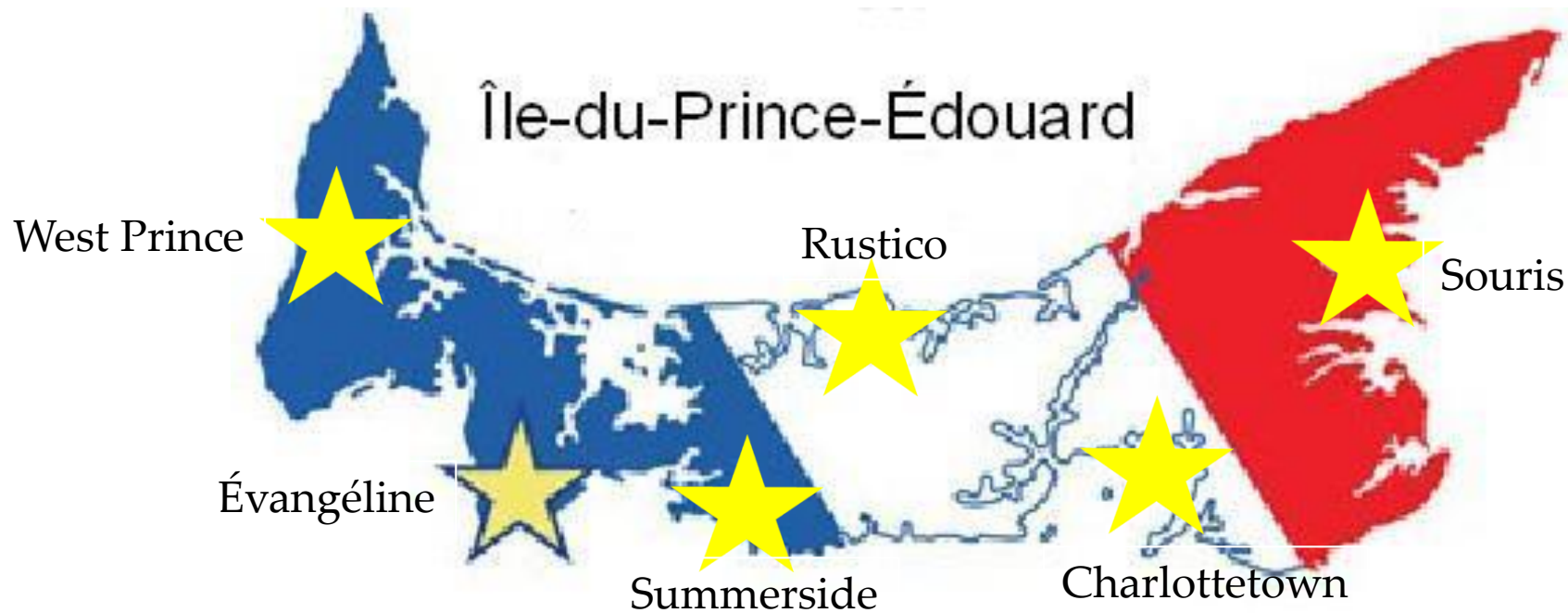


Attraction of francophone newcomers in PEI



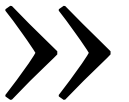
PEI Francophone communities



Francophone community global plan 2017-2027

As an overall goal, the Acadian and Francophone community and its organizations have established four fundamental common objectives:

- 1 – Ensure the delivery of services and activities in French
- 2 – Increase the French first-language population of PEI.**
- 3 – Increase the level of pride and sense of identity among Acadians and Francophones.
- 4 – Increase the level of use of French at home.



By what means?

- Youth repatriation
- Francization

**Increase the
French first-
language
population of
PEI.**

- Integration of Francophiles

- Inter provincial migration
- Immigration

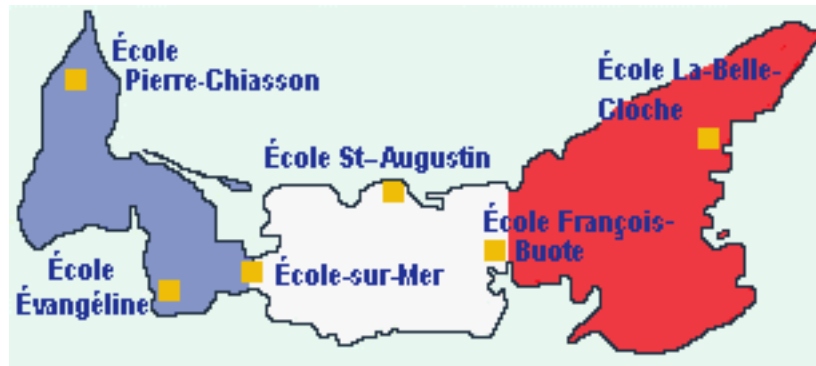
How to attract francophone immigrants

- Tell it like it is – minimize any false expectations



How to attract francophone immigrants

- Highlight the assets and the uniqueness of your area



How to attract francophone immigrants

- Strategic recruitment based on labor market needs
 - Ex: Early childhood educators



Equally important – we want them to STAY!

- Community awareness and inclusiveness
 - PEI 101 courses
 - English Language training
- Workplace training on new cultures and diversity
 - Personalized settlement assistance
 - Ex: Early childhood educators

Thank you - Questions??