language assessment results
• 173 language assessments (internal and external)
• 143 surveys
• 58 interviews

Preliminary Results
Language Assessment Score Improvement After Participation in a SSELT Program
RAW SCORE
• Green indicates score improvement
• Yellow indicates score maintenance
• Blue indicates score decline

CLB* DISTRIBUTION OF NEWCOMER CONNECTIONS PROGRAMMING POPULATION
• 10.8% CLB 1
• 10.8% CLB 2
• 10.8% CLB 3
• 10.8% CLB 4
• 10.8% CLB 5
• 10.8% CLB 6
• 10.8% CLB 7
• 10.8% CLB 8
• 10.8% CLB 9
• 10.8% CLB 10

RESEARCH SAMPLE
• 10.8% CLB 1
• 10.8% CLB 2
• 10.8% CLB 3
• 10.8% CLB 4
• 10.8% CLB 5
• 10.8% CLB 6
• 10.8% CLB 7
• 10.8% CLB 8
• 10.8% CLB 9
• 10.8% CLB 10

CANADIAN LANGUAGE BENCHMARK LEVEL
• 8% of sample improved in all 4 skills
• 83% of sample improved in at least 1 skill
• 5% of sample improved in all 4 skills
• 60% of sample improved in at least 1 skill

Sources: New Brunswick Multicultural Council, Economic Development Canada Saint John

Through the Service Delivery Improvement Bureau, this project is funded by Immigration, Refugees and Citizenship Canada and Employment and Social Development Canada



THANK YOU

Contact – Daniel Rito: d.rito@saintjohny.ca



WORKING NB
TRAVAIL NB

Job Match / Jumelage Emploi





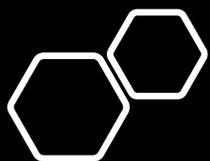
Individuals

- Career Guidance
- Skills Development
- Job Search

Some examples of WorkingNB's supports for individuals include:

- Employability Assessments
- Resumes/Cover Letters/Interview Prep
- Experiential Learning
- Training/Academic Upgrading
- Labour Market Information





Employers

- HR Training and Planning Service
- Recruitment Services
- Retention Services

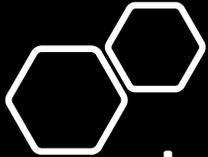
Some examples of WorkingNB's human resource support services include:

- Access to Human Resources (HR) expertise
- Access to labour market information
- Recruitment support at local, provincial and national levels
- Support for training activities
- Recruitment and retention strategies
- Performance management strategies
- HR policy development
- Customized training options

WORKING NB
TRAVAIL NB
Job Match / Jumelage Emploi

New Brunswick
Nouveau Brunswick
C A N A D A





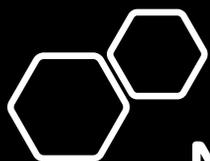
JobMatchNB

- A platform developed by Ryerson University that connects the right job seekers with the right employers using intelligent matching technology based on skills and experience.
- www.JobMatchNB.WorkingNb.ca

WORKING NB
TRAVAIL NB
Job Match / Jumelage Emploi

New Brunswick
Nouveau Brunswick
CANADA





NB Jobs

Provincial Website that provides information on:

Available jobs

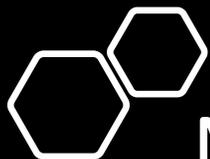
- Labour Market Information
- Virtual Job Fairs
- Resources for Newcomers, Students, Job Seekers and a lot more.

www.NBJobs.ca

WORKING NB
TRAVAIL NB
Job Match / Jumelage Emploi

New Brunswick
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More
Information

www.WorkingNB.ca

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Newcomer Employment
Champions

Newcomer Employment Champions

Celebrating Inclusion in the Workplace



What problem are we solving?



**Population Growth, Newcomer Retention,
Changing Labour Force**

The Newcomer Employment Champions Program



Newcomer Employment Champions Program

About

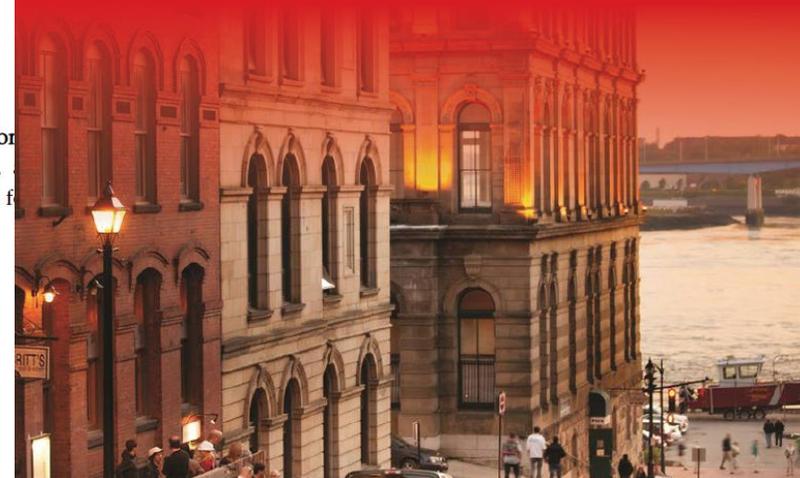
Developed by members of the Saint John Local Immigration Partnership (SJLIP), the **Newcomer Employment Champions [NEC] Program** is designed to provide employers with best practices, tools, and support to help them support them in hiring, onboarding, and retaining newcomers, and to recognize employers for creating a more welcoming and inclusive workplace.

To access the full program guide, [click here](#)



Newcomer Employment
Champions

PROGRAM GUIDE





Focused on Best Practices

Community Connections (4 Best Practices)

Actions and resources employers can offer to help newcomers settle and integrate more quickly into the community.

Onboarding (7 Best Practices)

Actions an employer can take to ensure newcomers feel welcome and supported within the company environment.

Workplace Inclusion (3 Best Practices)

Actions that celebrate diversity and create a more inclusive work environment.



Community Connections

Best Practices

1. Community Support Services
2. Community Impact
3. Settlement Resources Referrals
4. Spousal & Family Support



Community Connections

Community Support Resources

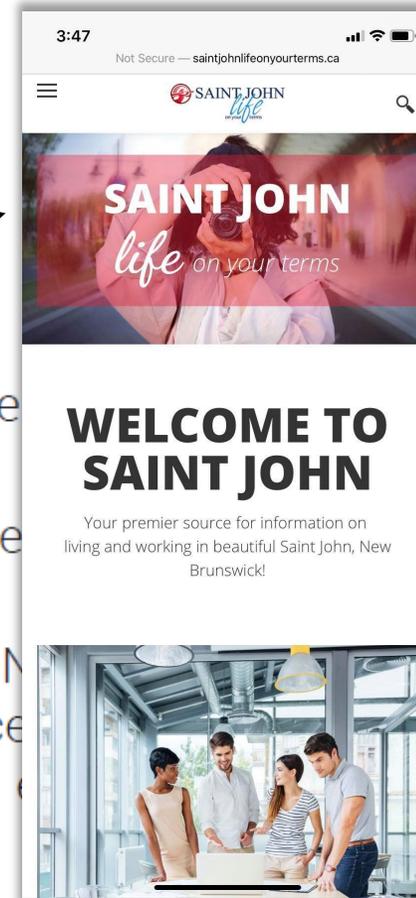
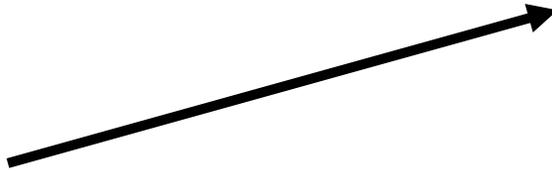
Best Practice: Provide settlement and integration resources to newcomer employees to increase awareness of the local services available to them as well as important information about living in Saint John, New Brunswick and Canada.



Community Support Resources



Tools and Resources:



1. [Saint John Life on Your Terms](#) – A comprehensive source for information on living and working in Greater Saint John.
2. [Saint John Asset Map](#) – A comprehensive list of resource organizations that deliver the service.
3. [Saint John New Resident Guide](#) – The City of Saint John's New Resident Guide will help newcomers settle in Saint John by listing vital information including services and contact information for housing, transportation, health care, language services, and more in Saint John.
4. [Life in Saint John](#) – A dedicated website to support newcomers in finding and accessing employment.
5. [Orientation Guide for Newcomers to New Brunswick](#) - a comprehensive guide to living in New Brunswick.
6. [Welcome to Canada](#) – a guide that describes things newcomers should know when moving to Canada.



www.lifeinsaintjohn.ca/NEC

Newcomer Employment Champions Program

About

Developed by members of the Saint John Local Immigration Partnership (SJLIP), the **Newcomer Employment Champions [NEC] Program** is designed to provide employers with best practices, tools, and resource support them in hiring, onboarding, and retaining newcomers, and to recognize employers for their efforts in creating a more welcoming and inclusive workplace.



Newcomer Employment
Champions

PROGRAM GUIDE

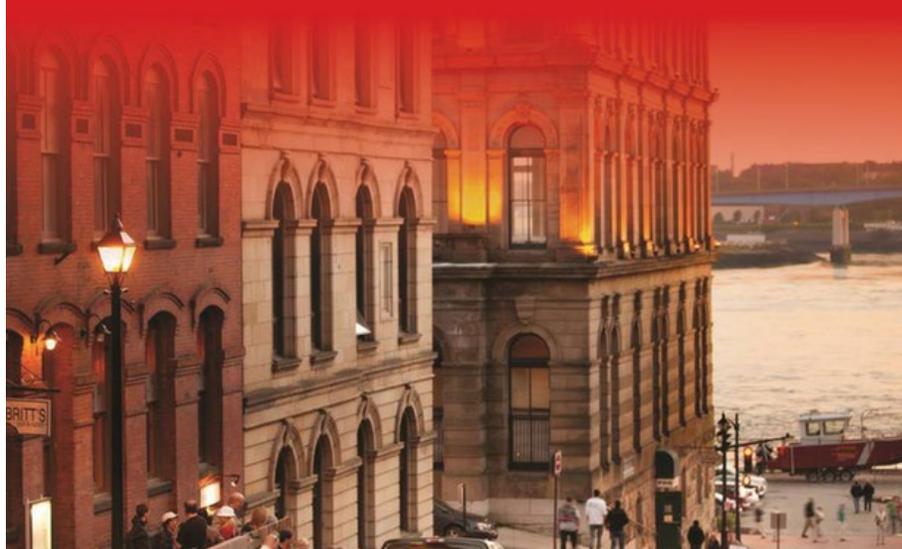


TABLE OF CONTENT



INTRODUCTION	3
• About the Newcomer Employment Champions [NEC] Program	4
• Background	4
• Benefits of participating in the Newcomer Employment Champions [NEC] Program	5
• [NEC] Newcomer Employment Champions Best Practices	6
• Recognition for Participating Employers	7
• Awards	8
COMMUNITY CONNECTIONS BEST PRACTICES	9
• Community Support Resources	10
• Community Impact	11
• Settlement Resource Referrals	13
• Spousal and Family Support	17
ONBOARDING BEST PRACTICES	18
• Accommodating Settlement Support	19
• Language Learning	21
• Assignment of an Inclusion Champion	25
• Use of Plain Language	28
• Open Door Policy	29
• Sample Open Door Policy	30
• Effective Communication in the Workplace	33
• Workplace Integration	37
WORKPLACE INCLUSION BEST PRACTICES	38
• Supervisor Training	39
• Employee Training	40
• Canadian Multiculturalism Day Celebration	41
• Acknowledgements	42

Employer Benefits



Increased Productivity

Research indicates that diverse teams outperform homogeneous teams, provided inclusion is valued and protected.



Increased Morale

The [NEC] best practices represent an opportunity to demonstrate a commitment to diversity and inclusion where all employees feel valued and part of a team.



Employee Wellness

Newcomers face many challenges and barriers to accessing services. The available tools and resources will support health and well-being both at work and at home.



Employee Retention

Recruiting top talent takes time and money. Implementing best practices and having access to the tools and resources to create an environment where newcomers feel valued and engaged will increase retention.



Enhanced Customer Experience

Developing cultural competencies will help employees perform better together; it will also develop teams to better serve international clientele.



Public Recognition

Participating organizations will receive public recognition as a Newcomer Employment Champion. This signifies to job seekers, customers, and the community that your organization cares about diversity and inclusion.

.....

Awards Program



-

Nominees to receive a certificate, runners-up a plaque, and winners a trophy. All will receive a "badge" for online promotion



10-12 Participating employers



Tools and resources will be provided to employers



3 Award categories – recognizing employer actions towards key initiatives



1 Winner, 1 runner up for each category

Employer Outreach (Pilot Phase)



Become a Champion for Newcomer Employment

The Labour Force is Changing

Saint John's labour force is changing and becoming increasingly culturally diverse. Newcomers from around the world are choosing to live, study and work in Saint John. This means companies need to be equipped with the tools and resources required to support hiring, onboarding and retaining newcomers.

Why This Program Matters

With the looming labour shortage, employers are looking to newcomers more often than in the past as a source of talent and need resources to hire, onboard, and retain newcomers effectively.

As the race for talent increases, companies that put the effort into providing a welcoming environment for newcomers will grow more quickly.

What the [NEC] Program Offers Employers

The **Newcomer Employment Champions [NEC]** program provides employers with:

- » 14 best practices for hiring, onboarding and retaining newcomers divided out into the categories of community connections, onboarding and workplace inclusion.
- » Easy access to the tools and resources required to implement these best practices.
- » Access to a representative who will help answer questions and support the implementation of the program.

The **Newcomer Employment Champions [NEC]** program will also publicly recognize all participating employers, and companies can be nominated for one of three annual recognition awards.

How to Access the Program

Access to the best practices, tools and resources as well as background details on the program can be found at:

www.lifeinsaintjohn.ca/NEC

Companies interested in participating in the program can contact the **Saint John Local Immigration Partnership** by email:

info@sjlip.ca

Start Today & Be Recognized as a Newcomer Employment Champion in Greater Saint John



Devenez un champion de l'emploi des nouveaux arrivants

La population active change

La main-d'œuvre de Saint John évolue et se diversifie de plus en plus sur le plan culturel. De nouveaux arrivants du monde entier choisissent de vivre, d'étudier et de travailler à Saint John. Cela signifie que les entreprises doivent disposer d'outils et de ressources pour soutenir, embaucher, intégrer et maintenir en poste les nouveaux arrivants.

Pourquoi ce programme est-il important?

Compte tenu de la pénurie de main-d'œuvre qui s'annonce, les employeurs se tournent plus souvent vers les nouveaux arrivants que par le passé pour trouver des personnes de talent et ont besoin de ressources efficaces pour embaucher, intégrer et maintenir en poste les nouveaux arrivants. À mesure que la course aux talents s'intensifiera, les entreprises qui déploient des efforts pour offrir un environnement accueillant aux nouveaux arrivants connaîtront une croissance plus rapide.

Comment accéder au programme [CENA]

L'accès aux pratiques exemplaires, aux outils et aux ressources ainsi qu'aux renseignements généraux sur le programme se trouve à

www.lifeinsaintjohn.ca/NEC



Champions de l'Emploi des Nouveaux Arrivants

Ce que le programme [CENA] offre aux employeurs

Le programme **Champions de l'emploi pour les nouveaux arrivants [CENA]** présente aux employeurs:

- » 14 pratiques exemplaires réparties selon les catégories des liens communautaires, de l'intégration et de l'inclusion en milieu de travail.
- » Il offre également un accès facile aux outils et aux ressources nécessaires pour mettre en œuvre ces pratiques exemplaires.
- » La participation au programme comprend l'accès à un représentant qui aidera à répondre aux questions et appuiera la mise en œuvre du programme.

Le programme **Champions de l'emploi pour les nouveaux arrivants [CENA]** rendra également hommage à tous les employeurs participants et récompensera des entreprises en leur décernant l'un des trois prix annuels de reconnaissance.

Les entreprises qui souhaitent participer au programme [CENA] peuvent communiquer avec le Partenariat local pour l'immigration à Saint John (PLISJ) par courriel à l'adresse:

info@sjlip.ca

Commencez aujourd'hui et soyez reconnu comme champion de l'emploi des nouveaux arrivants du Grand Saint John



**ECONOMIC
DEVELOPMENT**

GREATER SAINT JOHN



SJLIP | PLISJ
SAINT JOHN LOCAL IMMIGRATION PARTNERSHIP | PARTENARIAT LOCAL POUR L'IMMIGRATION À SAINT-JEAN



SAINT JOHN



ONB
Opportunities | OpportunitésNB



The Saint John
Newcomers
Centre



Le Centre
de nouveaux arrivants
de Saint-Jean



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



**Newcomer Employment
Champions**



Newcomer Employment
Champions

PROGRAM GUIDE





INTRODUCTION	3
» Background	4
» Benefits of Participating in the [NEC] Program	5
» [NEC] Program Best Practices	6
» Recognition for Participating Employers	7
» Awards	8
COMMUNITY CONNECTIONS BEST PRACTICES	9
» Community Support Resources	10
» Community Impact	11
» Settlement Resource Referrals	13
» Spousal and Family Support	17
ONBOARDING BEST PRACTICES	18
» Accommodating Settlement Support	19
» Language Learning	21
» Assignment of an Inclusion Champion	25
» Use of Plain Language	28
» Open Door Policy	29
» Sample Open Door Policy	30
» Effective Communication in the Workplace	33
» Workplace Integration	37
WORKPLACE INCLUSION BEST PRACTICES	38
» Supervisor Training	39
» Employee Training	40
» Canadian Multiculturalism Day Celebration	41
» Acknowledgements	42



INTRODUCTION

- » About the Newcomer Employment Champions [NEC] Program
- » Benefits of participating in the [NEC] Program
- » Newcomer Employment Champions [NEC] Best Practices
- » Recognition for Participating Employers

*Developed by members of the Saint John Local Immigration Partnership (SJLIP), the **Newcomer Employment Champions [NEC] Program** is designed to provide employers with best practices, tools, and resources to support them in hiring, onboarding, and retaining newcomers, and to recognize employers for their efforts in creating a more welcoming and inclusive workplace.*



Background

Finding and retaining talent is a major challenge for many companies. To help meet labour demands, employers are encouraged to expand their talent pool by going beyond their traditional approaches and look to newcomers as a source of untapped potential.

Many newcomers seeking jobs in Canada have a wealth of training and work experience. In addition, newcomers can bring new ideas and global connections to an organization. However, newcomers face many barriers when trying to access employment. Barriers include unrecognized credentials, lack of Canadian work experience, language competency, and cultural differences. Due to these barriers, some employers may be hesitant to hire newcomers.

The [NEC] program was developed to help address employers' concerns regarding hiring, onboarding, and retaining newcomers. By providing them with best practices, tools, and resources, employers will feel more confident integrating newcomers into their organizations. Some of the information provided is not newcomer specific and may also be applicable to all employees of an organization.

Overall, an employer's profile can be raised when they are recognized as being welcoming and supportive to their employees. This raised profile can help attract top talent, engage and retain existing talent, and lead as an example to other local companies.





Benefits of participating in the [NEC] Program

The [NEC] program includes easy-to-implement best practices and readily accessible tools and resources. Participating in the program will help employers realize the following benefits:



Increased Productivity

Research indicates that diverse teams outperform homogeneous teams, provided inclusion is valued and protected.



Increased Morale

The [NEC] best practices represent an opportunity to demonstrate a commitment to diversity and inclusion where all employees feel valued and part of a team.



Employee Wellness

Newcomers face many challenges and barriers to accessing services. The available tools and resources will support health and well-being both at work and at home.



Employee Retention

Recruiting top talent takes time and money. Implementing best practices and having access to the tools and resources to create an environment where newcomers feel valued and engaged will increase retention.



Enhanced Customer Experience

Developing cultural competencies will help employees perform better together; it will also develop teams to better serve international clientele.



Public Recognition

Participating organizations will receive public recognition as a Newcomer Employment Champion. This signifies to job seekers, customers, and the community that your organization cares about diversity and inclusion.

How to Participate in the Program

All employers are invited to participate in the [NEC] program. To learn more about the program, and to register as an official participant, please contact the Saint John Local Immigration Partnership (SJLIP) at info@sjlip.ca. A representative will meet with your leadership team to present the program, the best practices, and the tools and resources to support the implementation of the best practices. While we don't expect companies to implement all the best practices at once, we will be looking for a commitment from all participating employers to identify several best practices to implement in the first year.

On a quarterly basis, a representative of the program will meet with your team to review your progress, answer questions, and gather feedback.

Every year, companies will be nominated for one of three [NEC] awards and will be invited to a special recognition event where participating employers will be celebrated for their achievements.

As a participant, you can leverage your involvement in the [NEC] program for recruitment marketing, and to promote your company's welcoming environment for newcomers.



[NEC] Program Best Practices

The following best practices are designed to support employers in creating a more welcoming and inclusive environment for newcomers and to increase employee retention. Resources and tools are available to assist participating employers to effectively implement these best practices within their organizations. Community Connections pertains to the actions and resources employers can offer to help newcomers settle and integrate more quickly into the community. Onboarding refers to specific actions an employer can take to ensure newcomers feel welcome and supported within the company environment. Workplace Inclusion supports actions that celebrate diversity and create a more inclusive work environment.

Community Connections

1. Community Support Resources

Provide settlement and integration resources to newcomer employees to increase awareness of the local services available to them, as well as important information about living in Saint John, New Brunswick and Canada.

2. Community Impact

Provide opportunities for all employees to get involved in the newcomer community in Saint John to gain appreciation for newcomers' challenges, questions and concerns, and to support their settlement and integration in our community.

3. Settlement Resource Referrals

Provide information to newcomer employees on the primary organizations that provide hands-on support for newcomer settlement and integration and encourage them to make connections and attend workshops.

4. Spousal & Family Support

Provide newcomer employees with information on resources available in the community to support spouses and family in gaining meaningful employment, starting a business, and/or accessing training and volunteering.

Onboarding

1. Accommodating Settlement Support

Send a memo to managers and supervisors encouraging reasonable scheduling accommodations for newcomer employees to attend newcomer settlement workshops and access services.

2. Language Learning

Communicate the importance of English and French language instruction with managers and supervisors, who are encouraged to prioritize scheduling requests related to English and French language learning.

3. Assignment of an Inclusion Champion

Assign a seasoned employee to check in with each newcomer employee to decode confusing situations, answer questions, and help welcome them to the company.

4. Use of Plain Language

Use clear language in all work-related documents sent to newcomers who speak English as a second language. Share common employment-related words (especially acronyms) and company-specific terms with newcomer employees.

5. Open Door Policy

Develop an open-door policy and communicate it verbally and in writing to newcomers during the onboarding process. Ensure the entire team is aware of the open-door policy and emphasizes its importance and value to newcomer employees.

6. Effective Communication in the Workplace

Help newcomer employees understand communication styles and means of communications that are specific to the workplace (i.e. staff meetings, social events, interaction with management teams, e-mails etc.).

7. Workplace Integration

Provide newcomer employees with information on New Brunswick employment standards, the Canadian workplace, and encourage them to participate in related workshops.

Workplace Inclusion

1. Supervisor Training

Supervisors attend Human Rights Act of New Brunswick workshop and/or cultural competency training.

2. Employee Training

Employees (non-newcomers as well as newcomers) participate in cultural competency training and other related professional Development sessions.

3. Canadian Multiculturalism Day Celebration

Celebrate Canadian Multiculturalism Day on June 27th within the company or by joining existing community events.



Recognition for Participating Employers

All participating organizations will receive public recognition as a [NEC] Newcomer Employment Champion. They will receive a certificate of participation and a [NEC] logo to use for recruitment and marketing. This recognition will signify to job seekers, employees, customers, and the community that the organization is serious about workplace diversity and inclusion.

On an annual basis, the [NEC] program will hold an employer recognition event to celebrate companies that have most effectively implemented the recommended best practices. There will be three awards with a winner and a runner-up for each category.

The purpose of this event is to recognize business leaders who have made efforts to foster diversity and inclusion in the workplace. Our demographics are changing, and our local needs are evolving. As we become the city of the future, we would like to recognize our local Newcomer Employment Champions – leaders in our community who are embracing the positive impact that immigrants bring to our community.





Awards

Companies will be recognized in each of the following awards categories:



1. [NEC] Advocacy Award

This award will go to the organization that provides a strong work culture, with an emphasis on recognizing the value of their newcomer employees. The [NEC] Advocacy Award recipient supports the settlement of newcomer employees by creating and/or leveraging programs to help with newcomer integration, and actively engages with local community partners and settlement agencies.

Nominees will be assessed based on the successful implementation of the following best practices:

- » Community Support Resources
- » Community Impact
- » Employer Settlement Support
- » Use of Plain Language
- » Open Door Policy
- » Workplace Integration

2. [NEC] Engagement Award

The organization presented with this award recognizes the sizeable impact immigrants have in Saint John. This award will recognize an organization that demonstrates the business and community impact of leveraging and developing newcomer skills. This organization actively encourages and promotes skills development, cross-training opportunities for staff, and welcomes innovation of thought through diversity and professional development opportunities for their staff.

Nominees will be assessed based on the successful implementation of the following best practices:

- » Settlement Resources Referrals
- » Language Learning
- » Effective Communication in the Workplace
- » Employee Training
- » + Everything under [NEC] Advocacy Award



3. [NEC] Employer of Choice Award

The organization receiving this award actively participates in community events and promotes inclusivity through their day-to-day operations. This award goes to an organization who embraces the value of diversity in the workplace and serves as an example of a successful organization that promotes inclusivity through hiring a diverse workforce.

Nominees will be assessed based on the successful implementation of the following best practices:

- » Assignment of an Inclusion Champion
- » Spousal & Family Support
- » Canadian Multiculturalism Day Celebration
- » Supervisor Training
- » + Everything under [NEC] Engagement Award



COMMUNITY CONNECTIONS BEST PRACTICES

- » Community Support Resources
- » Community Impact
- » Settlement Resource Referrals
- » Spousal and Family Support

Community Connections pertains to the actions and resources employers can offer to help newcomers settle and integrate more quickly into the community. These best practices can be implemented right during the hiring process or once the employee has been hired.

By supporting newcomer employees in accessing settlement resources, employers will help alleviate the stress of moving to a new community and help them feel more welcome and at home.



Community Support Resources

Best Practice: Provide settlement and integration resources to newcomer employees to increase awareness of the local services available to them as well as important information about living in Saint John, New Brunswick and Canada.



Tools and Resources:

1. [Saint John Life on Your Terms](#) – A comprehensive source of information on living and working in Greater Saint John.
2. [Saint John Asset Map](#) – A comprehensive list of resources available for newcomers with links to organizations that deliver the service.
3. [Saint John New Resident Guide](#) – The City of Saint John's New Resident Guide will help newcomers settle in Saint John by listing vital information including services, organizations, and contact information for housing, transportation, health care, language services, education, employment, and life in Saint John.
4. [Life in Saint John](#) – A dedicated website to support newcomers in finding and accessing employment.
5. [Orientation Guide for Newcomers to New Brunswick](#) - a comprehensive guide to living in New Brunswick.
6. [Welcome to Canada](#) – a guide that describes things newcomers should know when moving to Canada.



Community Impact

Best Practice: Provide opportunities for all employees to get involved in the newcomer community in Saint John to gain appreciation for newcomers' challenges, questions and concerns and to support their settlement and integration in our community.



Tools and Resources:

1. A **call-to-action letter** from the Saint John Local Immigration Partnership (SJLIP) inviting employers to volunteer and become engaged with the newcomer community. The letter also includes a list of ways companies can get involved, and organizations looking for support.



Hello,

Are you and your colleagues interested in supporting newcomers to the City of Saint John? The Saint John Local Immigration Partnership (<https://www.sjlip.ca/>) is seeking volunteers to get involved in the newcomer community. Our focus is connecting newcomers with the most important resource available to them – our community. How?

Give or Take a Workshop

Participating in training workshops is paramount to the success of newcomers to Saint John. Consider sharing your knowledge and skills at a workshop specific to your area of expertise. You could have the opportunity to provide professional and personal insights directly to newcomers in Saint John.

Celebrate Our Newcomers

Join us at one of the many celebrations and cultural events happening in our city. Saint John is home to many cultures and more than 50 unique cultural events and celebrations are held every year in Saint John. Residents are invited to participate in events during celebrations like Diwali, Chinese New Year, Black History month, and Asian Heritage month. Look for information about these events and come out and celebrate.

Volunteer

Many organizations that support newcomers in Saint John need more help. There are many ways to become involved in the newcomer community. A list of organizations that work with newcomers and are looking for volunteers can be found below. Reach out. Get involved.

Engagement opportunities:

- » [PRUDE Inc.](#) - 165 Union St., Suite 301
- » [The Saint John Newcomers Centre](#) - 165 Union St, suite 401
- » [YMCA Newcomer Connections](#) - 191 Churchill Boulevard
- » [Crescent Valley Resource Centre](#) - 130 MacLaren Blvd
- » [Atlantic Canada Study and Stay™ New Brunswick](#)
- » [ONE Change](#) - 85 Durham St

Settlement Resource Referrals

Best Practice: Provide information to newcomer employees on the organizations that provide hands-on support for newcomer settlement and integration and encourage them to make connections and attend workshops.



Tools and Resources:

- » [The Saint John Newcomers Centre](#) - 165 Union St, suite 401
- » [YMCA Newcomer Connections](#) - 191 Churchill Boulevard
- » [PRUDE Inc.](#) - 165 Union St., Suite 301



The Saint John
Newcomers
Centre



Le Centre
de nouveaux arrivants
de Saint-Jean

Saint John Newcomers Centre

Founded in 2009, the Saint John Newcomers Centre is a leader in offering a wide range of services to newcomers in the Greater Saint John area. We are a non-profit, relying on the invaluable support from local volunteers, and funded by the federal, provincial and municipal governments.

OUR MISSION is to improve the cultural, social, and economic well-being of the community through the promotion of multiculturalism and support to newcomer settlement in the Saint John region.

The Saint John Newcomers Centre provides settlement services for both English and French speaking newcomers. **The following services programs and events are available:**

1. Resource Centre: Newcomers who have recently arrived can access our printing and photocopying services to help process the post-arrival paperwork, print out resumes and references, as well as access a wide range of information resources on various aspects of life in Saint John. The Centre is free to use, and our staff is always happy to offer assistance and advice.
2. Useful Noon Hours: A series of information sessions held during the noon hour. Sessions provide information on the practical aspects of life in Saint John and orientation to community services.
3. Workshops: To better prepare newcomers for life and work in Saint John we offer workshops targeting specific skill sets.
4. Conversation Groups: French and English conversation groups are offered on a weekly basis. We offer a casual environment for newcomers to practice their language skills in their official language of choice.
5. Events: Culture Fest, Green BBQ, Multicultural Day, Canada Day, Immigration Week, Christmas party, Francophone week, Saturday Social, Acadian Day, Spice and Maple Syrup (in partnership with ARCf), Halloween pumpkin carving.
6. Lunch in French: Conversational sessions in French, every Friday at 12:00 PM at the Saint John Public Library.
7. Tax Clinic: Offered every year between the months of March and April, in partnership with the Community Volunteer Income Tax Program.



Saint John Newcomers Centre

165 Union St, Saint John, NB, E2L 5C7 ▶ Open Monday to Friday, 8.30 am. to 5 pm.

Website: <https://sjnewcomers.ca/> ▶ Tel: (506) 642-4242 ▶ email: welcome@sjnewcomers.ca



Y Newcomer Connections

For more than 20 years, YMCA Newcomer Connections has welcomed newcomers to the Greater Saint John community. As a leading community organization, Y Newcomer Connections assists immigrants and refugees with their settlement needs and helps to facilitate their integration and participation in the community.

Y Newcomer Connections offers a diverse range of programs and services to newly arrived immigrants, including:

1. English language classes
2. Employment readiness programs
3. Canadian cultural orientation
4. Immigrant settlement and refugee resettlement assistance
5. School readiness programs.

With a multilingual team of more than 50 staff representing 11 countries, we make every effort to provide services in a client-centric manner that is inclusive and respectful of the rights, dignity and diversity of all newcomers to Canada.

Through our commitment to community partnership, we are creating the kind of connections that will transform our community into a lasting, successful home for immigrants from around the world and all walks of life. Y Newcomer Connections recognizes the vital contribution of immigrants to Canadian society and we invite the community to partner with us in welcoming newcomers to our region.



Y Newcomer Connections

191 Churchill Boulevard, Saint John, NB, E2K 3E2 ▶ Open Monday to Friday, 9.00 am. to 5 pm.

Website: <https://saintjohnny.ymca.ca/Locations/Greater-Saint-John/NewcomerConnections>

▶ Tel: (506) 634-4860 ▶ email: newcomerconnections@saintjohnny.ca



P.R.U.D.E. Inc.

Pride of Race, Unity and Dignity through Education



The organization is dedicated to the full participation of all cultural communities in the social, cultural, and economic fabric of mainstream New Brunswick life.

PRUDE Inc. envisions a New Brunswick where various ethnic and cultural groups work together to build on each other's strengths. The communication and understanding stemming from these connections will position New Brunswick as a choice destination for all Canadians and other ethno-cultural groups. Already a great place to live, with these hopes realized, New Brunswick could become the epitome of multicultural success in Canada.

PRUDE Inc. is open to all who support this message of cultural diversity, regardless of ethnicity, religion, age or gender, and works to sustain an environment of diversity, equality, respect and inclusiveness through its awareness programs.

Programs, services and events for newcomers:

1. English Conversation – Language practice. Listen and speak with qualified Language Coordinators and practice English with daily topics, while learning about Canadian culture.
2. Annual events – Black History Month, Elimination of Racial Discrimination Day, Asian Heritage month, World Refugee Day, Canadian Multiculturalism Day, Diversity Champion Awards
3. Lunch & Chat – A time for newcomers to come and enjoy lunch while having fun, casual conversation amongst one another.
4. Canadian Culture – Practice intermediate English, while learning more about Canadian culture, life skills, living and working in Saint John and Canada. Class includes grammar, pronunciation & spelling.
5. Creative Workshops - Offered usually on the last Thursday of each month, 10 am – 12 pm. Fun interactive “hands on” workshops where you can learn new creative skills. *Women Only. Registration required.
6. Citizenship Exam Prep - Permanent residents preparing to write the Canadian citizenship exam: information and practice classes. Each session offered for 10 weeks, Thursday afternoons 1 – 3 pm. *Higher level English needed. Registration required.
7. Workplace Mentorship Program for Newcomers – The Workplace Mentorship for Newcomers program aims to provide sector specific workplace experience for newcomers in Southern New Brunswick. The program encourages community engagement and relationship building
8. Employers' Workshops – This workshop is offered to any level of your business who wish to gain a better understanding of the importance of inclusiveness, communication and teamwork in their professional and personal lives.
9. School Presentations & Workshops – Workshops are being offered to all teachers and students of middle schools and high schools throughout Greater Saint John & allow further examination into stereotypes, challenge their assumptions, and provide them with the tools that they may need to develop a better understanding of the value of our diverse Canadian society and the role they play within it.
10. Community Presentations – PRUDE Inc. offers a variety of cultural awareness workshops including Respecting Differences: Challenging Our Assumptions & Examining Stereotypes, Cultural Diversity in the Workplace, Black History and we invite the community to partner with us in welcoming newcomers to our region.

PRUDE Inc.

165 Union St., Suite 301, Saint John, NB E2L 5C7 ▶ Open Monday to Friday, 9.00 am. to 5 pm.

Website: <https://www.prudeinc.org/> ▶ Tel: (506) 634-3088 ▶ email: info@prudeinc.org



Spousal and Family Support

Best Practice: Provide newcomer employees with information on resources available in the community to support spouses in gaining meaningful employment, starting a business, accessing training, volunteering, and interacting with the local community.

The Greater Saint John region has several organizations offering support services to spouses and family members.



Tools and Resources:

- » **WorkingNB** – Employment Counselling Services and information on available training options for all newcomers regardless of their status who want to join the workforce or return to school.
- » **The Work Room** – Career Resource Centres available to everyone. In Saint John, there are two locations – Agar Place (near St. Joseph’s Hospital), and Simond’s High School at 1490 Hickey Road.
- » **Atlantic Canada Study and Stay™ New Brunswick** – A province wide cohort program that connects final year (graduating) international students to the labour market, helping them to build valuable employment skills, workplace knowledge, and build meaningful and professional connections through networking and professional connections.
- » **Stay and Grow Saint John** – A network of committed individuals and organizations that facilitate meaningful connections with new residents to Saint John.
- » **Economic Development Greater Saint John Entrepreneur Development Services** – The regional economic development agency has entrepreneur development programs for newcomers including The Hive and Business Immigrant Essentials.
- » **Atlantic Immigrant Career Loan Fund** – The Atlantic Immigrant Career Loan Fund is a micro loan fund for internationally trained individuals. The purpose of the fund is to assist newcomers by providing micro-loans to overcome financial barriers to becoming licensed to and entering the workforce/working in their occupations or related/other fields.
- » **Magnet** – A job matching platform for job seekers and employers
- » **NBjobs** – An online resource for job seekers with links to job postings, career and training resources and labour market information
- » **ONB Featured Opportunities** – A platform to showcase some of the exciting careers you can find right here in New Brunswick, with a focus on managerial and leadership roles, specialized technical talent and positions requiring hard-to-find skills and experience. For a larger picture of careers available in New Brunswick, please consult www.nbjobs.ca.





ONBOARDING BEST PRACTICES

- » Accommodating Settlement Support
- » Language Learning
- » Assignment of an Inclusion Champion
- » Use of Plain Language
- » Open Door Policy
- » Effective Communication in the Workplace
- » Workplace Integration

Onboarding refers to specific actions an employer can take to ensure newcomers feel welcome and supported within the company environment.

Starting a new job in a new environment can be stressful for anyone, but when someone starts work in a new country, and a new culture, the time required to feel comfortable and confident in a new role may increase. By carefully planning the onboarding of a newcomer employee so that he or she understands workplace expectations, and feels part of a social and professional network, employers will not only increase the productivity of the new employee, but they will also build loyalty and increase retention rates.

Accommodating Settlement Support

Best Practice: Send a memo to managers and supervisors encouraging reasonable scheduling accommodations for newcomer employees to attend newcomer settlement workshops and access services.



Tools and Resources:

- » Sample memo to managers and supervisors

**Sample Memo:**

Settlement Services in Saint John

TO: Department Managers

SUBJECT: Scheduling Accommodations for Integration Support

Dear [Manager Name],

As you know, [Business Name] is proud of our diverse team. Our colleagues from all over the world offer a variety of skills, ideas, and perspectives and in doing so help our business to perform better. One of the most important things we can do to help our internationally-born colleagues succeed in [Business Name], is to support their access to the free information and services provided by all settlement organizations in town.

These local organizations offer one-on-one support, workshops, and information sessions on several important topics, including rights and responsibilities in Canada, understanding cultural differences, communication, services for immigrants, and more. In particular, [monthly information and orientation sessions offered by YMCA Newcomer Connections and the Saint John Newcomers Centre] provide a critical overview of what every newcomer to Canada needs to know. As part of our commitment to our colleagues, our retention strategy, and implementation of the Newcomer Employment Champions [NEC] Program, we ask that you prioritize scheduling requests related to Settlement Services and Employment Support Services workshops and information sessions.

We are tracking our colleagues' participation in this workshop as part of the [NEC] Program participation. To learn more about the programs described above or the [NEC] program or for support in facilitating access to these programs, please contact: [CONTACT INFORMATION].

Please share this message with supervisors in your department. Thank you for your commitment to ensuring [Business Name] is a fair, inclusive, and productive place to work.

Sincerely,

[CONTACT INFORMATION]

Language Learning

Best Practice: Communicate the importance of English and French language instruction with managers and supervisors, who are encouraged to prioritize scheduling requests related to English and French language learning.



Tools and Resources:

- » [Self-assessment test](#) - an online French and English language self-assessment test delivered by the Centre for Education and Training in Ontario
- » Value of language learning for integration and settlement
- » Language instruction resources
- » Sample memo for managers and supervisors



Value of Language Learning

Canada has two official languages: English and French. English is the most commonly spoken language in most provinces and territories. French is the main language spoken in Quebec, but New Brunswick is the only officially bilingual province in Canada. All official federal government services, publications and documents are available in both English and French. All New Brunswick government services, publications and documents are also available in both English and French.

Language fluency is the single biggest factor in successful integration. Regardless of job requirements, every Greater Saint John resident needs English or French language fluency to access important services, stay healthy, and settle here. Yet, many foreign-born locals tell us they are unaware of English language courses or are unable to access them due to employment schedules. We believe we can overcome these barriers by working together.

Before starting a class, newcomers must get tested to find out their current language skills. The YMCA Greater Saint John is the language assessment centre in Saint John.

Newcomers can do a [self-assessment test](#) to find out their current language level before doing a formal language test.





Language Instruction Resources

The following two organizations offer free formal language training in Saint John to permanent residents:



**Newcomer
Connections**

[LINC \(Language Instruction
for Newcomers to Canada\)](#)

**Centre d'apprentissage des langues
Language Learning Centre**



[Language Courses for Newcomers](#)

Conversational classes available for all newcomers in Saint John – PRUDE Inc. and The Saint John Newcomers Centre offer opportunities for all newcomers regardless of their status to practice their language skills.



[Language Practice /
The Canadian Way](#)

**The Saint John
Newcomers
Centre**



**Le Centre
de nouveaux arrivants
de Saint-Jean**

[Conversation Groups](#)



**Sample Memo:**

Re: English/French Language Learning

TO: Department Managers

SUBJECT: Support for English/French Language Learners

Dear [Manager Name],

Ensuring our team is fluent in English and French is very important for retention, productivity, customer experience, and the wellbeing of our colleagues. Fluency in one of the two official language makes it easier for people to access services in the community, make connections, share ideas, and grow in their roles.

In other words, language learning is important regardless of the level of English or French required in day-to-day work activities. This year, we have made a special commitment to increase our support for second language learners as part of our participation in the Newcomer Employment Champions [NEC] Program. We are fortunate to have access to several free and low-cost language programs. For example, YMCA Newcomer Connections administers Language Instruction for Newcomers (LINC) and Sector Specific Employment Language Training (SSELT). Both are free for permanent residents. Please support this important best practice by prioritizing scheduling accommodation requests related to:

- » English language instruction offered through YMCA Newcomer Connections, and the CCNB Language Centre (open to permanent residents)
- » English conversational programs at PRUDE Inc. and the Saint John Newcomers Centre (available to all newcomers)
- » French language instruction provided by the CCNB Language Centre (open to permanent residents)
- » French conversational classes provided by the Saint John Newcomers Centre (available to all newcomers)

To learn more about the programs described above or the [NEC] program or for assistance facilitating access to these programs, please contact: [CONTACT INFORMATION]

Thank you for your commitment to ensuring [Business Name] is a fair, inclusive, and productive place to work.

Sincerely,

[CONTACT INFORMATION]



Assignment of an Inclusion Champion

Best Practice: Assign a seasoned employee to check in with each newcomer employee to decode confusing situations, answer questions, and help welcome them to the company.



Tools and Resources:

- » Information to help organizations build an Inclusion Champion program



What is an Inclusion Champion program?

An Inclusion Champion program is an onboarding and knowledge-sharing method used to orient new employees. It involves assigning him or her to a workplace mentor. The Inclusion Champion is an existing employee who guides the new employee through the first few weeks or months on the job.

The Inclusion Champion plays the following role:

- » Connects with newcomers during their first week of work to check in. The Inclusion Champion will formally meet them again once during the first month of employment.
- » Helps explain unfamiliar tasks.
- » Explains how to use office equipment, obtain office supplies, make travel arrangements etc.
- » Socializes the new employee on company guidelines, norms, culture, and unwritten guidelines.
- » Shares insights on how things are done in the organization.
- » Involves the new employee in social or informal activities, such as lunch, coffee, and such.



Characteristics of a good Inclusion Champion

When selecting an Inclusion Champion, it is important to choose an employee who has a well-rounded knowledge of the company and its mission and values. It is equally important that he or she have a positive outlook and is willing to be the face of the organization. Additional characteristics to look for when selecting an Inclusion Champion may include:

- » Has a willingness and ability to mentor others;
- » Has demonstrated strong past performance;
- » Has the time to be accessible to the new employee;
- » Has excellent communications and interpersonal skills;
- » Is well-regarded and accepted by current employees.



Tips for the Inclusion Champion

When asking an existing employee to be an Inclusion Champion, here are some tips that can help them to make the most of the experience:

- » They are not expected to be experts on everything;
- » Focus attention on the newcomer and what he or she needs to be comfortable and productive in their new role;
- » Remain patient – relationships take time to develop;
- » Don't try to cover everything right away. Remember, the newcomer more than likely feels overwhelmed during the first couple of weeks in a new job and will need time to digest all the information they are taking in;
- » Don't try to force a relationship. Be available, but give the newcomer employee time to adjust and feel comfortable with using you as a trusted source;
- » Keep an open mind and don't be too judgemental. The newcomer employee is relying on you to be a safe place to get answers to their many questions;
- » Maintain a positive, teaching attitude.

Please remember that there is an underlying assumption that the newcomer will be receptive to the Inclusion Champion. He or she shares the responsibility for successful integration into the organization. The Inclusion Champion should encourage the newcomer employee to ask questions, to be open and willing to learn, to share knowledge from previous jobs, and to give feedback on their experience with the onboarding process.

Adapted from: <https://www.pmi.org/learning/library/implementing-buddy-system-workplace-9376>
(Project Management Institute)



Use of Plain Language

Best Practice: Use clear language in all work-related documents sent to newcomers who speak English as a second language. Share common employment-related words (especially acronyms) and company-specific terms with newcomer employees.



Tools and Resources:

- » Plain language definition - a communication is in plain language if its wording, structure, and design are so clear that the intended audience can easily find what they need, understand what they find, and use that information. (Source: [International Plain Language Federation](#))
- » [Plain Language Toolkit](#) – This is a resource published by the Canadian government to support the use of plain language as part of its own communications policy.
- » [A Guide to Writing in Plain Language](#) –Published by the Canadian government, this guide provides information on how to write using plain language.
- » [Plain Language Audit Tool](#) – This is a resource produced by the Northwest Territories Literacy Council to help organizations audit their internal communications documents for plain language usage



Open Door Policy

Best Practice: Develop an open-door policy and communicate it verbally and in writing to newcomers during the onboarding process. Ensure the entire team is aware of the open-door policy and emphasizes its importance and value to newcomer employees.



Tools and Resources:

- » Definition of an open-door policy
- » Sample open-door policy

Definition

An open-door policy is one that encourages employees to come to their managers with questions, concerns and to discuss issues. The policy is designed to promote transparency, productivity and faster communication.



Sample Open Door Policy

Purpose

Our **open-door policy in business** reflects our commitment to transparent and flexible communication between managers and team members. Our company has adopted an Open-Door Policy for all employees. [Employer's Name] is extremely interested in establishing and maintaining open lines of communication with every employee. You are encouraged to express your comments, ideas, and concerns to your manager/supervisor.

The purpose of our open-door policy is to encourage open communication, feedback, and discussion about any work matter of importance to an employee. If any area of your work is causing you concern, you can address your concern with a manager. Do not be afraid to speak with your supervisor or human resources department regarding any workplace issue that causes you concern.

What is Open Door Policy at Work?

Here's our open-door policy definition: it's simply the management practice of leaving your proverbial door open to all employees. This enhances communication across all levels of the organization.

And what's the open-door policy significance to our business? It translates to better communication which in turn helps build a culture of trust. We think this is the only way to achieve innovation and growth. Everyone has valuable thoughts to share and both our workplace and ways of working could always be improved.

We ask our employees, as the heart of our business, to be ready to provide positive or negative feedback in a constructive manner or share ideas that can help us thrive.

Scope

We expect managers of all levels to keep their door open; and this refers to so much more than their office door. They should be ready to listen to their employees in person or over digital means we use at work (email or messaging apps). They should establish a culture of trust and communication in their team. This also applies to senior management who should remain approachable for everyone in the organization.

Team members are free to communicate their work-related thoughts and/or concerns with upper management.

If you have serious matters on your mind, ranging from concerns over your compensation to workplace harassment, feel free to come to _____ (ex: Human Resources).



Policy Elements

Managers should have their office door open so employees can approach them easily to:

- » Ask for counsel or feedback.
- » Ask questions about a subject.
- » Express a complaint or concern.
- » Raise awareness for a problem.
- » Ask for resolution to an inside dispute or conflict.
- » Make suggestions for change.
- » Discuss any other work-related topics.

Benefits of an Open-Door Policy in the Workplace

We have already emphasized the importance of open communication when it comes to innovation and improvement of our company. More specifically, we hope that listening to employees will help us:

- » Address employee concerns in time.
- » Resolve disputes before tensions escalate.
- » Help employees who were victimized or harassed.
- » Seize opportunities to improve processes.
- » Foster a culture of mutual trust and collaboration.
- » Nurture an inclusive environment.
- » Reduce turnover and increase engagement.

Manager's Best Practices

As a manager, listening to your team members is part of your duties. You should always be ready to discuss important subjects as soon as possible, but you should also make time to listen to your team members' concerns or ideas.

Action is also important. Our company open door policy aims to translate good feedback to better results. This means it's your job to follow through with improvements that matter. Use your judgement to determine whether you should pass information to your own manager or create a plan to address what your team member has told you.

Always be transparent about what you're going to do. Don't promise anything that you're not sure you can deliver. Discuss with your team member, let them know your own thoughts and concerns.

After all, communication works both ways. We expect you to not take any negative feedback or criticism personally. You must not retaliate against or victimize team members. If you're not sure how to handle the information you received, remember: your manager's and HR's doors are also open.



Team member's best practices

Communication is important and is built on mutual trust. This means that just as you trust your manager to listen to you, your manager trusts you to help them digest information better.

We ask you to:

- » Ask for an appointment in advance, whenever possible, if you want to talk about a significant or delicate matter.
- » Communicate with your manager whenever possible instead of going to more senior manager first. In rare cases you may bypass your manager: for example, if they're out of office, if they're involved in a harassment claim or they've consistently and willfully violated our company open door policy (which you can report to HR).
- » Try to resolve minor concerns with your colleagues before reaching out to your manager.

In general, we want you to voice your concerns. We would like to ensure our workplace is a safe, productive environment for everyone.

Adapted from: <https://resources.workable.com/open-door-company-policy>



Effective Communication in the Workplace

Best Practice: Help newcomer employees understand communication styles and means of communications that are specific to the workplace (i.e. staff meetings, social events, interaction with management teams, e-mails etc.)



Tools and Resources:

- » List of ten most common qualities valued in the Canadian workplace



List of ten most common qualities valued in the Canadian workplace

Here are ten of the most common qualities valued in the Canadian workplace. The following do's and don'ts are suggested ways by which you can display these traits. As you gradually immerse yourself in the Canadian workplace, you will learn more ways to practice these qualities.

1. Interacting positively with others

Do's:

- » Greet everyone warmly; acknowledge their presence
- » Smile! Be approachable
- » Maintain eye contact when interacting with someone

Don'ts:

- » Interrupt when someone is speaking
- » Shy away from social situations
- » Be paranoid and think that everyone is judging you

2. Competence

Do's:

- » Understand work requirements and job expectations completely
- » Aim to make a solid contribution to your team/company
- » Manage your time and resources at work wisely

Don'ts:

- » Depend on your boss or co-workers all the time
- » Waste time on complaining or gossiping
- » Say yes when you don't understand completely

3. Punctuality & Attendance

Do's:

- » Come 10-15 minutes early for work
- » Submit assigned work on or before the deadline
- » Report for duty regularly and give advance notice if you will be absent

Don'ts:

- » Come late or too early for an interview or a meeting. Coming late is rude while being too early may place undue pressure on the person/people you are meeting.
- » Be absent without informing your supervisor or co-workers
- » Leave during office hours without informing your boss or co-workers. If an emergency comes up, they will know where you are.



4. Initiative

Do's:

- » Suggest ways to improve your work/workplace
- » Offer to help out others when you have time
- » Volunteer information that may help others in the team

Don'ts:

- » Always depend on your boss or co-workers for direction
- » Make major decisions that will impact the company without consultation
- » Do the work of others sacrificing your own

5. Respect

Do's:

- » Listen to the ideas and opinions of others
- » Ask for suggestions whenever appropriate
- » Put your phone on silent mode during meetings

Don'ts:

- » Always consider your ideas to be the best
- » Abuse company resources
- » Receive calls during an interview or a meeting

6. Cross-cultural communication

Do's:

- » Learn about customs of other cultures
- » Share elements of your own culture
- » Be careful about body language and tone of voice

Don'ts:

- » Stereotype people
- » Crack "risky" jokes (your humor may not be understood by everyone)
- » Use your native language when in a group with people of other nationalities

7. Continuous learning

Do's:

- » Read the latest articles and journals about your profession
- » Enroll in short courses to learn new skills
- » Join professional associations and attend conferences

Don'ts:

- » Make lack of finances or time (or your age) as excuses
- » Be complacent about your skills
- » Be discouraged when you have trouble picking up new skills

8. Conflict management

Do's:

- » Be a team player
- » Always seek solutions at the earliest possible time
- » Seek additional support when needed

Don'ts:

- » Keep silent when something is bothering you
- » Always go straight to management for every little concern
- » Blow problems out of proportion



9. Workplace Involvement

Do's:

- » Participate in company events
- » Volunteer for company activities outside of your duties
- » Suggest ways by which the company can improve or save money

Don'ts:

- » Limit yourself to only doing tasks that are in your job description
- » Feel bad when your suggestions are not picked up
- » Spread yourself thin by volunteering in all activities

10. Personal and professional management

Do's:

- » Know when to say no to tasks when you have too much on your plate
- » Balance your time for work and for leisure
- » Have a long-term career goal

Don'ts:

- » Come to work distraught or stressed
- » Stop developing your skills
- » Be a workaholic

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Workplace Integration

Best Practice: Provide newcomer employees with information on New Brunswick employment standards, workplace essential skills training, information on the Canadian workplace and encourage them to participate in related workshops.



Tools and Resources:

- » [Government of New Brunswick employment standards website](#): Links to employment standards information for working in New Brunswick.
- » [Employment Standards Rights and Responsibilities](#) – Information on the rights and responsibilities of employees in New Brunswick.
- » [Workplace Essential Skills \(WES\) Training](#) – This is training aimed at helping adults who are employed or seeking employment and require additional essential skills to succeed. It is also available to employers who are experiencing skilled labour shortages and in need of recruitment support. Post-Secondary Education, Training and Labour offers courses free of charge for adult residents of New Brunswick.
- » [The Newcomer's Guide to the Canadian Workplace](#) - Produced in 2016, by the Province of Manitoba, this is a comprehensive guide is designed to help newcomers be successful in the work place.



WORKPLACE INCLUSION BEST PRACTICES

- » Supervisor Training
- » Employee Training
- » Canadian Multiculturalism Day Celebration

Workplace Inclusion supports actions that celebrate diversity and create a more inclusive work environment.

Employers that value cultural diversity and inclusion benefit from an engaged and productive workforce who believe their unique backgrounds and skills are important. Newcomers bring new languages, unique cultural perspectives, global connections, and new ideas. Finding opportunities to explore and understand these differences not only creates a more positive work environment but may also unleash new business opportunities.



Supervisor Training

Best Practice: Supervisors attend Human Rights Act of New Brunswick workshop, Unconscious Bias, and/or cultural competency training and inform and engage individuals on cultural differences and how to become “culturally dexterous”.

Tools and Resources:

» **Human Rights Act of New Brunswick workshop:**

To request training, please contact the Human Rights Commission or PLEIS

Benoît Locas

Manager - Education and Outreach

Human Rights Commission

Barry House

751 Brunswick Street

Fredericton NB E3B 1H8

Telephone: (506) 444-3059

<http://www.gnb.ca/hrc-cdp>

Benoit.Locas@gnb.ca

**Public Legal Education and Information Service of
New Brunswick**

P.O. Box 6000,

Fredericton NB, E3B 5H1

Telephone: (506) 453-5369

<http://www.legal-info-legale.nb.ca/>

pleisnb@web.ca

» **Unconscious Bias: Understanding Bias to Unleash Potential™**

Bias is a natural part of the human condition—of how the brain works. Every day, your leaders and your workforce are faced with countless bits of information while making decisions that range from the pragmatic to the strategic. As they confront more and more information—requiring them to act quickly while considering varying perspectives—they are primed to rely on biased thinking. Why? Because unconscious biases are shortcuts that help our brains compensate for overload. This affects how we make decisions, engage with others, and respond to various situations and circumstances, often limiting potential, inhibiting performance, and leading to poor decision-making.

For inquiries about workshops available in Greater Saint John, contact Franklin Covey regional representative Troy Wallace (troy.wallace@franklincovey.com) - 1-506-871-8727. You can also download Franklin Covey Seven Misconceptions About Unconscious Bias guide at: <https://resources.franklincovey.com/videos/unconsciousbiasoverview>

» **Creating Inclusive Workplaces and Communities Workshops**

Providers for Greater Saint John are:

- » Pride of Race, Unity and Dignity through Education (PRUDE Inc.) - 506.634.3088 info@prudeinc.org
- » The Saint John Newcomers Centre (SJNC) - 506.642.1201 welcome@sjnewcomers.ca
- » YMCA of Greater Saint John Newcomer Connections—506.634.4860
newcomerconnections@saintjohnY.com



Employee Training

Best Practice: Employees (non-newcomers as well as newcomers) participate in cultural competency training and other related professional development sessions.

Tools and Resources

Creating Inclusive Workplaces and Communities Workshop

The Creating Inclusive Workplaces and Communities workshop informs and engages individuals on cultural differences and how to become “culturally dexterous”. This workshop is a great tool for you to apply in all the aspects of your life and an invaluable resource in an increasingly multicultural New Brunswick.

In this workshop you will:

- » Learn how to define culture and about cultural diversity around the world;
- » Discuss the difficulties and advantages of operating in a multicultural environment;
- » Get tools and resources to help you become a good cross-cultural communicator; and
- » Gain insight on what it’s like to enter a new culture, as well as discuss challenges newcomers face and how you can help vs. hinder their integration.



Providers for Greater Saint John are:

- » YMCA of Greater Saint John Newcomer Connections—506.634.4860 // newcomerconnections@saintjohnY.com
- » Pride of Race, Unity and Dignity through Education (PRUDE)——-506.634.3088 // info@prudeinc.org
- » The Saint John Newcomers Centre (SJNC)——-506.642.1201 // info@sjmnc.ca



Canadian Multiculturalism Day Celebration

Best Practice: Celebrate Canadian Multiculturalism Day on June 27th within the company or by joining existing community events.

Tools and Resources

1. How to Celebrate Multiculturalism Day

Canadian Multiculturalism Day, on June 27th, is a great opportunity to celebrate our diverse country. Canada is a country rich in history, Indigenous culture and mutual respect. This is the perfect day to celebrate all the cultures that make up our amazing country as well as the contributions each group is giving to communities across Canada.

Here are a few ways to celebrate this special day.

- » **Find a Celebration Near You** - Check out your local resources (City of Saint John, SJ Newcomer Center, YMCA...) to find an activity happening near you. There are many fun events happening throughout the Greater Saint John region to help celebrate Canadian Multiculturalism Day.
- » **Celebrate with Your Neighbours and co-workers** - Plan an office party or invite your entire building to participate. Make it a potluck and ask everyone to bring in their favourite dish - even better if it's native to their culture. This is a great opportunity to learn about each other's history and culture while also forming a stronger bond with your neighbours and co-workers.
- » **Create an Internal Event** – Some workplaces organize a photo contest where each colleague is asked to provide an image symbolizing their culture. These images can be used for a temporary exhibition or to create a large collage displayed within the company.
- » **Share with co-workers** - You may want to share some facts and traditions about your own culture with the co-workers and community. You can also take some time to learn all about Canada's history.

Adapted from: <http://www.neighboursfriendsandfamilies.ca/blog/how-celebrate-multiculturalism-day-canada>





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Newcomer Employment
Champions