

# **How Social Media and Technology Pave the Way for Non-Traditional Service Delivery**

# Today's Presenters



**Chair: Sahar Dolatshahi,  
YMCA of Greater Toronto**



**Rizza Solis,  
YMCA of Greater Toronto**



**Stephanie Santos,  
YMCA of Greater Toronto**



**Rachel Hua,  
YMCA of Greater Toronto**



**Juliana Marques,  
Settlement Online Pre-Arrival**



**Cameron Moser,  
ACCES Employment**



**Ghaith Sheikh,  
S.U.C.C.E.S.S. E-Start**



**Nicholas Ghadiri,  
Pre-Arrival Support Services**

# Overview of Pre-Arrival Services

## Objective of Pre-Arrival Services:

*To provide selected Permanent Residents with accurate, relevant information and supports, so that they can **make informed decisions** about their new life in Canada and **begin the integration process** - including preparation for employment, **before arrival**.*

- 16 service providers (SPOs) funded by IRCC
- Pre-arrival services vary considerably in scope, delivery models and size
  - ✓ Provided by both **targeted** (e.g. occupation-specific, regional-specific, Francophone SPOs) or **generalist** SPOs (provide services to all eligible newcomers)
  - ✓ **Web-based** or **in-person** services

*Reference:* <https://www.canada.ca/en/immigration-refugees-citizenship/corporate/reports-statistics/evaluations.html>



# **YMCA-GTA Pre-Arrival Coordinated Services (PACS)**

# YMCA-GTA's Role in the Pre-Arrival Sector

*Pre-Arrival Service Delivery*

**YMCA of Greater  
Toronto**

**Pre-Arrival  
Coordinated  
Services (PACS)**

- Coordinating function: pre-arrival SPOs
- Information exchange, facilitate collaboration

**Next Stop Canada  
Pre-Arrival Settlement  
Services (NSC)**

- Client services: NAARS, I&O, CC, IS
- Client referrals to pre- and post-arrival services

# Pre-Arrival Coordinating Body

**Goal:** Increase coordination among pre-arrival service providers and key partners including IRCC, provinces, territories and domestic SPOs



Perform Secretariat Function to the Pre-Arrival Working Group



Convene regular online/in-person Pre-Arrival Community Partnership Committee (CPC) meetings, co-chaired by IRCC



Develop and maintain the “**Pre-Arrival Partners’ Portal**”, a virtual community for pre-arrival practitioners and key partners



*Pre-Arrival CPC In-Person Meeting, Nov 2019, Toronto, ON*

# Pre-Arrival Partners' Portal



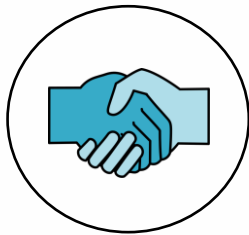
*A virtual community where pre-arrival settlement practitioners and key partners can connect, share knowledge, and solve problems together.*

- ✓ 116 members
- ✓ Representatives from pre-arrival SPOs, IRCC, provincial governments, and post-arrival settlement partners
- ✓ Ongoing consultations with the sector to improve user experience

# Pre-Arrival Partners' Portal



## Key Elements

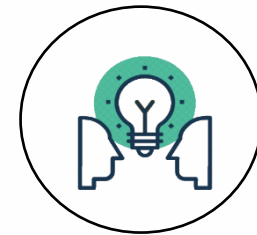


### **Collaboration**

A virtual space that enables dialogue to explore new possibilities, solve challenges and create mutually beneficial opportunities.

### **Knowledge Sharing**

Share information in a secure and social environment that will capture and disseminate new and existing knowledge.



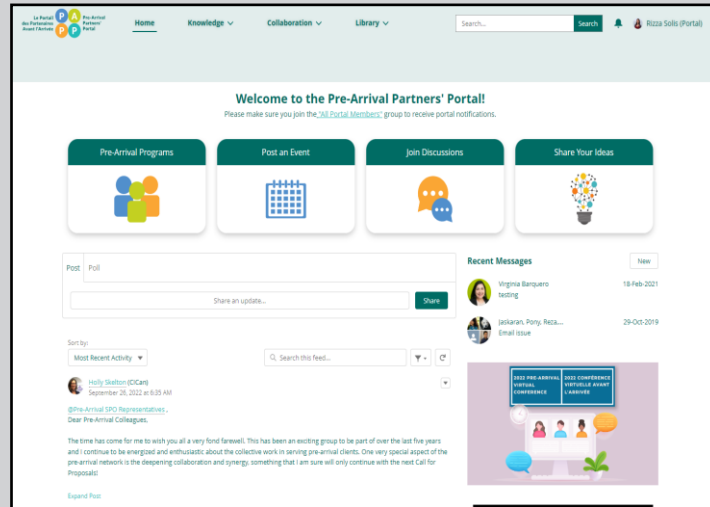


# Portal Platform

- World-leading client relationship management (CRM) platform
- Uses cloud-based software designed to better connect with users and organize knowledge into a simple user interface
- Powerful security and sharing features that protect sensitive data



# Portal Features

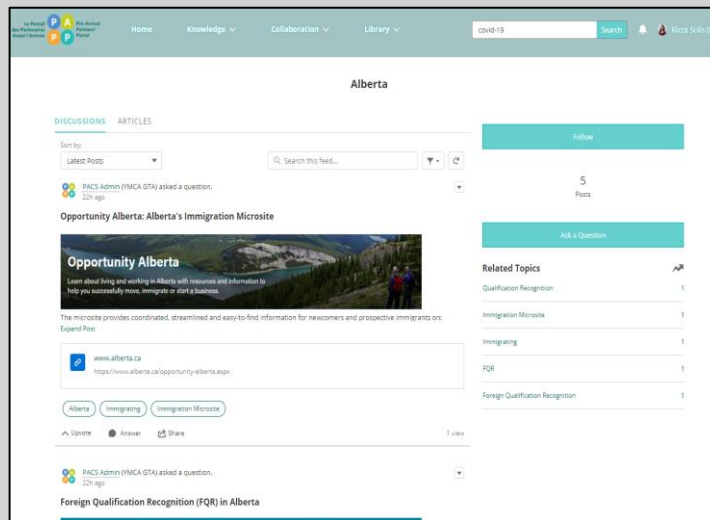


 News Feed

 Event Calendar

 Knowledge Database

 Discussion Groups

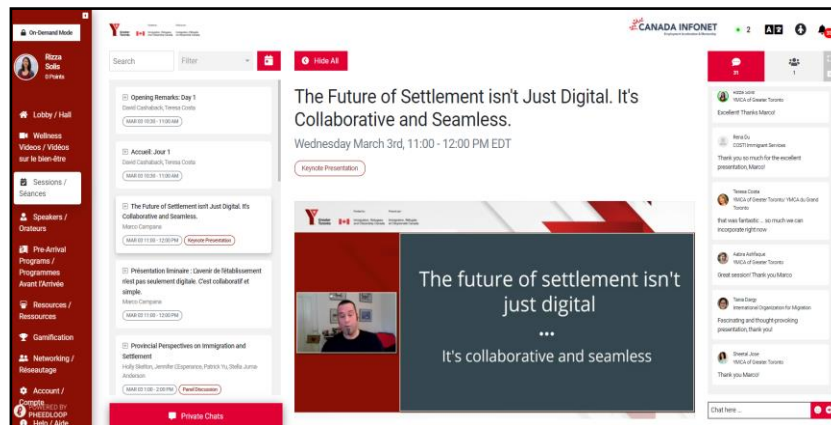


# Digital Practices in the Pre-Arrival Sector



Joint Pre-Arrival Promotion Webinar, 2020

- Regular online meetings: CPC and Pre-Arrival SPO monthly meetings
  - ✓ Facilitate discussions on challenges and problem-solving in the sector
  - ✓ Ongoing consultations to improve the format



Pre-Arrival Virtual Conference 2021

- Joint Pre-Arrival Promotion Webinars
- Knowledge sharing at the Pre-Arrival Virtual Conference

# Key Learnings

- Technology is just a tool, what's needed is a shift in how we work together as a sector
- Collaboration and information sharing paved the way for innovation



# Pre Arrival Canada.ca

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Funded by the Government of Canada



# What is Pre Arrival **Canada.ca**

**1** EASY REGISTRATION

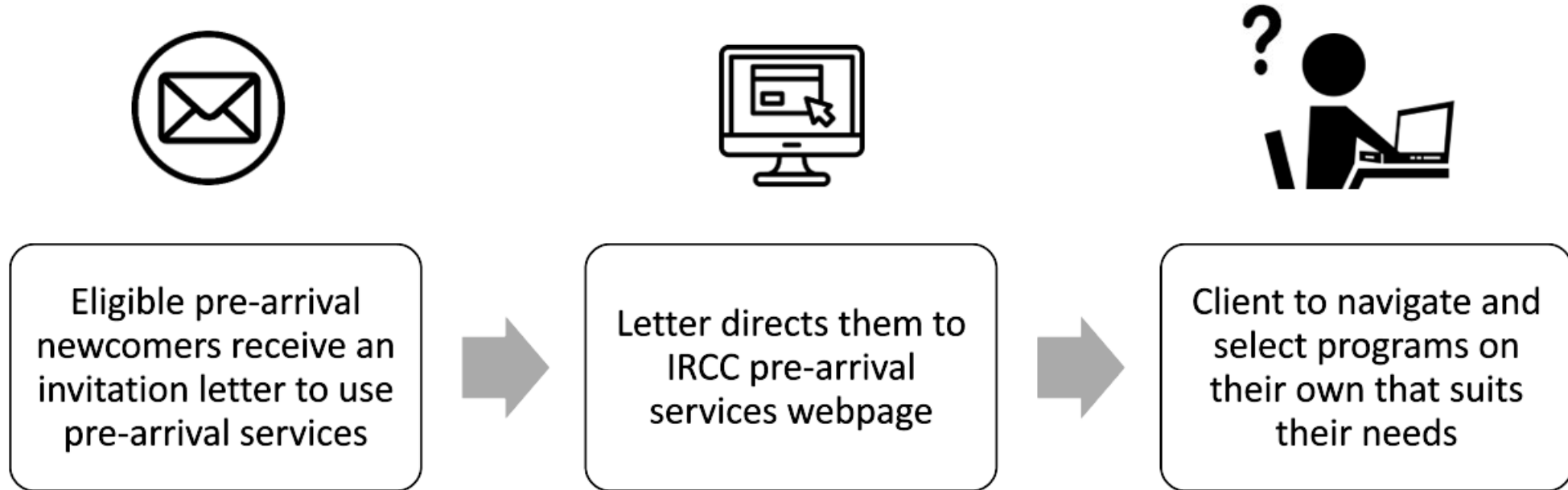
**9** GOVERNMENT FUNDED PROGRAMS

**MULTIPLE  
SERVICES**



*Your one stop site, to  
help you prepare for  
your journey to  
Canada*

# Previous Process





Registration

Client completes  
the registration  
process of their  
selected program



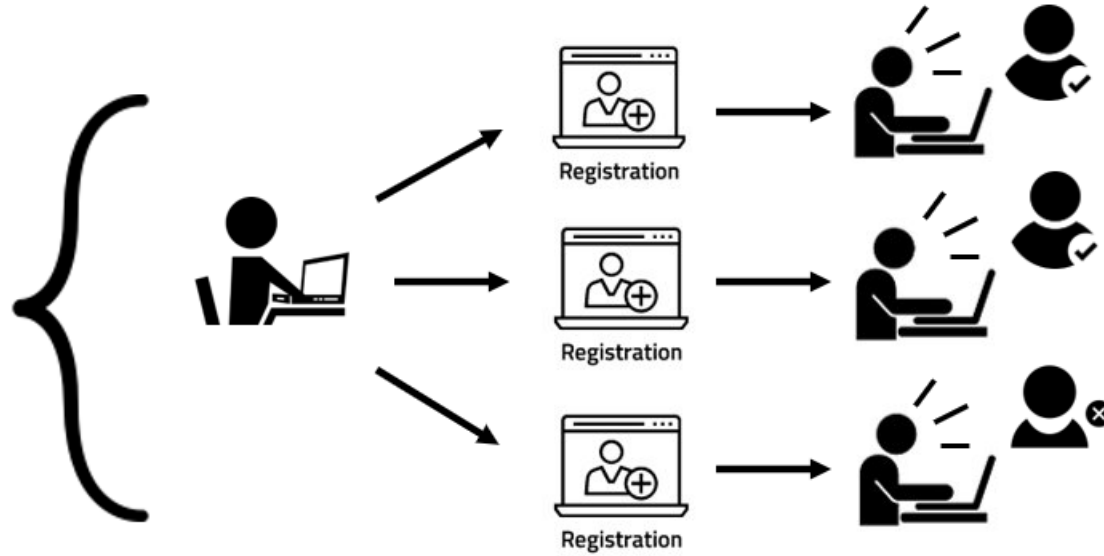
Program staff will  
validate client  
eligibility



Eligible clients are  
given access and  
start receiving  
service



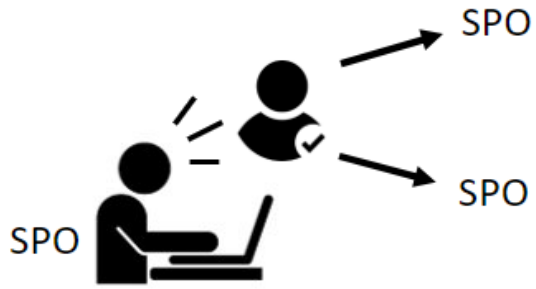
Client is repeatedly asked for the same information and documents:  
Laborious and time-consuming



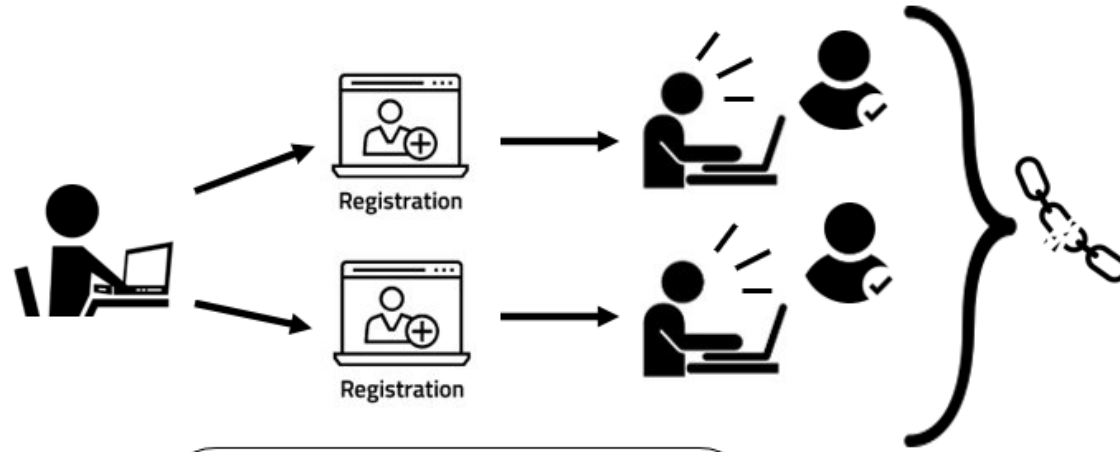
Client registers for multiple pre-arrival services

Program staff for each program will validate client eligibility

Eligible clients are given access and start receiving service of selected pre-arrival programs



Client is referred to other pre-arrival service/s depending on their needs and eligibility



Client still has to manually register with the pre-arrival program/s referred to them

Client is repeatedly asked for the same information and documents: Laborious and time-consuming

No coordinated approach in tracking the clients' registration to the different pre-arrival programs, causing duplication of referrals

**\* Absence of a shared information system**

# 3 Easy Steps



## STEP 1

Go to  
[PREARRIVALCANADA.CA](https://PREARRIVALCANADA.CA)  
to begin your registration.



## STEP 2

Select which programs  
and services you would  
like to receive.



## STEP 3

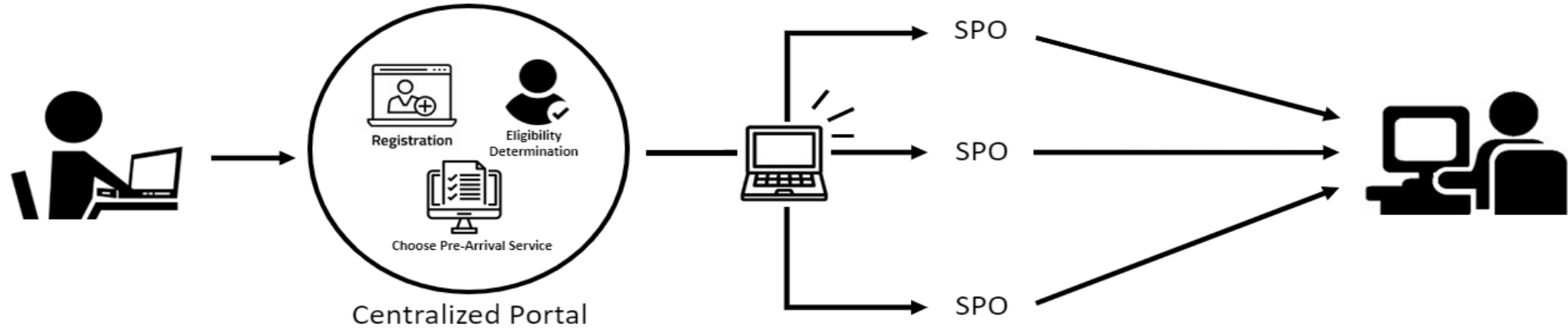
Complete the registration  
and submit any  
documents.



## DONE!

You'll begin receiving  
FREE Pre-Arrival  
Services!

# Current Process

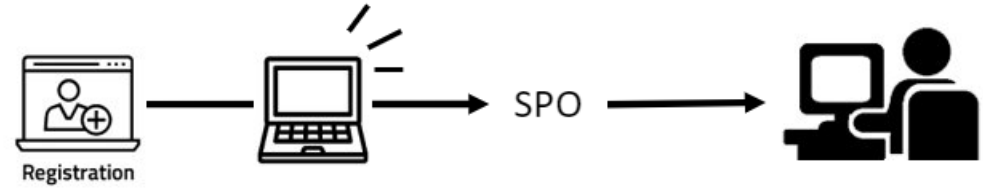
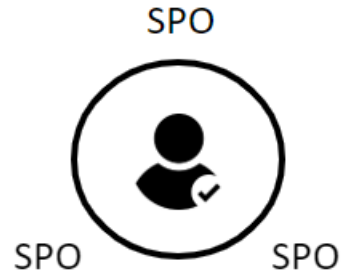


Client registers at Pre-Arrival Registration Portal

Registration details will be sent to chosen pre-arrival program using data transfers

Pre-arrival SPO will receive client registration and can start providing service to client

- ✓ Client can choose IRCC-funded pre-arrival service/s
- ✓ Eligibility Determination
- ✓ In collaboration with pre-arrival SPOs as co-creators



SPO can check in the portal to see which programs client has registered with (including eligibility)



SPO can make a referral in the portal with one click



Client's registration details will be transferred to the referred SPO using API



Referred SPO will receive client's registration and can start providing service

# Leveraging Social Media & Technology

1

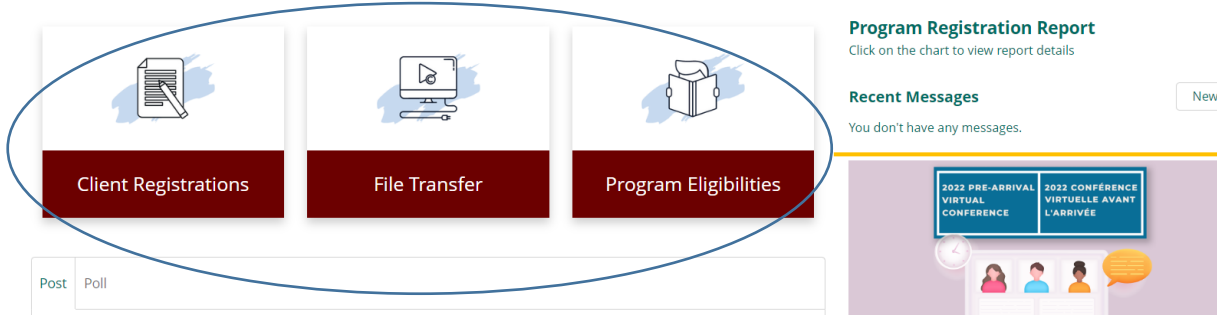
Welcome to the Pre-Arrival Partners' Portal!  
Please make sure you join the "All Portal Members" group to receive portal notifications.



Built on existing Pre-Arrival Partners Portal (Salesforce)

Centralized information sharing system where SPOs can view client registrations, access file transfers, send referrals and review program eligibilities

2



Social Media has played a role in establishing the pre-arrival portal. Follow us @ArrivalCANADA on Twitter and Pre Arrival Canada on Facebook

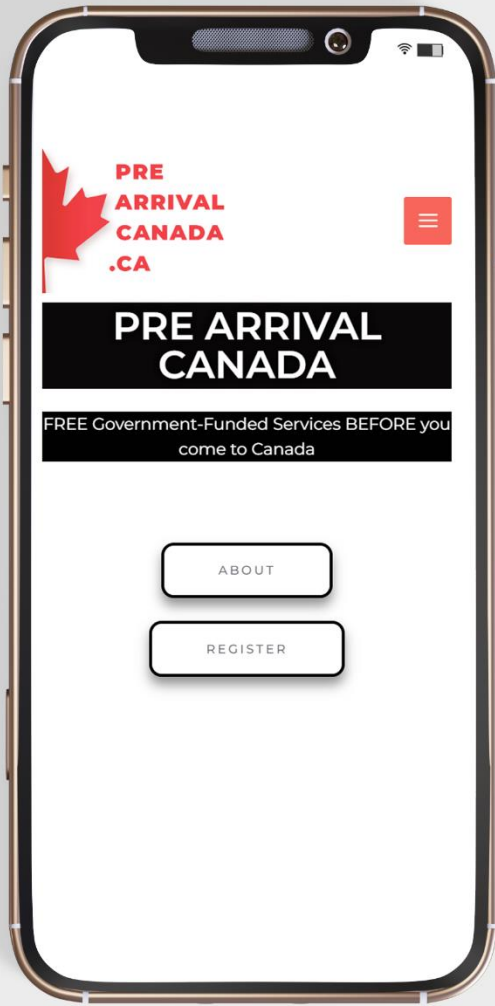
3



# Registration & Referral Portal Features

- One registration for all IRCC-funded pre-arrival services
- Centralized eligibility determination
- Registration page is mobile-friendly and available 24/7
- Live Chat feature
- Automated client data transfer with a click of a button
- \*Shared Client Information Database among pre-arrival SPOs





# Thank you!

[www.prearrivalcanada.ca](http://www.prearrivalcanada.ca)





# YMCA of Greater Toronto's Online Pre-Arrival Settlement Services

## **Next Stop Canada**

# What is Next Stop Canada?



**Next Stop Canada** provides free English and French online information & orientation about life in Canada, as well as connections to a wide range of newcomer support for adults and youth before they arrive in Canada.



Funded by:



Immigration, Refugees  
and Citizenship Canada

Financé par :

Immigration, Réfugiés  
et Citoyenneté Canada



Live Chat



Personalized Settlement  
Plan



Live Webinars



Online Resources



Immigrants Forum



Mentors Forum



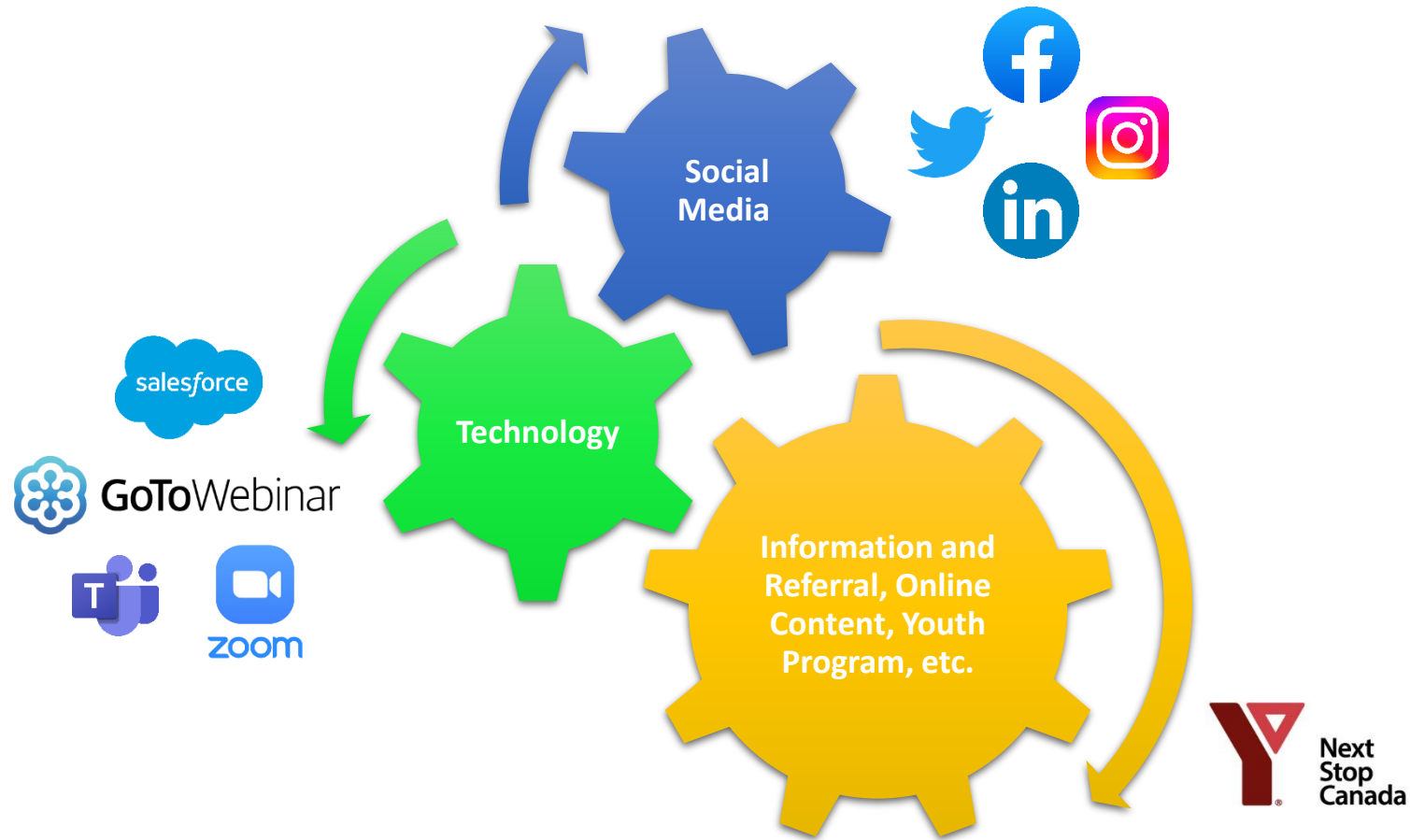
Youth Program

# Eligibility

- ✓ 12 years old and above
- ✓ Must live outside of Canada
- ✓ Must have official approval for permanent residence from Immigration, Refugees and Citizenship Canada (IRCC)



# Service Delivery



# Social Media Accounts

@NextStopCanada 🔍



**3.7k+**  
**followers**



**4.1k+**  
**followers**



**13.2k+**  
**followers**

[www.nextstopcanada.ca](http://www.nextstopcanada.ca)

# Facebook (Closed Group)



A virtual community for **Next Stop Canada** members to connect and share information, experiences, thoughts, and insights about their journey to Canada!

**3.5k+ members**



# Settlement Online Pre-Arrival (SOPA)

How Social Media and Technology Pave the Way for  
Non-Traditional Service Delivery

Juliana Pelinsom Marques  
SOPA Supervisor

Funded by:



Immigration, Refugees  
and Citizenship Canada

Financé par :

Immigration, Réfugiés  
et Citoyenneté Canada



# Settlement Online Pre-Arrival (SOPA)



# SOPA Client Journey

## Intake Counsellor

- Needs Assessment
- Referrals (internal and external)

## Courses

- Facilitated
- Self-guided

## Employment Counsellor

- Assessment
- Follow-ups

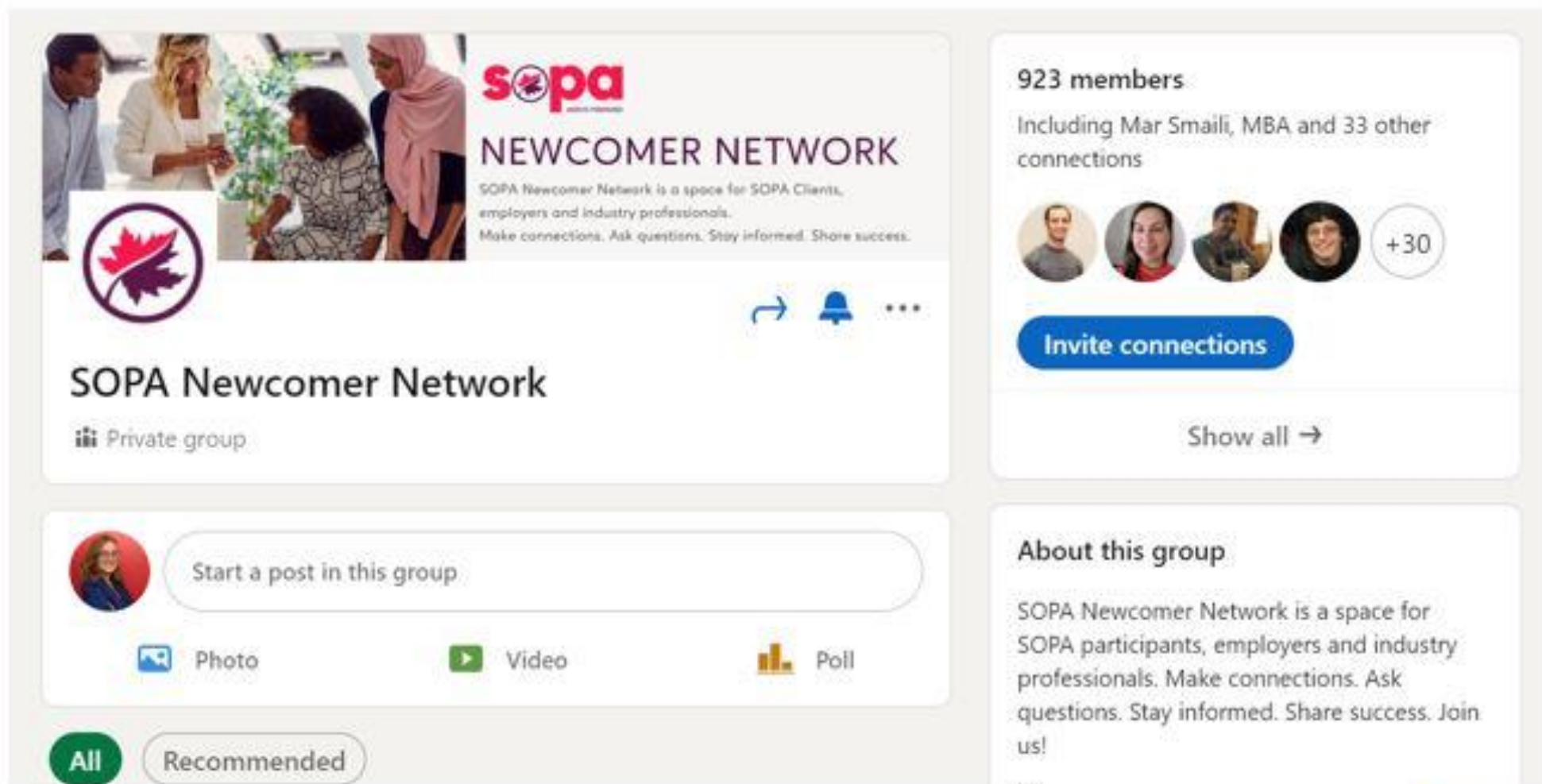
## Virtual Events

- Employers
- Networking

## Referrals

- Post-Arrival services

# SOPA Newcomer Network



The image shows a screenshot of a LinkedIn group page for the 'SOPA Newcomer Network'. The page header features a banner with a group of people and the SOPA logo. The group name is 'SOPA Newcomer Network' and it is a 'Private group'. The page shows 923 members, including Mar Smaili, MBA, and 33 other connections. There is a 'Start a post in this group' section with options for Photo, Video, and Poll. The 'About this group' section describes the network as a space for SOPA participants, employers, and industry professionals to make connections, ask questions, stay informed, and share success. The page also includes navigation icons for sharing, notifications, and more options.

**sopa**  
NEWCOMER NETWORK

SOPA Newcomer Network is a space for SOPA Clients, employers and industry professionals. Make connections. Ask questions. Stay informed. Share success.

923 members  
Including Mar Smaili, MBA and 33 other connections

Invite connections

Show all →

Start a post in this group

Photo Video Poll

All Recommended

**About this group**

SOPA Newcomer Network is a space for SOPA participants, employers and industry professionals. Make connections. Ask questions. Stay informed. Share success. Join us!

# SOPA for Refugees

- Consultation started in 2019
- Ready to Work Course: introduces you to important information about the Canadian job market, job search process and Canadian culture
- WhatsApp



# Thank you!

[jmarques@isans.ca](mailto:jmarques@isans.ca)



# Leveraging Pre-Arrival Service Technologies

P2P Panel | November 2022



**access**  
employment

# Pre-Arrival Services at ACCES Employment

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Launched in 2015



A new service geography –  
The whole world



8,000+ clients served  
through 8 program streams



# Canadian Employment Connections



Through a combination of asynchronous and synchronous learning opportunities, we support pre-arrival immigrants in gaining the skills and connections they need to secure employment in Canada either prior to landing or soon thereafter.



Job Search Skills



Sector-Specific  
Training



Workplace and  
Business  
Communication



Connections to  
Employers  
(interviews, job  
fairs and  
mentoring)



# Building and Sharing Content



**Creating content**



**Disseminating Content**



**Integrating Content**



# Promoting supported work

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**Resume Scanning**



**Video Interviewing**



**Learning Communities**



**Internal Training**



# Future Strategic Goals

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- Have a clearer picture of pre-arrival immigrants work across service provider organizations
- Expand the impact of created resources to increase sustainability
- Continue regularly testing and evaluating new technologies and platforms



Funded by:



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada





# Thank You!



Follow us on social media:



@ACCEEmployment



ACCEEmployment



@ACCEEmployment



ACCEEmployment

[acesemployment.ca](http://acesemployment.ca)



# HOW SOCIAL MEDIA AND TECHNOLOGY PAVE THE WAY FOR NON-TRADITIONAL SERVICE DELIVERY



**Ghaith Sheikh, Program Manager**



## About E-Start

- E-Start pre-arrival program provides key labour market information in several languages through one-to-one first language interview and needs assessment.
- E-Start provides occupation-specific learning modules with information on high demand, easy access occupations in Canada.



## The scope of the 'E-Start' pilot project

- To provide a series of online occupation specific learning modules.
- The modules were provided via an online hub that includes videos, information, quizzes and online support staff through the website or by our specifically designed apps.

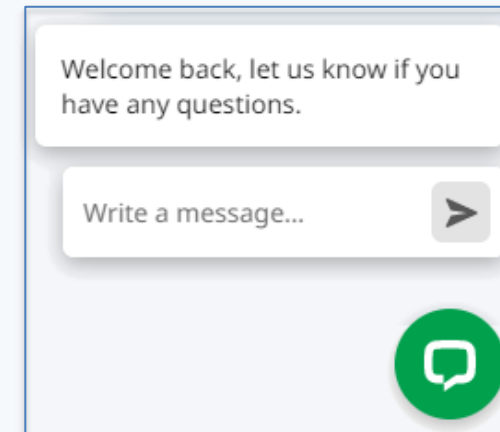
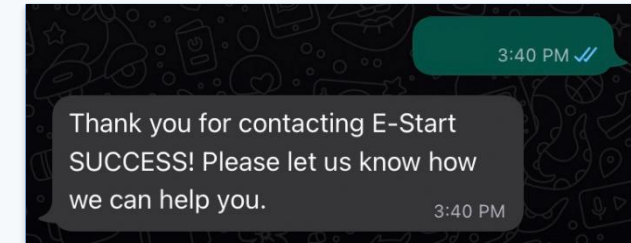






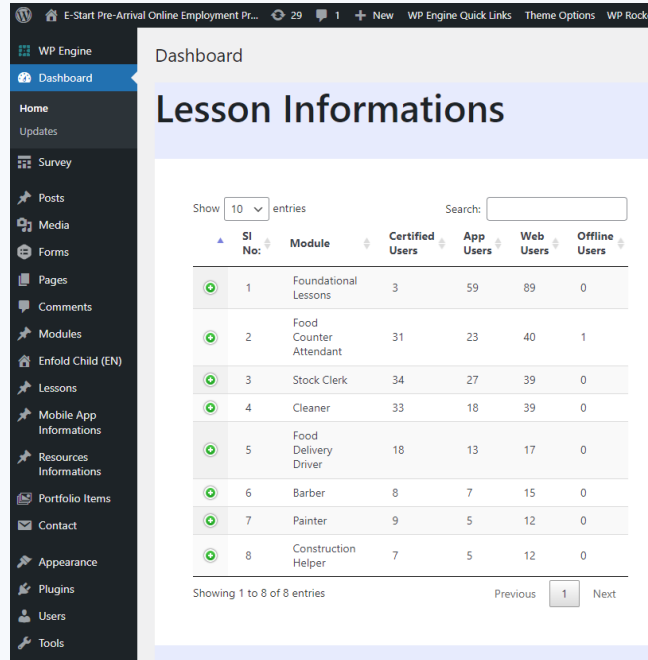
## How E-Start program is harnessing social media and technology to facilitate service delivery

- E-Start uses technology to facilitate communication with clients, provide services, and direct person-to-person support
- E-Start utilizes a combination of WhatsApp and the 'LiveChat' function, which is available on our website and through our iOS and Android Apps





## How E-Start program is harnessing social media and technology to facilitate service delivery



Dashboard

### Lesson Informations

Show 10 entries

Search:

SI No.	Module	Certified Users	App Users	Web Users	Offline Users
1	Foundational Lessons	3	59	89	0
2	Food Counter Attendant	31	23	40	1
3	Stock Clerk	34	27	39	0
4	Cleaner	33	18	39	0
5	Food Delivery Driver	18	13	17	0
6	Barber	8	7	15	0
7	Painter	9	5	12	0
8	Construction Helper	7	5	12	0

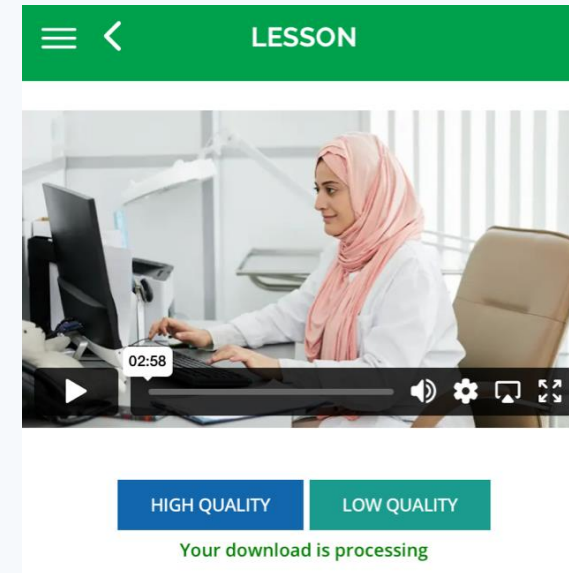
Showing 1 to 8 of 8 entries

Previous 1 Next

- Through the 'WordPress' E-Start team were able monitor clients progress through the learning modules
- Provided the team with updates on clients who had not completed the modules, initiating 'reminder' emails
- Sent surveys to all clients after obtaining certificates

## How E-Start program is harnessing social media and technology to facilitate service delivery

- E-Start team worked with web designers through the 'Flock' Development team messenger to design our website and phone application for our program
- Clients were able to access lessons without the Internet, and to download lessons on their phones



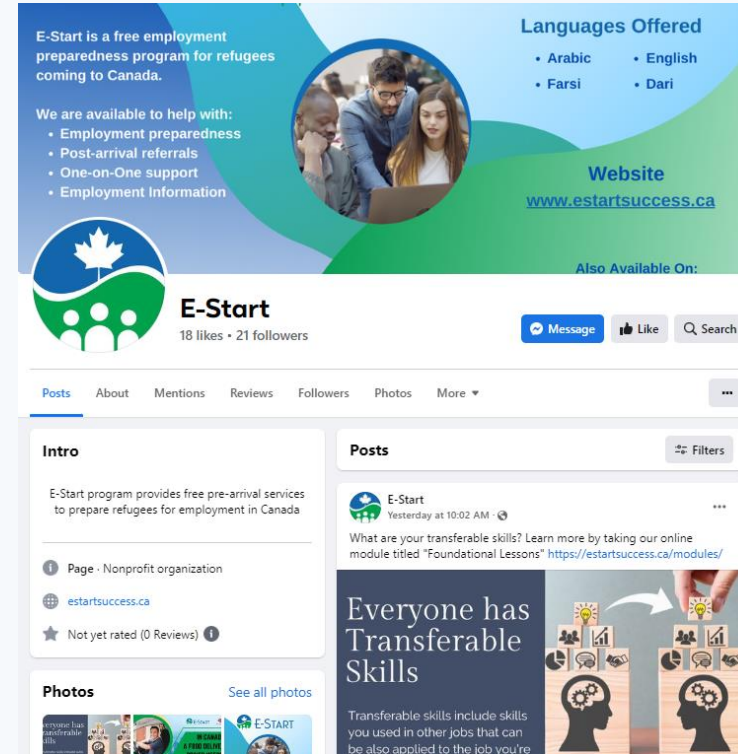
Survey

Export survey CSV Export survey PDF

Show 10 entries

Search:

SI.No	First Occupation Module	Survey Module	User	Date	More
21	Yes	دهان	Ghaith Sheikh	2022-08-09 21:16:48	<a href="#">View</a> <a href="#">More</a>
22	Yes	دهان	Ghaith Sheikh	2022-08-09 21:18:25	<a href="#">View</a> <a href="#">More</a>



Through social media, E-Start began to recruit more clients in the specified geographical area through Facebook and Instagram ads, and we also created a Facebook and Instagram page to display our services.



Supporting Nurses Back into Practice

## Pre-Arrival Supports and Services (PASS)



**Your journey to nursing in Canada starts here!**

Mehrzaad “Nicholas” Ghadiri

Technology and IT Lead/Case Manager

[nghadiri@care4nurses.org](mailto:nghadiri@care4nurses.org)

Funded by:



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and Citizenship Canada

Financé par :

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et Citoyenneté Canada

RESPECT

HONESTY

ACCOUNTABILITY

PROFESSIONALISM

CONFIDENTIALITY

TEAMWORK

COMPASSION

# Pre-Arrival Supports and Services (PASS)



Program duration: Participants encouraged to join as far in advance before arrival in Canada as possible; services can be tailored to those with short departure dates.

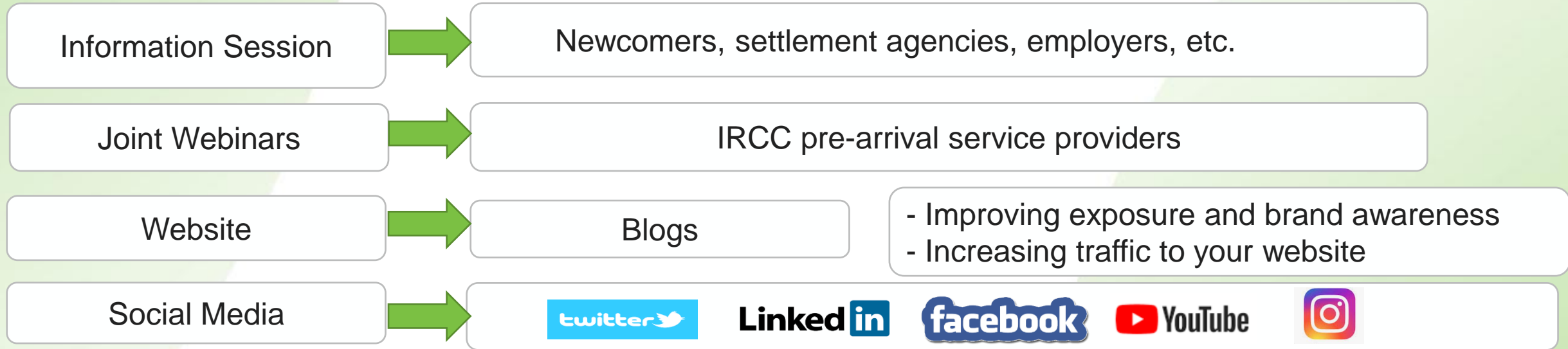


Pan-national; only pre-arrival program specializing in nursing.

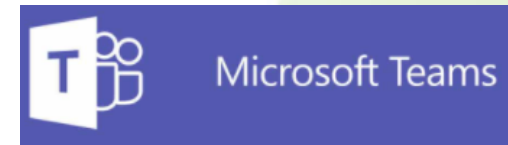
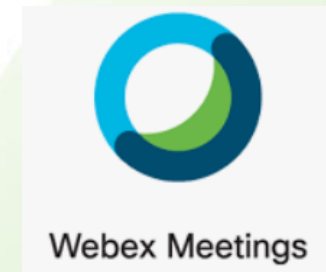
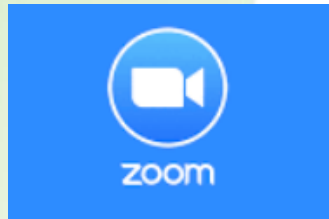
PASS offers:

-  Individual case management and guidance
-  Referrals for upon arrival in Canada
-  110+ hours of programming, accessed virtually (pre-recorded and live)
-  Live information, orientation and employment webinars
-  Online nursing-specific communication courses
-  Mentorship connections to senior/expert nurses through Canadian Nurses Association

# Marketing and Outreach

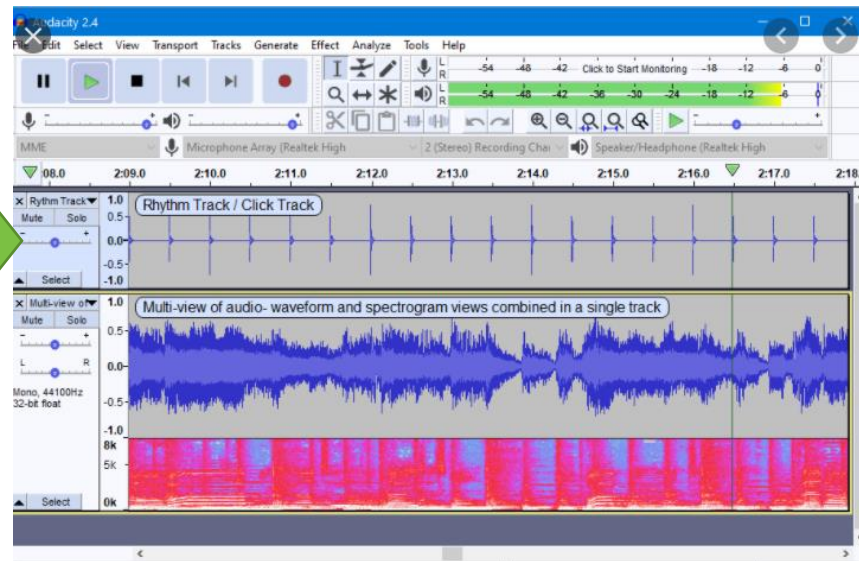
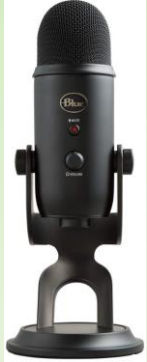


# Program Delivery - Online Conferencing Software





# Program Delivery – Podcast



## CARE Podcast

CARE Podcast – Episode 1

CARE Podcast – Episode 2

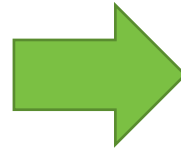
CARE Podcast – Episode 3

CARE Podcast – Episode 4

CARE Podcast – Episode 5

CARE Podcast – Episode 6

# Digital Flyers



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

## Pre-Arrival Supports and Services (PASS)

Your Journey To Nursing In Canada Starts Here



**Pre-Arrival Supports and Services (PASS)**, funded by Immigration, Refugees and Citizenship Canada (IRCC), is a project of CARE Centre for Internationally Educated Nurses (IENs), a bridge-training program funded by the Government of Ontario. **PASS** helps pre-arrival IENs in their countries of residence who are planning permanent immigration to Canada. **PASS** offers supports and services designed to shorten the time that IENs spend upon arrival in Canada to professional registration and employment. **PASS** is free for participants with proof of graduation from a nursing school and a letter of immigration confirmation from the Government of Canada.

### PASS provides:

- Individual case management and guidance providing information and referrals for language, employment and settlement services
- Opportunities to connect with expert mentors through Canadian Nurses Association
- Links to CELBAN readiness self-assessment and resources
- Links to free IELTS resources
- Live webinars equipping IENs with knowledge and support for speedy and successful entry into the healthcare field, including pre-registration for access to non-licensed healthcare professions
- Live information and orientation webinars providing an overview of the nursing registration process and the Canadian healthcare system



- Online courses providing nursing occupation-specific English language and communication training

### Contact us:

✉ passinfo@care4nurses.org

☎ 416-226-2800

📍 128A Sterling Road, Suite 202, Toronto, ON M6R 2B7



CENTRE FOR  
INTERNATIONALLY  
EDUCATED NURSES

Supporting Nurses Back Into Practice



twitter 

LinkedIn 

facebook 



Supporting Nurses Back into Practice

[www.pass4nurses.org](http://www.pass4nurses.org)

# Video / Animated content



 <p>0:11</p>	 <p>0:31</p>	 <p>5:13</p>
PASS Program	PASS Program	PASS Program

[PASS Program - YouTube](#)



[\(PASS Program - YouTube](#)



[PASS Program - YouTube](#)



# Mobiles apps - Social messaging



WhatsApp



Telegram



Facebook  
Messenger



Signal



Imo



# Thank you!

## Mehrзад “Nicholas” Ghadiri

Email: [Nghadiri@care4nurses.org](mailto:Nghadiri@care4nurses.org)

LinkedIn: <https://www.linkedin.com/in/mehrzed-ghadiri/>



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RESPECT

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