"Leveraging Technology & Data Analytics to Develop Collaboration Strategies and Programs in the Settlement Sector"

P2P Workshop

Please scan the QR code on a phone or tablet to access an online survey.

https://bit.ly/2N3MR8J

Immigrant Services Calgary

Leveraging Technology & Data Analytics to Develop Collaboration Strategies and Programs in the Settlement Sector

Immigrant Services Calgary

Friday, November 1st 2019

Introduction

Daniel Wu

Settlement Platform/Virtual Services Coordinator

Ghazi Hallab

Employment Services Coordinator

Noel Tsang

Program Coordinator Settlement Information and Videos

Immigrant Services Calgary

Application of data analytics and technology in delivering settlement services

Daniel Wu

Settlement Platform/Virtual Services Coordinator

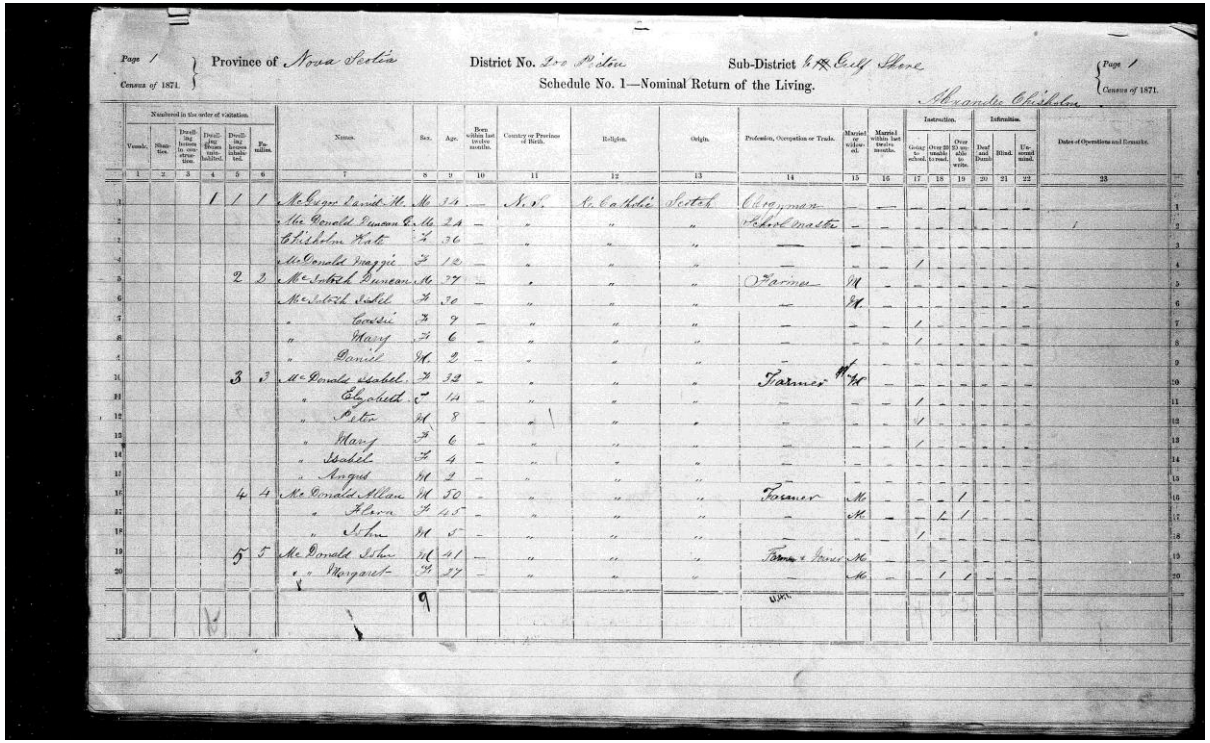
Immigrant Services Calgary

These services are funded by:

What is data?

- Individual units of information
- Data can be transformed into information when it is viewed in context
- It can be measured, collected and reported, and analyzed
- It can be visualized using graphs, images or other analysis tools.

The first census of Canada in 1871

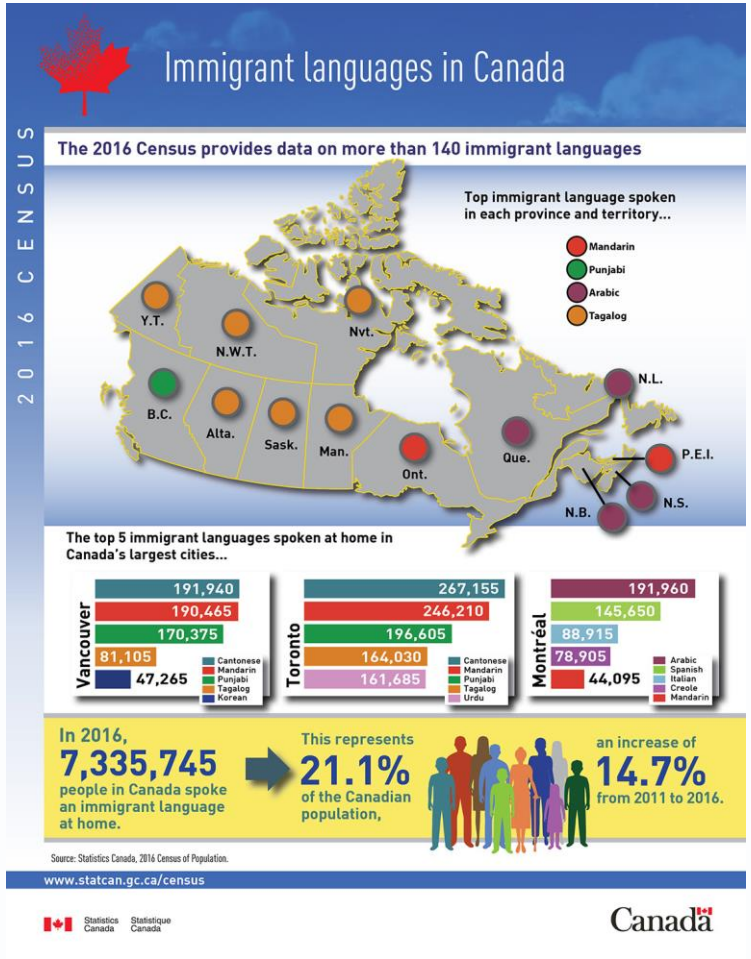


Source: Library and Archives Canada

In how many years did it take for the data to be processed and the results to be published?

Immigrant Services Calgary

The most recent census of Canada in 2016



Source: Statistics Canada

Data can be collected quickly and easily with the invention of

- Computers
- Digitization
- The internet

https://bit.ly/2N3MR8J

Here are the survey results

According to a survey conducted by EveryAction and Nonprofit Hub with 467 nonprofits in 2018

- **90%** of respondents indicate their organizations are collecting data
- **40%** of respondents say their decisions are always driven by data
- **5%** of respondents believe they're fully utilizing the data they collect
- **97%** of respondents were interested in learning more about data and how to use it effectively

"Most nonprofits are collecting data, few know what to do with it"

Source: EveryAction, 2018

What is analytics?

- Analytics is the science using **data** to build **models** that lead to better decisions that in turn add value to individuals, companies, and institutions.

– Dimitris Bertsimas

Types of Analytics

- There are four different types of data analytics:

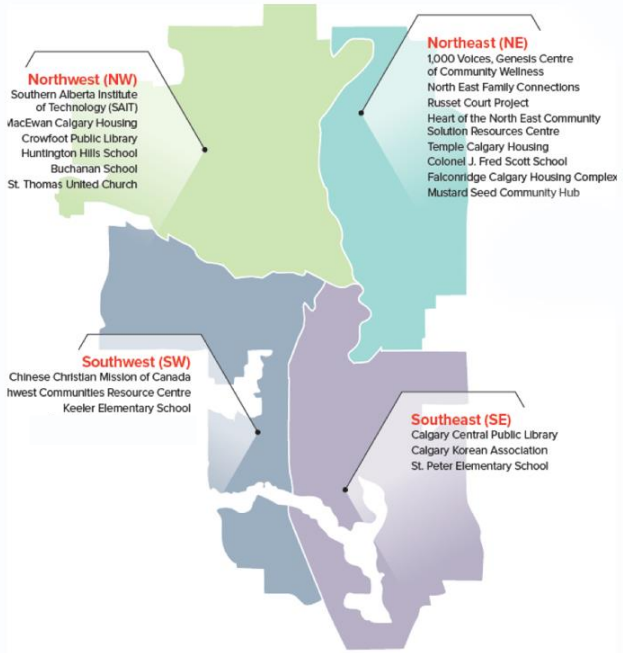
Source: analyticsInsight.net

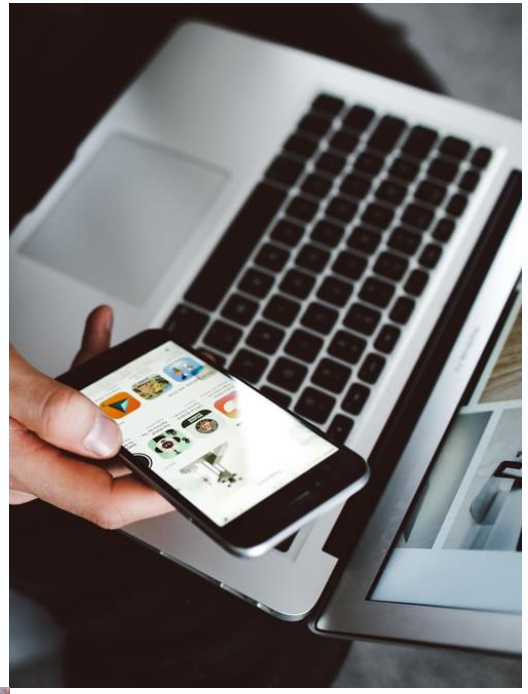
Data Analytics Tools

- MS Excel
- SQL
- **R**
- SAS
- Tableau
- SPSS
- MATLAB
- **Python**
- Hadoop
- Spark
- Hive
- …

Examples

- Immigrant Services Calgary's satellite offices
- Alberta Newcomers: How-To Smart Tips Videos Series
- Using Technology to deliver settlement services





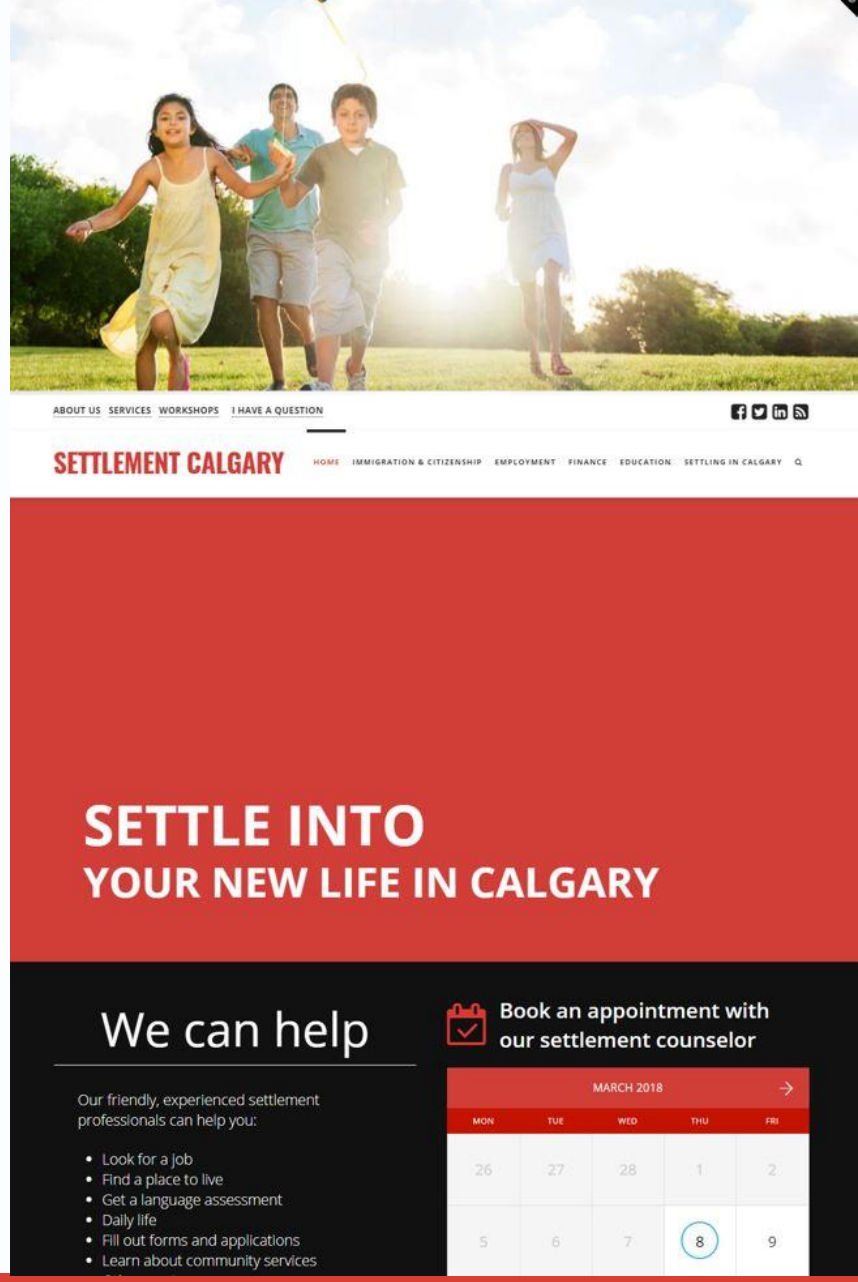
SMART TIPS
VIDEOS FOR NEWCOMERS TO ALBERTA

Advantages of using technology in the settlement sector

- Increase service accessibility for:
  - Newcomers with mobility barriers
  - Newcomers with geographical barriers
    - Newcomers in rural areas
    - Pre-arrival newcomers
- Bridge time zones to boost communication
- Ensure equitable access to settlement services
- Enable 24/7 services
- Provide cost-saving solutions

SETTLEMENT PLATFORM
www.settlementcalgary.com

- A one-stop portal for online settlement information and services to enhance accessibility and user experience
- A comprehensive and reliable source tailored to newcomers to Canada
- Offered in collaboration with community partners in Calgary
- Open to everyone: used by newcomers, services providers, and general public



www.immigrantservicescalgary.ca

Immigrant Services Calgary

SETTLEMENT PLATFORM TIMELINE

Initial development with volunteers

Platform visits reach **50,000+**

Due to great success, Immigration, Refugees and Citizenship Canada granted funding for the project.

September 2019, Platform visits reach **200,000+** and climbing!

New capabilities such as supporting Virtual Career Fair, online counseling, Newcomers' Smart Tips video series etc.

SETTLEMENT INFORMATION

Provides settlement-related information in the form of articles, pictures and videos.

- Housing
- Health care
- Language assessment
- Education
- Employment information and job search
- Government benefits
- Community connection resources
- Updates announced by government
- Childcare services
- Success stories
- And more

VIRTUAL SERVICES

- Counseling (settlement/employment)
- Workshops (settlement/employment)
- Mentorship
- Job board
- Citizenship quiz
- Appointment booking
- Workshop and event registration
- Newcomer newsletter
- Virtual Career Fair
- And more

SETTLEMENT CALGARY NEWSLETTER

FEBRUARY 2019
IMMIGRANT SERVICES CALGARY

VIRTUAL CAREER FAIR 2019

Immigrant Services Calgary is hosting its 3rd Virtual Career Fair for residents living in Canada. This is an online career fair that is free for all job seekers and those interested in establishing new connections. You will be able to gain information about careers in Canada, interact with recruiters and employers, explore open positions and apply for jobs. This fair will feature national and multinational Canadian companies offering 1000+ job opportunities

Register for a spot at https://vcf.settlementcalgary.com/

Settlement related news/updates that happened recently:

Women's Wellness Fair

www.settlementcalgary.com

Immigrant Services Calgary hosted a citizenship ceremony at the Calgary Zoo

www.settlementcalgary.com

Calgary Green Line LRT Project Gets Green Light

www.settlementcalgary.com

Grandparent & Parent Sponsorship: After submitting the Interest to Sponsor Form

www.settlementcalgary.com

CALGARY POLICE SERVICE

Image source: Calgary Police Service Website

Calgary Police Services Launch Operation Cold Start Initiative

www.settlementcalgary.com

www.settlementcalgary.com

Income Tax Return Information Sessions

www.settlementcalgary.com

Upcoming Workshops

February 22 2019: Personal Income Tax Return

February 23 2019: Income Tax Return Workshop

February 23 2019: Income Tax Return Info Session (Korean)

February 23 2019: Income Tax Return Workshop

February 23 2019: Groups of Five and Community Sponsorship Workshop

February 23 2019: PR Card Renewal/Citizenship Application Information Session (Korean)

February 25 2019: RBC Insurance Networking

February 28 2019: Workplace Communication Training for IT Professionals Looking for Career Advancement in Canada

March 1 2019: Senior's Health Benefits Workshop (Chinese)

March 4 2019: Online Preparation Session - Virtual Career Fair 2019

March 4 2019: Citizenship Study Classes Part 1
March 6 2019: Citizenship Study Classes Part 2
March 11 2019: Citizenship Study Classes Part 3
March 13 2019: Citizenship Study Classes Part 4

March 7 2019: Home Ownership 101 Part 1
March 14 2019: Home Ownership 101 Part 2
March 21 2019: Home Ownership 101 Part 3

March 12 2019: Workplace Communication Training for IT Professionals Looking for Career Advancement in Canada

You can also tell us what kind of workshops/events you are looking for. Please click here

Employment Opportunities

Tim Hortons Team Member - Part Time

Team Hortons Team Member - Full Time

Receptionist

Sales Representative

Office Support

Permanent Accounting/Office Manager - Full Time

Community Resource Worker

PACE - Community Resource Worker

Gas Station Customer Service/Cashier

Instrumentation Specialist

For more job postings, please visit our job board at https://settlementcalgary.com/job-board/

MONTHLY NEWSLETTER

IMMIGRANT STORY:

HR Professional invests time to prove herself through internship

LUISA RAMOS

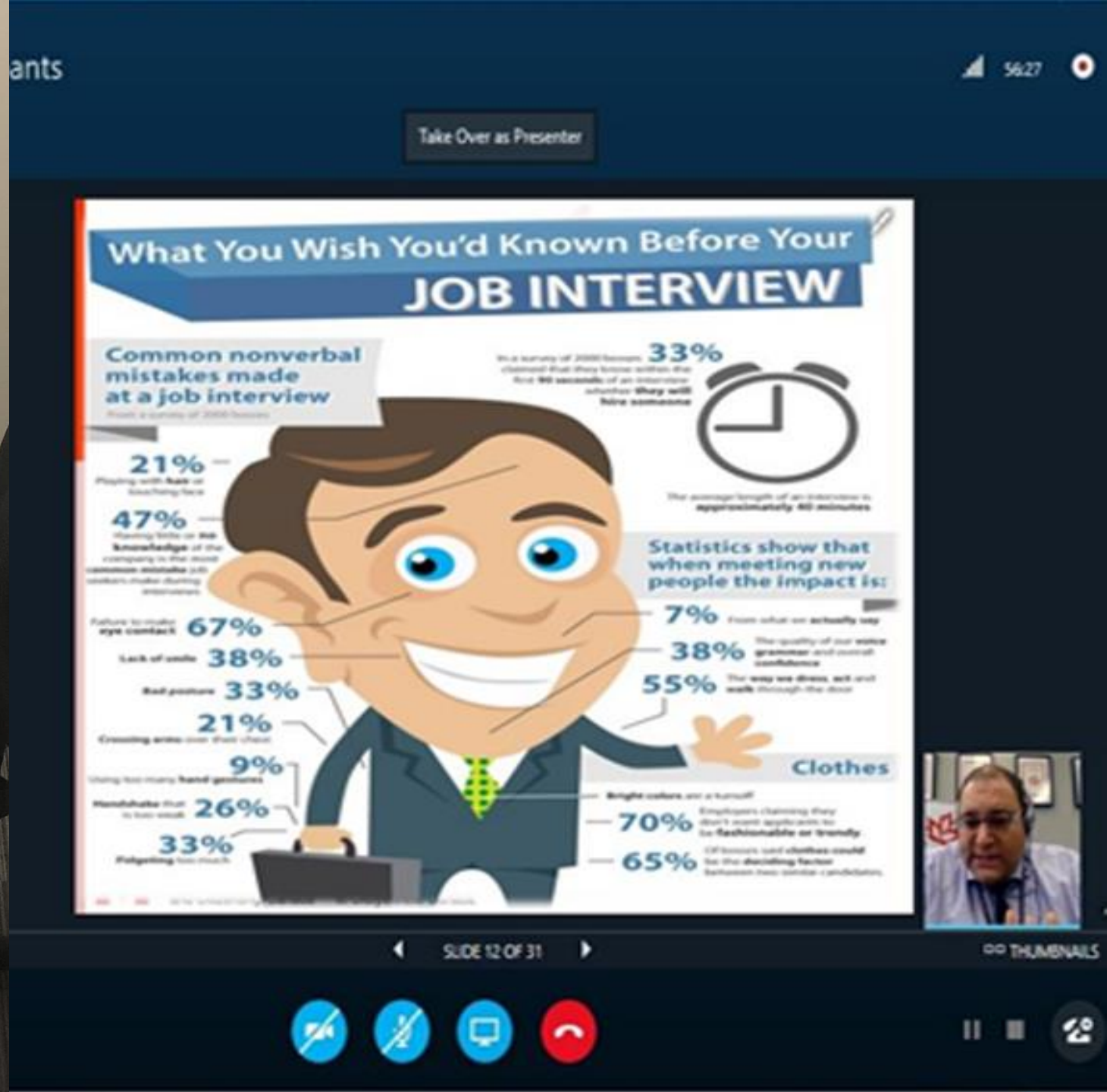
Luisa was a Human Resources business partner back home. She took on an internship when she came to Canada, knowing she would not be paid. She knew the opportunity would let her gain Canadian experience and show people what she was capable of.

Click the video to watch her story.

LUISA'S ADVICE:

"Be flexible. Do not let ego and thoughts about the past get in the way of starting alife in a new country. Be patient and proactive!"

Online Counseling & Online Workshop



Add a footer

ONLINE JOB BOARD

Immigrant Services Calgary
Over 40 Years of Community Impact

IMMIGRANT SERVICES CALGARY | ABOUT US | SERVICES | WORKSHOPS | VOICES OF CALGARY | YOUTH | I HAVE A QUESTION

Immigrant Services Calgary — Over 40 Years of Community Impact

SETTLEMENT CALGARY

HOME | IMMIGRATION & CITIZENSHIP | EMPLOYMENT | FINANCE | EDUCATION | SETTLING IN CALGARY

MARCH 2019

MAR 19 2019
THREE MODULE WORKSHOP FOR FINANCE PROFESSIONALS
Immigrant Services Calgary

MAR 21 2019
HOME OWNERSHIP 101

MAR 26 2019
BECOMING A CITIZEN INFO SESSION
12th Floor 910 7th Avenue SW

MAR 29 2019
MOMENTUM IT TRAINING INFORMATION SESSION
12th Floor 910 7th Avenue SW

MAR 30 2019
GET GLOBAL YYC
Genesis Centre

LOAD MORE

ANNOUNCEMENTS/UPDATES

- First Day of Virtual Career Fair 2019
- International Women's Day
- 33 New Transit Projects for Alberta
- Red Deer College becoming a University
- Daylight Saving Time on March 10th 2019

Subscribe to our newsletter

Enter you email address to subscribe and receive our newsletter.

Your Name (required)

Your Email (required)

Job Board

Keywords | Location

☑ Contractor ☑ Full Time ☑ Internship ☑ Part Time ☑ Temporary

Tim Hortons Restaurant Team Member – Part-time	Calgary and area	Part Time Posted 4 months ago
Tim Hortons Restaurant Team Member – Full-time	Calgary and area	Full Time Posted 4 months ago
Senior Business Analyst	Calgary	Contractor Posted 2 weeks ago
Admin Assistant	Calgary	Full Time Posted 3 weeks ago
Mail Room Clerk – 5 positions	Calgary	Full Time Posted 3 weeks ago
Receptionist	Calgary	Internship Posted 3 weeks ago
Sales Representative	Calgary	Full Time Posted 3 weeks ago
Office Support	Calgary	Internship Posted 1 month ago
Full-Time Permanent Accounting / Office Manager	Calgary	Full Time Posted 1 month ago
Network Support	Calgary	Part Time Posted 2 months ago
Community Support Worker	Calgary	Full Time Posted 2 months ago
Community Resource Worker	Calgary	Full Time Posted 2 months ago
PACE – Community Resource Worker	Calgary	Full Time Posted 2 months ago

Senior Business Analyst

SETTLEMENT ISC / FEBRUARY 28, 2019 /

Contractor | Calgary | Posted 2 weeks ago

Contract duration: 1 year with possible extensions of 12 months

Location : Edmonton

The employer would like candidates to fill the information shown in this **Skill Matrix form.**
Please attach the completed Skill Matrix form with your application below.

Your Name (required)

Your Email (required)

Your phone number (required)

Immigration status (required)
Permanent Resident

Time in Canada (required)
Less than 1 year

I have been to Immigrant Services Calgary before (required)
Yes

If you have been to Immigrant Services Calgary before, who is/are your Settlement/Employment Counsellor(s) (required)

Your previous/current occupation (required)

Upload completed Skill Matrix Document (required, PDF, DOC, or DOCX files, maximum 4MB file size.) Choose File No file chosen

Upload Cover Letter(required, PDF, DOC, or DOCX files, maximum 4MB file size.)
Choose File No file chosen

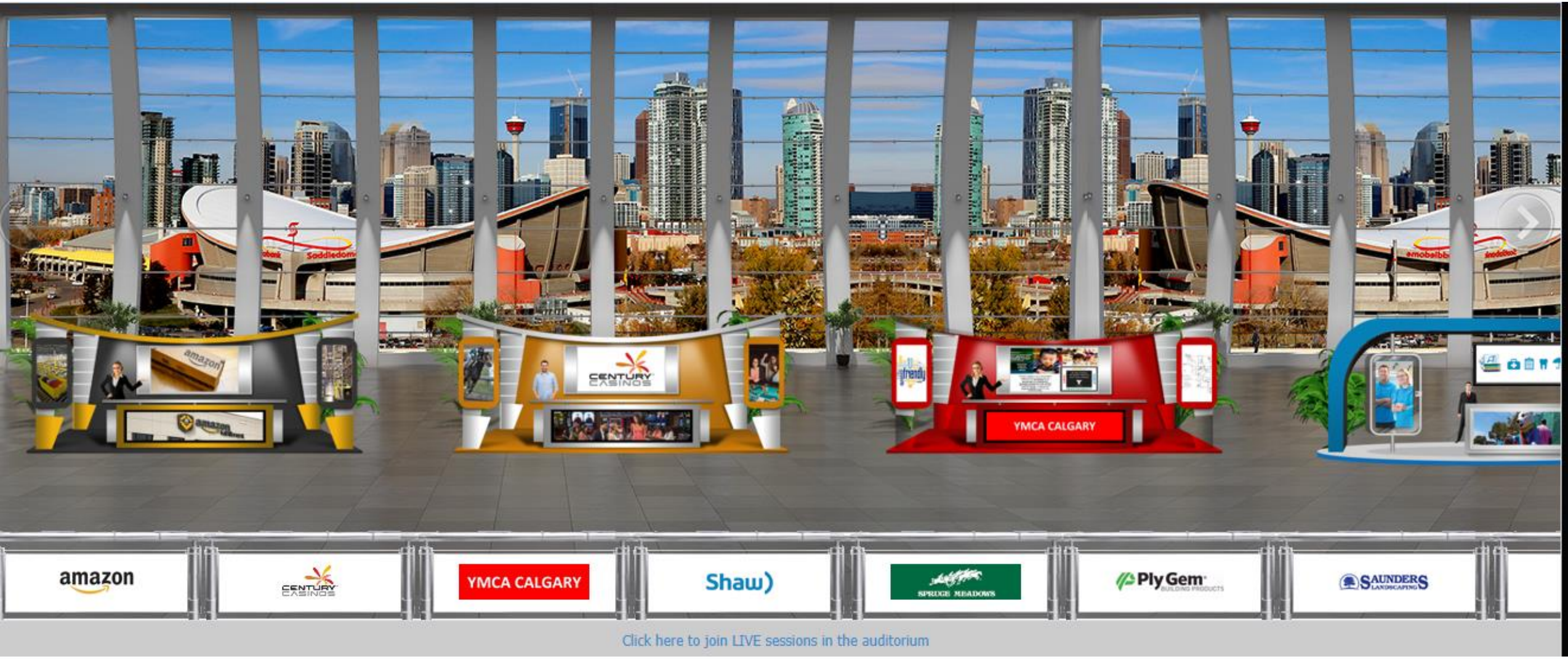
Comment or message

☐ By checking this box, I authorize Immigrant Services Calgary to contact me to book an appointment, as well as to share settlement related information, including workshops, events, programs, services, etc. (If you wish to end contact from Immigrant Services Calgary, you can unsubscribe from our contact list through email).

SEND

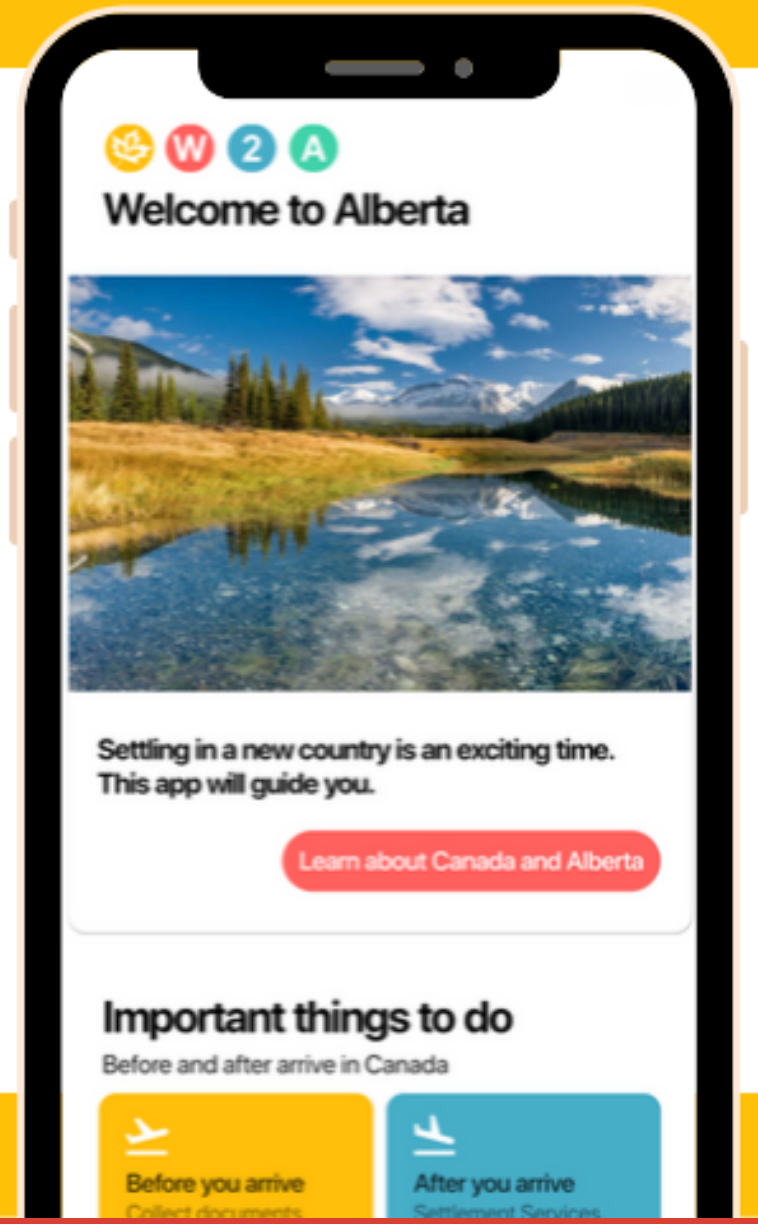
Virtual Career Fairs - 2019

Immigrant Services Calgary
Over 40 Years of Community Impact



One more thing…

According to the web analytics results, 45% of our visitors use a mobile device



IMMIGRANT SERVICES CALGARY

WELCOME TO ALBERTA

Mobile app featuring:

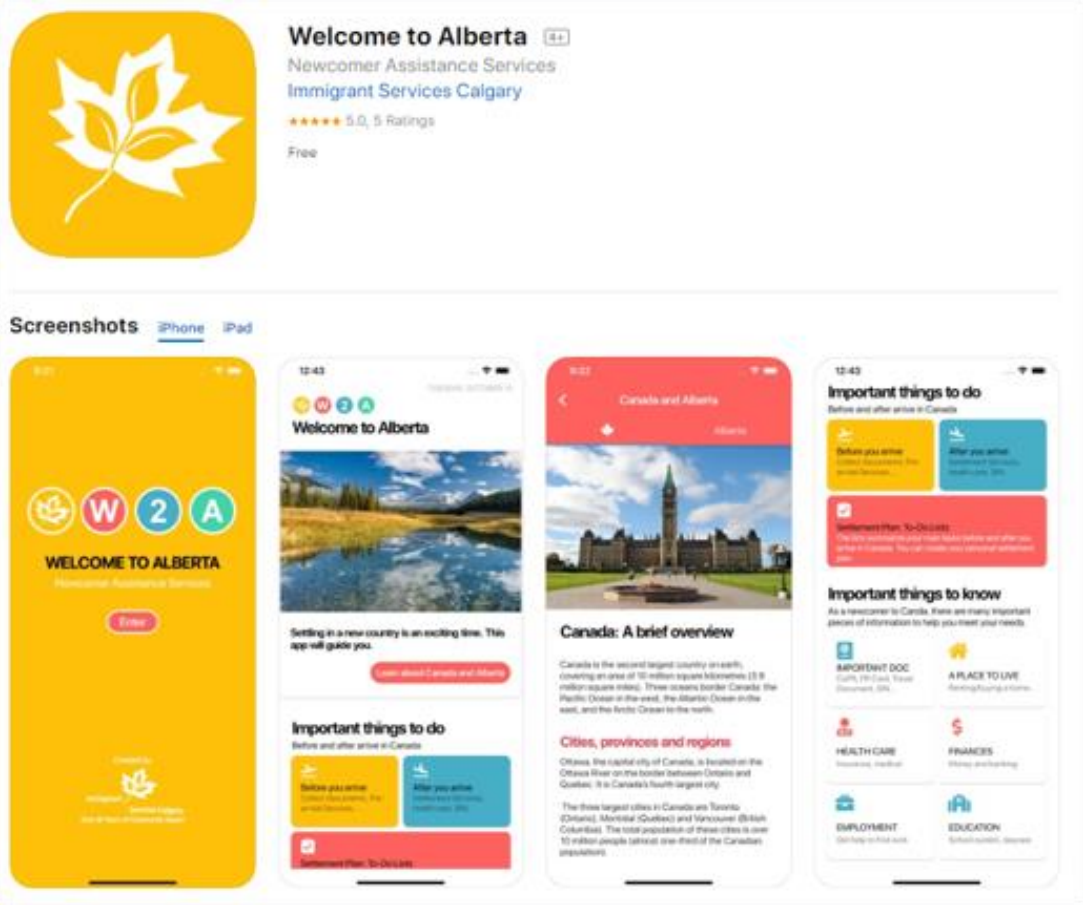
- Pre-made newcomer to-do lists
- Overview of Canada and Alberta
- Important Information for Newcomers
- Resources and more!

Created by:

Immigrant Services Calgary

Over 40 Years of Community Impact

Settlement APP for Newcomers



Immigrant Services Calgary
Over 40 Years of Community Impact

Download on the App Store

GET IT ON Google Play

You can scan the QR code on a phone or tablet to install the App

http://settlementcalgary.com/w2a-app

Thank you!

Immigrant Services Calgary

Case Study: Using Technology to Bridge Gaps, Overcome Barriers, and Enhance Outcomes in Newcomer Employment Integration

Ghazi Hallab

Employment Services Coordinator

Immigrant Services Calgary

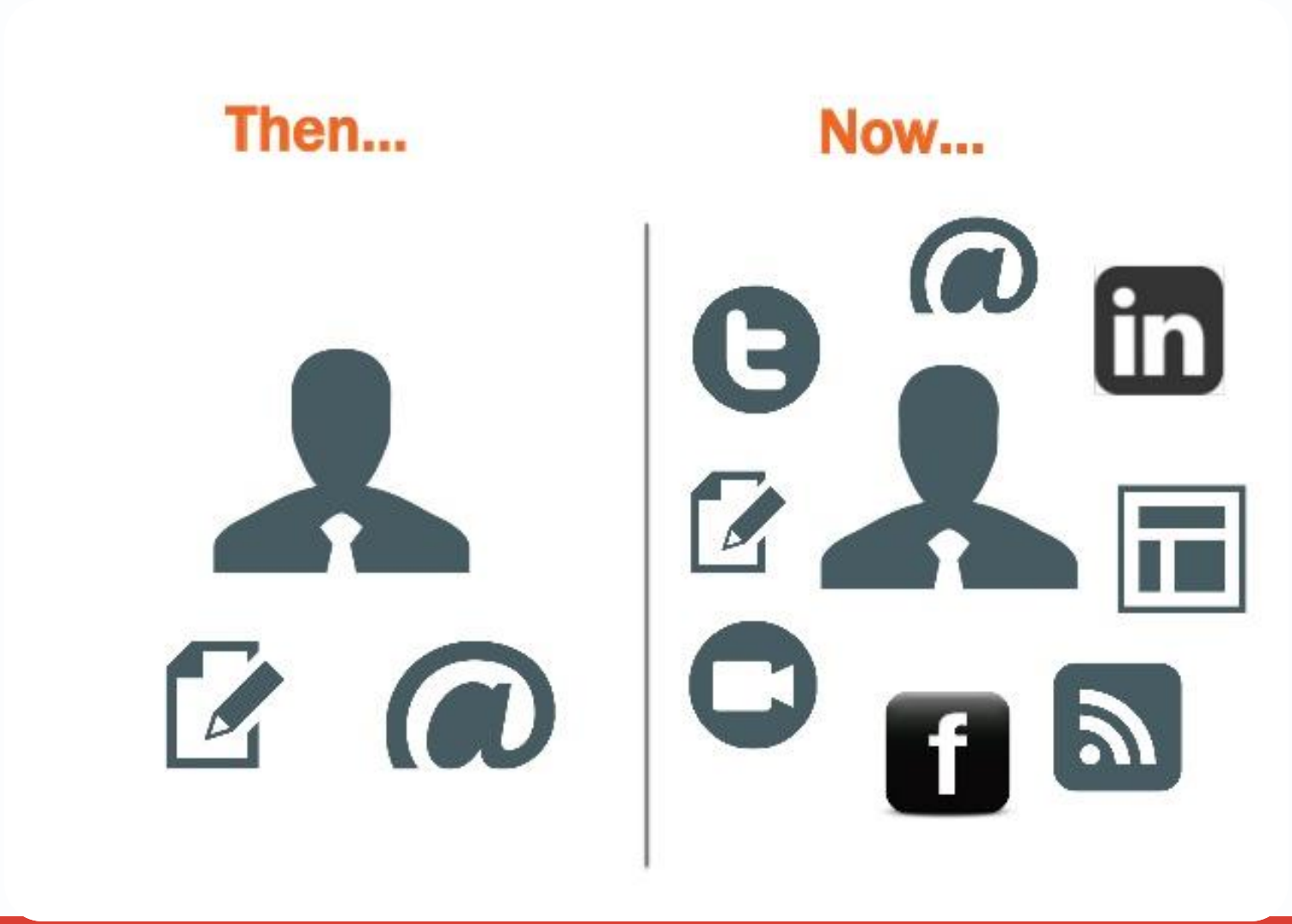
- These services are funded by:

Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada

Job Search Trends

Responding To Current Trends



(Job search) challenges for newcomers

Adapting to new culture, values and society

Geographical Challenges

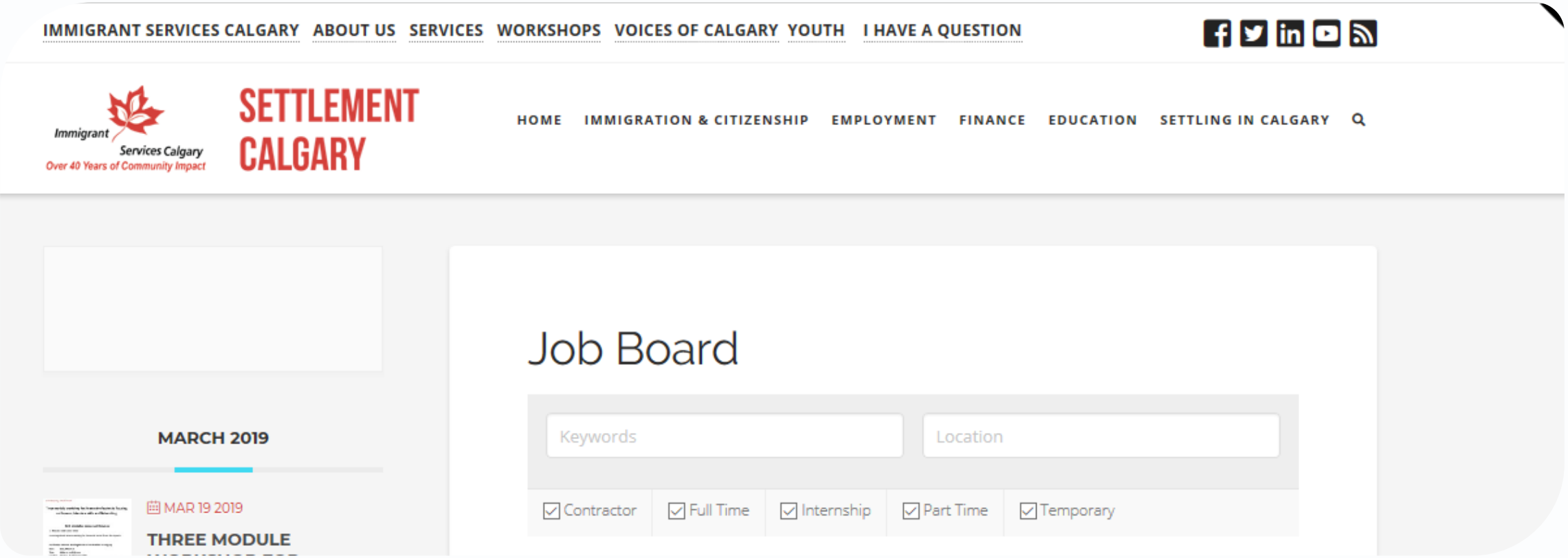
Weather Challenges

Lack of Social Interaction outside their comfort zone

Financial Constraints

Access to Education/Training

Tools used to Bridge the gap for newcomers -Online Job Board



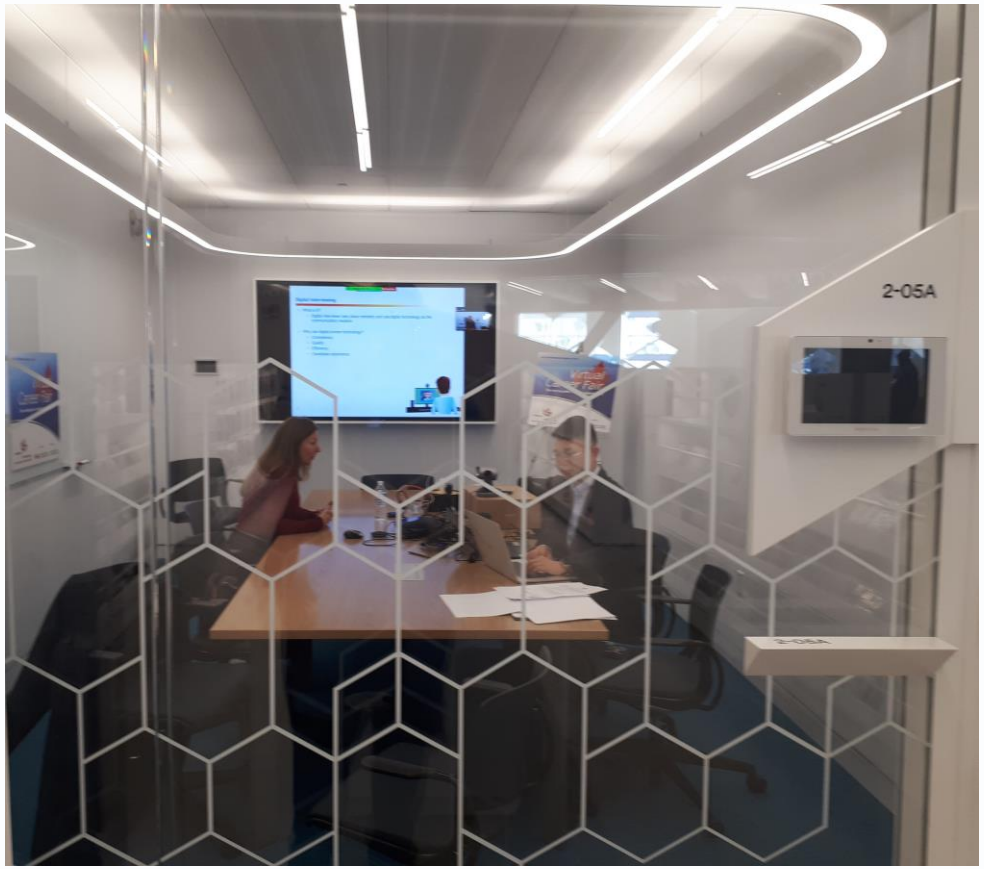
- Hidden Jobs
- Personal touch and follow up

Another Tool: Virtual Career Fairs

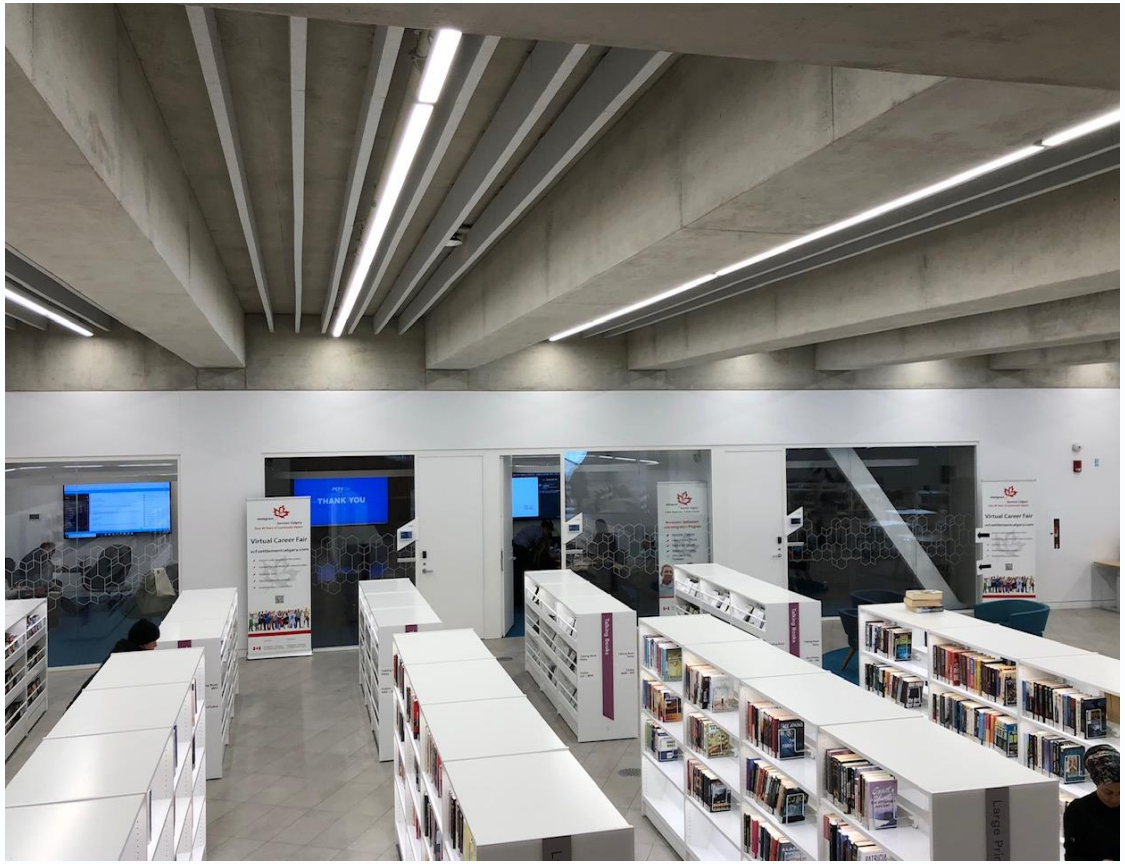
- Live access to employer booth
- Live communication with employer via chat or video mode
- Access job descriptions and apply online
- Upload multiple Cover letters and Resumes

VCF Screenshots

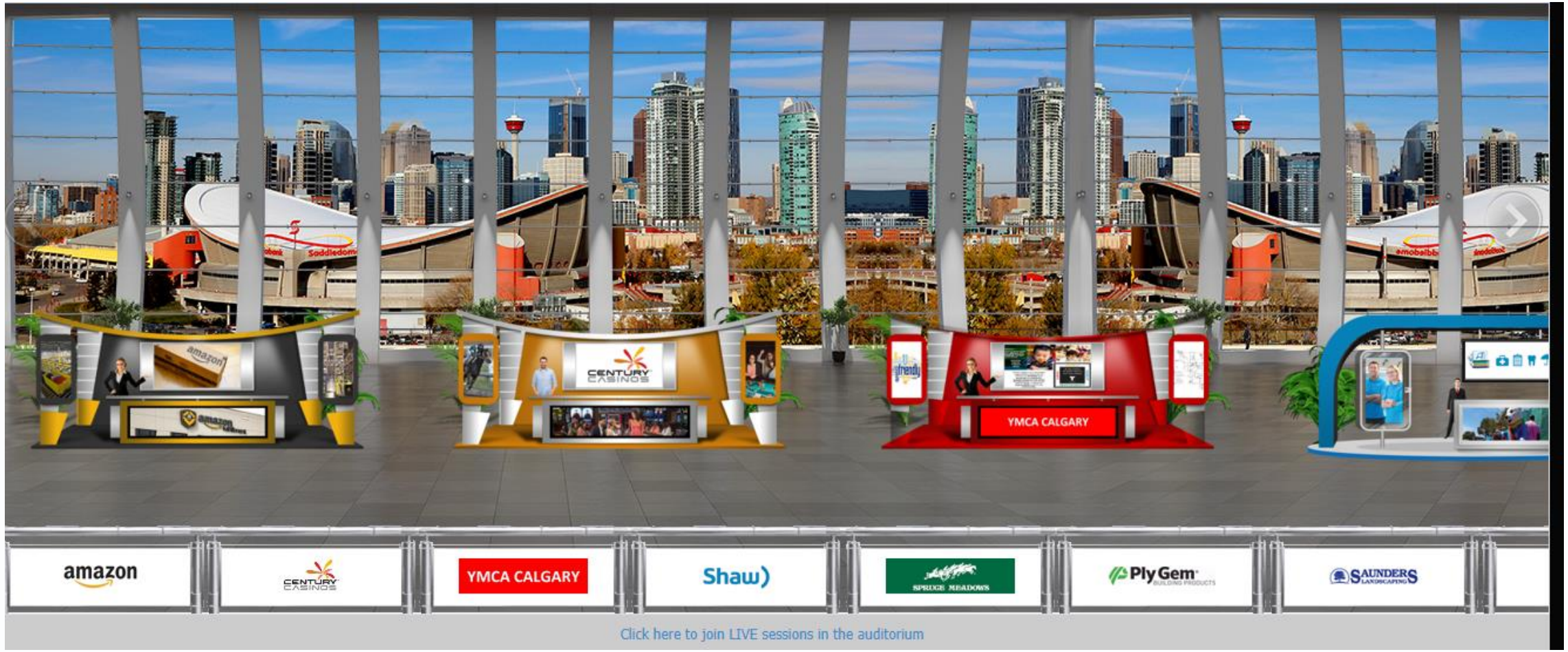
PREPARING TO GO LIVE WITH SUNCOR



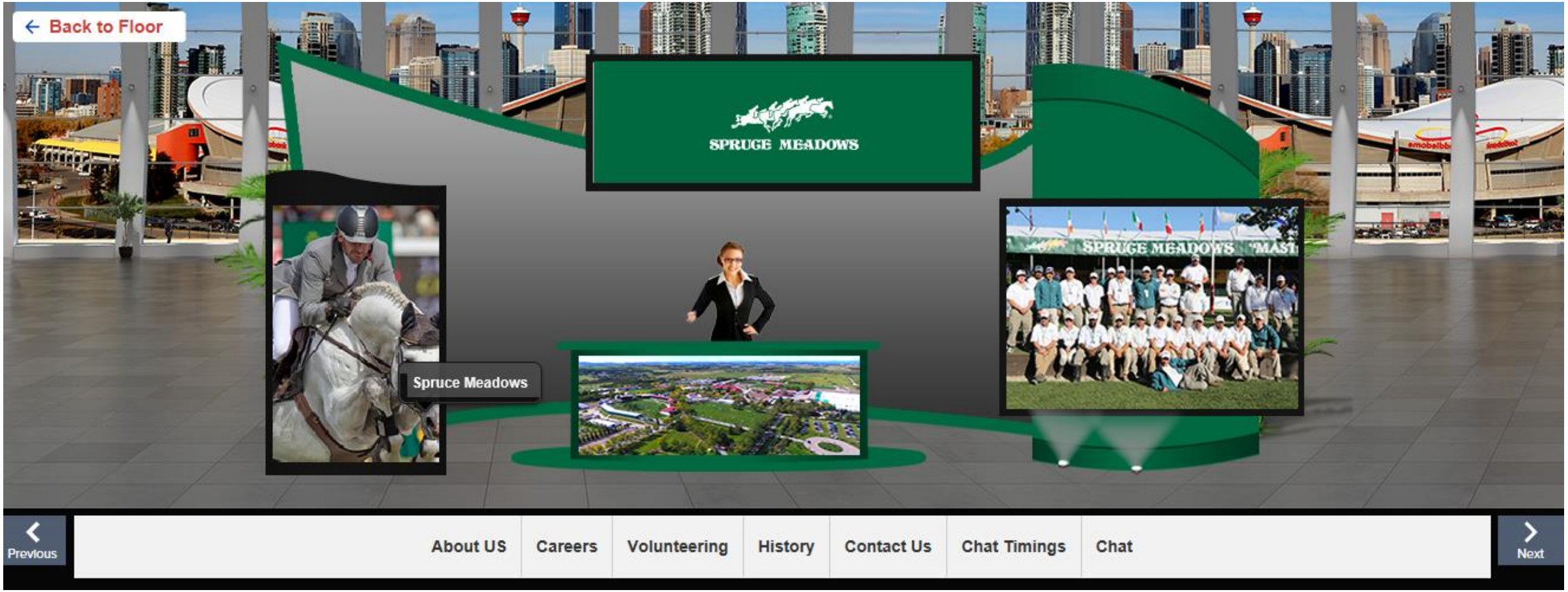
PICTURE FOR THE VENUE



Virtual Career Fairs - October 2019 Exhibit Hall

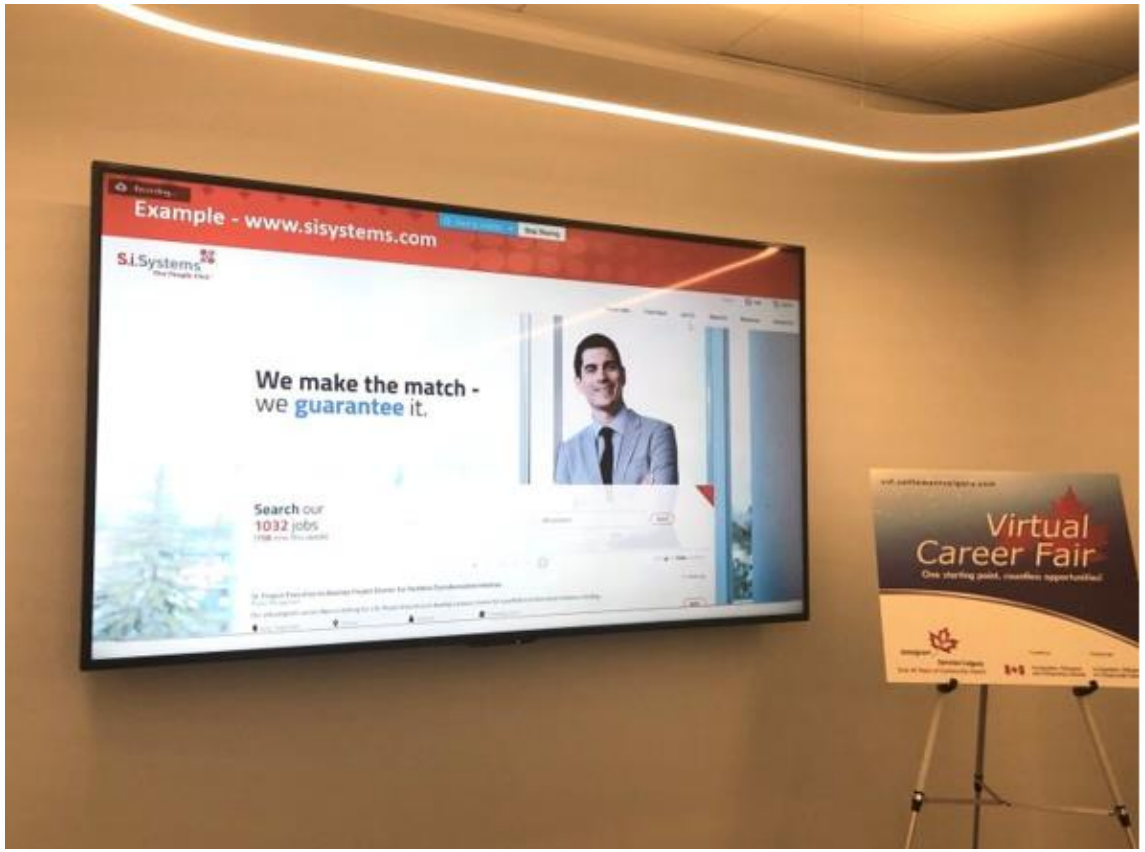


Virtual Career Fairs – Closer look



Virtual Career Fairs - Webinars

- Access to join and watch live Webinars
- Option to replay and re-watch Webinars
- Ability to participate in Q&A session at the end of webinar



Digital Interviewing - Suncor Live Webinar

Online Career Counseling

- Online Career Coach and follow up
- Access to online learning materials
- Access to 200+ training courses and webinars

MAKING A DIFFERENCE
CORPORATE CITIZENSHIP

SKILLS TO SUCCEED LEARNING EXCHANGE OVERVIEW

OCTOBER 2019

accenture

Career Planning	Resume and Cover Letter Writing	In-Person Networking	Online Networking	Interviewing
Career Planning (10 min)	Starting Your Resume (15 min)	Networking Techniques (15 min)	Using Social Media Professionally (10 min)	Types of Interviews (15 min)
Career Assessment (Pick One) (30 min)	Finalize your Resume (10 min)	Expand your Network (10 min)	Online Professional Profile (10 min)	The Interview Process (10 min)
Career Planning (90 mins)	Introduction to Cover Letters (10 min)	In-Person Networking (90 mins)	LinkedIn Webinars (60 min)	Interviewing (90 mins)
	Resume and Cover Letters (90 mins)		Online Networking (90 mins)	

My Training Plan

	Status	Completion date	Duration	Required/ Recommended	Prerequisites	Progress	Information
Mobile - Job Seeker Pre Assessment	Enrolled	-	15	Required	-	0 %	
Mobile - Career Planning	In progress	-	10	Required	-	0 %	
Mobile - Starting Your Resume	Completed	07/24/19	15	Required	-	100 %	
Mobile - Finalize Your Resume	In progress	-	10	Required	-	0 %	
Mobile - Introduction to Cover Letters	In progress	-	10	Required	-	0 %	
Mobile - Networking Techniques	Completed	10/03/19	15	Required	-	100 %	
Mobile - Expand Your Network	In progress	-	10	Required	-	0 %	
Mobile - Using Social Media Professionally	In progress	-	10	Required	-	0 %	
Mobile - Professional Online Profile	Enrolled	-	10	Required	-	0 %	
Mobile - Types of Interviews	In progress	-	15	Required	-	0 %	
Mobile - The Interview Process	Enrolled	-	10	Required	-	0 %	
Mobile - Job Seeker Post Assessment	Pending enrollment	-	15	Required	-	0 %	
Resource - Job Seeker Learning Board	Pending enrollment	-	-	Recommended	-	0 %	
Resource - LinkedIn Learning Webinars	Pending enrollment	-	-	Recommended	-	0 %	
Resource - My Next Move	Completed	08/15/19	-	Recommended	-	100 %	

Online Video Interviews

Video Interview in a nutshell

(Job search) ~~challenges~~ solutions for newcomers

Difficulty Adapting to new culture, values and society

Online counseling, webinars, Virtual Career Fair – Help newcomers adapt quicker

Geographical, Weather, Financial Challenges

Convenient online access from home

Lack of Social Interaction outside their comfort zone

Bridge employers with newcomers

Difficult to Access online education/training

Access to 200+ workshops and training materials

Inclusion - Encourage employers to adopt approaches to facilitate greater labor force participation among women, the elderly, and people with disabilities

Thank you!

Immigrant Services Calgary

Case Study:
Video as an Alternative Service Delivery Model for Settlement Information & Services

Noel Tsang, Program Coordinator

Settlement Information & Videos

Immigrant Services Calgary

These projects are funded by:

Survey

Advantages

- Audio/Visual Component
- Interactive
- Engaging

Applications of Video in Settlement

1. Information

"Alberta Newcomers: How-to and Smart Tips video series"

SMART TIPS

2. Training

"Elder Abuse Prevention – Bystander training"

It's Not Right!
Neighbours, Friends & Families for Older Adults

3. Advocacy

"Voices of Calgary"

VOICES OF CALGARY
VOC

Smart Tips Video Series - Project Overview

- New 2-year pilot project
- Settlement videos
- Topics selected through research
- Developed with partner agencies

Smart Tips Video Series

- Translations into 6 languages
- Landing page with local resources*;
- Available: Online, partner agencies, community events

https://settlementcalgary.com/how-to/

Smart Tips Video Series - Project Goals

1) Gauge effectiveness of video as an alternative **service delivery model;**

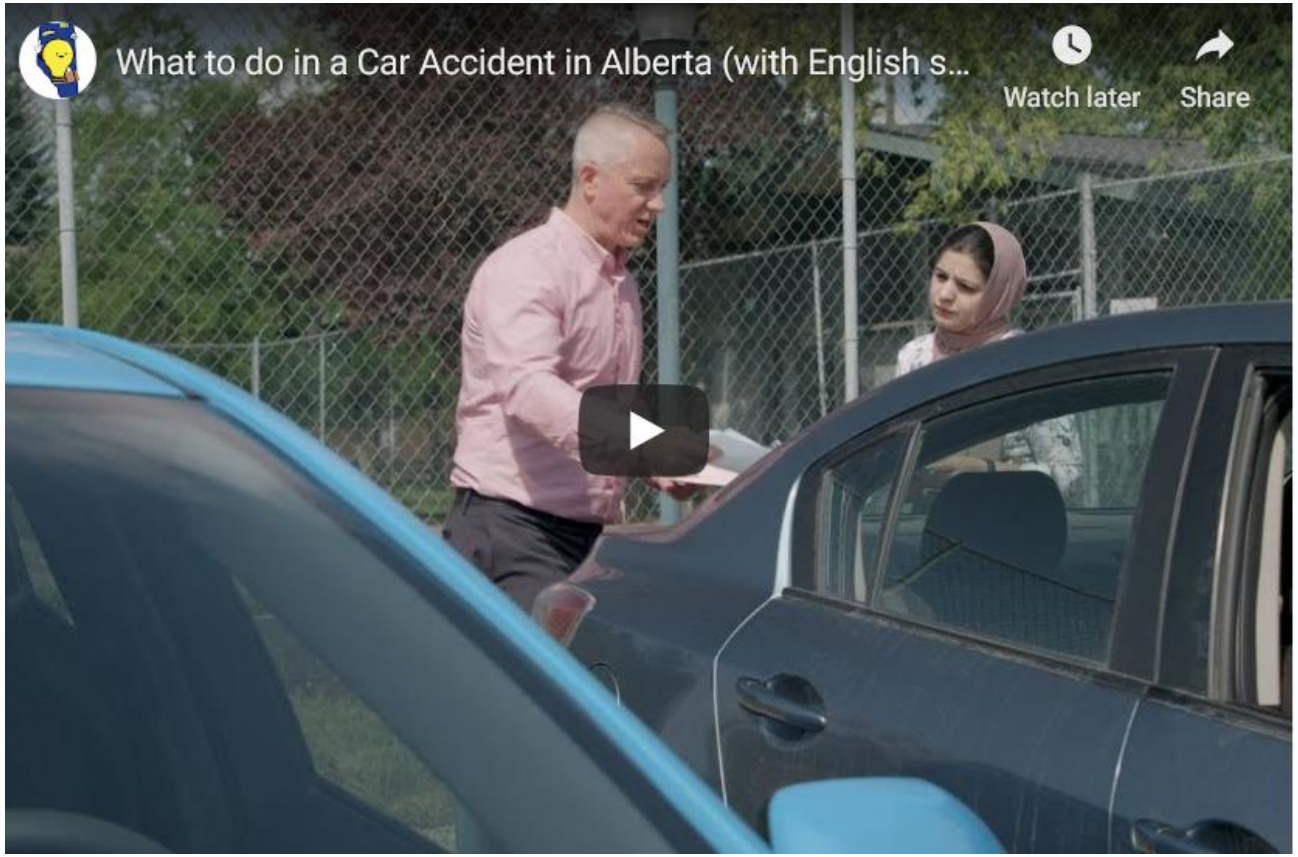
2) Empower newcomers with knowledge specific to the province of Alberta;

3) Increase accessibility to settlement information (pre- and post-arrival);

4) Provide resources for SPs tailored to the province;

Smart Tips Video Series

"What to do in a car accident in Alberta"



https://settlementcalgary.com/how-to/watch-how-to-videos/what-to-do-in-a-car-accident-in-alberta/

Elder Abuse Prevention -Bystander Training

Project Goals

Aims to **engage** diverse populations to mobilize, educate and empower **bystanders** in their communities to contribute towards **prevention** and early intervention for **elder abuse**.

It's Not Right!
Neighbours, Friends & Families for Older Adults

Elder Abuse Prevention

"Want to go home"

Voices of Calgary – Project Goals

1) Address underlying attitudes towards immigrants.

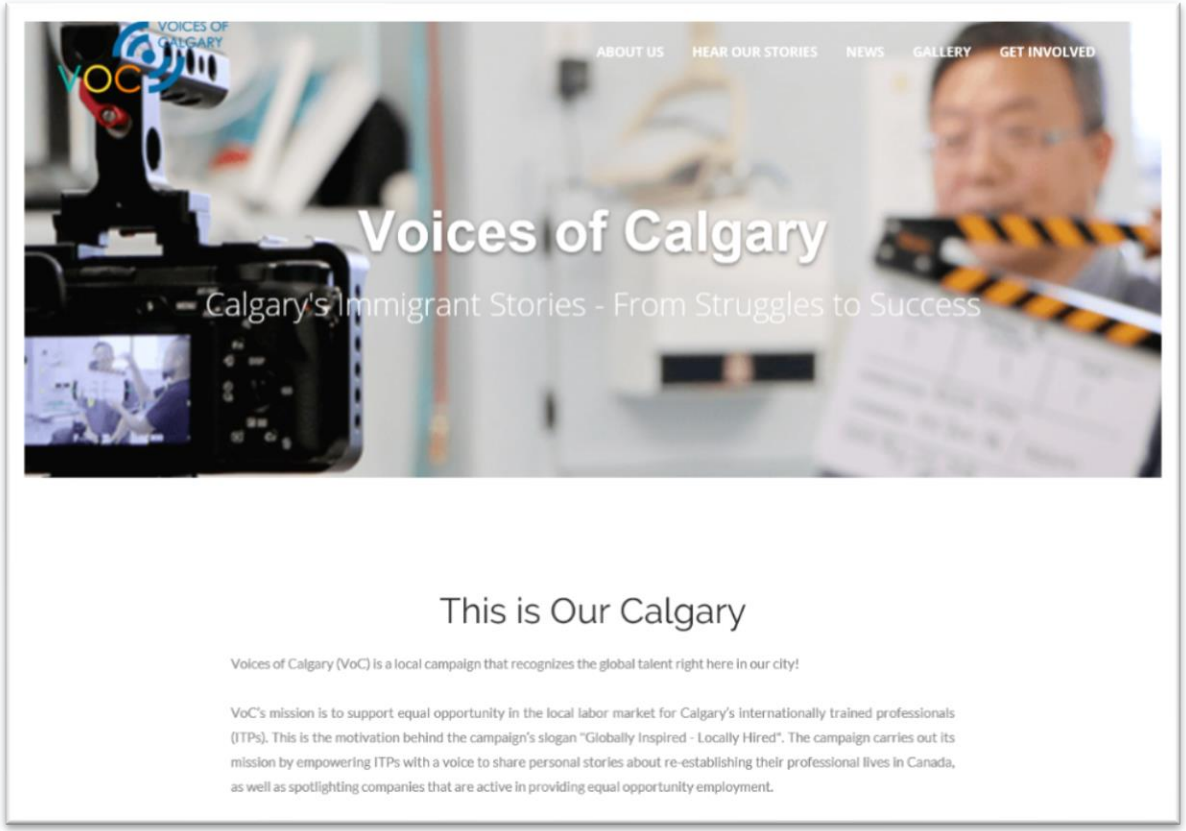
2) Showcase employer efforts;

3) Encourage newcomers;

Voices of Calgary – Project Overview

- www.VoicesofCalgary.com

- A total of 36 videos were produced, including:
  - 13 Employer testimonials
  - 23 Internationally Trained Professional (ITP) Stories



Voices of Calgary

Sample Videos

Voices of Calgary – Project Participants

Representing

15

Licensed Professions

from

13

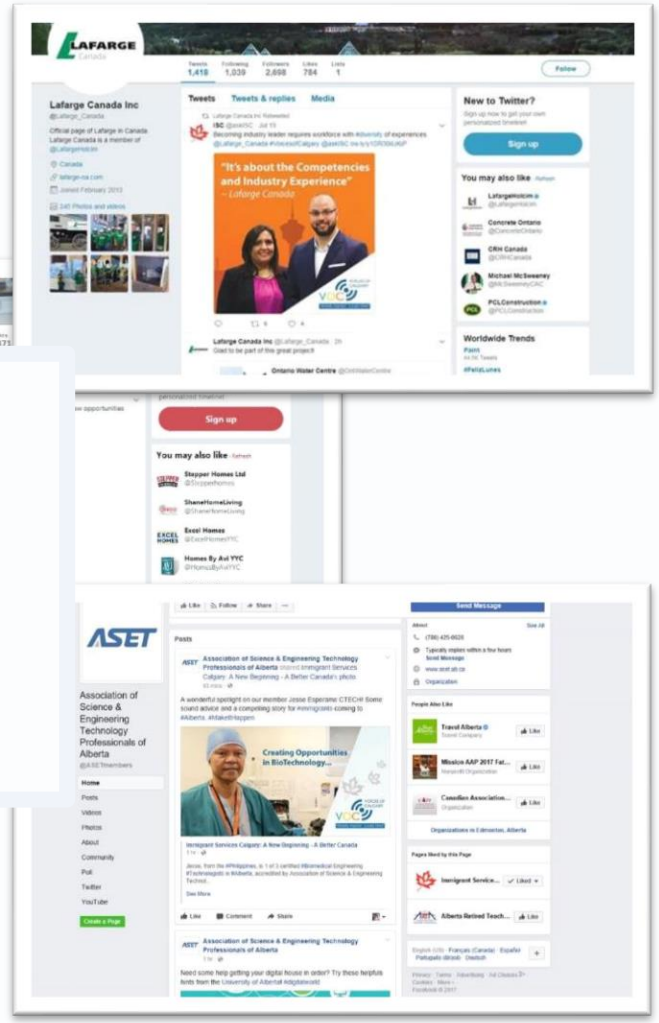
Countries

Voices of Calgary – Employer Participants

GKD INDUSTRIES LTD.
LAFARGE
ATB
KALTIRE
alchemy COMMUNICATIONS INC.
accenture High performance. Delivered.
carya
TransCanada In business to deliver
CALGARY POLICE SERVICE
DISTRESS CENTRE
LiM
YMCA
Trico Homes

65,000+

Total video views



Conclusion

- Leveraging data to develop new strategies:
  - App development
  - Virtualizing Employment/Settlement Services
  - Video as an alternative service delivery model
- What role does data play in your group/agency?
- How does data give us insight to direct our funding/research/programming?
- Applications are limitless. Think big!

Thank you!

Daniel Wu
Settlement Platform/
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Ghazi Hallab
Employment Services Coordinator
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