



## QLIP Strategy and Action Plan 2014 / 2015 / 2016 UPDATE<sup>i</sup>

(See Endnote)

### QLIP partners coordinating services locally in employment, police, and health services – FY 2014 to 16

- Facilitate implementation of additional defined protocols in Labour market integration and improved services through interpretation services to more institutions to include local schools, colleges, additional employment service providers, employers and service institutions.

**November 30 2014 & Projected throughout 2014/15/16**

**Additional defined Protocols in Labour Market integration - Employment Counselling for Newcomers** continues with seventy-nine (79) newcomers having received “one to one” employment counselling by end June 2015.

**The collaborative protocol between Quinte Immigration Services QUIS and QLIP Partner Community Employment Services CES – Loyalist College** from its effective date continued to have enhanced outcomes including jobs for newcomers, raised confidence levels for interviews resulting in hiring, improved resumes and resume skills for newcomers.

**Additional protocol enhanced outcome** with a continuing and ongoing paradigm shift in patterns as newcomers are attending employment services offices more often and are bringing other newcomers with them. Prior to the new protocol newcomers were not attending employment offices as a standard approach to a job search.

**Marketing Campaign for Interpretation Services - targeted campaign – Closing gaps in services to newcomers.** Marketing campaign August 2014 to January 2015, created new interpretation language guides, new brochures with increased effectiveness in presentation, including a website launched in 2015. Hundreds of institutions were provided interpretation language guides and brochures by mail, email, fax, and hand delivery. Targeted services included: Legal, Medical, Social Services communities. Institutions that received the marketing were generally positive especially when the services were explained in terms of how the service can benefit their work. For the first time the Law Society of Hastings Prince Edward, the Court and Court Administration in Belleville were provided direct delivery of interpretation language guides and brochures including the availability of Court certified interpreters (MAG).

- QLIP Partners continue working with Hastings Prince Edward District School Board to work with education institutions in the Greater Quinte Area to meet newcomer needs.

**Preliminary Meetings Completed May 29 & December 03 2014  
Projected Meetings September 2015 & Continuing 2015/16**

**QLIP Partners join in communication with Hastings Prince Edward District School Board** on a continuing basis on the Equity and Inclusive Education Advisory Committee Meetings ensuring that the needs of newcomers are being addressed.

**Promote diversity and sensitivity through outreach materials, welcoming initiatives, and multimedia communication approach focused on the positive aspects of newcomers joining the community – FY 2014/15 and FY 2015/16**

- Follow-up and support QLIP partners in their work to convert video files for loading to the QLIP Partnership website to include the Part 6 documentary “*Breaking Barriers: A Local Look at a Global Perspective*” from TV COGECO Community TV Channel 4 on the QLIP. - **April 2014**

**QLIP Partners continue working with TV COGECO Community TV Cable 4** providing a change in approach by replace the original six part documentary “*Breaking Barriers: A Local Look at a Global Perspective.*” on the QLIP website with a new 15 minute highlight video. The video was successfully completed by the QLIP Partner TVCOGECO and is featured on the QLIP website [www.quintelip.ca](http://www.quintelip.ca)

(New)

**Originally Projected for April 2014**

**Completed June 2014**

The original documentary is broadcast on the TVCOGECO Cable 4

**QLIP Partner TVCOGECO and Quinte Immigration Services are community partners** in promoting diversity in the Greater Quinte Area. Their combined efforts and the endeavours of many QLIP partners are highlighted in the new collage video “*Breaking Barriers*” also featured on the Quinte Immigration Services website.

- QLIP Partners continue working with TVCOGECO Community TV Channel 4 concept to be pursued includes creating video vignettes of 30 seconds or similar to public service announcements featuring newcomer experiences. If the concept comes to fruition these video vignettes would be aired on the public television TVCOGECO Community TV Cable 4. (New)

**Projected November 2015**

- QLIP Partners to provide a connection between all forms of media and efforts to maximize awareness of the needs of newcomers including need for increased success in labour market outcomes and community education.

**Projected throughout 2014/15 and FY 2015/16**

**The QLIP Partnership plays a significant role as a catalyst for major community events** for newcomers to the Quinte Region including welcoming events and many all-inclusive diversity celebratory events. Many events had their underpinning in the QLIP Partnership as a motivational cornerstone for events that bring the community together

in fostering a welcoming community for newcomers. As many as six major Quinte Region wide diversity, inclusion, and welcoming events for newcomers in 2014/15 have included the public at large, newcomers, newcomer students, educators, employers, social services, faith based groups, QLIP partners, municipal leaders and employers.

**Enhanced outcomes include increased awareness and recognition for newcomers** and expressions of community commitment to a more welcoming community; networking between newcomers and public officials; employers and service providers; increased exposure for ESL students for positive growth; public education in reference to newcomers and the Quinte Regions' diversity.

**On December 11, 2014 a special event** took place in Belleville, a concert with Juno Award Winning R&B artist JRDN to welcome newcomers to the Quinte Region. Through the efforts of QLIP Partners Glass Tower Office Corp and Sun Life Financial in collaboration with many other sponsors in the Quinte Region, took the "welcoming of newcomers" to a new level!

**On February 12 2015 a newcomer appreciation event** took place to include a celebration of the Chinese New Year sponsored by QLIP Partner Sun Life Financial.

**On April 16, 2015 the First Anniversary Event celebrating the City of Belleville joining the Canadian Coalition of Municipalities Against Racism and Discrimination (CCMARD)** in 2014 (as recommended by UNAC Quinte) was held at the Greek Hall in Belleville. This event brought newcomers and the community together for a great celebration with over 250 guests that included elected officials, community leaders, many QLIP partners, newcomers, employers, Quinte Immigration Services, Loyola School of Adult Continuing Education ESL newcomer participants, and the public. QLIP Partner TVCOGECO employed two camera operators for the event for a video recording to broadcast the event to the public on cable.

- QLIP Partners continue working to participate in Quinte area School Board's events including "Welcoming International Students to our Community".

**An event held at Albert College in Belleville in October 2014 to welcome hundreds of international students** to the Quinte Region, organized by QLIP Partner the United Nations Associations (Quinte Branch) in coordination with representatives from the Hastings-Prince Edward and Algonquin Lakeshore Roman Catholic District School Boards, Albert College, and Loyalist College. QLIP partners participated.

**Completed October 2014 - Projected October 2015 & 2016**

- QLIP Partners continue working with TV COGECO Community TV Channel 4 to create more public videos initial suggested area "newcomers and success".

**Projected initiatives through FY 2015/16**

- QLIP Partners continue working with their QLIP Partner Loyola School of Adult & Continuing Education to support public events featuring English as a Second Language ESL in the Quinte community and bringing newcomers and Canadians together in celebration.

**Projected throughout 2014/15/16**

**QLIP Partnership secures resources from diverse sources as Municipalities recognize the need for immigration and newcomer trained professionals to include investment - FY 2014/15 and FY 2015/16**

- QLIP Partners continue working with levels of government to promote the inclusion of an immigration strategy as a standard approach to planning and development - Process commenced early 2012 with ongoing commitment.

**Preliminary June 30 2014 - Follow-on November 30 2014 & Projected throughout 2014/15/16**

**QLIP Partners continued their involvement** in moving the newcomer agenda forward

- The QLIP Partners pursuing a partnership with Ontario Works for a new protocol to refer newcomers to the QUIS / Community Employment Services partnership in employment assistance for newcomers.

**Ongoing 2014/15/16 & Projected for 2015/16**

**Preliminary discussions** will be moved forward in the fall of 2015

**QLIP Partnership will work to find resources to promote and market the Bay of Quinte Region for the attraction of newcomers and potential investors to benefit the region's economic development - FY 2014/15 and FY 2015/16**

- QLIP Partners continue to coordinate meetings with a variety of stakeholders to advance the QLIP Partnership strategic plan and the best ways to coordinate it.

**Preliminary May 30 2014 - Follow-on October 31 2014 & Projected throughout 2014/15/16**

- Support QLIP Partners initiative to develop a newcomer's guide as future online resources through the newly developed Bay of Quinte Region.

**A three year supportive goal of QLIP partners reached in 2015** as Quinte Region Immigration Web Portal funding of \$100,000 was announced by the Provincial Government in June 2015 with the lead by the City of Belleville to include Quinte West and Prince Edward County will be completed early in 2016. A newcomer's guide will be a consideration in meeting the needs of newcomers for the new web portal overtaking a possible standalone guide.

**Continued QLIP Partners participation in the Bay of Quinte Region Living Council** and its website Bay of Quinte Living has been promoting newcomer awareness for the Quinte Region and providing a focus on the attraction and retention of newcomers to the Quinte Region.

**Projected for FY 2015/16**

**QLIP Partnership continued representation of the Francophone immigrant newcomer community in the greater Quinte area.**

- Research and outreach ongoing to the Francophone community
- Consultation with the Francophone immigrant newcomers
- QLIP Partners to maintain communication with Francophone associations

**Ongoing 2014/15/16 & Projected FY 2015/16**

**QLIP endeavours include communication and ongoing participation** in the Francophone Immigration Support Network of East Ontario meetings and events focused on Francophone newcomer success - 2014/15

**The QLIP Partnership continued its representation from the Quinte Region at the local committee level** of the Francophone Immigration Support Network of East Ontario and providing information on the regional needs of francophone immigrants - 2014/15

**QLIP Partner Francophone Immigration Support Network of East Ontario completed an employer initiative** with the Prince Edward County Chamber of Tourism and Commerce in Picton Ontario to promote hiring of francophone newcomers - 2014/15

**The QLIP was present to share the needs of francophone newcomers** at the Ontario Council of Agencies Serving Immigrants: OCASI Forum -2014/15

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**NOTE: The QLIP Strategy and Action Plan 2014 / 2015 / 2016 UPDATE is revised to include a sampling of the accomplishments that are too numerous to completely include in this document. For a more complete inventory of accomplishments and outcomes please refer to the Monthly Reports/Quarterly Reports and the Minutes of the QLIP Meetings**