

NOVA SCOTIA OFFICE OF IMMIGRATION
French-language Services Plan
for 2007-2008

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Message from Rosalind Penfound, Deputy Minister

I am pleased to present the Nova Scotia Office of Immigration's French-Language Services Business Plan for 2007-2008. The plan outlines our intent to broaden the array of French information available to our clients, and underscores our commitment to serving Nova Scotia's Acadian and French communities.

As indicated in *Nova Scotia's Immigration Strategy* (2005), our province is facing a number of demographic and economic challenges – slow population growth, an aging population, low birthrate, out-migration of young people and urbanization – that are also prominent in the Acadian communities of the province. The influx of Francophone immigrants to our province would help to enrich the social, cultural, and economic life of our Acadian and French communities. In this way, immigration will contribute to the preservation and growth of the Acadian and francophone community.

With the goals of attracting and retaining more immigrants to Nova Scotia's Acadian and French communities, we have established a partnership with the Fédération acadienne de la Nouvelle-Écosse. Since the Immigration Strategy was introduced in 2005, the Nova Scotia Office of Immigration has worked closely with its Acadian and francophone partners in holding consultations, developing French materials and offering information sessions to stakeholders. In 2006 representatives of the Office of Immigration along with representatives of Fédération acadienne de la Nouvelle-Écosse and Université Sainte-Anne attended immigration fairs to promote Nova Scotia's Acadian and French communities as francophone immigration destinations.

In 2007-2008, our efforts will also support the five year plan of the federal government's *Federal Strategic Plan to Foster Immigration to Francophone Minority Communities*. To this end, our work will include promoting Nova Scotia as an attractive francophone destination with supporting local networks, increasing awareness for the benefits of immigration among the local community, and selecting potential immigrants.

We support and applaud the good work of the Nova Scotia Office of Acadian Affairs and our community partners.

The Nova Scotia Office of Immigration's French-Language Services Business Plan for 2007-2008 is in keeping with the goals of our Immigration Strategy as well as our responsibilities under the *French Language Service Act*.

Nova Scotia Office of Immigration's French-language Services in Place

Requests from the public

The Nova Scotia Office of Immigration has two fully bilingual staff that will respond to verbal and written French requests from the public. The *Bonjour!* sign offering services in both official languages is prominently displayed in the reception area. Furthermore, bilingual staff is encouraged to wear the *Bonjour!* pin that indicates their bilingual capacity.

French-language services

The Nova Scotia Office of Immigration currently offers French-language services in the following areas:

Partnership

- On-going consultation with the Acadian and francophone community on settlement services, services delivery to French speaking immigrants and strategies to increase partnerships between the Acadian and francophone community and the Office of Immigration.
- Collaboration with the Acadian and francophone community-based organizations to support recruitment and integration activities for Francophone immigrants.

Communication

- Publication and distribution of promotional material: pamphlets, kit folders, signage.
- Translation and availability of Immigration Settlement Program Funding and Nova Scotia Nominee Program application guides and forms.
- Publication and distribution of News & Views / D'ici et d'ailleurs newsletter in both official languages.
- Participation in immigration fairs in francophone countries in 2006 with representatives from the Acadian community to promote Nova Scotia programs such as the Nova Scotia Nominee Program (NSNP) and to advertise Nova Scotia as a Francophone destination.
- Facilitation of information sessions and presentations in French to interested stakeholders and liaison with community partners to raise awareness about the benefits of immigration in general and the Office of Immigration programs in particular.

Support

- Allocation of funding under the Immigration Settlement Program to support development and settlement activities in the Acadian and francophone community.
- Provision of learning opportunities to NSOI staff to participate in the French as second language program via the Public Service Commission and the Office of Acadian Affairs.

Goals, Objectives and Initiatives for 2007-2008

Corporate Objectives	Specific Goals and Objectives	Specific Initiatives
<p>Objective 1.</p> <p>Strengthening the policy, regulatory, and administrative framework in support of the French-language Services Act.</p>	<p>1.1</p> <p>The Office of Immigration and the Minister fulfill their obligations under the French-language Services Act.</p>	<ul style="list-style-type: none"> • Support the work of the Office of Acadian Affairs and the implementation of the French-language Services Act by ensuring representation of the Nova Scotia Office of Immigration on the French-language Services Coordinating Committee. • Provide an accountability report to the Minister of Acadian Affairs demonstrating accomplishments of the Nova Scotia Office of Immigration towards our 2007-2008 French-language Services Plan: goals and objectives. • Nova Scotia Office of Immigration bilingual staff to provide French services to stakeholders and clients, and to increase French language capacity at the Office of Immigration.

<p>Objective 2</p> <p>Consulting with the Acadian and francophone community</p>	<p>2.1</p> <p>Establishment and prioritization of French-language services to be offered, and of strategies or approaches for service delivery.</p>	<ul style="list-style-type: none"> • Consult with the Acadian and francophone communities on skill shortages and need for immigrants. • On-going consultation with the Acadian and francophone community on immigration recruitment, settlement services, services delivery to French speaking immigrants and strategies to increase partnerships between the Acadian and Francophone community and the Office of Immigration. • Collaborate with the Acadian and francophone community-based organizations on outreach projects funded by the Office of Immigration and lead by the Fédération acadienne de la Nouvelle-Écosse. • Build stronger relationships between the Office of Immigration and Acadian and francophone community-based organizations such as the Fédération acadienne de la Nouvelle-Écosse, le Conseil de développement économique de la Nouvelle-Écosse and the Acadian Immigration Steering Committee. <p>Province-wide meeting for public consultations</p> <ul style="list-style-type: none"> • Include a French-language component in consultations on immigration with business owners, women immigrants and Office of Immigration mandated organizations.
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<p>Objective 3</p> <p>Communicating, sharing information, and promoting services available in French.</p>	<p>3.1</p> <p>Public information is available in both French and English</p> <p>3.2</p> <p>Employees and the public are more aware of the approach being taken by the Office of Immigration to provide French-language services.</p>	<ul style="list-style-type: none"> • NSOI bilingual staff will respond to verbal and written French communications and requests. • Prominently display the <i>Bonjour!</i> sign offering services in both official languages in the reception area. • Bilingual staff is encouraged to wear the Bonjour! pin that indicate their bilingual capacity. • Prioritize, translate and make available information material which must be provided in French <ul style="list-style-type: none"> ▫ Web site ▫ Promotional material ▫ Information material ▫ Printed publications such as reports • Publish the <i>New & Views / D'ici et d'ailleurs</i> in both official languages. • Advertise Nova Scotia as a francophone destination and promote the Nova Scotia Nominee Program (NSNP) through marketing efforts such as on-line publications, brochures and international fairs. • Conduct information sessions and make presentations in French to interested stakeholders, and liaise with community partners and media (on occasion) to raise awareness about the benefits of immigration in general and of the programs and services of the Office of Immigration in particular.
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<p>Objective 4</p> <p>Supporting French-language services development, planning and delivery in priority areas</p>	<p>4.1</p> <p>Development and adaptation of plans and strategies for French-language service delivery as part of the annual planning process and accountability reporting process.</p> <p>4.2</p> <p>The Office of Immigration has a coordinated approach to deal with human resources issues related to the delivery of French-language services.</p>	<ul style="list-style-type: none"> • Examine the level of services in French and the capacity for offering services, identify the priority areas and monitor progress. • Provide staff with opportunities, learning tools and resources for French-language skills development, maintenance and growth. • Support the development of francophone immigration in Nova Scotia through partnership with Fédération acadienne de la Nouvelle-Écosse and other community organizations. • Support community immigration related initiatives that meet the needs of the Acadian and francophone community through the NSOI Immigration Settlement Program Funding.
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