

PEEL IMMIGRATION WEB PORTAL

Community Consultation and Focus Groups
Final Report

Prepared by **Teresa Ierullo, *Just the Facts!***
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905.785.6055
teresa@justthefacts.ca
www.justthefacts.ca

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Introduction

The purpose of the web portal is to help with the settlement and integration of newcomers into the Peel community and economy by connecting them to information about government and community services, employment preparedness and the labour market in Peel.

The purpose of this report was to gather content data for the Immigration Web Portal, using suggestions and recommendations from community stakeholders. These stakeholders consisted of:

- Employers located in Peel Region
- Newcomers living in Peel Region for less than one year
- Employed newcomers living in Peel Region between one to 5 years
- Front-line staff of immigrant-serving agencies

One community consultation and three (3) focus groups were facilitated to gather the data found in this report.

The objectives of the **community consultation** were to:

- gather content suggestions for the top 7 website topics (Employment, Settlement, Health, Childcare, Education, Transportation, Family/Social);
- prioritize the topics/content;
- identify topics to add to the web portal;
- gather a list of gateway agencies to add to web portal;
- gather functionality suggestions for the web portal; and
- gather a list of people interested in writing/providing content for the web portal

The objectives of the **employer** focus group were to:

- determine what role Peel region employers might have with this web portal;
- gather ideas, suggestions and strategies for the web portal, from the employer perspective; and
- gather functionality suggestions for the web portal

The objectives of the **employed newcomer** focus group were to:

- gather content suggestions for the web portal;
- prioritize the topics/content;
- identify topics to add to the web portal;
- gather functionality suggestions for the web portal; and
- gather strategies and tips for success for the entire immigrant family, based on experiences of the participants

The objectives of the **newcomer** focus group (less than one year in Canada) were to:

- gather content suggestions for the web portal;
- prioritize the topics/content;
- identify topics to add to the web portal; and
- gather functionality suggestions for the web portal

Executive Summary

The following seven (7) topics emerged from the sessions as *primary categories* for the Immigration Web Portal:

- Employment
- Housing
- Education
- Healthcare
- Transportation
- Language
- Family

Strong *secondary categories* include:

- Recreation
- Finance

The strongest *themes* that emerged from the sessions include:

- Be prepared
- Perception versus reality- keep in check
- Understand employer's expectations
- Get help

Note: "Settlement" was not a category *title* used by the focus group participants. The trend was to separate the essentials of settlement into the seven categories listed above. Therefore, it is recommended the word "Settlement" not be used as a category title, as it is a word used by service providers, not newcomers.

There are ten (10) recommendations related to the content/development of the Immigration Web Portal:

1. Focus on Employment
2. Include the Primary Categories on the Home Page
3. Focus on the Theme of "Be Prepared"
4. Focus on the Theme of "Perception versus Reality"
5. Include Recreation
6. Include Interactive Elements to the Web Portal
7. Incorporate Visuals and "Canadiana" Branding
8. Include Links to External Websites
9. Include Resources & Links Specifically for Employers
10. Include Services/Organizations that Can Help

This report concludes "information-giving" is not enough to be a useful Immigration Web Portal. Additional tips, strategies for success, and a theme of *realism* must be thread throughout the Web Portal to move the user from simply "information gathering" to a stage of "comprehension" (grasping the meaning of the information). This might mean the difference between applying this information to solve or avoid potential problems, or having to face the same challenges of so many newcomers who have come before.

Based on the findings of the community consultation and three focus groups, the recommended *navigation map* for the web portal is as follows:

Be Prepared

- Chart of basic monthly costs (related to all seven primary categories)
- Budgeting form/tool for users to determine monthly costs
- Links to Government websites/departments related to Immigration/Settlement
- Past Immigrant's Experience- Real-life Story
- To Do Checklist- before arriving; Some suggestions include:
 - o Where to live
 - o Money to bring
 - o Important documents to bring
 - o Have credentials translated into English and assessed
 - o Research Occupation/Industry
 - o Determine steps to employment in own occupation/licensing requirements
 - o Obtain temporary health insurance
- To Do Checklist- after arriving (first month in Peel Region); Some suggestions include:
 - o Apply for Social Insurance Number
 - o Apply for Health Card
 - o Open a Bank Account
 - o Locate a settlement agency close to your home
 - o Locate the Newcomer Information Centre
 - o Locate the Employment Resource Centre
 - o Register children in school
 - o "14 things to do your first week in Canada", Settlement Workers in School (SWIS) resource
 - o Locate low-cost/ethnic grocery/clothing/household stores

Employment

(The bold and italicized categories are considered the most important)

- ***Accreditation/Professional Process***
- ***Links to local employers***
- ***Job postings/job bank (local)***
- ***Organizations that can help with job search/employment***
- ***Employer Expectations (Reality of Job Search/Career in Canada; Progression)***
- ***Cycle/Process of a typical job search with timelines***
- ***Past Immigrant's Experience- Real-life Story***
- Typical cycle, with timelines, to obtain professional licensing
- Local labour market information
- Links to Government websites/departments related to Employment
- "How to" of job search/tools (resumes, interviews, Etc.)
- Job Search Suggestions/Tips from Employers
- Self-Assessment Activities/Tools/Quizzes (employment; job readiness; skills)
- Starting a Business

Housing

- Renting
- Buying
- Home Insurance
- Shelters
- Subsidized Housing
- Condo versus Apartment
- Links to Government websites/departments related to Housing
- Past Immigrant's Experience- Real-life Story

Education

- Credentials Assessment
- Schools (pre-school, elementary, middle, high school)
- Apprenticeship
- Private, Public, Faith-based Schools
- Colleges, Universities
- Continuing Education
- Links to Government websites/departments related to Education
- Past Immigrant's Experience- Real-life Story

Healthcare

- First 90 Days
- Health Service in Peel Region
- OHIP Card
- Walk-in Clinics
- Finding a Doctor
- Community Health
- Tele-Health Ontario
- Hospital/Emergency Services
- Special Care/Special Needs
- Senior Care
- Links to Government websites/departments related to Healthcare
- Past Immigrant's Experience- Real-life Story

Transportation

- Public Transit
- Getting Around (bicycle, taxi, toll, highway, accessibility)
- Driver's License
- Auto Insurance
- Transporting Children
- Maps (public transit; directions)
- Links to Government websites/departments related to Transportation/Licensing
- Past Immigrant's Experience- Real-life Story

Language

- Language Assessment/Centres
- Benchmarks
- Length of time (average) to reach a benchmark level/improve language skills
- LINC/ESL/ELT
- Language Expectations of Employers
- Sector-specific Language Expectations/Required Levels
- Links to Government websites/departments related to Language/Programs
- Past Immigrant's Experience- Real-life Story

Family

- Family Services in Peel Region
- Children Services
- Childcare Options
- Youth Services
- Adult Services (for the Individual)
- Links to Government websites/departments related to Family/Social Services
- Past Immigrant's Experience- Real-life Story

Recreation

- Family Fun (free and low cost options in Peel Region)
- Festivals & Events in Peel Region
- Cultural/Multicultural Events in Peel Region
- Physical Activity (free and low cost options in Peel Region)
- Canadian Holidays
- Links to Government websites/departments related to Parks & Recreation
- Past Immigrant's Experience- Real-life Story

For Employers Only

- Ask a Question (live assistance or email)
- Chat/Blog for Peel-based Employers
- "Filter" tool (or checklist) for job seekers to fill out *before* accessing job postings (Did I...practice my interviewing skills; get help with my resume; research my occupation and industry, etc.)
- Post Jobs (With a free trial period)
- Understanding Credentials Assessment/Information About
- Demographic information (who is using the site, for the purpose of job postings)

Get Help

- List of "Gateway" Agencies:
 - o Vocational Pathways Inc. (VPI)
 - o Newcomer Information Centre (NIC)
 - o Mississauga Community Connections (MCC)
 - o LINC Assessment Centre
 - o Dufferin-Peel Catholic District School Board
 - o Peel District School Board
- List of websites to find help in Peel Region:
 - o Peel Community Information Database: <http://peel.cioc.ca>
 - o Employment Ontario: <http://www.edu.gov.on.ca/eng/tcu/etlanding.html>
 - o Settlement.Org: www.settlement.org

Functionality

- Chat/Blog for newcomers
- Language translation tool
- Calculator (for budgeting purposes)
- Ask a Question (live assistance or email)

Methodology

The facilitator, Teresa Ierullo of Just the Facts! participated in a preliminary meeting with the Peel Immigration Web Portal team on October 2, 2007. At this meeting, the outcomes and purpose of the community consultation and focus groups were determined, as well as the expectations of the final report.

A second project team meeting with the facilitator was held on October 5, 2007 to finalize the outcomes and purpose of the community consultation and focus groups. At this meeting, it was determined the following data must also be collected from the participants:

- list of "gateway" agencies
- functionality elements for the web portal

On October 5, 2007 the facilitator and project leader met with representatives of two local immigrant-serving agencies, TRIEC (Toronto Region Immigrant Employment Council) and ACCESS, to determine how they might be able to assist in securing employers and employed newcomers as participants for the focus groups. The dates and times for the focus groups were determined and each agency committed to securing a minimum of 4-5 participants for each focus group.

Community Consultation

Invitations were sent to front-line staff of immigrant-serving agencies located in Peel Region on October 5, 2007. (See Appendix A)

59 participants attended the event on Tuesday October 30, 2007 from 1:00pm to 3:30pm. It was located at the Region of Peel Headquarters at 10 Peel Centre Drive, 5th Floor, Council Chambers, in Brampton.

The objectives were achieved through the following activities (See Appendix C):

- a) brainstorming web portal content (individually);
- b) brainstorming content for pages of web portal (small groups);
- c) presenting pages of web portal to the larger group for additional topics/suggestions to be added

Employer Focus Group

Invitations were sent to employers on October 14, 2007. (See Appendix A)

9 participants attended the event on Tuesday November 6, 2007 from 7:30am to 9:00am. It was located at Peel Career Assessment Services Inc., located at 975 Meyerside Drive in Mississauga.

The objectives were achieved through group brainstorming for ideas and suggestions using the following questions (See Appendix C):

- a) What are your **current/future** staffing needs and concerns?
- b) What are the **challenges** in hiring professionally-trained/skilled immigrants?
- c) How can an Immigration Web Portal bridge the gap between your staffing needs/concerns and hiring internationally-trained/skilled immigrants?
- d) What needs to be on this Web Portal for you to be excited enough and interested enough to use?
- e) What topics/categories need to be in this Web Portal?
- f) What functions/interactive tools need to be in this Web Portal?
- g) Would you **use** this web portal?
- h) Would you be willing to use it for a **fee**?

Employed Newcomer Focus Group

Invitations were sent to participants on October 14, 2007. (See Appendix A)
12 participants attended the event on Tuesday November 7, 2007 from 6:30pm to 8:00pm. It was located at the Peel Adult Learning Centre, located at 165 Dundas Street West in Mississauga. The target participants were living in Canada for more than one year, but less than 5 years, and employed.

The objectives were achieved through the following activities (See Appendix C):

- a) Card sort to determine web portal categories, priorities and functionality
- b) Individual brainstorming: *From where did you get your information?*
- c) Rank home pages/provide feedback of other community web portals
- d) Group brainstorming: tips for success

Newcomer Focus Group (under one year in Canada)

Conducted by the Immigration Web Portal team, invitations were sent to immigrant-serving agencies throughout Peel region to secure participants for this focus group (See Appendix A) who were:

- Recent immigrants to Peel Region – under one year
- Foreign trained professionals
- Good English

13 participants attended the event on Monday September 10, 2007 from 10:00am to 2:00pm. It was located at the Newcomer Information Centre (NIC) at 263 Queen Street East, Unit 14, in Brampton.

The objectives were achieved through the following activities:

- a) Card sort to determine web portal categories, priorities and functionality
- b) Rank home pages/provide feedback of other community web portals
- c) Group Discussion

Summary of Findings

Community Consultation

*Primary Themes for Web Portal Categories:
(In order of importance)*

1. **Employment** (with emphasis on links to local jobs, "how to" information, credentials assessment)
2. **Housing**
3. **Education** (with emphasis on skills enhancement, upgrading, accreditation)
4. **Healthcare**
5. **Transportation**
6. **Language**

Secondary Themes for Web Portal Categories:

7. **Finances** (banking, RESP, RRSP, debt, credit, pensions, real estate, insurance)
8. **Family/Self** (abuse, children's activities, childcare, food banks, family counselling, parenting, youth, child benefits, disability services)

'Nice to Have' Themes for Web Portal Categories:

9. **Recreation** (vacation tips, visiting USA, movies, restaurants/eating out cheap, public events, festivals, Canadian holidays, city attractions, fitness training, popular music, city night life, how to play hockey, hiking/skiing, dating services)
10. **Government/'Canadiana'** (history of Peel, political parties, provinces, links to government departments, Canadian geographic, important personalities, community leaders, pictures of community, by-laws, links to other cities)
11. **Retail** (clothes- new and old, Laundromats, dealerships, hair salons, used items, food/groceries, price differences from store to store)
12. **Tips** (homework, do-it-yourself, dress for success, appropriate winter dressing)

Primary Themes for Web Portal Functionality

(The number in parentheses represents the total number of participants who gave this response.)

- Maps (46)
- Calculator (23)
- Photos (15)
- Links to other sites (13)
- Simplicity; "Easy" (13)
- Video Clips (12)
- Ask a Question (11)
- Word Translator/Dictionary/Multiple Languages (11)
- Chat/Blog (10)
- Currency Converter (10)
- Weather (8)

Web Portal Content: Suggested Sub-Groups

Transportation

- Public Transit
- Getting Around (bicycle, taxi, toll, highway, accessibility)
- Drive's License
- Auto Insurance
- Transporting Children

Employment

- Labour Market Information
- Accreditation (Regulated and Non-Regulated Occupations)
- Job Search Tools
- Employment Opportunities (Focus on job postings and placements/mentorship)
- First Stop in Peel (Gateway Agencies)

Settlement

- SIN #
- OHIP Card
- Housing
- Education
- Employment
- Transportation
- Language
- Municipal/Provincial/Federal Information/Resources
- Financial
- Canadian Citizenship and Sponsorship

Education

- Credentials Assessment
- Schools (elementary, middle, high school)
- Apprenticeship
- Private, Public, Faith-based Schools
- Language Assessment
- Pre-School
- Colleges, Universities
- Continuing Education
- Gateway Agencies

Family Services

- Definition of family (immediate, extended)
- Family Services
- Recreation/Events
- Children
- Youth
- Adults

Health

- First 90 Days
- Health Service in Peel Region
- OHIP Card
- Walk-in Clinics
- Finding a Doctor
- Community Health
- Tele-Health Ontario
- Hospital/Emergency Services
- Special Care
- Senior Care
- FAQ

Housing

- Renting
- Buying
- Home Insurance
- Hidden rental market
- Shelters
- Subsidized Housing
- Condo versus Apartment

Summary of Findings

Employer Focus Group

Hiring Internationally-Trained/Skilled Professionals: Needs

- Hiring staff that reflect their diverse customers/community
 - o Especially true among employers in service industries (finance, banking, retail)

Hiring Internationally-Trained/Skilled Professionals: Concerns/Challenges

- Language (especially sector specific)
- Communication skills
- Cultural differences
- Validation/understanding of previous skills, experience and training
 - o Job seekers must "figure this out" before the job search
 - o Don't rely on employers to understand
- Lack of knowledge of occupation/industry is a "challenge" in hiring immigrants, and immigrants must understand this will "take time" to learn
- Inability for immigrants to articulate and sell skills in an interview
- Job search, resume, interview must be targeted to desired job/industry
 - o Job seekers must research and understand before beginning job search

Web Portal Categories:

- Links to job sites (with a Peel focus)
- Industry-related courses for newcomers
- Local labour market information; what are the needs of employers?
- Post employer jobs
- Immigrant job seekers must be able to connect with job search/industry information *before* seeing an employer for a job
- Links to associations
- Links to accreditation services
- Job Search Resources/Tools
- "Things you should know" before you come to Canada
- Reality of working in Canada
 - o May not be in chosen occupation
 - o "You may never become a doctor"
- Preparing for success
- Occupational categories/streams (e.g. doctor can do many other occupations in the health field)
- Add links/information geared specifically to female job seekers
- Links to community agencies where newcomers can get help

How an Employer Would Use the Web Portal:

- Post jobs (If good track record of providing candidates)
 - o Filter system *before* the candidate gets to the job postings
 - o Could be a simple questionnaire: *Did you target your resume? Did you practice your interview skills?* Etc.
- Employer "link" to educate themselves
 - o Understand cultural differences
 - o Understand about accreditation, experience, etc.
- Employer Forum

Web Portal Functions/Interactive Tools:

- Database of companies by industry/profession and city; immigrant job seekers can search/make connection locally
- Online testing (assessments, behaviour, personality, etc.)
- Filter; as a *screening out* tool and as a *guide* to help candidates have a better chance of success (when applying for jobs)
- Lots of pictures

Would you use this Web Portal?

- 9 of 9 participants answered "yes"

Would you be willing to use this Web Portal for a fee?

- 8 of 9 participants answered "yes" (by show of hands) with the following qualifying statements:
 - o Only if it "works" for them

Summary of Findings

Employed Newcomer Focus Group

*Primary Themes for Web Portal Categories:
(In order of importance)*

1. **Employment** (other titles: Job Search; Work)
2. **Health** (other titles: Healthcare; Medical)
3. **Essentials** (other titles: Primary Requirements; Essential Documents; Official Documents; Let's Get Started; First Steps; You Need to Know)
4. **Housing** (other titles: Accommodation)
5. **Education** (other titles: School/Education; Training; Kids/Child School Information)

Primary Themes for Web Portal Categories, without any clear order of importance:

- **Transportation**
- **Recreation**
- **Language Training/ESL**
- **Government Resources/Services**
- **Safety/Security/Emergencies**
- **Social Services/Counselling**

Additional Content Recommended for Web Portal:

Employment

- Where to get help with job/resume, etc.
- Directory of services to get assistance
- One-stop location/service to get information
- Networking (for own occupation)
- How/where to get credentials evaluated
- Self-Assessment tools/development

Education

- Upgrading

Investment/Small Business

Immigration Information and Timelines:

Before coming to Canada	3-6 months in Canada	6 months to 1 year in Canada	1-2 years in Canada to present time
<ul style="list-style-type: none"> - Employment - Education (for children) - Housing - Weather 	<ul style="list-style-type: none"> - Employment - Education (self & family) - Housing - Transportation 	<ul style="list-style-type: none"> - Employment - (Better) Housing 	<ul style="list-style-type: none"> - Upgrading (Better) Employment - Social/Recreation - Canadian Integration (taxes, political system, legal system, culture, etc.)

Primary Sources of Immigration Information:

1. Family/Friends
2. Internet (job boards; government sites)

Primary Reasons to Stop Using an Immigration Web Portal:

- After finding a job; not a survival job, but your "dream job" or native occupation
- After 6 months to one year
- As your network grows, no longer need this information/this kind of web site
- After you settle "fully"
- Every time you click on an outside link, the web portal introduces you to another service/organization and then don't need to use the web portal- go straight to the source
- If this web portal is like a "directory", never becomes obsolete; continue to use for reference material

Best Advice to Prospective/Current Newcomers:

Before coming to Canada

Primary Theme:

- **Be prepared** (Get credentials assessments done; Find a job in Canada before arriving; Get your driver's license; Bring enough money; Have a plan)

First 6 months in Canada

Primary Themes:

- **Reach out to others** (Join a mentorship program; Go to school/upgrading; Network as much as you can; Volunteer; Conduct information interviews)
- **Attitude** (Aim high; Be positive; Don't expect a good job; Be prepared to do any job)

Successful settlement for spouse

Primary Themes:

- **Teamwork** (Help each other; Share in domestic work)
- **Upgrade/Learn** (Get more education; Learn new skills; Improve language)
- **Get Involved** (Volunteer Network as much as you can)

Successful settlement for children

Primary Themes:

- **Prepare** (Get their education assessed; Get transcripts translated into English; Get immunization done; Get their health cards; Have them learn basic English before coming to Canada; Get childcare)
- **Orientation** (To the new environment; Join YMCA)

Job Search

Primary Themes:

- **Reach out to others** (Network: Conduct information interviews; Join a mentoring program; Join a job finding club; Volunteer or do a Co-op Placement; Talk to employers directly; Conduct cold calling)
- **Prepare** (Practice interview skills; Write a resume; Understand the Canadian market; Apply for jobs in which you really fit)

Best lessons learned about immigrating to Canada

Primary Themes:

- **Attitude** (Don't lose hope; Be prepared to take what you get (job); Have a plan to reach your goals Live simply)
- **Reality** (Prepare for the worst; Prepare to learn new skills)
- **Purpose of coming to Canada** (Think twice (about coming); Ask for advice from many people; Focus on the next generation)

Preferred Web Portal Home Pages:

(The number in parentheses represents the total number of participants who gave this response.)

Most Preferred:

Citizenship & Immigration Canada (5)

- Canadian flag (friendly; trusting logo; familiar)
- Trusts because it's a government source
- Comprehensive
- All major links on one page

Second Most Preferred:

Business Immigration Ontario (2)

- Major topics on the home page with brief description
- Comprehensive
- User-friendly

Third Most Preferred:

London & Middlesex County (1)

- Likes "Moving to Canada" section
- Likes three categories "Living", "Working" and "Learning"

Immigration Windsor-Essex (1)

- Eye-catching/Visuals

Summary of Findings

Newcomer Focus Group (less than one year in Canada)

Primary Categories for Web Portal:

- Employment
- Family/Social
- Medical
- Past Immigrant Experience
- Local Matters
- Requirements for Settlement
- Settlement Issues
- Health
- Transportation
- Childcare/Education
- Employment Issues
- Other Information
- Things to Know Prior to Coming to Canada
- Employment Problems
- Assistance after Coming to Canada

Web site rankings:

- | | |
|-------------------|-----------------------|
| 1. Federal | 1. Ottawa |
| 2. London | 2. London |
| 3. Settlement.org | 3. Federal |
| 4. Ottawa | 4. ImmigrationOntario |
| 5. 2Ontario | 5. Settlement.org |
| 6. Provincial | 6. 2Ontario |
| 7. Sudbury | 7. Sudbury |

Recommendations

Recommendation #1: *Focus on Employment*

Overwhelmingly, this topic repeated itself in all the focus groups and the community consultation. It also showed up in secondary categories in various forms. In fact, the employed newcomer focus group considered the securing of a job in their chosen occupation as a reason to no longer use an Immigration Web Portal.

Overwhelmingly, this focus group stopped defining themselves as “newcomers” to Canada once they secured a job in their field or occupation of choice.

Recommendation #2: *Include the Primary Categories on the Home Page*

The following categories were consistently listed in the community consultation and focus groups as being important content for the Immigration Web Portal. The feedback from the ranking of other Web Portal home pages revealed participants want to see the main categories all on one “page”. The recommended categories are:

- Employment
- Housing
- Education
- Healthcare
- Transportation
- Language
- Family

Recommendation #3: *Focus on the Theme of “Be Prepared”*

Documents to bring to Canada. Cost of Living. Labour market realities. Length of time to get a job. These were just some of the content suggestions that emerged and can be categorized under the banner of “be prepared”. It was one of the strongest themes throughout each of the groups. The newcomers’ groups suggested “reality checks” and “past experiences of newcomers” is needed to understand the challenges of moving to Canada. Employers want job seekers to be prepared *before* beginning the jobs search, including:

- Language expectations by employers
- Sector-specific language expectations
- Understanding of the industry
- “Onus” on job seeker to prepare documents (credentials assessment, etc.)

Service providers stressed more understanding is needed for the financial strain that newcomers may face without a job. Therefore, it is recommended that tips and tools be provided in the web portal to assist newcomers to fully understand what they must do to achieve success. This may include:

- Budgeting tool or form (daily living, rent, food, etc.)
- Chart of basic costs/Finances needed
- ‘To Do’ Checklist (based on each primary category)
- Tips/Strategies for Success

Recommendation #4: *Focus on the Theme of “Perception versus Reality”*

This was a strong theme throughout the groups. Both newly arrived newcomers and newcomers who have been in Canada for a few years commented the reality of settling in Canada is very different from the perception or expectations. Service providers see this daily in their jobs (and so commented in the community consultation) and employers see it when job seekers contact them. Some suggestions to achieve a more realistic understanding of settlement include:

- Real-life stories of previous newcomers
- Real-life stories and suggestions by local employers
- Budget sheets, forms or charts to illustrate the true cost of living in Peel Region
- A cycle of a typical job search, with timelines and costs

- A cycle of accreditation for various occupations, with timelines and costs
- Financial reality
- Advice and tips for success

Note: The themes of “be prepared” and “perception versus reality” were so prevalent among all of the groups, they could be considered as the 8th primary category on the suggested home page.

Recommendation #5: *Include Recreation*

Although not a primary theme, this category was a very strong secondary theme by participants. The focus should be on local and free or low-cost events/festivals that provide a recreational outlet for the newcomer individual and family. The inclusion of recreation also aids in the *cultural* integration and settlement of newcomers, also listed as a strong secondary theme. “Recreation” was often suggested as a stand-alone category or as part of “Family”.

Recommendation #6: *Include Interactive Elements*

The following functions and interactive tools were listed repeatedly as important to the overall use and enhanced functionality of the web portal:

- Maps (public transit; directions; important locations)
- Self-Assessment Tools (employment; job readiness; immigration readiness)
- Chat/Blog/Forum for Newcomers
- Language Translation Tool
- Calculator (for budgeting purposes)
- “Ask a Question” (live assistance or email for a response)

Recommendation #7: *Incorporate Visuals and “Canadiana” Branding*

- Include a Canadian flag and/or maple leaf; they are “trusted” logos
- Include Canadian government links; they are “trusted” sources of information
- Include many visuals and photos to describe information

Recommendation #8: *Include Links to External Websites*

The three main types of external websites repeatedly listed were:

- Government websites (municipal, provincial and federal levels);
- Employers (Peel Region); and
- Private business (auto insurance, retailers, etc. as related to the primary categories)

Recommendation #9: *Include Resources & Links Specifically for Employers*

Employers want accessible and reliable information to help them understand the credentials, experience and training of internationally trained/skilled professionals. Although they believe the responsibility of translating credentials and experience to Canadian terms lies with the newcomer, they want a reliable source of information. Employers might consider using the Web Portal for job postings but they want to know “who” is using the site (demographics, occupations, etc.) and if the job seeker has *prepared* before starting the job search. The recommendations include:

- Chat/Blog/Forum for Peel-based Employers
- “Filter” tool (or checklist) for job seekers to fill out before accessing job postings (Did I...practice my interviewing skills; get help with my resume; research my occupation and industry, etc.)
- Free trial period for employers to post jobs
- Ask a Question feature (live or by email)

Recommendation #10: *Include Services/Organizations that Can Help*

Participants of the community consultation, the newcomer focus groups, and the employers all recommended more connections be made between newcomers and organizations that can help. From the employers' perspective, they want to see job seekers get help with employability and job search skills *before* applying for jobs. They suggested attending local programs to assist. The newcomers' perspective revealed they want to get the help they need quickly and to determine who can best help them. In fact, one of the key "advice" themes to prospective newcomers is to *seek help*. Therefore, it is recommended a key feature of the Immigration Web Portal be links to Peel-based gateway agencies that can refer newcomers to agencies that can help. The gateway agencies identified were:

- Vocational Pathways Inc. (VPI)
- Newcomer Information Centre (NIC)
- Mississauga Community Connections (MCC)
- LINC Assessment Centre
- School Boards

Appendix A:

Invitations



October 14, 2007

Dear Community Stakeholder:

On behalf of the Region of Peel, we invite you to take part in a newcomer focus group meeting on:

When: Wednesday, November 7, 2007
6.30 p.m. to 8.00 p.m.
(Dinner will be served)

Where: Board Room
Peel Newcomer Strategy Group
165 Dundas Street West, Suite 501
Mississauga (Tel: 905-896-8265)

The Region of Peel has been awarded funding from the Province to develop an Immigration Web Portal. This website will be developed to assist Peel newcomers by providing them with timely and accurate information about appropriate government and community programs and services. The website will also have the potential to connect newcomers to employers, the labour market and employment related opportunities in Peel.

The objective of the focus group is to gather ideas and suggestions for content and strategies and tips for success based on your own successful experience as well as the experience of your families.

If you have any questions or concerns about the focus group please do not hesitate to contact me at 905-896-8265 or by email to rekha.lakhani@peelregion.ca.

Thank you in advance for supporting this project.

Sincerely,

Rekha Lakhani
Project Leader
Peel Immigration Web Portal
Region of Peel
Tel: 905-896-8265
Email: rekha.lakhani@peelregion.ca



October 14, 2007

Dear Community Stakeholder:

On behalf of the Region of Peel, we invite you to take part in a focus group meeting for Peel-based employers.

When: Tuesday, November 6, 2007
7.30 a.m. to 9.00 a.m.
(Breakfast will be served)

Where: Board Room
Peel Career Assessment Services Inc.
975 Meyerside Drive
Mississauga (Tel: 905-670-1967)

[Map and Directions](#)

The Region of Peel has been awarded funding from the Province to develop an Immigration Web Portal. This website will be developed to assist Peel newcomers by providing them with timely and accurate information about appropriate government and community programs and services. The website will also have the potential to connect newcomers to employers, the labour market and employment related opportunities in Peel. The objective of the focus group is to gather ideas, suggestions and strategies as to how the Peel business community believes it may “fit” within the web portal.

If you have any questions or concerns about the focus group please do not hesitate to contact me at 905-896-8265 or by email to rekha.lakhani@peelregion.ca.

Thank you in advance for supporting this project.

Sincerely,

Rekha Lakhani
Project Leader
Peel Immigration Web Portal
Region of Peel
Tel: 905-896-8265
Email: rekha.lakhani@peelregion.ca

October 5, 2007

Dear Community Partner

PEEL IMMIGRATION WEB PORTAL

On behalf of the Region of Peel we invite you to attend a community consultation meeting on:

Tuesday, October 30, 2007
1.00 p.m. – 3.30 p.m.
Region of Peel Headquarters
10 Peel Centre Drive
5th Floor, Council Chambers
Brampton

The Region of Peel has recently been awarded funding from the Province to develop an Immigration Web Portal. Its purpose is to better inform potential or actual newcomers about the community, government and community services, and the job market in Peel.

During the consultation process we hope to draw on your extensive experience with newcomers and will ask for your assistance in responding to specific questions related to what information skilled immigrants need when they first come to Peel, what information they find useful and what is important to them selecting Peel as a place to live.

Janet Menard, Executive Director Human Services Transition & Integration will be presenting on the Peel Newcomer Strategy Group (PNSG). The PNSG is a community collaboration whose purpose is to develop a service delivery model that enables new immigrants in Peel to successfully settle and integrate. The initiative is co-chaired by the Region of Peel and United Way of Peel Region.

Who should attend: This exclusive invitation is extended to front-line staff serving newcomers in Peel.

Refreshments will be served.

1.1 To Register

**Please contact Susan at 905-306-9588 or e-mail to sjacildo@phdtrain.com
PEEL HALTON DUFFERIN TRAINING BOARD
Website: www.phdtrain.com**

(Spaces are limited, so please confirm at the earliest possible)

Rekha Lakhani
Project Leader
Peel Immigration Web Portal
Department of Human Services
Region of Peel
Direct Dial: 905-896-8265
rekha.lakhani@peelregion.ca

Giancarlo Cristiano
Project Manager
Peel Immigration Web Portal
Department of Human Services
Region of Peel
905-791-7800, ext. 4305
giancarlo.cristiano@peelregion.ca

On behalf of the Region of Peel, we invite you to send 2 or 3 participants from your respective programs to attend a community focus group meeting on:

When: Monday, September 10, 2007
10.00 a.m. to 2.00 p.m.

Where: Newcomer Information Centre (N.I.C.)
Centre for Education and Training
263 Queen Street East
Unit 14, Brampton
Tel: 905-595-0722 ext. 4000
[Get Map and Directions](#)

(Lunch and Transportation Costs (bus tickets) will be provided to participants)

We are looking for participants who are:

- Recent immigrants to Peel Region – under one year
- Foreign trained professionals
- Good English

The Region of Peel has been awarded funding from the Province to develop an Immigration Web Portal. We will be asking for assistance from these participants in designing the portal to meet their specific needs as a newcomer to Peel.

Please **RSVP** names of the participants who will be attending no later than **September 5:**

E-mail: lisa.crowell@peelregion.ca or
Call: Lisa Crowell at 905-78440 Ext. 4457

Thank you for your assistance.

Rekha Lakhani

Project Leader - Content and Consultations
Community Immigration Portal
Department of Human Services
Region of Peel
Direct Dial: 905-670-1516
E-Mail: rekha.lakhani@peelregion.ca

Giancarlo Cristiano

Project Manager
Community Immigration Portal
Department of Human Services
Region of Peel
Tel: 905-791-7800, ext. 4305
E-Mail:
giancarlo.cristiano@peelregion.ca

Appendix B:

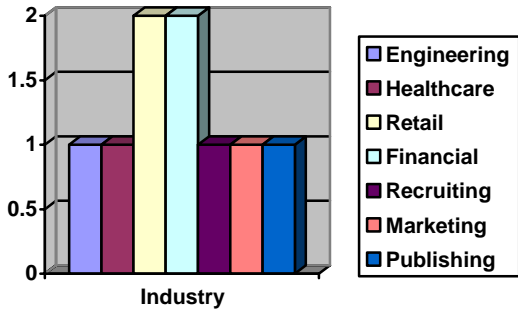
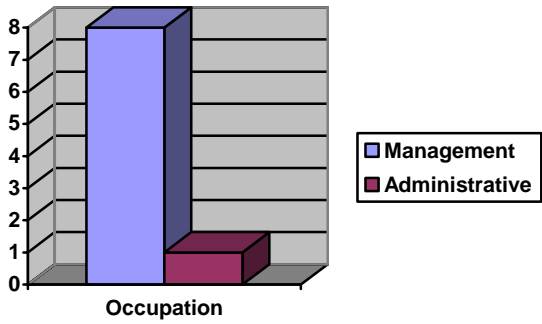
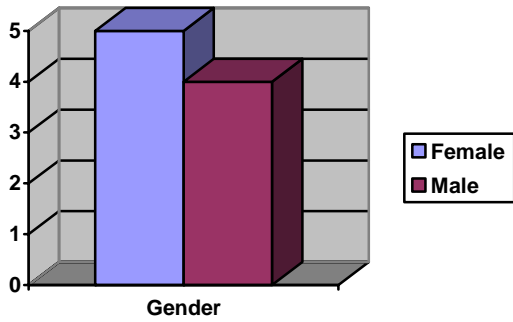
Profile of Participants

Employer Focus Group

Tuesday November 6, 2007, 7:30-9:00am

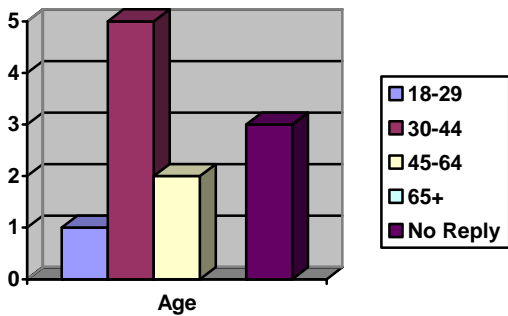
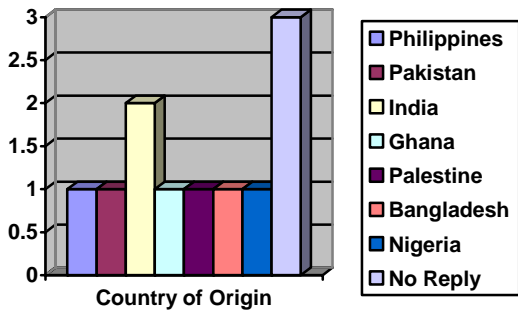
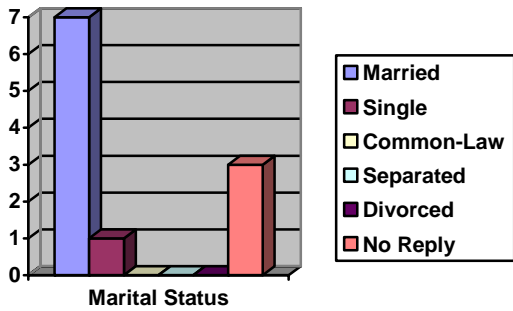
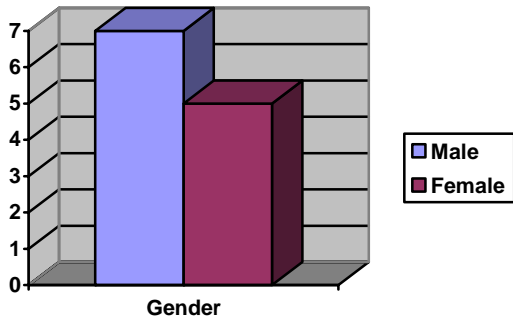
Conducted at 975 Meyerside Drive in Mississauga, ON

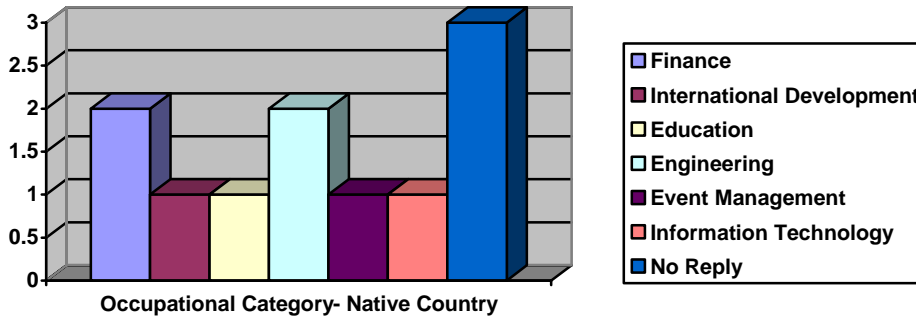
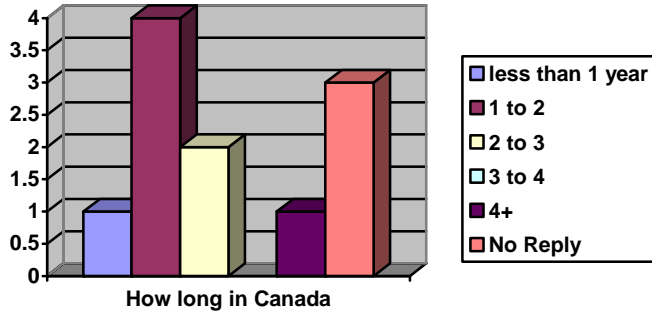
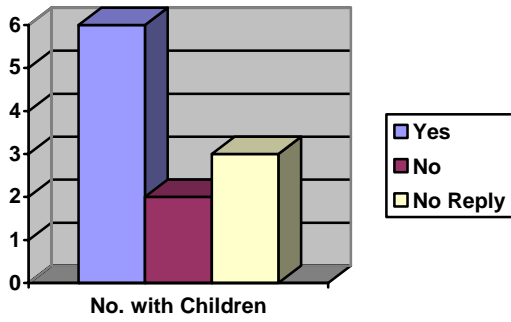
Number of Participants: 9



Employed Newcomer Focus Group

Wednesday November 7, 2007, 6:30-8:00pm
 Conducted at 165 Dundas St. West, Mississauga, ON
 Number of Participants: 12





Appendix C:

Focus Group and Community Consultation Design

Agenda

Community Stakeholder's Meeting PEEL IMMIGRATION WEB PORTAL

Tuesday, October 30, 2007
Region of Peel, Council Chambers, 5th Floor
10 Peel Centre Drive
Brampton, Ontario

- 1:00 Registration

- 1:10 Welcome/Introduction by Norm McLeod, Sponsor
Peel Immigration Web Portal

- 1:25 Presentation by Rekha Lakhani, Project Leader
Peel Immigration Web Portal

- 1:40 Consultation on Peel Immigration Web Portal
Facilitated by Teresa Ierullo, Consultant, Just the Facts!

- 2:00 Coffee Break

- 3:30 Closing Remarks

Facilitator Notes

Community Consultation

Tuesday October 30, 2007, 1:00-3:00pm

Introduction (5 minutes)

- Introduce myself
- Purpose
- Today's Objectives
- Primary Applicant Perspective- **Another person's "shoes"**
 - o What is the definition of a "primary applicant"

Web Portal Categories/Prioritization (15 minutes)

Pass it on (Brainstorm ideas)

- Read question aloud (PowerPoint) x 3 questions (one at a time)
 - o What topics **MUST** be included in this immigration web portal?
 - o What topics would be **NICE TO HAVE** in this immigration web portal?
 - o What **FUNCTIONS** could make this immigration web portal really interesting/useful to the user?
- Each participant writes down own ideas in shorthand (1 minute x 4 questions)
- Pass on to person on left; add more to second column (no repeats); pass one more time
- **Collect all papers**

Web Portal Content (45 minutes)

Create a Web Portal

- Reminder of Purpose: **CONTENT**
- Reminder of Audience: **PRIMARY APPLICANT** (not a service provider!)
- These are the categories that we would like to focus on today: Employment, Settlement, Health, Childcare, Education, Transportation, Family/Social
- You will work in teams of 10; Self-select which topic you would like to work on
- At each "station" you will find chart paper and a package of "creative goodies"
- Consider yourselves web designers who will put together a sample website based on the topic at your station.
- You have **45 minutes** to complete this task with your team
- You will then present your version of a website based on **YOUR TOPIC ONLY** to all.
- Work as a team!! Be creative. Be strategic. Have fun.

Walk around to teach team and ensure on track, answer questions, etc.

Present your Websites (35 minutes)

- Each team will present their website topic and what they think should be included
- Ask entire group for additional suggestions for each topic- add to "web portal"
- **4 minutes each!**

Participants interested in helping (5 minutes)

Become a Web Portal participant!

- Put your business card in the hat if you want to help write/develop content

Next Steps (1 minute)

- Findings will be presented in a report to the Steering Committee and Advisory Group; will look for patterns/trends (not consensus) and this data used to move the creation of the web portal forward.

Close/Thank you (1 minute)

Peel Immigration Web Portal

MUST HAVE CATEGORIES...

Person 1	Person 2	Person 3

NICE TO HAVE CATEGORIES...

Person 1	Person 2	Person 3

**Region of Peel Immigration Web Portal
Participation Information Questionnaire- *Employer Focus Group***

Project: Region of Peel Immigration Web Portal

Project Sponsor: Norm McLeod
Project Manager: Giancarlo Cristiano
Project Leader: Rekha Lakhani

Funding Source: Ontario Government

Main Contact: Rekha Lakhani
905-896-8265
rekha.lakhani@peelregion.ca

1. Male Female

2. What is your current job title?

3. What is the name of your current employer/company?

4. In what industry do you work?

Please note: You will not be identified in any report or publication of this project or its results.

Thank you!

November 6, 2007

Dear Participant:

Thank you for agreeing to take part in this focus group to assist in the creation of the Region of Peel's immigration website. This website will be developed to assist Peel newcomers by providing them with timely and accurate information about appropriate government and community programs and services. The website will also have the potential to connect newcomers to employers, the labour market and employment related opportunities in Peel.

The focus group will take approximately one and a half hours and is being facilitated by Teresa Ierullo, Consultant, Just the Facts. She will lead the group in the discussion and you will have an opportunity at the end of the session to voice any comments or concerns you may have that may not have been covered in the earlier discussion.

Observers from Peel will be recording your comments however no identifying information will be released in the final report. You are free to decline to comment on any of the questions, or to leave the group discussion at any time. To protect your privacy all information collection and use is in accordance with the provisions detailed at the bottom of this handout.

If you have questions or concerns about the focus group please do not hesitate to contact me at 905-670-1516 or by email to: rekha.lakhani@peelregion.ca.

Thank you in advance for supporting this project.

Sincerely,

Rekha Lakhani

Project Leader

Community Immigration Portal

Department of Human Services

Region of Peel

Direct Dial: 905-670-1516

E-Mail: rekha.lakhani@peelregion.ca

Facilitator Notes

Employer Focus Group

Tuesday November 6, 2007, 7:30am – 9:00am

Welcome (Rekha) 5 minutes

- Introduce staff
- Background information- Web Portal

Purpose/Guidelines of Focus Group- 5 minutes

Number	Question	Comment
1	What are your <i>current/future</i> staffing needs and concerns? <i>15 minutes</i>	List on flip chart.
2	What are the <i>challenges</i> in hiring professionally-trained/skilled <i>immigrants</i> ? <i>15 minutes</i>	List on flip chart.
3	How can an Immigration Web Portal bridge the gap between your staffing needs/concerns and hiring internationally-trained/skilled immigrants? <i>15 minutes</i>	Refer to Primary User definition on flip chart. Refer to List of Issues. Two Perspectives: Primary Applicant + Employer List answers on flip chart.
4	<i>What needs to be on this Web Portal for you to be excited enough and interested enough to use?</i> <i>5 minutes</i>	List answers on flip chart.
5	What topics/categories need to be in this Web Portal? <i>5 minutes</i>	List answers on flip chart.
6	What functions/interactive tools need to be in this Web Portal? <i>5 minutes</i>	List answers on flip chart.
7	Would you <i>use</i> this web portal?	List by number of hands.
8	Would you be willing to use it for a <i>fee</i> ? <i>1 minute</i>	List by number of hands.

Wrap-up

Hand out the *participant profile questionnaire* and ask participants to complete and return it before they leave.

THANK YOU!!

November 6, 2007

Dear Participant:

Thank you for agreeing to take part in this focus group to assist in the creation of the Region of Peel's immigration website. This website will be developed to assist Peel newcomers by providing them with timely and accurate information about appropriate government and community programs and services. The website will also have the potential to connect newcomers to employers, the labour market and employment related opportunities in Peel.

The focus group will take approximately one and a half hours and is being facilitated by Teresa Ierullo, Consultant, Just the Facts. She will lead the group in the discussion and you will have an opportunity at the end of the session to voice any comments or concerns you may have that may not have been covered in the earlier discussion.

Observers from Peel will be recording your comments however no identifying information will be released in the final report. You are free to decline to comment on any of the questions, or to leave the group discussion at any time. To protect your privacy all information collection and use is in accordance with the provisions detailed at the bottom of this handout.

If you have questions or concerns about the focus group please do not hesitate to contact me at 905-670-1516 or by email to: rekha.lakhani@peelregion.ca.

Thank you in advance for supporting this project.

Sincerely,

Rekha Lakhani

Project Leader

Community Immigration Portal

Department of Human Services

Region of Peel

Direct Dial: 905-670-1516

E-Mail: rekha.lakhani@peelregion.ca

Facilitator Notes

Employed Newcomer Focus Group

Wednesday November 7, 2007, 6:30-8:00pm

Welcome (Rekha) 5 minutes

- Introduce staff
- Background information- Web Portal

Purpose/Guidelines of Focus Group- 5 minutes

Number	Question	Comment
1	In front of you, you will find slips of paper on which are written various topics that may appear on the new immigration website. The purpose of the activity: <ul style="list-style-type: none"> - Put them in "like" categories; ideally no more than 7 categories - Prioritize by importance - Add any missing information/topics - Give a "title" or name for each grouping <p style="text-align: right;"><i>25 minutes</i></p>	Card Sort (34 topics) Teams of 2 Chart paper/tape for each team, with card sort pkg. <ul style="list-style-type: none"> - group together - prioritize - give "title" for ea. Group - gaps- add more topics
2	Additional Questions: (write on your flip chart paper) <ol style="list-style-type: none"> 1. What information do you wish you had before coming to Canada? 2. What information was most difficult to find the first year in Canada? 3. What information is still difficult to find after all this time in Canada? 4. What functionality/interactive elements should this web portal have? <p style="text-align: right;"><i>10 minutes</i></p>	Participants add to chart paper Ask questions to prompt ideas of additional topics to add to web portal, not to answer each question specifically.
3	From where did you get your information? <p style="text-align: right;"><i>12 minutes</i></p>	Handout. 2 minutes per question
4	Rank the "home page" of these 5 other web portals from what you like the best to the least. Write what you like and dislike about each directly on the page. <p style="text-align: right;"><i>10 minutes</i></p>	List +ve of each web List -ve of each web
5	Let's end on a positive note: <i>Tips for Success!</i> What is the best advice you can give another person/family coming to Canada about: <ol style="list-style-type: none"> 1. Before coming to Canada 2. First 6 months in Canada 3. Successful settlement for the spouse? 4. Successful settlement for the children? 5. Job Search 6. Best lessons learned coming to Canada <p style="text-align: right;"><i>15 minutes</i></p>	As a Group 2 minute challenge! (for each question) Write answers on flip chart paper (facilitator)

Wrap-up

Hand out the **participant profile questionnaire** and ask participants to complete and return it before they leave. **THANK YOU!!**

peel Immigration Web Portal

Before you arrived in Canada

What information were you looking for?	Where did you get the information?

First 3 to 6 months in Canada

What information were you looking for?	Where did you get the information?

6 months to 1 year in Canada

What information were you looking for?	Where did you get the information?

Peel Immigration Web Portal

After 1 to 2 years in Canada

What information were you looking for?	Where did you get the information?

Where do you go NOW to find information related to living in Canada?

What information do you look for?	Where do you get the information?

A few more questions...

How long have you been in Canada? _____

Do you still feel like a "newcomer" in Canada? Yes No

If **no**, when did you stop feeling like a "newcomer" in Canada?

If **yes**, what will need to happen for you to stop feeling like a "newcomer"?

THANK YOU!

**Region of Peel Immigration Web Portal
Participation Information Questionnaire- *Employed Newcomer Focus Group***

Project: Region of Peel Immigration Web Portal

Project Sponsor: Norm McLeod
Project Manager: Giancarlo Cristiano
Project Leader: Rekha Lakhani

Funding Source: Ontario Government

Main Contact: Rekha Lakhani
905-896-8265
rekha.lakhani@peelregion.ca

1. Gender: Male Female
2. Age: 18-29 30-44 45-64 65+
3. Choose one: Married Single Common-law Separated Divorced
4. Number of Children
5. What is your native country?
6. What is your first language?
7. How long have you been in Canada?
8. What was your occupation in your native country?
9. In what industry did you work in your native country?
10. What is your *current* job title?
11. In what industry do you *currently* work?
12. How long have you been employed in Canada?
13. Are you *currently* working in your native field/occupation? Yes No

Please note: You will not be identified in any report or publication of this project or its results. Thank you!

September 10, 2007

Dear Participant:

Thank you for agreeing to take part in this focus group to assist in the creation of the Region of Peel's immigration website. This website will be developed to assist Peel newcomers by providing them with timely and accurate information about appropriate government and community programs and services. The website will also have the potential to connect newcomers to employers, the labour market and employment related opportunities in Peel.

The focus group will take approximately two hours and is being facilitated by a Web designer from the Region of Peel. She will lead the group in the discussion and you will have an opportunity at the end of the session to voice any comments or concerns you may have that may not have been covered in the earlier discussion.

Observers from Peel will be recording your comments however no identifying information will be released in the final report. You are free to decline to comment on any of the questions, or to leave the group discussion at any time. To protect your privacy all information collection and use is in accordance with the provisions detailed at the bottom of this handout.

If you have questions or concerns about the focus group please do not hesitate to contact me at 905-670-1516 or by email to: rekha.lakhani@peelregion.ca.

Thank you in advance for supporting this project.

Sincerely,

Rekha Lakhani

Project Leader

Community Immigration Portal

Department of Human Services

Region of Peel

Direct Dial: 905-670-1516

E-Mail: rekha.lakhani@peelregion.ca

Appendix D:

Focus Group and Community Consultation Data

'Must Have' Categories

These represent the very first topics the participants wrote when asked, "What categories must this web portal have?" The number in parentheses represents the total number of participants who gave this response.

Employment (35)

- Resume building (1)
- Jobs/Employment Opportunities (8)
- Individual Career Requirements (1)
- Canadian Marketplace Expectations (1)
- Changing Careers (1)
- Employer Information (1)
- Skill/License Requirements (2)
- Professional Associations (4)
- Labour Market Information (4)

Credentials Assessment (9)

Education (31)

- Skills Enhancement (1)
- Academic Upgrading (3)

Driving (7)

Childcare (10)

Immigration (2)

Settlement (12)

Housing (43)

Government (municipal, provincial, federal) (5)

Transportation/Public Transportation (18)

Schools (9)

- After-School Programs (1)

Community/Local Information (3)

Social Services/Supports/Organizations (19)

- Cultural Organizations (2)

Lifestyle (1)

Map (1)

Banking (4)

Newcomer Information (2)

Computer Courses (by city) (1)

Volunteer Placements (1)

Passport Offices (1)

Religion/Spiritual (3)

Airport Welcome (1)

Host/Mentoring (2)

Required Documents (OHIP, SIN) (9)

Entertainment/Recreation (2)

Shopping (food, furniture, etc) (6)

Tax Information (2)

Language/ESL/Benchmarks (14)

Upward Mobility (2)

Healthcare (25)

- Physical Health (1)
- Mental Health

Where to Live (1)
Cost of Living (1)
Networking (1)
Law/Employment Law (2)

The following is a list of additional "Must Have" topics written by participants when asked the question "What categories must this web portal have?" for a second and third time.

- Pensions
- RRSP/RESP
- Translation
- Abuse
- Headhunters
- Internet
- Apprenticeship & Trades
- Financial Assistance
- Citizenship
- Testimonials/Success Stories
- Insurance
- Children Activities
- Real Estate
- Sponsorship
- Community Centres
- Disability Services
- How to Vote
- Food Banks
- Human Rights
- Family Counselling
- Parenting
- Weather
- Secondary Migration
- Seniors
- Statistics: Canada, Crime
- Policing/Safety/Emergency Services/Numbers
- Canadian Business/Social/Cultural Tips
- How to Start a Business
- Youth
- Child Benefit
- Immunization
- Library
- Reaching Fullest Potential
- Green Space/Play Space
- Sustainability of Roles
- Relocation Services
- Job Bank- Peel
- Sports

'Nice to Have' Categories

This list represents the very first topics the participants wrote when asked, "What categories would be nice to have on the web portal. The facilitator explained the definition of "nice to have" as: "These are topics that could enhance the knowledge of the web portal user, but will not hurt the user if the topic is not contained on the web portal."

- Jargon/Accents
- Credit Card
- How to Stay Debt-Free
- Vacation Tips
- USA Visa/Visiting
- Movies and Cinema Complexes
- Restaurants
- Clothes (New/Old)
- Utility Information (gas, water, hydro)
- Homework Tips
- Do It Yourself Tips
- Public Events/Festivals
- Holidays in Canada
- History of Peel
- Political Parties
- How to Dress for Success
- Information- Other Provinces
- Laundromats
- Car Dealerships
- Self-Assessment
- Interview Practices
- Latest News
- Updates on IRPA
- Links to Government Departments
- Scholarships
- Settlement Seminars
- Lists of Employment Agencies
- WSIB
- ODSP
- Cooking
- Cleaning
- Ways to be Involved
- Where do I go if I want to speak in my mother tongue?
- Conflict between generations and culture change
- Canadian Geographic Information
- Hair Salons
- Comparison of Housing Areas
- Eye/Dental Doctors/Services
- Fast Food
- Local Business Directory
- City Attractions
- Canadian Culture
- User Feedback
- Important Personalities/Community Leaders
- Progress & Development/Future Plans
- Fitness/Training
- Alternative Healing
- Advice Blogs

- Awards/Recognition
- Currency Converter
- Workshop Schedules
- Sales of Used Items
- Job Fairs
- Environmental Practices
- Popular Music
- Careers "In Demand"
- Salary and Wage Scales
- Pictures of Community
- Web Cam- Live
- Top 100 Employers
- Nanny Services
- "Live" Career Assistance
- List of Employment Resource Centres
- By-laws
- City Night Life
- Sponsoring Family
- Seniors Homes
- Ontario Works
- How to Play Hockey
- Hiking/Skiing
- Winter Dressing/Dressing Appropriately
- Multicultural Policy
- Newspapers
- Veterinarians
- Hotels
- Dating Services
- Child Safety Seat Information
- Crisis Centres/Shelters
- Dining Out (cheap)
- Government Incentive Programs
- Reality Check
- Lotteries
- Traffic Offences
- Pardons Canada
- Coffee and Bagel Shops
- Links to other Cities
- Attitude

Functionality

This is a list of the functional or interactive elements listed by participants as suggestions for the web portal. The number in parentheses represents the total number of participants who gave this response.

Human Interaction

- Help Desk/Ask a Question (11)
- Chat Forums (7)
- Blogs/Knowledge Exchange (3)
- Online Mentoring (1)
- Live Employer Discussion (1)

Technical Enhancements

- Voice Enabled/Recognition (5)
- Touch Enabled (2)
- Search Options (within Web Portal) (1)
- Job Bank/Job Postings (4)
- Maps (23)
 - o Map/links with locations and directions of service agencies (5)
 - o Bus Schedules/Transportation/Transit Routes (12)
 - o Shipping routes (1)
 - o Location of schools, churches, neighbourhoods, places of worship, library (2)
 - o Driving Directions (2)
 - o Clinics and Hospitals (1)
- Videos
 - o Video Clips (3)
 - o Other Immigrants' Experiences/Success Stories (6)
 - o Interviews (1)
 - o Types of Housing Available (1)
 - o Employers (1)
- Online Tours/Key locations in the Region (2)
- PowerPoint Presentations (Summarize each topic/category) (1)
- Tele-Seminars/Webinars/Online Workshops (4)
- Calculator (3)
 - o Distance/Mileage (5)
 - o Mortgage/Rent/Budget/Investment (14)
 - o Income Tax Calculator (1)
- Credentials Assessment (1)
- Resume Writer/Samples/Template (3)
- Word Translator/Dictionary/Portal in Multiple Languages (11)
- Calendar (1)
- Currency Exchange Rate/Converter (10)
- Measurement Table (2)
- Local News Updates (1)
- Weather/Real Time (8)
- Clock/Real Time (3)
 - o Time Zones (2)
- Basic Testing Tools/Assessments/Quizzes (4)
- Computer Testing/Skills
 - o Typing Test (1)
 - o Computer Tutorials (1)
- E-Mail Access (1)
- Listserv (1)
- Multilingual (as many as possible)/Animated Multilingual Assistant (3)

- Customized by Location/Postal Code (1)
- Webcam (2)
- "Host" who gives verbal instruction to use web portal/Animated Assistant (2)
- Travel Planner (1)
- Reverse Lookup of businesses/services (1)
- Complete application online with status tracker (1)
- Merchandise to Order (1)
- Dropdown Menus (1)
- Community Opinion Box/Feedback/Suggestions Box (3)
- O Canada song (1)
- Virtual Home and Work and Neighbourhood 'Game'- choose scenarios and play out a life for self and family (1)

Visuals

- Colourful (1)
- Photos/Pictures/Graphics (13)
- Flashing each Topic as a Reminder (1)
- Montage of scenes from Peel (1)

Other

- Welcome Message from the Mayors (2)
- Meet local politicians (interactive profiles) (1)
- "Bobble head" (jpeg) 'picture yourself here' or 'put your furniture/pictures here' (1)
- Company Logos (2)
- Icons (2)
- Poker (1)

Adjectives to Describe Web Portal

- User Friendly/Easy to Use/Simplicity (4)
- Creative (1)
- State of the Art (1)
- Not too many words (1)
- Cultural/Diversity Features (1)
- Intensely Graphic (1)
- Interactive (3)
- Easy to read (2)
- Easily downloadable information (1)
- Good Visuals (1)
- Good instructions (1)
- Simple English; No Jargon (3)
- Important Information in colour (1)
- Larger fonts (1)
- Not too much information on one page (1)

Categories/Topics

- Contact Us (1)
- Fun/Local Facts/About Canada (2)
- Geography (1)
- Phone Numbers (1)
- Definitions/Terms (1)
- Functions/Roles of Agencies (1)
- Population Statistics & Growth (1)
- Average Price of Every Day Products (1)
- Recipes (1)

- Competition (1)
- Apprenticeship Information (1)
- Communication Options (1)
- Credit Information (1)
- Time Management (1)
- Insurance (Auto/Health) (1)
- Decision Tree (1)
- Current Research on Immigration (1)
- Portfolios of Companies (1)
- Canadian Money (1)
- Waste System/Garbage Disposal (1)
- Comparison Global Scenario versus Canada (1)
- Forecasts (1)
- Culture Specific Information/Symbols of Canada (2)
- Human Rights (1)
- Related Categories (1)
- Frequently Asked Questions (1)
- Top 10 songs/radio stations in region (1)
- Salary Ranges (1)
- Statistics on True Employment for Immigrants (1)
- Information about other Provinces (1)
- 'What If' Scenarios (1)
- Find a Doctor (1)

Links

- To Other Sites/Resources (13)
- News/CBC (2)
- Schools (1)
- Real Estate/MLS (4)
- Yellow Pages (1)
- Canada 411 (1)
- Directories (Scotts, 701, Workopolis, Monster) (1)
- Banking (from home) (1)
- News Magazines from all over the world (1)
- Buy & Sell Links (1)
- Travel/Booking Air Tickets (2)
- Classified Ads (1)
- Professional Regulatory Bodies (1)
- Car Dealerships (1)
- Cultural newspapers/events (1)
- Current Events (1)
- (Other) Municipality websites (1)
- Temporary Employment Agencies (1)
- Register for sports/courses (1)
- Directory of technical language (1)
- Not too many links (1)

Resources

- Standard Forms/Templates/Immigrant Applications (7)
- Turn-around Time for Different Applications (1)
- Checklist: What I need to bring to Canada that might be difficult to obtain after I have arrived (1)
- List of Key Government Contacts (1)
- Contacts (2)
- Comparison of Wage Rates from Various Occupations (1)

- Company Information List/Employer List (2)
- Fact Sheets (with Hyperlink) (1)
- New Immigrant Application Process (1)
- Community Catalogue (1)
- Submit Forms Online (1)
- Do's and Don'ts (2)

Web Portal Content

Transportation

- **Public Transit** (include many pictures)
 - o How to get around
 - o Where are you starting from? Where are you going?
 - Drop down list of municipalities that links to a map; can enter main intersection or address
 - o Link to Options
 - Provide public transit solutions based on starting point and destination
 - Link to websites of specific transit systems
 - Use video walk-ons with audio information; easier to understand than written English
 - o Using the system- Quick Tips
 - Use of transfers
 - Multi-ticket options
 - Inter-service discounts (city transit and GO transit)
 - When to pay
 - Methods of payment
- **Getting Around**
 - o Bicycle
 - By municipality provide maps of bicycle paths
 - Law regarding cyclists- helmet use; use of sidewalks, bicycle lanes; traffic law compliance
 - o Taxi/Cabs
 - Useful tips- licensed companies; fare structure; tipping; methods of payment
 - o Toll Roads & Highways
 - Toll roads- link to ETR/407
 - Highways- link to MTO site
 - Contact information and gateways
 - o Transportation for accessibility issues
 - Public transit accommodations
 - Taxi accommodations
 - Service buses- hospices may provide?
- **Driver's Licensing**
 - o Link to MTO
 - o Driver examination sites
 - o Licensing requirements
 - o Locations
 - o Driver trainer
- **Auto Insurance**
 - o Link to MTO for requirements for vehicle registration
 - o Link to auto insurance association (governing body)
 - o Private automobile
 - o Quick Tips

- What documents to bring from country of origin to prove driving experience
 - Driver's education effect on premiums
- **Transporting Children** (child safety seat requirements)
 - Link to MTO re: Child Safety Seat requirements
 - School buses; link to education category
 - Safety devices
- **Quiz**

Employment

- **LMI**
 - Economic Overview of Peel
 - Link to Federal Websites
 - Wages
 - Employment Prospects
 - Sector Specific Information
 - Occupation Specific Information
 - Employment Standards
 - Employee Rights
 - Top Employers in Peel
 - Link to NOC
- **Accreditation**
 - General
 - WES
 - U of T
 - ICAS
 - CICIC
 - Regulated
 - Physician
 - Engineer
 - Law
 - Etc.
- **Job Search Tools**
 - Resumes
 - Cover Letters
 - References
 - Portfolios
 - Interviews
 - Networking
 - Resource Centres
 - Job Applications
- **Employment Opportunities**
 - Current Opportunities
 - Job Banks
 - Monster
 - Employment News
 - Brampton Guardian
 - Etc.
 - Employment Agencies
 - Mentorship
 - Internship
 - Co-op
 - Volunteering
 - Training & Apprenticeship

- **Gateway Agencies**
 - o Don't like the name "Gateway Agencies"; prefer "First Stop in Peel"
 - o VPI
 - o MCC
 - o NIC

- **Forum**

Settlement

- **SIN #**
 - o What is it?
 - o Why it's needed
 - o Requirements
 - o What to take with you
 - o Locations/offices
 - o Bus routes
 - o Protocol and protection of your SIN #

- **OHIP**
 - o Same as above

- **Housing**
 - o Renting
 - Cities
 - Landlord/Tenant Rights
 - Links, etc.
 - Average rent
 - o Buying
 - Mortgage
 - Property Taxes
 - Links
 - Cost of Homes
 - o Home Insurance
 - o Groceries & Hidden rental market
 - o Shelters
 - o Subsidized Housing
 - Wait times
 - o Condo versus Apartment
 - Freehold
 - Maintenance Fees

- **Education**
 - o Public
 - Peel District School Board
 - Dufferin-Peel Catholic District School Board
 - o Private
 - Religious
 - Community
 - Fees
 - o Fees
 - o English Tests & Math Tests (Secondary)
 - o Locations
 - o Immunization/Required Documents
 - o College & University
 - Links
 - OSAP
 - Loans
 - Bursaries
 - o Credentials Assessment

- Translation of Documents
- **Employment**
- **Transportation**
- **Language**
 - Explain CLB levels and benchmarks
 - LINC; links to all service providers
 - ESL; links to all service providers
 - ELT; links to all service providers
 - Talk English Café; links to all service providers
 - Toastmaster's Clubs; links to all service providers
- **Regional/Municipal, Federal & Provincial Info./Resources**
 - Wards
 - Counsellors
 - Community Centres
 - Parks & Recreation
 - Places of Worship
 - Programs of Region of Peel
 - STS
 - Healthy Start
 - ERC
 - ODSP
 - Etc.
 - Stats of Peel, census reports
 - Libraries
 - Sports Activities
 - Energy Star
 - Emergency & Crisis
 - Volunteering
 - By-laws
- **Financial**
 - Money to bring in
 - Opening a bank account
 - Credit
 - How to build it
 - Why it's important
 - Income tax
 - C.C.T.B. & Universal
 - Free I.T. Clinics
 - E.I.
 - E.S.A., Maternity, Sickness, Parental
 - Loans for Immigrants
 - Types of banking, credit unions, etc.
 - Pension information
 - PST, GST information
 - RESP
 - Build/protect credit
- **Canadian Citizenship & Sponsorship**
 - Links
 - Classes
 - Passport Offices

Education

- **Credential Assessment**
- **Elementary Schools**
- **Middle Schools**

- **High School/Secondary Schools**
- **Apprenticeship**
- **Private, Public, Faith-based Schools**
 - o Private
 - Locations
 - Content information
 - Fees/Tuition
 - Elementary
 - K to 5 grades
 - Requirements
 - Language ability
 - Specialized schools
 - o Public
 - Home area
 - Boundaries
 - Middle school, grade 6-8
 - o Faith-based
 - Catholic
 - Other/Private
 - High School, grade 9-12
- **Language Assessment**
- **Pre-School (Schools K-12)**
 - o Hubs (0-6 years)
 - o Kindergarten
 - o Daycare
 - o Private Nurseries
- **Colleges**
 - o Community Colleges
 - o Private Colleges
 - o Technology Colleges
- **University**
 - o Undergraduates
 - o Graduates and above
 - o Ontario universities
 - o Other Canadian universities
 - o List: institutions, programs, criteria for selection
 - o Funding your education
 - o Strategies
 - o Loans (OSAP, MTCU, Banks, Parents)
 - o Scholarships, Bursaries
 - o Residence information
- **Continuing Education**
 - o Professional Courses
 - Regulated, Non-Regulated
 - o Language Training (ESL, LINC)
 - o Upgrading
 - o Certification
 - o List of Regulated Professions
 - Requirements for each
 - Entrance- dates, applications, etc.
 - Courses offered
 - Fee structures
 - Timelines
 - Process for Certification

- **Gateway Agencies**
 - o Peel District School Board
 - o Dufferin-Peel Catholic School Board
 - o Colleges, University, Continuing Education
 - o Ministry of Training, Colleges & Universities
 - o Adult Learning Centres
 - o OCAG (colleges)
 - o OUAC (universities)
 - o Centre for Skills Development & Training
 - o Apprenticeship Links

Family Services

- **Definitions of "Family"**
 - o Immediate
 - o Extended
- **Family Services**
 - o Counselling
 - o Daycare
- **Recreation/Events**
- **Children**
 - o Early Years Centres
 - o Day Care
 - o Elementary (Grades K-5)
 - o Junior High School (Grades 6-8)
 - o Secondary School (Grades 9-12)
 - o Children Support Services
- **Youth**
 - o Post-secondary schools (vocational, college, university)
 - o Youth employment services
 - o Recreation/cultural events
 - o Support services
- **Adults**
 - o Health
 - o Employment
 - o Family legal services
 - o Volunteer services
 - o Cultural supports
 - o Religious affiliations/spiritual
 - o Settlement
 - o Education
 - o I need a job...
 - o I need a driver's license...
 - o I need to go to school (continuing education)...
 - o I need health care...
 - o Etc.

Health

- **Health Services in Peel Region**
- **First 90 Day**
 - o Links to Private Insurance
 - o Before moving to Canada (travel insurance)
 - o CCAC
 - o Tele Health
 - o Emergency Services
 - o Maternity Coverage

- **OHIP**
 - o Description
 - o How to apply
 - o Where to apply
 - o Directions/Timings
 - o Link to OHIP site
- **Walk-ins/Finding a Doctor**
- **Community Health/CCAC, LIN**
- **Tele Health Ontario**
- **Hospitals/ Emergency Services**
- **Special Care**
- **Senior Care**
- **Child Care**
 - o Childcare costs; general trends
 - o Daycare centres
 - Wait times
 - Private
 - Subsidized
 - o CCTB
 - o Universal Tax Benefits
 - o Ontario Early Years
 - o Peel Child Connection
 - o Special Care for children with needs
 - o Success by 6
 - o Child rights
- **FAQs**

Summary of Discussion

Before arriving to Canada:

- Information relating to settle down economically
- Average time to settle down if you are earning Canadian \$40,000 a year
- Minimum cost of re-educating
- Average health cost- pharmacy cost is not funded in health support
- Scholarships are limited and education costs are high- give figures for different courses with information on available help (grants, loan, cost of finance)
- Voluntary/co-op placement to gain Canadian experience
- Cost of Living

Information missing:

- Past experiences of newcomers
- Reality checks
- Experience blog

Employment:

- Assessment requirements
- Mentorship
- Apprenticeship with wages
- EI Information

Project team Focus Test results:

GROUP 1

Health
Work
School /Children
Transportation
Government
Living in Peel

GROUP 2

Jobs/Work
Health and Child Care
Crisis
Getting Started
Life and Culture

Project team Focus Test summary:

- All identified Health, Job, Childcare and Living in Peel (life and culture) as COMMON categories
- Other Categories: Transportation, Government Services, Crisis and Getting Started
- One group grouped children and education as one category; other group grouped childcare and health as one category

Project team web site rankings

- | | |
|--------------------|-----------------------|
| 8. Federal | 1. Ottawa |
| 9. London | 2. London |
| 10. Settlement.org | 3. Federal |
| 11. Ottawa | 4. ImmigrationOntario |
| 12. 2Ontario | 5. Settlement.org |
| 13. Provincial | 6. 2Ontario |
| 14. Sudbury | 7. Sudbury |

Newcomer web site rankings:

1. Federal	1. Federal	1. Federal	1. Federal
2. Settlement.org	2. 2Ontario	2. Provincial	2. Provincial
3. Provincial	3. Ottawa	3. Ottawa	3. Ottawa
4. London	4. Sudbury	4. London	4. London
5. 2Ontario	5. London	5. Settlement.org	5. Windsor/Essex
6. Sudbury	6. Provincial	6. Sudbury	6. Settlement.org
7. Windsor/Essex	7. Settlement.org	7. 2Ontario	7. 2Ontario
8. Ottawa	8. Windsor/Essex	8. Windsor/Essex	8. Sudbury

Newcomer focus test results

- Employment
- Family/Social
- Medical
- Past Immigrant Experience
- Local Matters
- Requirements for Settlement
- Settlement Issues
- Health
- Transportation
- Childcare/Education
- Employment Issues
- Other Information
- Things to Know Prior to Coming to Canada
- Employment Problems
- Assistance after Coming to Canada

Newcomer focus test summary

- Employment, Settlement and health were the COMMON categories identified by this group
- Childcare, Education, Transportation, Family/Social and Other Matters were other categories identified.
- This group want a specific category for "Past Immigrant Experience"
- This group grouped the childcare and education in the same category

Question 1

*What are your current/future staffing needs and concerns?
(Existing and potential staff)*

Staffing Needs

- Having a good representation of community in staff
- Communities are unique and diverse; want staff to reflect this
 - o One respondent commented: "This is dead on".
- Currently in a period of expansion and growth; the economy is strong

Staffing Concerns

- Staff must have the language and cultural "connection"
- Business communication is needed; ESL is "not sufficient"
- Immigrants need the terminology and "lingo"
- Language/terminology must be sector-specific
- Value the skills of immigrants, but good communication skills needed
- Strong communication skills to work with customers needed
 - o Problem with both existing staff and potential candidates
- Validation of skills, background and experience of immigrants is needed for employers
 - o Must be readily available
 - o Job seekers must prepare this in advance of approaching an employer
 - o The "onus" is on the job seeker to do this, not the employer to "figure it out"
 - o Education of both employer and immigrant job seeker is needed to understand the requirements, credentials and experience of an immigrant and how it fits in an industry/occupation
- It will take time to know the industry; immigrant job seekers must understand this

Question 2

What are the challenges in hiring professionally-trained/skilled immigrants?

- Cultural differences and language
- Too modest and humble, especially during job interview
- Need to be able to articulate self really in a 30-45 minute job interview
 - o Coaching is needed for immigrants to tell their accomplishments
 - o One participant said, "Give me something!" in response to immigrants needing to better "sell" themselves in a job interview
 - o The resume has to "translate" in the interview
- Lack of knowledge of industry
- Accreditation is a challenge; job seekers don't always know where to get this done
- Immigrants "should know" before they come to Canada of the realities
 - o Re-training may be needed and age might be a factor for some
 - o Willing to start as a volunteer or an entry-level position (one participant commented this is a financial challenge for most- support is needed by government to do this)
 - o May have to get a "gap" job where skills not an issue, will get training from employer
- Too many barriers and restrictions of associations; need to "come down"

- Programs needed to bridge the gap between immigrant job seekers and employers; better prepare job seekers for the reality of what employers want to see
- Resumes are not industry-related, not targeted to the job for which they are applying; too much information on resume that is not related
- Immigrant job seekers must be more focused in job search approach
- Immigrant job seekers must do more background work/research about the job and industry they want; only focus on what is relevant
- Challenging for immigrants to face an employer "one on one"
 - o One participant commented he asked a candidate to come in to drop off a resume but the candidate preferred to email it
- All participants agreed they find immigrants "more enthusiastic" as employees because of their "need for success"
- Incentives (from government) to industry needed to hire immigrants; it is a very competitive market and employers "don't want to take a chance"

Question 3

How can and Immigration Web Portal bridge the gap between the Job-Seeking Primary Applicant and the Employer?

- Links to job sites (with a Peel focus)
- Industry-related courses
- Local labour market information; what are the needs of employers?
- Labour market information by community; where is the best place to settle based on occupation/needs
- Post employer jobs
 - o Section of "qualifying questions" before they reach the job postings
 - o Employers can determine own qualifying questions for each job posting
- Immigrant job seekers must be able to connect with job search/industry information before seeing an employer for a job

Question 4

What needs to be on this Web Portal for you to be excited enough and interested enough to use?

- Post jobs
- Employer "link" to educate themselves
 - o Understand cultural differences
 - o Understand about accreditation, experience, etc.
- Forum; an employer logs on and asks a question
- Most participants verbally agreed:
 - o If the track record of providing strong candidates comes from this Web Portal, will use it
 - o Want to see "results" in hiring
 - o Want to see "who is it attracting" (what kind of candidates are applying from the Web Portal)
- Filter system *before* the candidate gets to the job postings
 - o Could be a simple questionnaire; *Did you target your resume? Did you practice your interview skills, etc.*
- Web cam/online interview process for candidates who are still abroad

Question 5

What topics/categories need to be in this Web Portal?

- Links to associations

- Links to accreditation services
- Resources related to what the user really needs to be successful in job search
 - o Resumes
 - o Interview skills
 - o Industry/occupation information
- "Things you should know" before you come to Canada
- Reality of working in Canada
 - o May not be in chosen occupation
 - o "You may never become a doctor"
- "Preparing for Success"
- Occupational categories to put immigrant job seekers in the "right stream"
 - o Example given was a doctor should not be driving a cab (there is no occupational connection) and this lead to "hopelessness"
 - o Have information as to what are all the other related jobs an internationally-trained doctor can do
- Add links/information geared to female job seekers
 - o Greater opportunities here than other countries where women aren't as respected
 - o They need to know they CAN apply for all jobs in Canada (because maybe in native country certain jobs are not allowed for women)
- There is a mistrust of government and employers by immigrants; have information about this
- Pay equity information/links
- Links to community agencies where they can get help

Question 6

What functions/interactive tools need to be on the Web Portal?

- Database of companies by industry/profession and city; immigrant job seekers can search/make connection locally
- Online testing (assessments, behaviour, personality, etc.)
- Filter; as a *screening out* tool and as a *guide* to help candidates have a better chance of success
- Lots of pictures

Question 7

Would you use this Web Portal?

- 9 of 9 participants answered "yes" (by show of hands)

Question 8

Would you be willing to use this Web Portal for a fee?

- 8 of 9 participants answered "yes" (by show of hands) with the following qualifying statements:
 - o Only if it "works" for them
 - o Trial period + "it works" = Yes
- One candidate who answered "no" to paying a fee commented:
 - o It is limited to "Peel based"
 - o Limited exposure
 - o Government should pay
 - o Already have access to government job board and it is free

Employed Newcomer Focus Group

Wednesday November 7, 2007, 6:30-8:00pm

Conducted at 165 Dundas St. West, Mississauga, ON

Number of Participants: 12

Card Sort Activity

Participant 1

1. Employment
2. Health Care
3. Official Documents
4. Education
5. Difficulties
6. Recreation

Additional categories/functions to add:

- Places to get help for employment
- Find help to prepare a resume
- Find a place to meet people in the same working category as me
- School/upgrading/continuing education
- How to find the best health care
- Sporting activities

Participant 2

1. Emergencies
2. Settling
3. Employment
4. Health
5. Transportation
6. Education
7. General

Additional categories/functions to add:

- Health and social support before access to health care
- Map important sites based on categories
- Have skill-based self-assessment tools
- Entertainment/Leisure
- Links to job search process/community organizations
- Links to skills/competencies required by employers in field/NOC system

Participant 3

1. Employment
2. Social/Essential Services
3. Education
4. Language Training
5. Housing
6. Networking
7. Transportation
8. Health

Additional categories/functions to add:

- Directory of Employment, Education, Social Services
- Information on housing, rental/purchase prices
- Investment/small business information
- How to get credentials evaluated
- How to get a job
- Where to go for one-stop information desk?
- Know real possibilities in getting a job or assessing my "lacking"

Participant 4

1. Employment
2. Ready Financial Assistance
3. Medical & Health
4. Schooling System
5. Laws & Regulations re: Work
6. Being Familiar
7. Safety, Security & Emergency

Additional categories/functions to add:

- Professional Accreditation (Reciprocity)
- Hiring Season
- Competition & Employer's Facts
- Clear definition of "Canadian Experience"
- Employment information per province
- Ongoing employment assistance & programs
- Housing, credits, loans facts & requirements

Difficult to find:

1. Employer's Facts
2. Housing, credits, cost of living, taxes, loans facts & requirements

Participants 5

1. Employment
2. School & Education
3. Government Resources
4. Medical
5. Social Services
6. Life & Living

Additional categories/functions to add:

- Additional Education/Training
- Skills Development
- Opportunities for learning new skills/transferable skills
- Matured people's opportunities
- Language adaptation
- Link to community/cultural groups

Participant 6

1. Accommodation
2. Government Services
3. Employment Services
4. Medical
5. Social/Counselling Services
6. Information & Directory Services
7. Religious

Additional categories/functions to add:

- Professional integration requirements
- Canadian recruiting strategies
- Canadian work culture & ethics
- Home ownership/mortgage system
- Link to professional associations
- Chart of average settling down timeframe

Participant 7

1. Employment
2. Health
3. Social Services

4. Housing
5. Networking
6. Transport
7. Language Training
8. Education

Additional categories/functions to add:

- How to open own business in Canada
- Short course to get a job quickly after arriving
- Housewife get any unemployment benefits to live; from government at least one year

Participant 8

1. Primary Requirements
2. Job
3. Child Care
4. Health Care
5. Transportation
6. ESL
7. Misc.

Additional categories/functions to add:

- Details of transportation system
- Links to websites of government ministries (health, transportation, education, banking, recruiting agencies)

Participant 9

1. Job Search/Work
2. Let's Get Started or First Steps
3. Medical/Health Information
4. Kids/Child/School Information
5. U Need to Know
6. Travel Information
7. Out & About
8. Other Activities

Additional categories/functions to add:

- Different recognized industries/professions
- Connect to individuals/companies/volunteer organizations
- Entertainment information
- Education rating (e.g. doctor from India needs to know all the formalities to do equivalency of his qualifications in Canada)

Participant 10

1. Accommodations
2. Essential Documents
3. Health
4. Transportation
5. Employment/Training
6. Childcare & Schools
7. Ethnic Food/Temples & Other NOs

Additional categories/functions to add:

- Post questions to appropriate department or answered
- Links (weather, employment, emergency numbers, housing and furnished apartments, SIN, PR, Health card)
- Labour market information; job futures
- Community agencies (how they help newcomers and in what areas)

From where did you get your information?

(The number in parentheses represents the total number of participants who gave this response.)

Timeframe	What information were you looking for?	Where did you get your information?
Before you arrived in Canada	- How to find work/Job (9)	- Workopolis/Job Sites/Internet (7) - University Web Sites (1) - MTCU (1) - Family/friend (2) - www.gc.ca (1) - Immigration Website (1)
	- Children's education/School System (4)	- Family/friend (1) - CIC (1) - www.gc.ca (1) - Immigration Website (1)
	- Health card (2)	- Family/friend (2)
	- Housing (4)	- Family/friend (2) - www.gc.ca (1) - Immigration Website (1)
	- Buying a Car (2)	- Family/friend (2)
	- How to adjust/settle- new country (2)	- Family/friend (1) - www.gc.ca (1)
	- Refugee information (1)	- Family (1) - Government Website (1)
	- Weather (3)	- Friend (2) - Immigration Website (1)
	- Money (1)	- Friend (1)
	- Driver's License (1)	- Internet (1)
	- Childcare (1)	- Friend (1)
	- Community (1)	- Immigration Website (1)
	- Religion (1) - Family Support Programs (1)	- Immigration Website (1) - Immigration Website (1)
First 3-6 months in Canada	- Buying a Car (3)	- Family/friend (3) - Internet (2)
	- Housing (4)	- Family/friend (4) - Internet (1)
	- Employment: How to get a survival job/Resume/Interviews (10)	- Friend/Family (5) - Region of Peel (1) - Job Websites/Internet (5) - MTCU (1) - Charity Village (1) - Job Finding Club (2) - Recruitment Agencies (1) - Community Agency (1) - Mississauga Library (1) - Immigration Website (1) - Newspaper (1)
	- Children's education (2)	- Referral from friend (1) - Peel District School Board (1) -
	- Transportation/Driving (4)	- Friend (3) - Vehicle Licensing Office (1)
- Settlement (1)	- Friend (1)	

	- Education/School System/Upgrading (2)	- COSTI (1) - Mississauga Community Connections (1) - Friends (1) - University/College (1)
	- Healthcare (2)	- Friends (1) - Peel Health (1)
	- Banking (1)	- Friends (1)
	- Applying for Immigration status (1)	- Salvation Army (1) -
	- Evaluation of Documents (1)	- Friend (1)
	- Phone Connection (best rates) (1)	- Friend (1)
	- Religion (1)	- Friend (1)
6 months to 1 year	- Housing (best places/rent/buy) (4)	- Google Search (1) - Ask friends (4) - Real Estate Agent (2) - Newspaper (1) - Mississauganews.com (1) - Viewit.ca (1) - Craigslist.ca (1) - Kijiji.ca (1)
	- Learn to Drive/License (1)	- Government office (1) - Local school (1)
	- Buy a car (1)	- No Reply (1) - Auto Trader (1)
	- Health card (1)	- Government office (1)
	- SIN card (1)	- Government office (1)
	- Employment (3)	- Networking (1) - Dixie-Bloor Mentorship Program (2)
	- Leisure (2)	- Friends (2) - Newspaper (1)
	- Get a family doctor (1)	- Cvh.gov.org (1)
	- How to Network (1)	- Workplace (1)
	- Taxes (2)	- Friend (1) - www.gc.ca (1) - CRA website (1)
	- Education (1)	- College search (Humber, George Brown) (1)
	- Payroll Information (1)	- Employer (1)
	- Work & Success (1)	- Friends (1)
	- Children & multicultural community (1)	- Friends (1)
After 1-2 years in Canada	- Buying own house (2)	- Real Estate Agent (1) - Newspaper (1)
	- Getting a job in own field (1)	- Employment Agency (1)
	- Better job opportunities (1)	- Yahoo (1) - Government (1)
	- Tax Filing (1)	- Friend (1)
	- Legal System (1)	- Newspaper (1)
	- Political System (1)	- Newspaper (1)
	- Community Contribution (1)	- Friends (1)
	- Improved Skills (1)	- Friends (1) - Employer (1)

Where do you go now to find information related to living in Canada?	- No Reply	- Google (1) - MapQuest (1)
	- Children's education (1)	- Family/friend (1)
	- Activities with Canadian people/adjust/Social (3)	- Family/friend (2) - Internet (1) - www.gc.ca (1)
	- Housing (1)	- Internet (1)
	- Health (1)	- Internet (1)
	- Tax Information (1)	- Internet (1)
	- Employment (2)	- Internet (2)
	- Maps (1)	- Google (1)
	- Used Cars (1)	- Auto Trader (1)
	- Labour Market (1)	- Google (1)
	- Upgrading Skills (1)	- Internet (1)

Do you still feel like a "newcomer"?

How long in Canada?	Do you still feel like a "newcomer"?	If no, when did you stop feeling like a "newcomer"?	If yes, what will need to happen for you to stop feeling like a "newcomer"?
1 year	No	No Reply	
2.5 years	Yes		No Reply
16 months	No	After 9 months (working)	
9 months	No	After 6 months (got a good job and good car)	
1 year	Yes		When I receive immigration status (still refugee status)
2.5 years	No	After getting first professional job	
4 years	No	The day I accepted mentally and emotionally that Canada is my country!	
17 months	No	After me and my husband found permanent jobs and were happy about it.	
1 year	No	After I and my husband had real jobs and kids were settled.	
2.5 years	Yes		More involved in society. Be at the job level I was in before coming to Canada.

Follow-Up Question: *After we read this information collected, what kind of pattern do you think we will see in terms of when you need immigration information and when you no longer need it?*

- After finding a job; not a survival job, but your "dream job" or native occupation
- 6 months to one year
- As your network grows, no longer need this information/this kind of web site
- After you settle "fully"
- If this web portal is like a "directory", never becomes obsolete; continue to use for reference material
- Don't know how to answer because the web portal is imaginary right now
- Participant Suggestion: have a questionnaire on the web portal asking how long the user has been in Canada

What is the best advice you can give another person/family coming to Canada about:

Before coming to Canada

Get credentials assessments done
Find a job in Canada first, before leaving your job in your native country
Decide- Canada or not (make the commitment)
Get your driver's license
Bring enough money
Have good family ties
Bring yourself first, get settled, then bring your family
Leave your pride

First 6 months in Canada

Be prepared to do any job
Get credentials assessed (if didn't do before coming to Canada)
Aim high
Get a Canadian resume done
Be positive
Join a mentorship program
Go to school/upgrading
Network as much as you can
Conduct information interviews
Don't expect a good job
Volunteer

Successful settlement for the spouse?

Teamwork
Have assessments done if professional occupation
50/50 domestic work
Tap into hidden job market
Get more education
Network as much as you can
Prepare to babysit/get childcare
Learn new skills
Improve language
Volunteer

Successful settlement for the children?

- Get their education assessed
- Get transcripts translated into English
- Get their health cards
- Get immunization done
- Have them learn basic English before coming to Canada
- Get childcare
- Orient children to the new environment
- Join the YMCA

Job Search

- Network
- Conduct information interviews
- Join a mentoring program
- Join a job finding club
- Volunteer or do a Co-op Placement
- Practice interview skills
- Go to job fairs
- Write a resume
- Use job websites
- Understand the Canadian market
- Talk to employers directly
- Conduct cold calling
- Apply for jobs in which you really fit; don't just send your resume to jobs you are not qualified for

Best lessons learned about immigrating to Canada

- Think twice (about coming)
- Ask for advice from many people
- Be prepared to take what you get (job)
- Prepare for the worst
- Don't lose hope
- Focus on the next generation
- Prepare to learn new skills
- Live simply
- Have a plan to reach your goals

Which Web Portal home page do you prefer?

(The number in parentheses represents the total number of participants who gave this response.)

Preferred Web Portals:

Web Portal	Reasons you like it	Suggestions for Improvement
Business Immigration Ontario (2)	<ul style="list-style-type: none"> - Major topics on the home page - Brief description of topics - Very comprehensive information - User-friendly - Concept is great 	<ul style="list-style-type: none"> - Layout can be changed to make it more user friendly - Can add more important topics - Can add a Q & A section - Addition of regulated and non-regulated professions - A little busy - Could be improved for aesthetics
London & Middlesex County (1)	<ul style="list-style-type: none"> - Likes the "moving to Canada" section - Likes the "Living", "Working", and "Learning" sections - "This is a good feature that distinguishes the region" 	<ul style="list-style-type: none"> - None
Citizenship & Immigration Canada (5)	<ul style="list-style-type: none"> - "I feel very much at home with the Canada flag, web site is familiar and comprehensive" - "Like best" - Very comprehensive & friendly - "I trust CIC. Very comprehensive" - "One web page give you all the links where one can access it very easily, one click and you are in your in, finding your own requirements." 	<ul style="list-style-type: none"> - None
Immigration Windsor-Essex (1)	<ul style="list-style-type: none"> - Attractive/Eye catching - User friendly (assumption by the look) - Both written and visual info. - Not too much not too less info. - Boring colours do matter! 	<ul style="list-style-type: none"> - None

Least preferred Web Portals:

Web Portal	Reasons you don't like it
Ontario Immigration (2)	<ul style="list-style-type: none"> - Not easy to read; not attractive
Settlement.org (1)	<ul style="list-style-type: none"> - No reason given
Ottawa (1)	<ul style="list-style-type: none"> - No reason given
My Sudbury (1)	<ul style="list-style-type: none"> - No reason given

Appendix E- Additional Comments from Participants

The following are additional comments and suggestions made by participants of the community consultation and focus groups. These comments were submitted to the Project Leader via email.

Service Provider:

"My suggestion is that we must include a link under Family/Social OR an independent link (may be, Immigration) so that message can be put across that there are agencies in peel region who can guide and assist them to complete such applications without charging them any money."

Service Provider:

"I was thinking perhaps under Health additional links to Peel Public Health, Info on Mental Health (possible links to CAMH) PCAWA, PCSA, Victim Services of Peel. Under Childcare link to CAS (specifically to child protection/parenting/positive disciplining), Peel Children's Centre, access to age specific after school programs... [within] those areas or somewhere can we add what constitutes domestic abuse/violence here in Canada & the legal implications, similar info for children as well."

Employer:

1. An "immigration planner" tool that the applicant could use to provide some information about their particular situation and then the tool would use that information to generate a type of checklist for the applicant. The checklist could be interactive so that the applicant could click on each item (a link) and it would take them to a page that related to that item. Their checklist would then show that item checked off (like our front page in pathways).
2. What about registering and creating a user login, something where the applicant could create their own homepage to collect their research information and keep it in one spot for their future reference. When they come back to the site they would be able to continue where they left off.
3. How about a Translator tool. When they are reading the page in English, they could highlight the text and convert it to another language. For example <http://imtranslator.net/> Try installing this on your home computer and you will see the benefits.
4. Sometimes when people are coming from another country they may be bringing a lot of personal items that require temporary storage. Maybe we could provide some links to different storage sites.

Appendix F- Participants Interested in Content Development

Name	Organization	Phone	E-Mail
Asiya Arif, Information Counsellor	Newcomer Information Centre	905-270-9133	aarif@tcet.com
Jyoti Shukla, Employment Counsellor	Dixie-Bloor Neighbourhood Centre	905-206-0755 x 229	shuklaj@dixiebloor.ca
Halyna Shypka, Assessor	VPI	905-270-8710	halynashypka@vpi-inc.com
Raajkumar Kannan, Facilitator	VPI	905-567-0482 x 223	kannan@costi.org
Marthe Gosselin, Employment Consultant	College Boreal	905-306-1562	Marthe.gosselin@borealc.on.ca
Praveen Kalra, Settlement Worker	Dixie-Bloor Neighbourhood Centre	905-629-1873	pkalra@dixiebloor.org
Dorothy Solate, General Manager	COSTI	416-789-7925 x 219	solate@costi.org
Ndayan Bhatt	Knack-mark Global	905-232-1249	Ndayanbhatt15@gmail.com
Mona Arian, IT Specialist	Job Skills	905-270-2824	marian@jobskills.org
Jennifer Mackey, Assessor	VPI	905-270-8710	jennifermackey@vpi-inc.com
Renu Lal, Assessor	VPI	905-270-8710	renulal@vpi-inc.com
Ishwar Harjani, Employment Counsellor	India Rainbow Community Services of Peel	905-275-1976	iharjani@indiarainbow.org
Anita Shiwnath, Employment Counsellor	Malton Neighbourhood Services	905-677-6270	ashiwnath@mnsinfo.org
Rahila Mushtaq, Coordinator	Centre for Education & Training	905-279-0024 x 1217	rmushtaq@tcet.com
Yvonne Drummond, Employment Consultant	ACCES Employment Services	905-454-2316 x 3808	ydrummond@accestrain.com
Brajgeet Bhathal, Employment Consultant	COSTI	905-459-8855 x 224	bhathal@costi.org
Neelam Rampal	Brampton Neighbourhood Resource Centre	905-452-1262	n/a
Dave Lovelock, Manager	Skills for Change	416-658-3101	lovelock@skillsforchange.org