



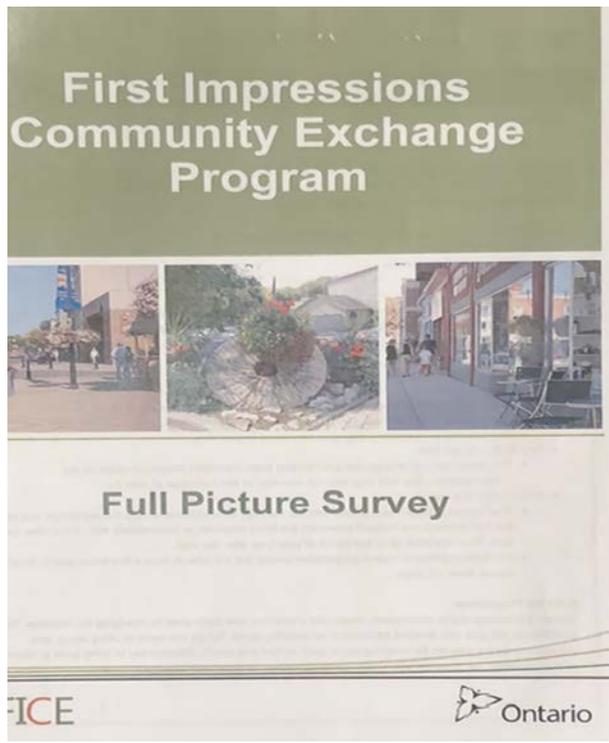
# HURON COUNTY'S COMMUNITY SURVEY FOR NEWCOMERS



**HURON**  
C O U N T Y



# Background



- OMAFRA created a First Impressions Community Exchange Survey tool for communities to provide feedback to each other on their downtowns, appearance and overall impressions
- The Huron County Immigration Partnership took on the project to adapt the OMAFRA tool for use by newcomers
- The goal is create a tool to assess how welcoming and attractive a community is to newcomers to settle.





# Goals of the Survey

- Adapt the First Impressions Community Exchange Program to be applied in a Newcomer Context
- By focusing on *Newcomers* and *First impressions* the goal is to make Huron a more welcoming community which will enhance new immigrant and refugee attraction and retention
- Currently the existing FICE questionnaire has been revised and the survey is being piloted this week in a Huron County community





# Significance of the Survey

- Recognition that no one understands the needs of newcomers better than newcomers themselves.
- Based on the notion that the community can learn from participants' experience and insight
- Evaluate the community in terms of availability, accessibility of resources that satisfy the various needs of newcomers, in order to settle and integrate easily in the community





# Steps of the Survey



## Before the Visit

- Participants are recruited
- Online review of the community for services
- Determine expectations of participants

## The Site Visit

- Tour the community
- Scheduled appointments and drop-ins at facilities & services
- Recording observations

## Follow-up

- Debriefing & discussing experiences
- Report compiled with findings
- Community receives report with feedback





# The Surveyors

- Participants will represent a variety of demographics: parent or single parent, youth, older adult or family member not seeking employment, and economic immigrant/ skilled.
- Participants assess the community according to their needs and preferences which align with the pre-defined “roles”
- Accommodations for differing language and literacy levels will made to our best ability





# The Community Visit

- During the visit, surveyors encouraged to be themselves and focus on their interests and needs.
- For example, if they are a parent, encouraged to visit a school.
- The coordinator will work with the complete survey team to determine who visits what--the goal is to ensure that key services and facilities are visited, while avoiding duplication





# After the Visit and Follow-up

- Participants will be encouraged to provide as much feedback as possible and to discuss their experiences as a group afterwards
- The visits will be anonymous, as will the findings and honest opinions are welcomed
- The coordinator will compile everything into a report for the community to use





# Follow-up

- The first pilot is taking place this week in a community in Huron County
- Based upon the feedback from participants, there will likely be modifications made to the process
- Huron County would like to offer the opportunity to all 5 of its towns to participate in a survey in the coming years





# Project Support & Collaboration



- The project was championed by the Huron County Immigration Partnership and deemed a strategic priority
- The funding of this survey adaptation and pilot has been through Immigration, Refugees and Citizenship Canada
- Lots of support and input has been given by OMAFRA—a special thank you to Vicki Lass and Ryan Deska
- The consulting team of Dr. Wayne Caldwell, a professor at University of Guelph and Rana Telfah, a UofG PhD student



# Questions or Comments?

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