

WE Value Partnership

Settlement success. Together.

Partenariat WE Value

Succès en établissement. Ensemble.

PROJECT UPDATE
MAY 2019

WE Value Steering and Evaluation Committee:

Name:

Anneke Smit
Carolyn Warkentin
Charlotte LeFrank
Claire Roque
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:

University of Windsor - Faculty of Law
South Essex Community Council
Windsor-Essex Children's Aid Society
Refugee Ministries of the Diocese of London
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



Upcoming Steering & Evaluation Committee Meetings:

Date: Wednesday, June 12th, 2019

Time: 9:00AM - 12:00PM

Location: Catholic Central High School

Date: Wednesday, September 18th, 2019

Time: 9:00AM - 12:00PM

Location: To be announced

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.



À titre de gestionnaire de programme touchant à l'accueil et l'établissement, ainsi que l'intégration des nouveaux arrivants francophone dans la communauté, il m'était important de répondre à l'invitation de siéger sur ce comité de direction et d'évaluation du projet « WE Value », et d'y contribuer afin d'assurer que le client ou la cliente serraient à tous moments du processus le focus de l'initiative nouvelle et avant-gardiste.

J'espère que mes contributions aideront à assurer que les nouveaux arrivants francophone seront identifiés dès leurs arrivées et seront mieux aiguillés vers les services appropriés à leurs besoins, dans la langue officielle selon leurs choix et préférences. Cela pour assurer un parcours d'intégration de qualité, rapide et efficace.

Dans le déroulement des activités du projet, les occasions se présenteront pour consolider les relations entre les fournisseurs de services divers, de renforcer les ponts de confiance et de collaboration entre les diverses agences fournisseurs de services et déborderont dans la communauté dans un esprit de communauté accueillante complète et unie, où le nouvel arrivant sera le bénéficiaire.

L'approche innovatrice d'identifier les attributs et les forces des nouveaux arrivants, et non pas les besoins immédiats seulement, d'avoir une collaboration plus élevée entre agences pour maximiser le service à la clientèle, de pouvoir mesurer l'impact des interventions et les appuis de tous nos services, de recevoir de l'information pertinente et à jour, d'avoir la capacité collective de planifier, et d'évaluer la qualité des services affectant les nouveaux arrivants, ne pourront que nous guider vers des résultats supérieurs pour le bien-être, et l'intégration de nos clients dans notre communauté.

Chaleureusement,

Didier Marotte

Directeur Général

Centre Communautaire Francophone de Windsor-Essex-Kent



CCFWEK

COMMUNITY ENGAGEMENT

In May the team began to better define the concept of “core referrals”, and “core referral agency” and began to identify specific stakeholders that can serve these functions under the new WE Value Partnership referral process. Core referral agencies are meant to be key entry points into various sectors and support, and where possible, act as system navigators for newcomers. A working list of initial referral agencies will be presented to the Steering and Evaluation Committee at the June meeting. Meetings with those agencies will then be set-up to gather program and service information and eligibility criteria to feed into the Client Management System.

TECHNOLOGY

The team anticipates the core system to be launched in July. To support this, TechShare is developing a user-friendly portal for service providers and mainstream organizations to input their services and information. The remaining work needed to complete the core system have been mapped out for the final four weeks of June and meetings have been scheduled both in person and online between WE Value and TechShare staff. The completed assessment tool is nearing finalization to allow for an interactive and empowering information collection.

NOTE: The **core system** will include the most basic tools and features such as iCARE reporting, assessments, settlement plans, follow-ups, and service/program input tools.

SERVICE DELIVERY

Staff to staff mock assessments using the new assessment tool have begun with each staff member doing multiple sessions to become comfortable with the process. Feedback is being collected after each session for deeper tailored training during June and July. The team continues to hone in on the atmosphere of the room for the future assessments to bring a sense of safety, calm, and professionalism to the space.

DATA COLLECTION & DISSEMINATION

As part of the research project, follow-ups are being planned for the 1, 3, 6 and possible 12 month periods. The process and follow up questions are being confirmed with feedback from project partner Dr. Nakhaie. The system requirements are being captured for the system to be developed.

BRAND POSITION / LOGOTYPE

The WE Value team has engaged the services of sagecomm, a marketing and branding team from London, Ontario. They have experience working directly with the YMCA on a national and local level. The sagecomm team has met with WE Value staff and the Steering and Evaluation Committee, using feedback from surveys and these meetings to develop the brand position.

UNDERSTANDING WE VALUE

The sagecomm team has met with WE Value staff and the Steering and Evaluation Committee, using feedback from surveys and these meetings to develop the brand position.

What sagecomm learned from our stakeholders and Steering & Evaluation Committee:

The essence of WE Value:

- Belief in the inherent value of all newcomers;
- Investment in a positive, productive settlement experience;
- Commitment to connecting newcomer value, gifts and talents to community;
- Passion for connecting the community to an understanding of that value.

This is an opportunity for a major SYSTEM CHANGE:

- Stakeholder programs, needs, directions are diverse and the environment is changing rapidly
- Our newcomer audience operates in an even more complex environment, navigating culture shock, trauma or other challenges, including a lack of awareness of available services
- There is a real and true value of WE and 'we' within this equation

Therefore:

Key considerations of the BRAND POSITION

There is enormous value in simplicity and clarity within your message and visual system, because of:

1. Complexity of terms and language (immigration, settlement, assessment)
2. Audience needs / aspirations
 - Clear path to assessment > stability > prosperity
 - Common visual allusions to Canada / Canadian identity
3. Change required by all stakeholders and influencers in understanding new process

BRAND POSITION / LOGOTYPE

Your Feedback - Positive

- Overall positive and inviting, represents what the project stands for, in a simple, welcoming way both in visual and in font choice
- Appreciate the allusion in colour to the Canadian identity, makes sense in terms of new immigrant audience
- Approve of the distinction of the project vs. the settlement assessment centre, and of presenting the project as a collaborative not exclusively 'driven by or only at the Y', agree that project itself and that visual brand, should never be a main public focus

Your Feedback - Constructive

- Need to be conscious of positioning language, even in descriptors of how the brand was built, and how we position the brand overall
 - Position will be revised to ensure all language is appropriate to aims and values of partners
 - Further, "partnership" may be a more appropriate descriptor than "project"
- Want to ensure the brand is not overly paternalistic and embodies welcoming, helping, collaborative model (including the positioning/weighting of the W relative to the V) and diversity of populations served (not just white lettering)
- Don't want to lose the focus on 'value' as a key driver (both in terms of collaboration in sector, value-based approach to assessment, and overall value to community)

THE RESULT

WE Value Partnership

Settlement success. Together.



Settlement Assessment Centre

Partenariat WE Value

Succès en établissement. Ensemble.



Centre d'évaluation des services d'établissement

Project Partners



**YMCA of
Southwestern Ontario**



TECHSHARE



**University
of Windsor**

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