

French-language Services Plan

2020–2021

Office of Immigration



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Office of Immigration
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Ce document est également disponible en français sous le titre : « Plan de services en français 2020-2021 ».

Message from the CEO

I am pleased to present the 2020-2021 French-language Services Plan for the Nova Scotia Office of Immigration. This plan is informed by the strategic objectives of the Nova Scotia Strategic Plan for French-language Services and is an obligation under the French-language Services Act and Regulations.

Implementing this plan is a priority for the Nova Scotia Office of Immigration (NSOI) and aligns with our efforts to increase the number and retention of French-speaking immigrants to Nova Scotia. In 2020-2021, we will work with our colleagues at the Office of Acadian Affairs and Francophonie (OAAF), as well as other stakeholders including the Fédération acadienne de la Nouvelle-Écosse (FANE), Le Conseil de développement économique de la Nouvelle-Écosse (CDENE) and Université Sainte-Anne to continue the implementation of the Francophone Immigration Action Plan launched on March 20, 2019.

Delivering services, products and programs in French is integral to our operations and complements our action plan.

In 2020-2021 we will continue to strive to improve our capacity to deliver these services to meet the needs of our staff, our clients and our stakeholders.

Kelliann Dean

CEO, Nova Scotia Office of Immigration

What we're doing to contribute to the growth of the Acadian and francophone community

The Nova Scotia Office of Immigration's 2020-2021 French-language Services Plan contributes to the preservation and growth of the Acadian and francophone community in Nova Scotia. The plan focuses on making the office's programs and services more accessible to the francophone community, improving outreach to French-speaking immigrants, building on our partnerships with Acadian and francophone organizations, and furthering francophone immigration through the Francophone Immigration Action Plan.

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Services we offer in French

- Application to the immigration programs and streams can be submitted in French or English.
- Nova Scotia Francophone Immigration Action Plan (<https://immigration.novascotia.ca/Publications>).
- The Nova Scotia Office of Immigration marketing website (novascotiainmigration.com), including information on the Nova Scotia Nominee Program (NSNP) and the Atlantic Immigration Pilot Program (AIPP).
- Information on NSOI's funding programs, i.e., Settlement Funding Program and Immigration Labour Market Integration Program on NSOI's corporate website (<https://novascotiainmigration.com/live-here/program-funding/>).
- Nova Scotia's online service (*Service en ligne de la Nouvelle-Écosse*) (novascotia.ca/ePCNE) used to apply to the NSNP.
- The Labour Market Program Support System (LaMPSS) supports the delivery of funding programs in French.
- Publications and promotional items such as brochures, advertisements and banners, are translated into French or are bilingual, where possible.
- Bilingual staff assist clients and stakeholders who request French-language services and assess Nova Scotia Nominee Program and Atlantic Immigration Pilot Program applications submitted in French.
- The Nova Scotia Office of Immigration NSNP@novascotia.ca and immigration@novascotia.ca email accounts and social media accounts receive and respond to correspondence in French or English.

How we communicate with the public in French

- The Nova Scotia Office of Immigration is committed to actively offering French-language services and to ensuring high quality information and services are provided in French.
- The *Bonjour!* sign is prominently displayed in the reception area and bilingual staff wear the *Bonjour!* pin to indicate their ability to offer French-language services when attending engagement events.
- Office staff respond to written and verbal requests from the public for French-language services in a timely manner. Three designated bilingual staff provide services in French on a regular basis, i.e., process French applications to the Nova Scotia Nominee Program and the Atlantic Immigration Pilot Program, respond to French telephone inquiries, and respond to or interpret French messages received through two email accounts.
- Formal correspondence received in French is interpreted internally and, as needed, translated through translation services provided by Communications Nova Scotia.
- Engagement with francophone stakeholders (employers, applicants, municipalities, etc.) is provided in French wherever possible.
- Staff not in designated bilingual positions but with French language capacity, respond, as feasible, to French-language services requests and contact staff members in bilingual positions for assistance when the request is beyond their capacity to respond.

What we did to maintain or improve our French-language services in 2019–20

French Language Services:

- Participated in the corporate French-language Services Coordinating Committee and provided advice and recommendations on corporate initiatives.
- Published the 2019-20 French-language Services Plan in French and English on NSOI's corporate website:
 - o Promotion and awareness of NSOI obligations relating to French-language services and support within NSOI
 - o Consistent communication of NSOI's obligations under the French-language Services Act and Regulations as well as compliance with the French Language Guidelines throughout the organization
 - o Shared information from French-language services coordinating committee meetings with NSOI employees
 - o Provided NSOI staff with information on French Language Training to maintain staff participation and improve capacity of NSOI staff to offer services in French
 - o Initiated French conversation sessions to encourage French in the workplace
 - o Provided NSOI staff with information on diversity/cultural training and events that enhance awareness of the Acadian and francophone community
 - o Celebrated and promoted Acadian and francophone culture through NSOI's internal Diversity Committee and Engagement Committee
 - o Distributed *Bonjour!* materials to French-speaking staff.
- Responded in French to all written and electronic correspondence received in French, including complaints and requests for information.

- Worked with Communications Nova Scotia to translate formal correspondence received in French and to translate responses.
- The French-language services coordinator or alternate shared updates to the leadership team on how to best integrate French-language services into departmental policies.
- Provided services in French as per the French-language Services Regulations.
- One NSOI staff completed French Language Training through the Office of Acadian Affairs and Francophonie in 2019.

Francophone Immigration Action Plan:

- Collaborated with the Office of Acadian Affairs and Francophonie to implement the 2019-2021 Francophone Immigration Action Plan.
- Bilingual staff assisted clients who wished to communicate in French and assessed Nova Scotia Nominee Program and Atlantic Immigration Pilot Program applications submitted in French:
 - o 220 French-speaking applicants were nominated under the Nova Scotia Nominee Program in 2019 and 87 applicants submitted applications in French
 - o Engaged multiple employers in French.
- Conducted inaugural Francophone draw under the Nova Scotia Nominee Program Labour Market Priorities stream. In 2019, two francophone draws were conducted, one in March and one in September. The draws resulted in more than 500 letters of invitation to potential French speaking candidates and over 250 applications received. As of March 17th, 2020, NSOI has nominated 205 candidates under this Nova Scotia Nominee Program stream.
- Continued to fund and support FANE, CDENE and Université Sainte-Anne to provide services that contribute to the successful settlement and integration of French-speaking immigrants.
- Implemented a sector-based engagement plan with a focus on francophone immigration to ensure ongoing engagement with francophone employers and candidates
 - o Université Sainte-Anne:
 - participated in an orientation session for new international students on October 11;
 - provided immigration pathways sessions to international students on November 8 and March 3; and
 - hosted a *NSOI On Campus* day at Université Sainte-Anne on November 15, January 27 and March 12
 - o Presented on immigration pathways to French-speaking temporary foreign workers on February 21
 - o Participated in three Comité atlantique sur l'immigration francophone (CAIF) meetings and participated in the the Colloque atlantique sur l'immigration francophone of the Société Nationale de l'Acadie (SNA)
 - o Attended four regular meetings of the Réseau en immigration francophone de la Nouvelle-Écosse (RIFNE)
 - o Promoted Nova Scotia at six international attraction events:
 - Destination Acadie in April (Morocco, Senegal and Portugal);
 - Destination Canada in November (France and Belgium);
 - Recruitment event in June (Lebanon);
 - Forum Expat in June (France);
 - Mobility Days in June (France); and
 - Immigration, Refugees and Citizenship Canada Webinar information session in May

- Participated in a virtual trade show
- Developed marketing collateral and program information and participated in a print and digital campaign with L'Express in France.

How we plan to maintain or improve our French-language services in 2020–21

Objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks

- Participate in the corporate French-language Services Coordinating Committee.
- Publish the 2020-2021 French-language Services Plan in French and English on NSOI's corporate website.
- Promotion and awareness of NSOI obligations relating to French-language services and support within NSOI:
 - Continue to communicate to human resources and senior management NSOI's obligations under the French-language Services Act and Regulations
 - Ensure NSOI's compliance with [French Language Guidelines](#)
 - Share information from the French-languages Services Coordinating Committee meetings with NSOI employees.
- The NSOI management team includes the coordinator or alternate to ensure effective communication with the team and senior leadership and Chief Executive Officer as required.

Objective 2: Develop and deliver quality French-language services and programmes to the public

- Display the *Bonjour!* logo and signs on NSOI's corporate website and in NSOI's reception area.
- Respond in French to all written and electronic correspondence received in French, including complaints and requests for information.
 - Provide NSOI staff with information on French language training to maintain staff participation in French language training and improve capacity of NSOI staff to offer services in French
 - Provide NSOI staff with information on diversity/cultural training and events that enhance awareness of the Acadian and francophone community
 - Celebrate and promote Acadian and francophone culture through NSOI's internal Diversity Committee and Engagement Committee
 - Distribute *Bonjour!* materials to French-speaking staff.
- Work with Communications Nova Scotia translation services to translate formal French correspondence and responses from NSOI
- Working with OAAF, hold regular meetings of the Francophone Immigration Action Team to ensure successful implementation of the Francophone Immigration Action Plan objectives:
 - Engage and communicate with francophone immigration stakeholders and partners
 - Have current and relevant promotional materials and communications plans that promote and increase awareness of opportunities for prospective French-speaking applicants to immigrate to Nova Scotia
 - Attract francophone foreign nationals to immigrate and settle permanently in Nova Scotia
 - Support the retention and integration of French-speaking immigrants in Nova Scotia through access to services and programming.

Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community

- Continue to fund and support FANE, CDENE and the Université Sainte-Anne to provide services that contribute to the successful settlement and integration of French-speaking immigrants
- Implement the Francophone Immigration Action Plan in partnership with the OAAF and Acadian and francophone stakeholders and track and measure progress