

Creating a “Virtual” Settlement Office in Rural and Remote Communities

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Who is your person or persons?

- Who are the people being hired locally from other communities? Provinces? Internationally?
- What is their profile makeup?
- What are their interests?
- What are their languages they speak?



Having a visual of who you are creating the virtual settlement office for will assist you to develop your web-page quicker. As your community grows so will your settlement office information!



Yolanda arrives in your community! Now what??

- Where are your resources for Yolanda to access?
- How does she know to access them?
- *How do they find out about childcare?*
- *How do they find about housing?*
- *How do they find about employment for her partner?*
- *How do they find out what schools are available and how to enrol her child?*
- *How does she community activities?*
- *How is the community going to engage this new family?*



100th Meridian Immigration & Development

- A boutique immigration & community development agency founded right here in the Parkland region of Manitoba;
- 25 years of experience in community development & several years of practice in immigration;
- Created out of a desire to increase the skilled workforce that employers need in our communities, and build community capacity;
- Practice Immigration to the Prairie Provinces of Canada.



What is immigration?
What is recruitment?
What is settlement?

- Immigration law is the practice of people moving from one country to another through certain programs that they qualify for. There is temporary and permanent immigration. I need a licence to practice this if working for business or community. The employer themselves can do this if trained/understands process.
- Recruitment is the practice of an employer, a recruitment agency or an individual looking for employees overseas. You need a licence to do this or the employer themselves can do this.
- Settlement is the practice of working with newcomers and people in Canada who need services such as to improve their language, networking, banking, housing etc. Government organized.

What are Settlement Services?

Settlement services **support immigrants and refugees to Canada**. They can help settle and adjust to their new life in Canada by offering these services:

- look for a job (family members too!)
- get a language assessment
- register for language classes
- find a place to live
- sign up your kids for school
- learn about community services
- Connect with community members

Number of IRCC – Funded Settlement Service Locations

Number of permanent service locations

Alberta: 209

Saskatchewan: 110

Manitoba: 183

Total number of service locations

Alberta: 521

Saskatchewan: 151

Manitoba: 288

Settlement Services landscape in
Canada is varied & complex.

Various types of services offered for settlement by Canada.

Anatomy of Settlement Services in Canada is a great resource to understand all the services provided in Canada.

Pre-Arrival Services (discover the services below & prepare to arrive to Canada)

Needs Assessment & Referral Services (NARS)

Resettlement Assistance Program (RAP)

Information & Orientation Services

Employment Related Services

Language Assessments & Training

Health

Housing

Community Connections

Local Immigration Partnerships

Community Partnerships

Why you need to
create your own
settlement office
or resources even
if it is not
government
funded!

These services are extremely important for
the role they play in supporting immigrants.

Vital resource that support immigrant
resilience in overcoming hardships and
barriers.

Businesses in your community have done a
lot to get the foreign worker, having the
community supports is essential.

If we do not have a settlement office what information should be the minimum, we provide?

September
13th
2023

REGIONAL EMPLOYMENT RESOURCE CENTRE

www.regionalemployment.ca
Email: admin@regionalemployment.ca
Phone: (204) 773-3853

Funding Provided by:
The Government of Canada
The Manitoba Government
Local Municipalities

ESTERHAZY

Materials Testing Technician *Full-Time*

- Perform sieve analysis, sand equivalent, fracture count, and plasticity index testing on aggregate materials

Payroll Administrator *Full-Time*

- Responsible for a variety of payroll functions, including timely and accurate processing of multiple payrolls.
- Ensures the daily maintenance, integrity, and operations of the payroll system.

Process Engineer I-III *Full-Time*

- Need a Bachelor or Master's degree in Chemical, Mechanical, or Industrial Engineering.
- Engineer-in-Training (E.I.T.) certification or Professional Engineer (P.Eng.) status with APEGS.

Research Technician *Full-Time*

- Ensure that safety and housekeeping standards in areas of responsibility are maintained
- Set up project work, collect data, maintain notebook, interpret results and issue reports

LANGENBURG

Class 1A Truck Driver *Full-Time*

NEW

- Work within local area.
- Equipment and loader operator experience an asset.

Cook *Full-Time*

- Prep and cook complete meals or individual dishes and foods
- Plan menus, estimate food requirements and order supplies

Food Service Supervisor *Full-Time*

NEW

- Provide prompt, courteous, and professional service to customers
- Supervises and coordinate front end staff and handling customer requests

Janitor *Part-Time*

- Perform janitorial duties.
- Evening cleaning for approximately 1-1/2 hours daily.

Retail Store Supervisor *Full-Time*

- Supervise and co-ordinate sales staff and cashiers, resolve customer complaints and supply shortages
- Prepare reports on sales volumes, merchandising and personnel matters

Server *Full / Part-Time*

NEW

- Customer service, taking food and drink orders, cashier, general cleaning.

Shelf Stocker *Full-Time*

- Maintain computerized stock inventory & Order stock, record incoming stock, stock shelves and display areas

MOOSOMIN

Agricultural Equipment Technician *Full-Time*

- Instruct apprentices & Troubleshoot & inspect equipment to detect faults & malfunctions

Agricultural Optimization & Technology Specialist *Full-Time*

- Evaluate customer equipment needs and propose solutions
- Work closely with field support teams, and sales team

Class 1 Driver *Full-Time*

- Hauling feed to farms, Mechanically inclined, have off road driving experience

Heavy Duty Mechanic *Full-Time*

- Troubleshoot and inspect equipment to detect problems
- Diagnose faults or malfunctions using computerized and other testing equipment

Parts Technician *Full-Time*

NEW

- Responsible for selling, receiving, and delivery of parts and accessories.
- Minimum of 2 years' experience within a Parts Department environment.

Sales Administrator *To Be Determined*

- Supports the Sales Department with the necessary administrative requirements and program support.
- Comfortable using Microsoft Office, Internet applications and other computer software.

Service Technician *Full-Time*

- Inspection, diagnosis, repair, and service of agricultural equipment
- Diagnose and complete complex repairs

Essential Settlement Services

Employment

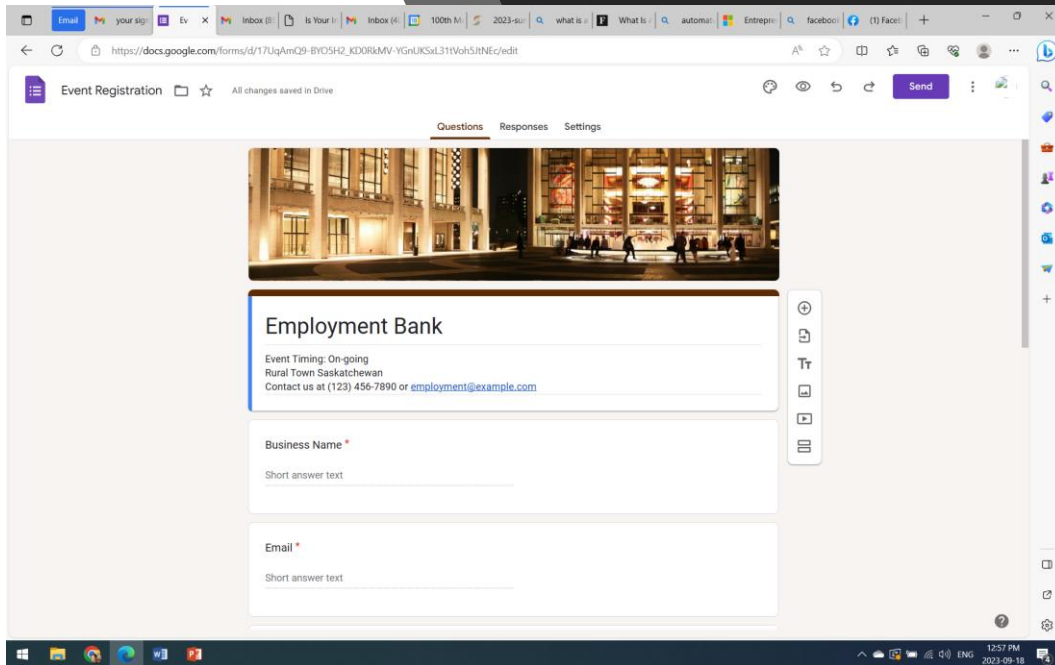
How can you attract anyone if you do not have a pulse on the jobs in your community!

It's essential that when people are looking at immigrating, they are not just "aware" of your community but there is opportunity for employment, and a variety of employment at that.

Essential Settlement Services

Employment

Organizing and making the upkeep to your database is essential. If you have something like “Forms” from google.



The screenshot shows a web browser window displaying a Google Forms page titled "Event Registration". The URL in the address bar is https://docs.google.com/forms/d/17UqAmQ9-BY0SH2_KD0R&MV-YGnUKSdL31tVoh5hNEc/edit. The form has a header image of a modern building at night. Below the image, the title "Employment Bank" is displayed. The form contains three visible question fields: "Event Timing: On-going Rural Town Saskatchewan" with contact information "(123) 456-7890 or employment@example.com", "Business Name" (marked with a red asterisk), and "Email" (also marked with a red asterisk). Both the "Business Name" and "Email" fields are currently empty. The form interface includes tabs for "Questions", "Responses", and "Settings", and a "Send" button in the top right corner. The browser's taskbar at the bottom shows the time as 12:57 PM on 2023-09-18.

Essential Settlement Services

Housing

Without affordable housing, newcomers will go elsewhere, our labour shortage will continue and will struggle to sustain economic growth.

Connect with your local contractors, developers and building supplies stores to see if a multi-unit can be built.

When you see TFW come in, they will becoming

Jobs & housing.... that is the very minimum....



Lemnington, Ontario – 3D Housing

The four-plex, located on the property of the Bridge Youth Resource Centre that will give the organization the ability to provide attainable housing for singles and couples.



Essential Settlement Services:

Language

It is important to have this service available to assist newcomers in the community.

Yes, the principle applicant arriving through the economic pathway may have passed the CLB requirements but could use improvement.

Dependents may not speak any English at all, and having this resource available could create additional workers in your community.

<https://www.noslangues-ourlanguages.gc.ca/en>

Have someone volunteer to teach.



Other essential Information
newcomers require the moment
they arrive to their community!

Knowledge is power and makes
people feel welcome.

Think of it like going to a Air BnB!

Other important information for your
community to be able to provide detailed
information for:

Child Care

Health Care

Recreation Services

Connectivity (internet/cell)

Transportation

Municipal Services/Community Events

Banks/Accountants

Legal

Realitors

Recreation

Be sure you put the following information on your website:

Description of Sport

Video Link

Registration Date/Time

Contact for more information

Equipment that will be needed

Costs for Registration & equipment

If they are interested in trying community sports, is there a volunteer “Rec Buddy” who is passionate about that sport you can pair them up with?

Federal Government of Canada

Work Permit Link

Study Permit

Visitor Visa Link

Passport Links

Social Insurance Number Links

Provincial Government

Health Cards

Apple Podcasts Preview



27 episodes

There is so much information about Canadian immigration on the internet but do you know what critical information is missing? It's the communities you can live in! Where you chose to live determines your quality of life this includes your mental & [more](#)

Immigration on the Canadian Prairies

Lindsay Rubeniuk

Government
★★★★★ 5.0 • 1 Rating

[Listen on Apple Podcasts](#)



NOV 3, 2022

Municipal Government, Immigrants & Business: A Proven Economic...

Immigration on the Prairies Virtual Summit Information & Pre-registration:
<https://100thmeridianimmigration.ca/immigration-on-the-prairies-virtual-summit-2023/> Immigration Entrepreneurship Pathways: Alberta Rural Entrepreneur, Farm & Graduate Streams. Saskatchewan...

[▶ PLAY](#) 15 min

OCT 6, 2022

Why immigrants are important to rural Health Care!

Links: Home Care & Home Support Worker Podcast podcasts.apple.com/us/podcast/home-care-provider/id1576033175?i=1000540078507 IRCC In-Canada Physician Stream canada.ca/en/immigration-refugees-citizenship/news/2022/09/easier-access-to-permanent-...

[▶ PLAY](#) 15 min

MAY 5, 2022

The Immigration Strategy That Can Save Your Business

If your business is short on skilled workers or if you are an international graduate in Canada with a PGWP than perhaps you should connect with each other. A Post-Graduate Worker Permit is permitted to those individuals who have come to Canada and successfully completed a college or university...

These are the basic, very basic services your community must be offering if you choose to grow your community through immigration.

With or without a government funded office you must find a way to have these services offered.

Why? Because that is just the starting line in the world of immigration attraction & development....

If you do not have this, another community definitely will.

The more you know...

Obtain detailed about each **service & opportunity** in your community!

In order to have the best information for your newcomers you must get to know everything about your town and every person who can assist you.

This is where asset mapping would be very beneficial!

Be retro but always be on-line!

Newcomer Welcome Wagon that personally greets new homeowners after relocation, providing them with coupons and advertisements from local businesses.

This would include an **informational pamphlet** that would direct them to use the homepage to access all the information they would need. You could even provide a **USB** with all the necessary information they need.

It would be a great idea for the welcome wagon card to be written in **the Newcomer's language**.

Employment. Businesses. Connectivity.
Childcare. Finance (tax, banking). Housing.
Municipal services. Recreation. Health Care.



Chatbots provide an easy and inexpensive way to communicate information. By adding an automated live chat feature to your website that visitors (newcomers) can interact with to get the help they need when they need it. Not only can chatbots help take the strain off customer support (CAOs, EDOs), but savvy communities are also using chatbots to expand their enquiry base, and use this process to learn about their community enquiries.

This can be used for:

- 1.0) newcomers looking for a community to move into and;
- 2.0) newcomers already in your community looking for assistance.



Cost-effectiveness: A chatbot is a one-time investment. Once it has been developed and implemented, you can scale down on hiring people for customer support. Instead, people can be engaged in solving complex problems and creating strategies for community growth

Save time: Chatbots can handle routine repetitive tasks and do them much faster than humans.

Available 24/7: Chatbots can be available to enquirers 24/7 without much effort. This can, in turn, lead to more satisfied people who wouldn't hesitate to recommend your community readiness to their network.

Put It Together

Not like you normally would!

- Mobile Friendly (first & foremost)
- Section Appropriately but as you would a newcomer (Design is key)
- Enquiry Form (top, middle, end)
- Chatbot
- Available in top three language

Share this information!

Pick a platform to share this information, my pick is:

Webpage with links to you tube channel

Ensure to use:

Different languages

Use professionals, employers and volunteers

This should include everything mentioned & more!

Remember, communities and businesses are no different than people...

You never get a second chance to make a great first impression!

If you treat newcomers well, the news will spread the word, and more people will arrive to see if they can be a fit for your town.

If you provide no assistance to new arrivals than expect no assistance from them to stay long-term and promote your town as a good place to live and work.

Homework!

What is your community going to do beyond basic settlement?

What is your community going to do for potential immigrants to see you are an inclusive community?

100th Meridian services:

Virtual Settlement Office creation

Immigration community readiness assessments

Employer & community immigration pathway training

Immigration & Settlement Web-page content creation



Settlement.

100th Meridian Immigration
Rural Immigration CED Agency

100meridian.ca

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