

Better integration

Measures to strengthen Québec's action
with respect to the employment integration of immigrants

Accelerate integration into the workforce
Capitalizing on skills

Word from the Minister

For several decades now, generations of immigrants have laid down roots here and participated in Québec's economic, social and cultural growth. Persons of immigrant origins have contributed to the prosperity of Québec society and continue to do so more than ever.

In the years to come, Québec will capitalize more on immigration to support its development. Several regions and larger cities in Québec grappling with labour shortages and an ageing population have already made it known that they would like to attract a greater number of persons trained abroad.

While Quebecers want to welcome more immigrants, they also want to be sure that we take the means to properly integrate them. The government shares this vision. To give persons of immigrant origins a greater role and make sure they fully contribute to Québec's development, we must implement effective measures to facilitate their socioprofessional integration by, notably, finding a job that matches their skills.

The plan that I am introducing here is a tangible and immediate response from the government to this demand. The measures it contains complement those recently announced in the area of francization. They aim at better supporting and at accelerating the employment integration of persons of immigrant origins.

To meet the expectations of Québec businesses, we must connect needs with skills.

In short, we will introduce personalized coaching abroad for individuals selected by Québec and provide more support to newcomers, train Québec employers in workplace diversity management, multiply opportunities for meetings between persons of immigrant origins and employers and build gateways for employment in the regions. All of these measures will enable newcomers and Quebecers from cultural communities to integrate more quickly and obtain employment, while promoting the prosperity of businesses, the sustainable development of regions and the mobilization of socioeconomic stakeholders in Montréal.

Yolande James
Minister of Immigration and Cultural Communities

Introduction

Through its immigration policy, Québec recruits workers abroad that it selects in particular for their professional skills and their ability to integrate into a North American French-speaking society. In accordance with the values of family reunification and international solidarity that prompt this policy, Québec also welcomes sponsored immigrants and refugees. The contribution of all these people is essential to ensure Québec's economic, social and cultural vitality and to adequately meet the challenges posed by an ageing population.

To be fair and responsible, the Québec government and its partners strive to offer immigrants who chose to settle here, the means to fulfill their professional ambitions. Great strides have been made in the past few years to streamline the process to recognize skills acquired abroad and to promote access to regulated professions and trades.

Moreover, we observe that recourse to immigrant workers is a business practice that is of interest to a growing number of Québec employers grappling with significant needs for specialized workers. In certain regions, diversity is evident, while elsewhere several regional and municipal stakeholders hope to revitalize their community by welcoming more immigrants.

However, in spite of the results achieved up to this point, it must be recognized that persons of immigrant origins are having difficulty accessing the labour market quickly. The time required to obtain a first job exhibits a tendency to lengthen among newly arrived immigrants. Moreover, some Quebecers from cultural communities face prejudices that can hold them back from the labour market.

This plan is intended, among other things, to accelerate the employment integration of persons of immigrant origins, ensure a better response to the labour needs of businesses and better support the initiatives of community organizations and municipal and regional partners to attract, welcome, integrate and retain immigrants. Its implementation will moreover promote Québec society's openness to diversity and the rallying of socioeconomic stakeholders, especially employers, around common strategies aimed at the economic integration of immigrants.

Each measure is accompanied by performance indicators that will be monitored and reported on in the annual management report of the Ministère de l'Immigration et des Communautés culturelles. In addition, the government will monitor one major indicator in particular, the employment rate of immigrants, in order to observe its evolution and adjust its policies if required.

OBJECTIVE 1

Promote Québec society's openness to diversity

Description	Actions	Performance indicators
<p>1.1 PROMOTE THE CONTRIBUTION OF IMMIGRATION TO QUÉBEC'S DEVELOPMENT</p> <p>This measure aims to promote and highlight the essential role of immigration in the demographic evolution of Québec and its economic, social and cultural development, while tackling the challenges it places on Québec society (integration, francization, maintaining harmonious intercultural relations). This promotion will be part of a comprehensive social marketing strategy that includes an information, promotion and awareness-raising campaign aimed at the general public. Messages will be further disseminated through programs and services of the Ministère de l'Immigration et des Communautés culturelles and during major events (Québec Intercultural Week, Black History Month, Action Week Against Racism, Québec Awards for Citizenship).</p>	<ul style="list-style-type: none">-Carry out an information, promotion and awareness-raising campaign-Establish partnerships-Implement a comprehensive social marketing strategy integrating a regional dimension and widening the scope of departmental events-Grant financing to concrete awareness-raising projects	<p>Degree of knowledge of the contribution of immigration measured through a survey</p>

OBJECTIVE 2

Accelerate the employment integration of immigrants

Description	Actions	Performance indicators
<p>2.1 INTRODUCE PERSONALIZED ONLINE COACHING ABROAD FOR INDIVIDUALS SELECTED BY QUÉBEC</p> <p>This measure introduces in Québec, through videoconference and e-mail, personalized distance coaching services that will enable individuals selected by Québec to start, as early as possible prior to emigration, their socioprofessional insertion process.</p> <p>Initial contact will be made by e-mail, and an individual consulting service will be offered to future immigrants in order to define and begin their personalized action plan.</p>	<ul style="list-style-type: none"> -Strengthen messages conveyed abroad on the importance of starting the integration process as early as possible -Design a model of the personalized action plan -Implement an experimental project and extend it after evaluation -Inform the target clientele and offer online services 	<p>Number of individuals selected having taken advantage of the personalized coaching abroad</p>
<p>2.2 REACH MORE IMMIGRANTS WITH ENHANCED TRAINING ON THE REALITIES OF THE WORKPLACE</p> <p>This measure consists in reviewing, enriching and making available to as many immigrant persons as possible, training on the realities in the workplace. The goal of this new offer is to make the transition and adaptation to the labour market easier for newcomers by helping them understand the mechanisms, cultural conduct in the workplace, the rules, and operations of businesses in Québec. This training will be preliminary to the specialized coaching service offered by Emploi-Québec.</p>	<ul style="list-style-type: none"> -Review and enhance the content of sessions offered to newcomers by the Ministère de l'Immigration et des Communautés culturelles and partner community organizations -Review and enhance the information offered on the realities of the workplace in French as a second language classes -Expand the service offer by signing new agreements with partner organizations -Promote this training to the clientele, paying particular attention to individuals in the family class and humanitarian immigration 	<p>Number of Francophone immigrant persons having participated in training on the realities in the workplace</p> <p>Number of immigrant persons having taken advantage of the training on the realities in the workplace while learning French</p>

Description	Actions	Performance indicators
<p>2.3 PROVIDE MORE COACHING TO NEWCOMERS IN THEIR JOB-SEARCH ACTIVITIES</p> <p>This measure aims to ensure personalized and systematic follow-up on the employment integration process of immigrant persons who require enhanced support. These individuals, who will have already received training on the realities in the workplace, will be directed to Emploi-Québec. This measure therefore aims to quickly determine the targeted clientele and increase the volume of specialized coaching services required to meet the needs of this clientele.</p>	<ul style="list-style-type: none"> -Establish criteria to identify the individuals that will be directed to Emploi-Québec as well as the orientation and follow-up methods specific to each region -Offer specialized coaching services, especially personal interviews held regularly throughout the process toward employment -Ensure accessibility to Emploi-Québec's measures and services for individuals receiving coaching 	<p>Number of individuals having taken advantage of personalized follow-up by Emploi-Québec</p> <p>Number of employed individuals having taken advantage of personalized follow-up</p>
<p>2.4 OFFER A FIRST WORK EXPERIENCE TO FOREIGN-TRAINED INDIVIDUALS WHO WANT TO PRACTICE A PROFESSION GOVERNED BY A PROFESSIONAL ORDER IN QUÉBEC</p> <p>This measure aims to offer a first work experience to foreign-trained individuals who want to practice a profession governed by a professional order. It will help improve the employability of recent recipients of a permit to practice issued by a professional order since some employers hesitate to hire candidates with no Québec experience. It will also help shorten the wait time to obtain a permit to practice in Québec for candidates wanting to practice a regulated profession and whose prior learning and experience are partially recognized by a professional order.</p> <p>This experience could partially compensate for the training or internship that may be required by a professional order for full recognition of an equivalency. The employer will receive a grant to cover part of the employee's salary.</p>	<ul style="list-style-type: none"> -Compile a list of workplaces recognized by professional orders for acquiring work experience -Promote the expertise of foreign-trained candidates to employers -Offer qualifying work experiences to candidates seeking to practice a regulated profession 	<p>Number of foreign-trained individuals wanting to practice a regulated profession and who benefited from a first work experience</p> <p>Number of individuals employed after gaining the work experience</p> <p>Number of individuals having obtained full equivalency after gaining the work experience</p>

Description	Actions	Performance indicators
<p>2.5 DOUBLE THE ANNUAL NUMBER OF PARTICIPANTS IN THE PROGRAMME D'AIDE À L'INTÉGRATION DES IMMIGRANTS ET DES MINORITÉS VISIBLES EN EMPLOI (PRIIME – ASSISTANCE PROGRAM FOR THE EMPLOYMENT INTEGRATION OF IMMIGRANTS AND VISIBLE MINORITIES)</p> <p>The current program, managed by Emploi-Québec and financed by the revenue generated by the Immigrant Investor Program, provides financial support to SMEs that offer immigrant persons and members of visible minorities a first job in their area of expertise. On average, it funds the participation of approximately 900 people per year. The commitment, announced by the Ministère de l'Emploi et de la Solidarité sociale as part of the Pacte pour l'emploi, will provide the same support to an additional 750 individuals each year. It also plans to add funding to the Wage Subsidy measure, enabling a larger number of persons of immigrant origins, especially those having immigrated to Québec more than two years ago, to gain a work experience in their area of expertise, in all types of businesses.</p>	<p>–Increase the financing for PRIIME and wage subsidies in order to substantially increase the number of individuals taking advantage of these measures</p>	<p>Number of businesses that hire individuals in accordance with these measures</p> <p>Number of individuals hired through these measures</p> <p>Employment retention rate among participants in these measures</p>
<p>2.6 CARRY OUT PROFESSIONAL NETWORKING PROJECTS IN ALL REGIONS OF QUÉBEC</p> <p>This measure aims at implementing integration assistance projects for immigrants and visible minorities looking for employment. It encourages employers in public, parapublic and private sectors in Montréal and the regions to offer professional networking activities in the workplace, the duration of which may vary based on the availability of the employer and the needs of immigrant persons. The main objective is to expand the networks accessible to immigrants persons.</p> <p>Candidates will be supported throughout the process. They will have the opportunity to establish contacts, increase their knowledge of the workplace, validate their professional choices in a Québec-based setting, evaluate their training needs, demonstrate their motivation and their skills to an employer.</p>	<p>–Invite businesses and partner organizations of the Ministère de l'Immigration et des Communautés culturelles to introduce professional networking projects in all regions of Québec</p> <p>–Help create collaborations between organizations that pilot professional networking projects in the regions and organizations in Montréal that keep banks of candidates interested in participating in job matching in the regions</p>	<p>Number of individuals having taken advantage of this measure</p> <p>Number of businesses having offered a professional networking project</p>

Description	Actions	Performance indicators
<p>2.7 SUPPORT THE HIRING AND INTEGRATION OF INDIVIDUALS FROM CULTURAL COMMUNITIES IN QUÉBEC'S PUBLIC SERVICE</p> <p>This measure is aimed at achieving a fairer representation of the various components of Québec society within the public service workforce. It consists in implementing actions to better support hiring and facilitate the integration into the public service of individuals from cultural communities who have qualified following a recruitment competition.</p>	<ul style="list-style-type: none"> -Reimburse moving expenses for individuals from cultural communities interested in working outside of the Montréal metropolitan area -Support the integration of new employees from cultural communities into departments and agencies, in particular through training and mentoring 	<p>Number of individuals from cultural communities having taken advantage of the measures put forth</p>

OBJECTIVE 3
Mobilize and act together

Description	Actions	Performance indicators
<p>3.1 SUPPORT THE INTRODUCTION OF THE LEADERS DIVERSITÉ NETWORK, A FORUM OF BUSINESS EXECUTIVES COMMITTED TO PROMOTING DIVERSITY IN THE WORKPLACE</p> <p>This measure aims to encourage and support the formation of a group of executives from large businesses, Crown corporations and SMEs determined to make tangible efforts in favour of diversity in the workplace. This group will be a network for sharing exemplary practices on managing diversity and a venue for promoting the skills of individuals from cultural communities. It will allow for a message of openness to be conveyed through the public square to the entire workforce and will show the social responsibility of employers.</p>	<ul style="list-style-type: none"> -Develop an action plan to meet the information, documentation, training and support needs of <i>Leaders Diversité</i> network members -Offer logistical and technical support to the founding group and provide interdepartmental co-ordination -Assign the necessary resources to support and assist the activities of <i>Leaders Diversité</i> 	<p>Number of businesses that are part of the network</p>
<p>3.2 BETTER SUPPORT EMPLOYERS WITH REGARD TO DIVERSITY MANAGEMENT</p> <p>This measure aims to consolidate all diversity management assistance services offered to employers by various departments and agencies (including the Ministère de l'Immigration et des Communautés culturelles, the Ministère de l'Emploi et de la Solidarité sociale and the Ministère du Développement économique, de l'Innovation et de l'Exportation) in order to promote the hiring and retention of Quebecers from cultural communities, especially newcomers and visible minorities. These services are varied and include coaching, awareness-raising or diversity training activities, self-directed training guides, websites, special projects (mentoring, job shadowing, etc.). Creating synergy between departments and agencies will help to better guide and support public and private businesses while optimizing the use of resources.</p>	<ul style="list-style-type: none"> -Organize resources assigned to businesses for diversity management -Pool the tools developed by the departments and agencies, evaluate and consolidate them in order to present more coherent information -Deploy the service offer throughout Québec 	<p>Number of businesses reached by the service offer</p> <p>Number of departments and agencies reached by the service offer</p>

Description	Actions	Performance indicators
<p>3.3 LAUNCH DÉFI MONTRÉAL: A STRATEGY FOR THE EMPLOYMENT INTEGRATION OF IMMIGRANTS</p> <p>This measure aims to invite socioeconomic stakeholders from the Island of Montréal to work together to deploy a strategy of action and conditions fostering the successful economic integration of immigrant persons.</p> <p>Under the aegis of the Conseil régional des partenaires du marché du travail de Montréal, a committee will have the mandate of providing regional leadership in order to find answers to the professional integration problems of immigrants, to mobilize stakeholders in the community, improve the service offer and propose measures aimed at employment integration through the establishment of an initiative fund.</p>	<ul style="list-style-type: none"> –Acquire greater knowledge of labour market realities, of the difficulties experienced by persons of immigrant origins and of current initiatives while targeting strategies and actions aimed at countering the obstacles detected –Mobilize and bring together socioeconomic leaders to work on <i>Défi Montréal</i> –Inform immigrant persons of all the levers available to help with employment integration and training –As part of a future specific agreement with the Conférence régionale des élus de Montréal, set up an initiative fund to encourage the creation and introduction of structuring actions and innovative projects to act, among other things, on obstacles to sustainable employment integration of persons of immigrant origins –Implement structuring actions, innovative projects and pilot projects –Pay particular attention to the professional insertion difficulties of immigrants from North Africa and other groups, notably women, as several motives for discrimination can come into play 	<p>Number of structuring actions and innovative projects supported by the initiative fund</p> <p>Number of individuals having participated in an action or project</p> <p>Number of individuals employed after having participated in an action or project</p>

OBJECTIVE 4

Provide a better answer to the labour needs of employers

Description	Actions	Performance indicators
<p>4.1 CREATE THE <i>PASSERELLE POUR L'EMPLOI EN RÉGION</i></p> <p>This measure consists in facilitating the pairing of job offers from the regions, including the Capitale-Nationale, with newcomers looking for jobs in Montréal, by better pooling the efforts of the Ministère de l'Immigration et des Communautés culturelles and the Ministère de l'Emploi et de la Solidarité sociale as well as those of their partners to promote:</p> <ul style="list-style-type: none"> –the communication of job offers in the regions to Montrealers looking for jobs; –the hiring of immigrants who want to live and work in the regions; –the familiarization of immigrants with working and living conditions in the regions through short exploratory trips covered by an allowance; –better co-ordination of measures and activities related to the regionalization of immigration in the Montréal area; –the distribution of information on the immigrant clientele's profile to companies in the regions; –raising awareness of the various workplaces as to the potential of this labour pool seeking work in Montréal; and –the increase of the reception service offer for immigrant persons in the regions. 	<ul style="list-style-type: none"> –Optimize and enhance information sessions offered in Montréal on living and working conditions in the regions –Bring about and finance projects that promote and facilitate sustainable establishment in the regions of immigrants currently living in Montréal –Foster knowledge about working and living conditions in the regions by financially supporting individuals who participate in exploratory trips –Support immigrants from Montréal who want to participate in job fairs in the regions –Provide, in the regions, personalized follow-up to individuals who have gained employment in the wake of the interventions brought about 	<p>Number of participants in an information session on living and working conditions in the regions</p> <p>Number of individuals having participated in a project (exploratory trip, job fair, job interview, etc.) or supported financially</p> <p>Number of individuals living and working in the regions after participating in a project</p>
<p>4.2 DEVELOP A SERVICE OFFER TO SUPPORT EMPLOYERS IN RECRUITING FOREIGN EMPLOYEES WHO MEET SPECIFIC LABOUR MARKET NEEDS</p> <p>Employers or groups of employers are grappling with significant needs for specialized labour. Several of them do not have an infrastructure enabling them to recruit abroad. This measure aims to support these employers in their recruitment activities by prospecting pools of potential candidates and assisting them in the hiring process (e.g. support provided to organize interviews, to participate in job fairs, and referral to partner organizations to set up a recruitment mission).</p>	<ul style="list-style-type: none"> –Produce a support guide for employers –Support employers or groups of employers in their concrete recruitment efforts –Offer a distance interview service –Increase knowledge about potential labour recruitment pools 	<p>Proportion of employers who received support and are filling vacant positions through immigration</p>

Description	Actions	Performance indicators
<p>4.3 IMPLEMENT AN INTERNATIONAL SECTION OF EMPLOI-QUÉBEC'S ONLINE JOB PLACEMENT SERVICE IN ORDER TO BETTER MATCH QUÉBEC EMPLOYERS' VACANT POSITIONS WITH IMMIGRATION CANDIDATES WHO FIT THE DESIRED PROFILE</p> <p>This work undertaken by Emploi-Québec consists in providing an online service that will enable accepted immigration candidates still abroad to post their résumé on the <i>Placement en ligne</i> website. This will provide a quicker link between employers' needs and labour offers.</p>	<ul style="list-style-type: none"> -Adapt the the current service provided by <i>Placement en ligne</i> to allow candidates selected by the Ministère de l'Immigration et des Communautés culturelles who are still abroad to enter their candidacy -Promote the international service provided by <i>Placement en ligne</i> to employers in Québec 	<p>The number of selected immigration candidates having received a job offer while abroad after posting their candidacy in the international section of <i>Placement en ligne</i></p>
<p>4.4 EXPEDITE THE ARRIVAL IN QUÉBEC OF IMMIGRATION CANDIDATES WHO MEET THE URGENT NEEDS OF THE LABOUR MARKET</p> <p>This measure aims to fast track applications by candidates whose professional profile corresponds to the urgent needs of Québec's labour market.</p> <p>Once these candidates have been selected by Québec, they will be invited to register with <i>Placement en ligne</i> and will eventually obtain a job offer. The Ministère de l'Immigration et des Communautés culturelles will ask the federal government to expedite the arrival in Québec of candidates with a job offer.</p>	<ul style="list-style-type: none"> -List the trades and professions that correspond to the urgent needs of the labour market (together with Emploi-Québec) -Modify the Regulation respecting the selection of foreign nationals -Agree with the federal government on terms allowing for the expedited arrival of these candidates -Promote this new way of operating to employers in Québec 	<p>Number of immigration applications subject to priority processing</p> <p>Number of candidates subject to accelerated processing who received a job offer while still abroad</p> <p>Processing time frame for these candidates' files</p>

<p>4.5 PROMOTE THE TRANSITION FROM TEMPORARY RESIDENT STATUS TO PERMANENT RESIDENT STATUS FOR FOREIGN STUDENTS AND TEMPORARY WORKERS</p> <p>Foreign students who have obtained a Québec diploma make up a select pool for permanent immigration. They are young and their diploma is recognized. They already have a significant experience of life in Québec. Several have acquired work experience. As for specialized temporary workers, they already have a job and often an employer interested in keeping them.</p> <p>For foreign students, the measure consists of a stronger promotion through the increased presence of the Ministère de l'Immigration et des Communautés culturelles in learning institutions and a coaching service for the preparation of an application for permanent immigration. Actions will also be taken to promote the possibilities for permanent immigration among temporary workers whose candidacy is of interest to Québec. Moreover, the measure aims to relax the rules pertaining to the submission in Québec of an application for a selection certificate while giving greater standing to work experience acquired in Québec.</p>	<ul style="list-style-type: none"> -Information sessions for foreign students enrolled in learning institutions in Québec and coaching services offer for preparing a permanent immigration application -Promotion activities targeting temporary workers already employed in Québec -Regulatory amendments aimed at facilitating the submission of applications in Québec and giving added standing to work experience and studies in Québec 	<p>Increase in the number of foreign students and temporary workers in Québec who have submitted an application for permanent immigration</p>
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OBJECTIVE 5

Better support community organizations as well as municipal and regional partners

Description	Actions	Performance indicators
<p>5.1 INCREASE FUNDING FOR COMMUNITY ORGANIZATIONS TO BETTER SUPPORT THEIR ROLE AS PARTNERS OF GOVERNMENT IN ITS ACTION TOWARD NEWCOMERS</p> <p>This measure consists in better reflecting the wide range of services offered to immigrant persons by community organizations by increasing the budgets of the Programme d'accompagnement des nouveaux arrivants (PANA – support program for the integration of newcomers), the Programme régional d'intégration (PRI – regional integration program) and the Programme de reconnaissance et de soutien des organismes communautaires autonomes (PRSOCA – recognition and support program for independent community organizations) involved in the mission areas of the Ministère de l'Immigration et des Communautés culturelles.</p>	<ul style="list-style-type: none"> –Review funding parameters of the PANA –Provide additional funding for PRI to support community organizations with a project supporting the regionalization of immigration –Provide an additional budget to PRSOCA to support organizations whose primary mission is the linguistic, social and economic integration of refugees and immigrants and are offering reception and support services to newcomers 	<p>Quality and availability of services</p> <p>Number and proportion of supported newcomers</p> <p>Number of funded projects</p>
<p>5.2 INCREASE FUNDING FOR MUNICIPALITIES AND THE CONFÉRENCES RÉGIONALE DES ÉLUS TO BETTER SUPPORT CONCERTED ACTION</p> <p>This measure aims to support community partners in their efforts to attract, welcome, integrate and retain immigrant persons and to implement effective strategies adapted to the socioeconomic and professional integration of immigrants and their retention in the regions. An increase in the overall budget of the regional integration program (PRI) will allow for increased funding for concerted action in Québec's regions.</p>	<ul style="list-style-type: none"> –Provide additional financing to PRI to support the Conférences régionales des élus and municipalities 	<p>Number and proportion of newcomers established outside the Montréal metropolitan area (by region)</p> <p>Number of mobilized groups and authorities* in each region by way of signed agreements</p> <p>* Pertaining to groups or authorities having signed an agreement or a project.</p>

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