

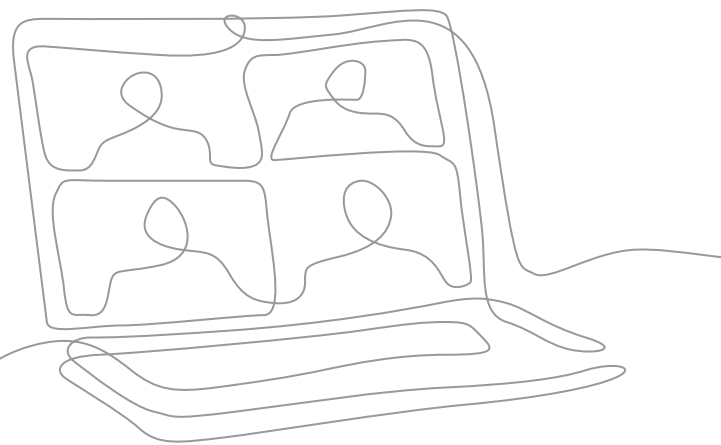
Centre for
**Immigrant
Research**



Centre pour la
**recherche sur
les immigrants**

Remote and Online Services for Professional Immigrants (ROSPI)

Final Report



Acknowledgements

This is the final progress report for the “Online and Remote Services for Professional Immigrants (ROSPI)” project, in partnership with Dr. Odessa Gonzalez Benson (University of Michigan) and Dr. Anusha Kassan (The University of British Columbia)

Report prepared by TIES Centre for Immigrant Research.

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In Partnership with:



THE UNIVERSITY
OF BRITISH COLUMBIA



Funded by:



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Project Description



In recent years, Canada's immigration strategy has undergone a transformative shift, placing a pronounced emphasis on attracting skilled immigrants to fuel economic growth and address labor market gaps. According to the latest Immigration Levels Plan (2023), Canada is poised to elevate its efforts in welcoming Federal High Skilled immigrants. The plan outlines a notable increase, with projections set at 110,770 individuals for the year 2024, a substantial rise from the 83,000 targeted in 2023. This upward trajectory continues, with the plan anticipating a further increase to 117,500 for both 2025 and 2026, reflecting Canada's commitment to actively attracting and integrating highly skilled individuals into its workforce. While Canada's immigration policies acknowledge the importance of immigrant professionals, numerous studies reveal challenges faced by skilled immigrants upon their initial arrival. The Remote and Online Services for Professional Immigrants (ROSPI) project was initiated to comprehensively address immigrant professionals' challenges in accessing and benefiting from settlement services. This project seeks to examine immigrant professionals' information and service needs and then how technology can be leveraged in settlement services to address the tailored needs of immigrant professionals.

Phase 1. Needs Assessment

1. Environmental Web-Scan

Assessed the current landscape of online employment services for immigrant professionals across Canada in twelve urban centres and two rural census areas with high per capita immigrant populations. After examining **169 SPOs** in the **14 geographic sites in Canada**, our final sample is comprised of a total of **80 services by 33 SPOs**. The first insight of our study is to illustrate that online services for immigrant professionals are not prioritized, as only 33 SPOs offered such services out of the 169 SPOs that were initially included in our search.

Further insights from our findings are discussed below in terms of (a) type of digital modality, (b) needs addressed, and (c) clientele.



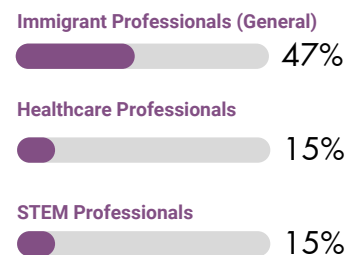
Digital Modality



Needs Addressed



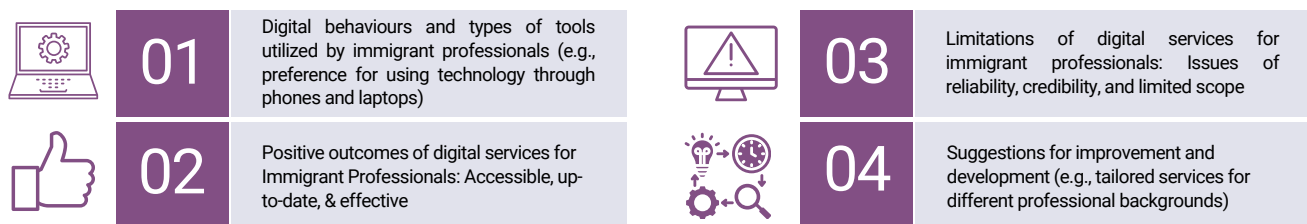
Clientele



2. Scoping Review of Literature

The scoping review examined 18 studies (in Canada, the US, and Australia) to understand immigrant professionals' digital interactions during their settlement and integration. It focused on their online behaviours in settlement and employment contexts and assessed the effectiveness and constraints of online services and resources designed for their needs.

Key Themes



3. Quantitative Survey

A questionnaire was distributed Canada-wide to collect data about immigrant professionals' (1) settlement service access, (2) digital behaviors, and (3) general employment and settlement service needs.

Out of the **424** individuals who initially clicked on the survey, **175 participants met the eligibility criteria.**

Among the 175 eligible respondents, **59.3% were men, 40.1% were women, and 0.06% identified as transgender.**

The **median age of participants was within the 36–45 age range.**

A significant majority (**79%**) arrived in Canada between 2012 and 2019.

Educational qualifications varied, with **58% holding a bachelor's degree** or its equivalent, **37% having completed a master's degree, and 5% holding a PhD or higher.**

Theme	Finding
Settlement- and Employment-Related Needs	Primary concern is successful economic integration into Canadian society.
Digital Proficiency and Preference	High digital proficiency among immigrant professionals and a strong inclination to use digital technologies for career and settlement contexts.
Dynamic Resourcefulness and Proactive Engagement	Immigrant professionals have a proactive nature and are resourceful in showcasing their commitment to achieving success in Canada.
Personal and Professional Networking	Social capital and professional networks are pivotal for the successful integration into the labour market. Various sources are used for information gathering, networking, and decision-making.
Settlement Services	Presence of an awareness gap between immigrant professionals and settlement services. Services used were not tailored and helpful enough for immigrant professionals. Participants expressed a preference for the services offered online when they transitioned to remote delivery during COVID-19.

4. Qualitative Interviews

Individual and focus group interviews were conducted with immigrant professionals to gain an in-depth insight into their perceptions and accounts of their needs and experiences while re-establishing their careers in Canada. Interviews specifically focused on exploring pathways and experiences that have led immigrant professionals to perceive success or unsuccessful in their original careers within two sectors - medical or healthcare and information technology (IT).


Key themes identified between the two sectors:

	01	Unmet expectations: The discrepancy between high hopes and reality in Canada		03	Navigating Canadian systems: Settlement challenges
	02	Networking: The need for personal and professional networks		04	Seeking information: The efficacy of settlement services for immigrant professionals

Key themes that were only identified among the participants with a medical background:

	01	Challenges of re-credentialing: Years of education and experience “down the drain”		02	Employment realities: Challenges and the desire for professional recognition
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Themes unique to the IT professionals interviewed::

	01	Not “Canadian enough”: Lacking or limited Canadian education, work experience, and knowledge of workplace culture		02	Beyond degrees: IT certificates as career catalysts
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Phase 2. Service Tool Development and Pilot

Based on our needs assessment research, we developed an online information and resource hub to bridge the service and information gap for immigrant professionals.

The Seeker: Immigrant Professionals Knowledge and Empowerment Hub

A wiki-style platform that provides carefully curated, reliable and time-sensitive information to support immigrant professionals in adapting to Canadian society.

Content Development Stages



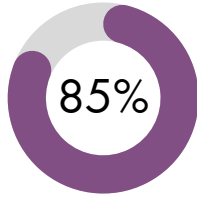
Digital Tool Content

We've tailored our content to four main areas specific to Alberta, focusing on the interests identified in our survey regarding country of origin and professional background. We developed pilot content for three countries (The Philippines, India, and Ukraine) and three professions (Nurses, IT Professionals, and School Teachers) based on survey results. This led to specialized content for Filipino Nurses, Indian IT Professionals, and Ukrainian School Teachers, covering employment, workplace culture, networking, and job readiness. We also created a universal guide for all users. This customization enhances our digital tool, offering newcomers a unique, relevant experience.

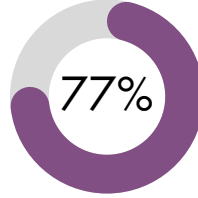
01	General Guide	<ul style="list-style-type: none"> Establishing a Career in Canada Workplace Dynamics Networking 	<ul style="list-style-type: none"> Job Readiness & Placement Services
02	By Profession	<ul style="list-style-type: none"> Nurses IT Professionals School Teachers 	
03	By Country	<ul style="list-style-type: none"> The Philippines India Ukraine 	
04	By Country and Profession	<ul style="list-style-type: none"> Filipino Nurses Indian IT Professionals Ukrainian School Teachers 	

Phase 3. Evaluation of The Seeker

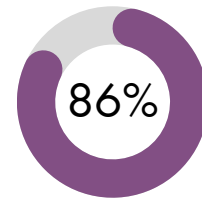
The Seeker was evaluated through a quantitative survey (112 participants) and website analytics.



Expressed a high likelihood of revisiting The Seeker



Found the content overall to be beneficial

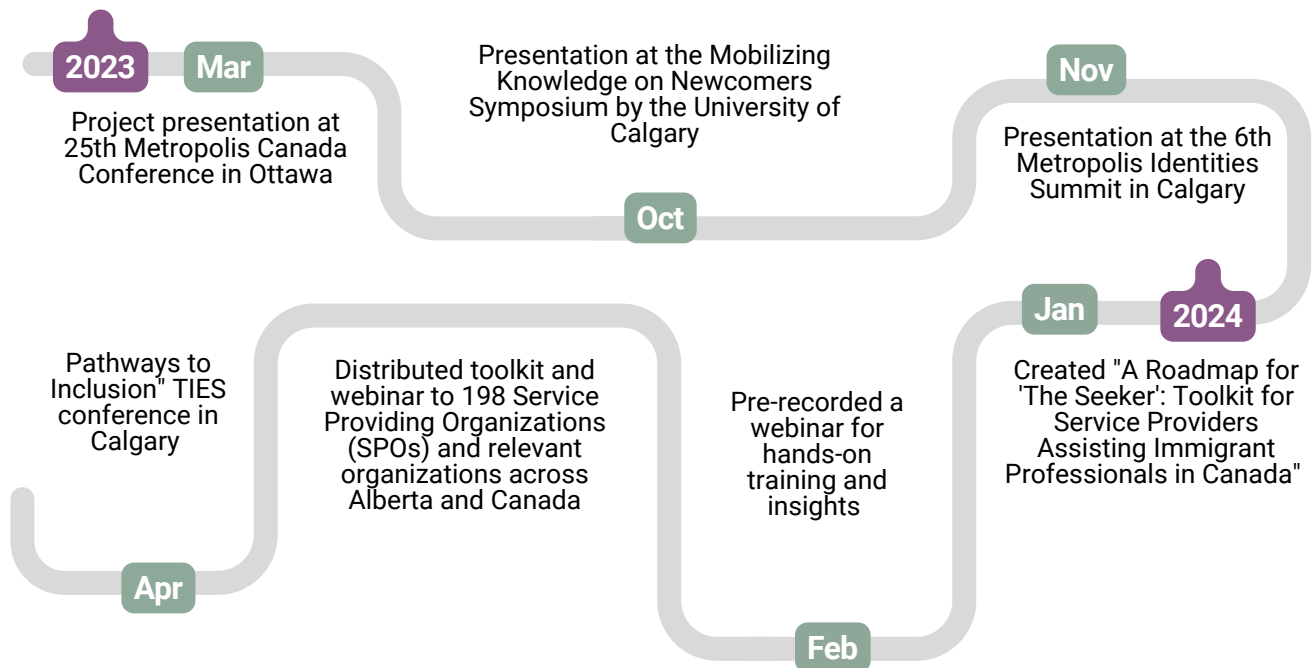


Expressed a strong interest in The Seeker providing additional culture- and profession-specific categories and content



Analytics reports revealed nearly 11,000 website views, with almost 1,000 users being first-time visitors (during the first 6 months of launching The Seeker)

Phase 4. Dissemination and Knowledge Exchange Initiatives



Tool Access and Resources



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Welcome to The Seeker:

Immigrant Professionals Knowledge and Empowerment Hub, an innovative information platform committed to aiding immigrant professionals as they transition into Canadian society.



THE SEEKER TOOLKIT

A Roadmap for The Seeker: Toolkit for Service Providers Assisting Immigrant Professionals in Canada

https://assets-global.website-files.com/62a261233764c47324d0e8cc/65c65538bd8ee16926a5bc0f_A%20Roadmap%20for%20The%20Seeker%20-%20V2.pdf



THE SEEKER WEBINAR

Webinar: Introducing The Seeker for Service Providers

<https://www.youtube.com/watch?v=D0ZeJdabLZU>

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