

Unlocking the potential of learning from and with other LIPs:

Immigrant surveys as a means to share and build our
research experience

P2P Montreal, November 22, 2023

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Immigrant Survey 2023

- History
- Collaborating together
- What did we learn?

Takeaways

- LIP Immigrant Survey Toolkit
- Other collaboration possibilities?

Discussion

Who is in the Room?

1. Have you collaborated on a joint project with other LIPs in the past?
2. Have you run a survey of immigrants in your community?
3. What was your biggest challenge?

History & Past Surveys

DATA AND EVALUATION FRAMEWORK

BUILDING COMMUNITY THROUGH
IMMIGRATION



2021 Waterloo Region Immigrant Survey

Highlights of Findings & Methodology

January 19, 2022

www.immigrationwaterlooregion.ca/ImmigrantSurvey

INSPIRING
IMMIGRATION
CONNECTIONS
IN WATERLOO
REGION



Waterloo Region Immigrant Survey Summary Report (2021)



This report outlines findings from the Immigration Partnership's 2021 Waterloo Region Immigrant Survey.¹ It encompasses responses from over 1500 immigrant² individuals. The findings provide a snapshot of immigrant experiences of living in Waterloo Region, as perceived by immigrants themselves, and some of the many benefits immigrants bring to the community. They highlight some challenges in the delivery of service supports to immigrants, as well as the need to tackle systems and policy level change.

Summary of Findings

- 1507 immigrants participated in the survey. They represented all major categories of immigration, and both permanent and temporary residents (economic, family and refugee categories, international students, temporary workers and refugee claimants), with half of participants having lived in Canada for 5 years or less. Survey participants represented all 3 cities within Waterloo Region, as well as the rural townships
- Participants were diverse, representing many racial and language groups. Nearly three quarters of participants (70%) were racialized individuals – meaning they indicated their connection to a specific race/population group other than White. Participants spoke more than 80 languages. 84% had a first language other than English – with Arabic (1.9%), English (1.6%), and Chinese languages (1.1%) being the most common first languages. Nearly three-quarters (71%) of participants whose first language wasn't English, still spoke English well or very well!

Contributions of Immigrants

- Immigrants contribute to the vitality and life of the community in many ways, from helping out their neighbours when they need it (43% of participants), providing unpaid help for family members (children, grandparents, etc.) (35%), donating to local charities (35%), or contributing through their job (33%). Other community contributions included improving the natural environment, speaking up for fairness and treating people with kindness, helping newcomers to Canada, volunteering with community organizations/groups/faith communities, among other contributions to a thriving community.

Education, Employment and Income

- As in previous years, employment was a key issue for immigrants. It was the most frequently mentioned challenge and employment-related solutions were among those most regularly mentioned by immigrants as likely to help them succeed.

¹ The Immigration Partnership of Waterloo Region (IP) is collaboration of over 100 community service, business, municipal, post-secondary and ethno-cultural organizations and Waterloo Region residents working together to create the conditions for immigrants to succeed and help build a welcoming, dynamic community. Contact the Immigration Partnership for any in-depth questions about methodology, findings particular to specific subpopulations or additional detail about participant's qualitative comments. The survey was conducted in June 2021.

² The term immigrants is used broadly in this report to include all who were born outside of Canada and now live in Waterloo Region, including immigrants, refugees, international students, permanent residents, temporary residents or foreign nationals and people who immigrated and have become Canadian citizens.

DOCS#3844040

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Immigrant Survey 2023 - Collaboration Across Canada

- Declaration of intent for IS2023
 - Call for others to learn and collaborate - P2P 2022
- Monthly meetings
 - Led by community with past experience
 - One document for online minutes
- No pressure to commit
 - Some communities take the same path
 - Some listened to learn
 - Some followed at their own pace

Planning

- Developing the survey tool
- Selecting a software platform
- Translating surveys
- Applying for ethics approval

Data Collection - Survey Promotion and Outreach

A promotional poster for the 'Immigrant Survey' in Guelph and Wellington. The top left features the 'Local Immigration Partnership' logo with a stylized figure. The background is a photograph of a young man and woman in a kitchen. The text on the poster includes the survey title, dates, a tagline, a list of eligible groups, a list of languages, a QR code, and a website URL.

Local Immigration Partnership

IMMIGRANT SURVEY

Now - June 19, 2023
Because your story counts.

A survey for all immigrants, refugees, claimants, international students, temporary workers and their families in Guelph and Wellington

Available in English, French, Arabic, Dari, Nepali, Spanish, Tigrinya and Ukrainian

Visit: <https://chkmkt.com/gwis2023>

- Leveraging partnerships
- Local media outlets
- Social media
- Posters
- Survey ambassadors
- Local events
- Prize draw

Data Collection and Bots

- Real-time monitoring
- BOT responses
- Extending survey time

Data Collection Learnings

- Physical posters and print media are still effective when recruiting participants.
- BOT responses increase when there are prizes, which requires smarter social media promotion tools.
- The Survey tool matters (collect IP address, ability to upgrade, ability to input different languages, real-time monitoring).

Sharing Findings and Reporting

- Discourse about Information Dissemination
 - One community report
 - Smaller topic specific reports

- Report Structure

- Communication Graphics

Next Steps and A Few Insights

- Collaboration but keeping a local focus
- Immigrant Survey 2025?
- Broader discussions
- Continual learning & adjustments



Collaboration Takeaways

Immigrant Survey Toolkit - if interested, share your name & email here:

<https://forms.gle/1wdaVhxpXvJt7HXy8>

Collaboration encouragement!



Immigrant Survey Toolkit:

A collection of practical resources for Local Immigration Partnerships undertaking surveys of immigrants in their local communities

Updated: November 14, 2023

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This toolkit is a compilation of resources and insights from Local Immigration Partnerships (LIPs) across Canada based on their experience planning for, conducting, and using data from immigrant surveys in 2023. It is not an exhaustive list of all the components of a community-based immigrant survey but simply a collection of some of the insights that were gained by the LIPs in our collaborative process.

The toolkit is intended as a resource for LIPs to use in their own community. Each community has its own needs, etc. The process for each will be different.

The collaboration of the nine LIPs (the "toolkit loop to learn together") saw clear commonalities and what we could learn from each other. Region Immigration Partnership was the first to ask who might be interested. We collectively decided to each pursue our own individual surveys in our own unique ways but to have a core set of questions and similar processes for efficiency and learning.

The Waterloo Region Immigration Partnership had already undertaken three cycles of a biannual immigrant survey in their community so they led the effort and set up meetings. They also initially drafted survey questions, the ethics application, analysis templates, and promotional tools for collective discussion.



This toolkit is generally organized according to the various steps in our collective survey process:

- Planning (framing, tool development, ethics approval, translation, response targets, etc.)
- Data Collection (partnerships, outreach/promotion, bot responses, etc.)
- Data Analysis (data cleaning, quantitative analysis, qualitative analysis, disaggregation, etc.)
- Sharing Findings & Action (reporting, sharing, engaging, etc.)

Discussion

- Questions about Immigrant Survey 2023?
- What are some ideas for collaboration with other LIPs?
- What is a project or initiative you have implemented that can be duplicated in other communities using a collaborative model?
- What supports or resources would help you pursue this?

Get in touch with us!

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