

French-language Services Plan

2021–2022

Office of Immigration
and Population Growth



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Ce document est également disponible en français sous le titre : « Plan de services en français 2021-2022 »

Message from the CEO

I am pleased to share the 2021-2022 French-language Services Plan for the Nova Scotia Office of Immigration and Population Growth (NSIPG). Throughout 2020, NSIPG continued to meet obligations under the French-language Services Act and Regulations and provide high quality services to Francophone and Acadian stakeholders and clients. Delivering services, products and programs in French is integral to our operations and aligns with our efforts to increase the number of French-speaking immigrants to the province.

In 2021-22 we will continue to work closely with colleagues at the Office of Acadian Affairs and Francophonie (OAAF), as well as other stakeholders including the Fédération acadienne de la Nouvelle-Ecosse (FANE), the Conseil de développement économique de la Nouvelle-Écosse (CDÉNÉ), and the Université Sainte-Anne to implement the Francophone Immigration Action Plan (FIAP 2019-2021). In the last year of the action plan, NSIPG will focus on collaborative work with the federal government and regional francophone partners and continue our strategic approach to immigration selection programs. NSIPG will also consider initiatives to support francophone immigration beyond the Action Plan.

Our province is committed to supporting the vitality of Francophone communities by increasing the number of French-speaking immigrants and will strive to improve our capacity to deliver French-language services to our staff, clients, and stakeholders.

Ava Czapalay
CEO, Nova Scotia Office of Immigration and Population Growth

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

We recognize the importance of French-language services and we endeavour to fulfil our responsibilities under the *French-language Services Act* and Regulations. We believe Nova Scotians should have access to quality government services in French. This plan demonstrates our commitment to ensuring our programmes, policies and services address the priorities expressed by the Acadian and francophone community. To achieve this aim, we collaborate with other designated public institutions across government – including the Office of Acadian Affairs and Francophonie – through the French-language Services Coordinating Committee and the Francophone Immigration Action Plan. We greatly value this partnership, which helps us understand the unique needs of the province’s Acadian and francophone community and supports the vitality of Francophone communities through the recruitment of French speaking immigrants.

We encourage Nova Scotians to request services from government in French. We also encourage Acadians and francophones to have their voices heard by participating on agencies, boards, and commissions, which are regularly advertised by the Executive Council Office. As we continue to maintain and improve our French-language services, we welcome feedback on our progress, and we invite you to share with us your comments or questions by contacting our French-language services coordinator. If you wish to make a formal complaint regarding French-language services, please contact the Office of the Ombudsman.

French-language services coordinator:

For more information, please contact:

David Sévette, Stakeholder Liaison Officer, NSIPG
David.sevette@novascotia.ca
902-478-2569

Alternate:

Mary-Jo MacKay, Manager, External Relations, NSIPG
902-478-2719

Services and publications NSIPG offers in French

- Applications to the Nova Scotia Nominee Program (NSNP) and the Atlantic Immigration Pilot Program (AIPP)
- NSIPG’s marketing website (novascotiainmigration.com) provides information on immigration programs and other resources for newcomers
- Bilingual staff assist clients and stakeholders
- Assessments of NSNP and AIPP
- Events, presentations, and workshops are delivered in French when feasible
- The immigration@novascotia.ca email account receives and responds to correspondence
- Information on NSIPG’s funding programs, i.e., Settlement Funding Program and Immigration Labour Market Integration Program on NSIPG’s corporate website (immigration.novascotia.ca/)

- Nova Scotia's online service (*Service en ligne de la Nouvelle-Écosse*) (novascotia.ca/ePCNE) to apply to the NSNP
- The Labour Market Program Support System (LaMPSS)
- The Nova Scotia Francophone Immigration Action Plan 2019-2021 (<https://immigration.novascotia.ca/Publications>) outlines the strategic direction to enhance Francophone immigration to Nova Scotia
- Publications, such as promotional brochures, advertisements, and banners, are translated into French or are bilingual, where possible

How we communicate with the public in French

- The Nova Scotia Office of Immigration and Population Growth (NSIPG) is committed to offering French-language services (FLS) and to ensuring 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 FLS when attending engagement events.
- NSIPG responds to written and verbal requests from the public for FLS in a timely manner.
- One designated bilingual staff person provides stakeholder engagement services in French and two bilingual immigration officers provide services in French, i.e., process French applications to the Nova Scotia Nominee Program (NSNP) and the Atlantic Immigration Pilot Program (AIP).
- Formal correspondence received in French is interpreted internally and as needed, translated through translation services provided by Communications Nova Scotia (CNS).
- 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 FLS 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 2020-2021

French Language Services:

- Participated in the corporate FLS Coordinating Committee
- Published the 2020-21 French-language Services Plan in French and English on NSIPG's corporate website: [Publications and Resources](#)
- Provided consistent communication of NSIPG's obligations under the FLS Act and Regulations as well as compliance with the French Language Guidelines throughout NSIPG
- Shared information from FLS Coordinating Committee meetings with NSIPG employees
- Provided NSIPG staff with information on French Language Training to maintain staff participation and improve capacity of NSIPG staff to offer services in French
- Continued French conversation sessions to encourage the use of French in the workplace
- Provided NSIPG staff with information on diversity and cultural training and events to enhance internal awareness of the Acadian and francophone community
- Celebrated and promoted Acadian and francophone culture through NSIPG's internal Diversity Committee and Engagement Committee
- Distributed Bonjour! materials

- Supported the work of OAAF by participating on the FLS Coordinating Committee and providing advice on corporate FLS initiatives including the Bonjour! program
- Responded in French to all written and electronic correspondence received in French
- Translated via Communications Nova Scotia translation services all official French correspondence from NSIPG
- Staff completed four French Language Training sessions and an additional four sessions are planned for 2020-21

Francophone Immigration Action Plan:

- Collaborated with OAAF and partners on the first anniversary of the plan (March 2020) and worked to implement year two of the plan under five key action areas:
 - o Stakeholder Engagement:
 - Designated bilingual staff assisted stakeholders who wished to communicate in French and engaged employers and international students in French through collaborative initiatives with key Francophone partner organizations
 - Provided an immigration pathways session to international students at Université Sainte-Anne campus on November 6th, 2020 and January 29, 2021
 - Supported CDENE in three Francophone employer engagement events (Isle Madame March 9, Argyle March 12, and Clare March 13, 2020)
 - Participated and hosted the Halifax Tournée de Liaison - Embassy Engagement Tour with international and local Francophone stakeholder organizations March 11, 2020
 - Participated in two Comité atlantique sur l'immigration francophone (CAIF) meetings and the Colloque atlantique sur l'immigration francophone of the Société Nationale de l'Acadie (SNA)
 - Attended regular meetings of the Réseau en immigration francophone de la Nouvelle-Écosse (RIFNE)
 - Supported the Federal – Community Francophone Immigration Welcoming Communities initiative in Clare
 - o Marketing
 - Ensured marketing collateral and program information was developed and available in French
 - o Attraction
 - Participated in Destination Acadie (November 2020), a virtual francophone immigration recruitment (two NSIPG staff as well as staff from OAAF)
 - Participated in the Destination Canada Mobility Forum (February 2021), a virtual Government of Canada immigration recruitment event
 - Participated in digital marketing with L'Express Canada
 - Nominated 200 Francophone applicants under the NSNP with 163 being supported through Francophone draws in the Labour Market Priorities Stream
 - Received and processed applications submitted in French through the Atlantic Immigration Pilot Program

- Retention and Integration
 - Continued to provide funding support to the Fédération Acadienne de la Nouvelle-Écosse, Le Conseil de développement économique de la Nouvelle-Écosse and Université Sainte-Anne to provide services that contribute to the successful settlement and integration of French-speaking immigrants
- Research and measuring progress
 - Demonstrated a significant increase in provincial nominations attributed to French speakers over 2018 numbers (0.5% in 2018, 13.7% in 2019, 11% in 2020)
 - Continued efforts to incorporate a French lens to the development and implementation of existing research projects
 - Worked to develop indicators to measure progress within the Francophone Immigration Action Plan

How we plan to maintain or improve our French-language services in 2021–22

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

- Participate in the corporate FLS Coordinating Committee
- Publish the 2020-2021 French-language Services Plan in French and English on NSIPG's corporate website
- Promote NSIPG obligations relating to FLS and support of FLS within NSIPG:
 - Continue to communicate to human resources and senior management NSIPG's obligations under the FLS Act and Regulations
 - Ensure NSIPG's compliance with French Language Communications Guidelines
 - Share information from FLS Coordinating Committee meetings with NSIPG employees
 - The NSIPG management team includes the FLS Coordinator or alternate to ensure communication with the team and Senior Leadership and Chief Executive Officer

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

- Display the *Bonjour!* logo and signs on NSIPG's corporate website and in NSIPG's reception area
- Provide program information inquiries (email, phone, in-person) to employers, international students and applicants
- Respond in French to all written and electronic correspondence received in French, including complaints and requests for information
 - Provide NSIPG staff with information on French Language Training and encourage participation to improve capacity of NSIPG staff to offer services in French
 - Provide NSIPG 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 NSIPG's internal Diversity Committee and Engagement Committee
 - Distribute *Bonjour!* materials to French-speaking staff
- Translate via Communications Nova Scotia all official French correspondence from NSIPG
- Work with OAAF, hold regular meetings of the Francophone Immigration Action Team to ensure successful implementation of the Francophone Immigration Action Plan objectives:

- Engage 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 discussions and partnerships with community organizations to support the following priorities of the Acadian and francophone community:
 - Settlement, integration and retention of French-speaking immigrants into Acadian and francophone communities
 - Participation of French-speaking immigrants in the labour market and contribution to Nova Scotia's economy through employment, self-employment and entrepreneurship
 - Enhance capacity of Acadian and francophone communities to welcome immigrants
 - Increase awareness among employers about the benefits of hiring bilingual employees and how to participate in recruitment events and use immigration programs
 - Increase awareness among French-speaking newcomers of language training and education options
- Engage with the Fédération acadienne de la Nouvelle-Ecosse (FANE), the Conseil de développement économique de la Nouvelle-Écosse (CDÉNE), and the Université Sainte-Anne to track and review progress in the Francophone Immigration Action Plan and to explore new opportunities moving into the final year
- Continue participation in provincial and regional Francophone immigration committees including: Réseau en immigration francophone de la Nouvelle-Écosse (RIFNE) and Comité atlantique sur l'immigration francophone (CAIF)