

# **WE Value**

**PROJECT UPDATE**

**APRIL 2019**

# WE Value Steering and Evaluation Committee:

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## Name:

Anna Angelidis  
Anneke Smit  
Carolyn Warkentin  
Charlotte LeFrank  
Claire Roque  
Debra DiDomenico  
Didier Marotte  
Heather Mantle  
Jan Foy  
Justin Falconer  
Kristyn O'Gorman  
Lorraine Goddard  
Marion Fantetti  
Mary Ellen Bernard  
Melinda Munro  
Murray Nosanchuk  
Nick Beluli  
Nil Parent  
Rama Musharbash-Kovacs  
Sarah Cipkar  
Sarah May Garcia

## Organization:

Housing Information Services of Windsor and Essex County  
University of Windsor - Faculty of Law  
South Essex Community Council  
Windsor-Essex Children's Aid Society  
Refugee Ministries of the Diocese of London  
Greater Essex County District School Board - LARC and EAC  
Le centre communautaire francophone de Windsor-Essex-Kent  
Community Member  
Greater Essex County District School Board  
Workforce WindsorEssex  
Immigration, Refugees and Citizenship Canada  
United Way Centraide Windsor-Essex County  
WindsorEssex Economic Development Corporation  
City of Windsor  
Munro Strategic Perspective  
Immigration, Refugees and Citizenship Canada  
Multicultural Council of Windsor  
Community Member  
Windsor Essex Catholic District School Board - Catholic Central  
Downtown Windsor Community Collaborative  
Erie St. Clair Local Health Integration Network



## Next Steering & Evaluation Committee Meeting:

**Date:** Wednesday, June 12, 2019

**Time:** 9:00AM - 12:00PM

**Location:** TBD

# STEERING COMMITTEE SPOTLIGHT

*As this project moves forward, we continue to seek out opportunities to engage the community. We are asking our Steering and Evaluation Committee members to provide us with a short article to include in our monthly updates.*

*These individuals have agreed to join the committee as champions of and advisers to the WE Value project. Not only is this an opportunity for our partners to explain why they believe in this project, but what they hope they and it will bring to the settlement sector in Windsor-Essex.*

*Together, we are champions of WE Value and we are very excited to share our inspiration and goals with you.*



The WE Value project represents a once in a generation opportunity to recast how our community traditionally welcomes newcomers. By collaborating with the community, WE Value aims to create a new settlement model that is data-rich, client-centred, and beneficial to the entire population.

Reliable data on newcomers in our community is scarce – existing primarily in the census (every 5 years). Census data tells us that newcomers (immigrants in their first 5 years in Canada) traditionally have higher unemployment rates and lower participation rates than the Canadian-born population. However, after the first 5 years in Canada, participation rates – those working and those looking for work – tend to be higher than Canadian-born people. The census also reveals insight into ethnic origin, visible minorities, languages, and education levels of newcomers. But, have you ever thought about what’s missing and the limitations of this data set? What this data doesn’t reveal is all the work/change that happens in the life of newcomers in the first five years here – whether that’s accessing language training, primary health care, school system, social networks, recreation programs and more. And when re-surveyed 5 years later (in the next census), only one year’s worth of newcomers is actually resurveyed again making analyzing any statistical changes difficult to attribute. Although this data is great at helping us understand who newcomers are as a whole, this data does not help us understand how services may have helped newcomers settle into a new community.

This is why the aggregate data and research that will be collected from a project like WE Value will be incredibly helpful to government leaders, community leaders, service providers, newcomer and community organizations, as well as the broader public – potentially making it one of the most significant, place-based newcomer research projects in Canada.

The only thing more exciting than all the data and the research that could be created from this project, is the creation of personalized, community-wide, referral plans for newcomers so that they can be referred to the right service, at the right time and at the right location. This silo-busting approach to service will best serve newcomers and their families, leaving these new Canadians in the strongest position to contribute to their country and community. With better service referrals and better outcomes, I think our newcomer serving organizations will not only experience increased service volume, but also stronger community recognition of their work.

The 3-year project funding provided by the Government of Canada to fund the YMCA of Southwestern Ontario’s led project in Windsor, is a rare opportunity to move the needle on how we welcome newcomers to our region. It’s a project being built on the foundation of data, research, innovation and community engagement. Let’s make it happen!

Justin Falconer  
Senior Director  
Workforce WindsorEssex



# PROGRESS TO DATE

The following events, meetings, workshops are in addition to regular TechShare check-ins, weekly meetings held by YMCA-SWO and Workforce WindsorEssex team members, and those held for YMCA-SWO staff internally on a weekly basis.

## AUGUST 2018



1

WE Value's first day as a funded Service Delivery Improvement Initiative



13

Matthew Dunlop started his role as WE Value Project Manager at YMCA of Southwestern Ontario

## SEPTEMBER 2018



27

The Team and IRCC met with Service Provider Organization Executive Directors to request their support for the duration of the project

## OCTOBER 2018



5

The WE Value / TechShare Project Charter was signed



10

TechShare received user stories from WE Value staff to outline expected functionality of the Client Management System



17

WE Value was briefly introduced to the Orientation and Advisory Committee (OAC)



29

TechShare provided a Project Status Update

## NOVEMBER 2018



5

WE Value was presented to the Orientation and Advisory Committee (OAC)  
Kelsey Santarossa started her role as WE Value Community Engagement Coordinator at Workforce WindsorEssex



7

Contract between WE Value and The University of Windsor (Dr. Reza Nakhaie) was signed  
WE Value was presented to the WindsorEssex Local Immigration Partnership (WELIP)



8

The Team presented to the City of Windsor Leadership Table



13

The Team updated Immigration, Refugees and Citizenship Canada on the status of the project



21 22 23

The Team traveled to Montreal for the Pathways2Prosperity conference, gaining insight on best practices and common experiences in settlement and immigration from across Canada

## DECEMBER 2018



10

Steering and Evaluation Committee - Meeting 1  
Tamarak Institute provided an Asset-Based Community Development seminar to the WE Value Team, YMCA project staff and the Steering and Evaluation Committee



14

Sector and settlement professionals were engaged through two assessment question validation sessions facilitated by the WE Value Team

# PROGRESS TO DATE

## JANUARY 2019

3

TechShare provided a Project Status Update

9 14

Validation sessions were held with YMCA staff and OAC members to confirm a "flow," and highlight any unaddressed concerns related to the assessment questions

14

Initial package of assessment questions was sent to TechShare

22

The first meeting for the development of a Visionary Settlement Plan was held

23

Steering and Evaluation Committee - Meeting 2

## FEBRUARY 2019

4

Ethics review submitted by Dr. Reza Nakhaie

5

A high-level presentation was given to Marie Mota-Lee, Senior Policy Analyst, Settlement and Integration Policy with IRCC, to communicate on theory, step by step development, and planned next steps for WE Value

7

Meeting with sagecomm for an initial brand and community engagement consultation

TechShare provided their monthly report on the ongoing development of the Client Management System

13

Orientation Advisory Committee (OAC) Meeting allowed for agencies to review and accept the document needed to capture organization information and eligibility criteria for automated system referrals

The team attended a conversation with The Hon. Ahmed Hussen, Minister of Immigration, Refugees and Citizenship held at The University of Windsor and a round-table at the Windsor-Essex Regional Chamber of Commerce

14

Team members attended a round-table with The Hon. Minister Ahmed Hussen at the Multicultural Council of Windsor and Essex County

19

The team attended the Annual Community Forum and 10 Year Anniversary of the Windsor-Essex Local Immigration Partnership (WE LIP)

25

The team was interviewed by Marco Campana from Cities of Migration, an organization that showcases good ideas in immigrant integration and promotes innovative practices that create inclusion and urban prosperity

## MARCH 2019

7

The team held a meeting with representatives from VON and the Local Health Integration Network (LHIN) to discuss intake assessments and referrals as they may relate to WE Value's assessment and referral process

8

The team celebrated International Women's Day, with a member attending the Francophone event held at Réseau-femmes du sud-ouest de l'Ontario

13

The team was represented at a meeting with Member of Parliament Marie-France Lalonde to discuss local Francophone and Francophone Newcomer concerns and needs

15

The team was represented at a Speed-Mentoring event held at Collège Boréal to help newcomers develop the skills needed to succeed in interviews as they head into or progress further in the local workforce

21

The team was represented at the Comité local en immigration francophone (CLIF) meeting to discuss immigration issues as they pertain to French-speaking newcomers in the region

24

TechShare provided their monthly report on the ongoing development of the Client Management System at an in-person meeting at their offices in London

29

WE Value assessors, team members and other local front-line staff participated in the Motivational Interviewing workshop held at Heritage Park Alliance Church

\*\*Throughout the month of March, assessment room construction was undertaken at the YMCA-SWO

# PROGRESS TO DATE

## APRIL 2019

3

The team had a check-in with sagecomm regarding logotype and brand position progress

9

The team met with TechShare for the day to go over the second sandbox environment  
*Sandbox is a testing environment where the end user can test, create and use the initial draft product without possibility of changing or harming the main product*

11

The team met with IRCC for a monitoring session to assess project progress and explore the testing environment of the Client Management System (see below)\*

15

The team met with YMCA frontline staff to gather information on local mainstream referral points that could be added to the client management system after further community engagement

17

The team met with sagecomm in London to go over branding and logotype design prior to their presentation to the Steering and Evaluation Committee

25

WE Value Steering and Evaluation Committee Meeting

### \* IRCC Monitoring Session

#### Progress Report for the Project:

IRCC is aware that the team anticipates that they will be able to incorporate FY1 targets, not achieved due to funding delays, into subsequent fiscal years and all service delivery targets will be met by the end of the agreement.

#### Collaboration and Community Engagement:

IRCC noted several activities conducted by the team used to engage partners and the community.

#### Client Management System Review:

The review of the system revealed some examples of the following functionality to date:

- The system is designed in such a way that for the pilot, the YMCA has full administrative capabilities over the system but it will be able to be accessed and used by other agencies in a more limited capacity. This will allow for data entry of clients, facilitation of referrals in the community and uploading of new session offerings and information by community groups.
- User friendly training modules will be present to help facilitate staff training within partner agencies.
- Detailed searches can be performed to assist the client and the agency to find the best fit between client goals and programming offered.
- The system is built in a way that other applications can easily be added to accommodate changing needs in the future.

#### Promising Practices Commended by IRCC:

- **Client focus:** reducing the amount of times that a client has to provide demographic information and details for a needs assessment
- **Responsiveness to need:** the system will be able to filter information to identify trends and tailor programming that fits the existing client needs in the community
- **Effective use of resources:** the system improves efficiency for the settlement workers across all the organizations involved with some examples:
  1. It will be capable of sending periodic notifications to Settlement Workers' dashboards that will list any updates to community programming within a specific time period. This saves the worker time researching and updating all of the offerings in the community.
  2. The system uses the intake questions to show possible underlying issues or opportunities for the client and flags this to the settlement worker. This provides more time for settlement workers to connect with their clients on an empathetic level and to focus their attention on the settlement plan and referrals.

# LOOKING FORWARD TO FY2

The following section outlines the proposed next steps of the WE Value team as per their funding agreement with Immigration, Refugees and Citizenship Canada.  
These outcomes are for Fiscal Year 2 (FY2) - (April 1, 2019 - March 31, 2020).

## Fiscal Year 2 - Timeline

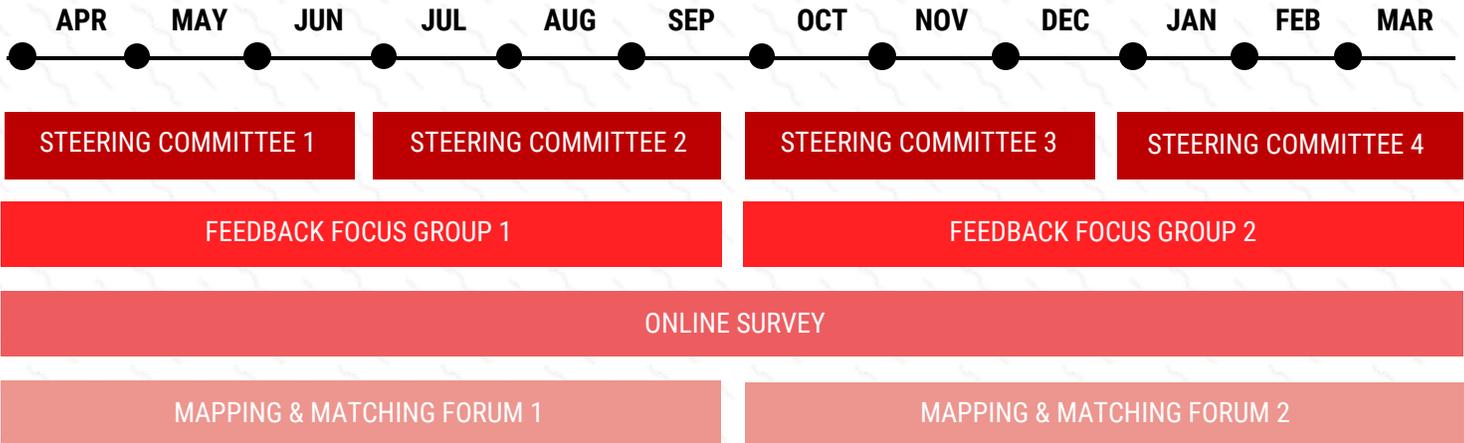
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● April 1	Start of FY2
● April 25	Steering & Evaluation Committee Meeting; Brand presentation
● May	Engagement of mainstream organizations
● May	Engagement of Executive Directors
● May	Mock assessments to be conducted with existing YMCA clients
● June	TechShare to finalize working version of the client management system
● June 12	Steering & Evaluation Committee Meeting
● June 30	IRCC Media Blackout Begins
● July	<b>WE Value Settlement Assessment Centre opens with soft launch, working as an internal pilot for new YMCA settlement clients</b>
● September	Steering & Evaluation Committee Meeting, date TBD
● October	<b>WE Value Settlement Assessment Centre opens to referrals from SPOs</b>
● October 19	Federal Election; IRCC Media Blackout Ends
● November 28	<b>Official WE Value Launch Date</b>

*Please note that the launch of the WE Value Settlement Assessment Centre will occur in three phases. The first will include internal YMCA clients. The second will include referrals from other service provider organizations. Finally, the official public launch is set for November 28, after the media blackout in effect during the federal election campaign season.*

# COMMUNITY ENGAGEMENT

- AN OVERVIEW OF FY2 OBJECTIVES -



## STEERING COMMITTEE

These meetings are designed to evaluate and guide the efforts of the project and its team.



## FEEDBACK FOCUS GROUPS

To acquire good quality stakeholder feedback on project progress, outcomes, etc.



## ONLINE SURVEY

To allow stakeholders to provide anonymous feedback on the progress of the project.



## MAPPING & MATCHING FORUMS

To identify communal strengths, opportunities and to inspire innovation through ideas, partnerships and data, etc.

# TECHNOLOGY

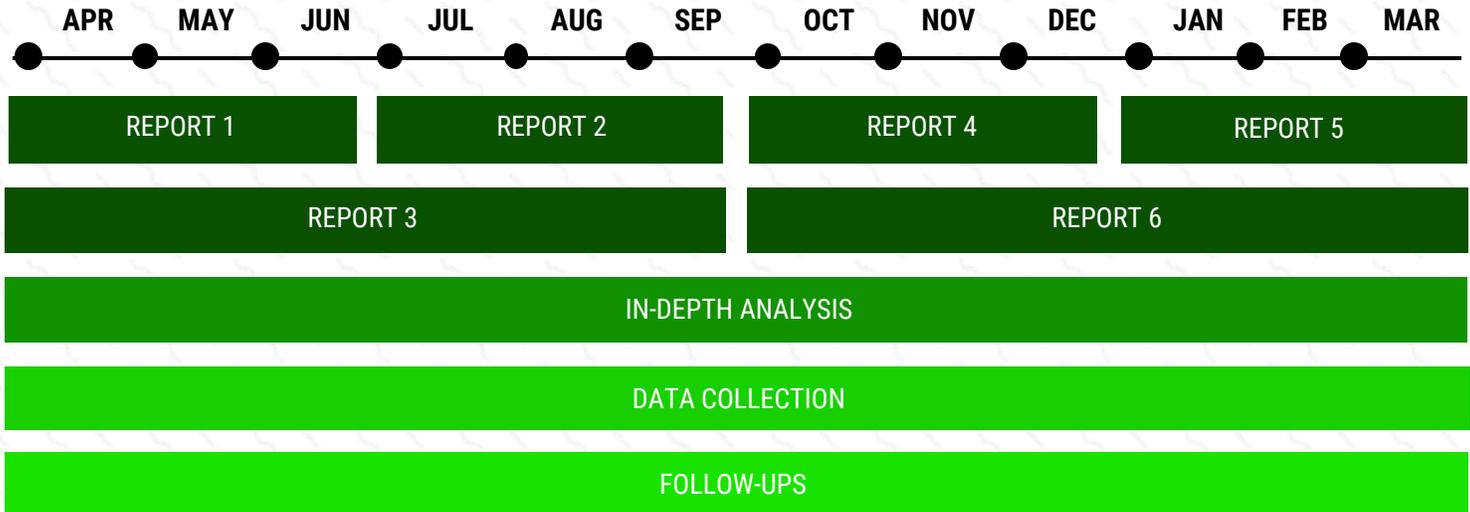
- AN OVERVIEW OF FY2 OBJECTIVES -



This Client Management System (CMS) will entrench client-centred design and utility. Visuals, language specific interfaces, automated referrals, suggestions, tips and progress updates will all be integrated into the system to support client success and Settlement Plan development.

# DATA COLLECTION & DISSEMINATION

- AN OVERVIEW OF FY2 OBJECTIVES -



Data will be collected through asset-focused assessments. Once analysed, this data will be used to provide quarterly reports on real-time needs and gaps of recently arrived newcomers, tailored data sets that can be shared for specific purposes (i.e. local labour market research) and it will allow us to host community seminars to share research findings.

Lastly, research presented by the University of Windsor is anticipated to explore the following: user uptake, experience and satisfaction with settlement services; contributions of non-settlement services to the integration process; strengths and assets as well as needs and barriers of newcomers; and indicators of settlement and their contributing factors.

# SERVICE DELIVERY

- AN OVERVIEW OF FY2 OBJECTIVES -



Service Delivery relates directly to the 350 One-on-one and 180 Family assessments will be conducted in FY2. Due to funding delays, the client management system is not yet operation and so, these numbers reflect the inclusion of FY1 targets.

# PROJECT PARTNER PROFILE

*As this project moves forward, we continue to seek out opportunities to engage the community and explore the partnerships in the WE Value Project. So, for each Steering and Evaluation Committee meeting we will be highlighting one of the partners, their role in the project as champions of and advisers to the WE Value project. Not only is this an opportunity for our partners to explain why they believe in this project, but what they hope they and it will bring to the settlement sector in Windsor-Essex.*

*Together, we are champions of WE Value and we are very excited to share our inspiration and goals with you.*



Dr. Reza Nakhaie, PhD, is a professor in the Department of Sociology, Anthropology, and Criminology at the University of Windsor and a partner with the WE Value project. He will contribute his services to the longitudinal research data collection and dissemination, community presentations/forums and overall consultation of the project relating to questions development and follow up. Dr. Nakhaie has been a long-time advocate for newcomers and has been a partner the YMCA for about three years on various projects refining the settlement services provided through Newcomer Services.

Dr. Nakhaie brings extensive research experience in the study of race, ethnic relations, integration, as well as social, human, and cultural capital. With his experience in managing and analyzing large data sets Dr. Nakhaie has facilitated a refined process for what the YMCA does. Through partnerships between YMCA and Dr. Nakhaie there have been two national and one internationally published papers. The YMCA is appreciative of the partnership and contribution of Dr. Nakhaie to the WE Value project as we all build towards better settlement, together.



**Dr. Reza Nakhaie**

" I met Hugo Vega and Kamal Khaj for the first time over four years ago. I was immediately impressed with their depth of knowledge about and desire to help with the successful integration of newcomers in the Windsor–Essex area. Given my own research focus on immigration and integration, I did not hesitate to become involved, and I continued meeting with members of the YMCA's Newcomer Services to discuss themes related to the makeup of local newcomers, the effectiveness of settlement services, data collection, methodology and analysis, and gaps in research and literature with relation to newcomer integration. Our ongoing discussions have evolved into action through our development of formal partnerships and by way of the YMCA's Newcomer Services choosing to adapt their service delivery and data collection methods significantly. Utilizing their administrative data, I published several articles in national and international journals focused on the integration and service needs of newcomers, first in 2018, regarding a research project that led to two publications, and second at the time of this writing, on a research project currently under review to be published in 2019.

However, what really excites me is the WE Value project. This is an innovative project that combines the community's and newcomers' assets and gets to the heart of integration as a two-way street. Its focus on asset mapping and the development of capacity inventory tools are both excellent ways of conceptualizing integration, where the willingness and ability of newcomers, combined with a welcoming community, ensure both subjective and structural newcomer integration. This project will bring about meaningful changes to the life of newcomers, Windsorites, and more, and the Windsor–Essex region will become a more welcoming and integrated community. I am proud to have contributed and to continue to contribute my research skills to We Value. "

# Project Partners



**YMCA of  
Southwestern Ontario**



**TECHSHARE**



**University  
of Windsor**

Funded by:

Financé par :



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada



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