

# 11<sup>th</sup> JOURNÉE DE RÉFLEXION SUR L'IMMIGRATION *francophone*

## PROGRAM

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*Developing the Means and Strengthening Collaboration  
to Make Francophone Immigration a Success*

**MARCH 30<sup>th</sup>, 2017**

**Delta Beausejour Hotel, Moncton**

New Brunswick

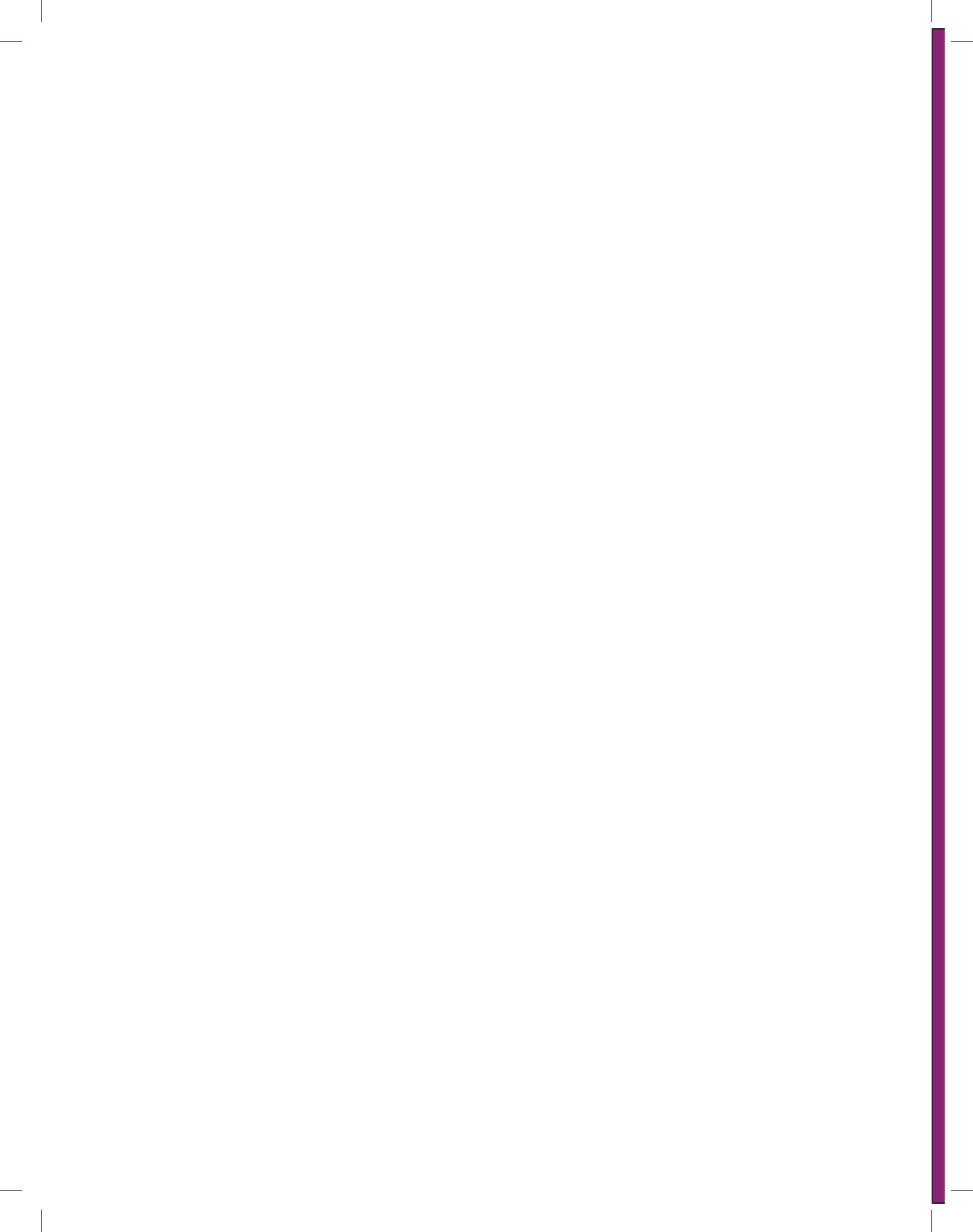


Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada



FÉDÉRATION DES COMMUNAUTÉS  
FRANCOPHONES ET ACADIENNES  
du Canada



The 11<sup>th</sup> Journée de réflexion sur l'immigration francophone is taking place at a time unusually rife with opportunity. It is being held on the eve of the very first ministerial forum where provincial and territorial governments will be called upon to identify how they will achieve the 5% target they set for themselves for Francophone immigration. Statistics Canada projects that by 2036, immigrants will account for a greater proportion of Canada's population than ever before. In this context, how can community stakeholders, governments and researchers work better together to meet the challenge of Francophone immigration? What can we leverage, and what mechanisms should be developed?

# Program for the day

## 8 – 8:30 am: Welcome and Registration

## 8:30 – 8:45 am: Opening Address

## 8:45 – 10:15 am: Promotion and Recruitment

What are the best promotion and recruitment strategies for Francophone immigrants? How much do the contrasting realities of the Francophone minorities and majority influence these strategies? This panel will seek to better understand the devices used to promote living in French to individuals planning to immigrate to Canada.

*Toward a Global Vision on Promotion and Support for Recruitment*

**Caroline Guimond, Canadian Embassy, Paris**

*Destination Acadie: A Case Study in Interprovincial Collaboration*

**Justin Mury, Société nationale de l'Acadie**

*Initiatives for the Prospection, Attraction and Retention of Francophone Immigrants in Quebec*

**Mélissa Caron, Immigration, Diversité et Inclusion Québec**

## 10:15 – 10:30 am: Coffee Break

## 10:30 am – 12 pm: Welcoming Syrian Refugees in Minority Francophone Communities

Canada's welcoming of Syrian refugees has been widely publicized, and our country is now recognized as a world leader thanks to the *#WelcomeRefugees initiative*.

In the face of this humanitarian tragedy, minority Francophone communities expressed their wish to welcome Syrian refugees within their communities, despite the language issue. What strategies and mechanisms helped them to succeed? Does the language issue really make a difference when it comes to welcoming newcomers who speak neither official language?

*Supporting Immigrant and Refugee Families in French-language Child Care*

**Fleurette Landry, Famille et petite enfance francophone Sud Inc., New Brunswick**

*Integrating Refugee Children in Francophone Schools, a Building Block of Civic Education and Francophone Identity*

**Maha Imazitene, Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick**

*Collaboration, Partnership and the Integration of Immigrants*

**Bintou Sacko, Accueil francophone du Manitoba**

*Reception and Settlement of Syrian Refugees in Moncton, A Community Effort*

**Chedly Belkhdja, Concordia University, Quebec**

## 12 – 1 pm: Lunch

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### 1 – 2:30 pm: Collaboration Between Service Providers in Small Communities

Francophone immigrants living in small centres and rural areas are immigrants three times over, and as such may face a number of challenges as they strive to integrate the community. Stakeholders are often called upon to collaborate extensively and be creative to ensure that the integration efforts of newcomers are not undermined.

*A Case of Successful Collaboration by the CAE in Fort McMurray and Grande Prairie (Alberta)*

**Georges Bahaya, Centre d'accueil et d'établissement of Northern Alberta**

*Increasing Francophone Immigration to New Brunswick: A Few Missing Puzzle Pieces*

**Frédéric Dion, Association francophone des municipalités du Nouveau-Brunswick**

*Challenges and Capacities of Immigration Settlement Services in Rural Manitoba*

**Bill Ashton, Brandon University, Manitoba**

*The Social Capital of Immigration Networks, Critical Links and Key Relations in Rural Areas*

**Christian Howald, Réseau de soutien à l'immigration francophone du nord de l'Ontario**

### 2:30 – 2:45 pm: Coffee Break

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### 2:45 – 4:15 pm: From Temporary to Permanent Residence

Canada is focusing more and more on retaining temporary residents and helping them transition to permanent residency. International students and temporary workers undeniably present a high immigration potential. This roundtable discussion will help better inform participants on alternatives offered to French-speaking temporary residents looking to settle in Francophone communities. The discussion will address the factors that foster a successful transition to permanent residency.

*Factors of Retention and Inclusion of Temporary Residents in an Era of Demographic Change for Canada's Francophonie*

**Lise Marie Baudry, Centre francophone de Toronto**

*Express Entry: A Path to Permanent Resident Status for Skilled, French-speaking Candidates*

**Marie-Pier Côté, Immigration, Refugees and Citizenship Canada (IRCC)**

*Impacts of the Pilot Project on Francophone Immigration Goals in New Brunswick*

**Marie-Josée Groulx, Government of New Brunswick**

*Pilot Project for Immigration in Atlantic Canada*

**Sean Morency, Employer Liaison Network, Atlantic Region**

*Francophone Immigration in the Maritimes: A Challenge To "Migration Laws"; and Unprecedented Business Creativity*

**Leyla Sall, Université de Moncton, New Brunswick**

### 4:15 – 4:30 pm: Closing Remarks

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### 5 – 5:45 pm: Francophone Immigration Structures and Players: What Are Our Strengths and Where Should We Focus Our Efforts?

Organizations and institutions have a role to play in Francophone immigration. Mapping these stakeholders and examining how they interact with one another will help us answer the following questions: What can we rely on as strengths in our communities to achieve Francophone immigration goals? Which steps of the continuum have we focused most of our efforts on up to now? Which steps need strengthening? Is the situation the same across the country, or are there regional differences?

**Activity presented by the Fédération des communautés francophones et acadienne (FCFA) du Canada, with Étude Économique Conseil (ÉÉC Canada)**

### 6 pm: Showcasing Francophone immigration

Participants are cordially invited to the opening night for the Ministerial Forum on Francophone Immigration.

# Biographical Notes – Speakers

## **William (Bill) Ashton**, Ph.D., Director, Rural Development Institute, Brandon University

Bill Ashton contributes to local and regional development agencies, including Westman Community Futures board and the Manitoba Minister's Immigration Council. In his recent doctoral research he gained insight about developing policy from influential policy makers across Canada in government, businesses, and environmental organizations. Over his career, he has directed the development and delivery of transforming leadership programs for professionals. His applied research on rural issues has contributed to self-directed information guides on such diverse topics as watershed management with the United Nations University, housing needs analysis, crime prevention, and community economic development. A hallmark of Bill Ashton's practice is the consistent engagement with those facing the issue and those implementing the response. He has taught and completed a variety of research projects at Mount Allison University and the University of New Brunswick. His career in local, regional and provincial governments and his own entrepreneurial activities have taken him from Newfoundland to British Columbia and to the Yukon. To build knowledge, Bill has published peer reviewed journal articles, book chapters, magazine stories, manuscripts, and reports on many important social, economic, and environmental issues facing rural and northern communities and regions in Canada.

## **Georges Bahaya**, Executive Director, Centre d'accueil et d'établissement of Northern Alberta

Originally from the Democratic Republic of the Congo, where he received a bachelor's degree in philosophy and worked with refugees, Georges Bahaya arrived in Canada in 2000 after a stay in France, where he was working on a master's degree in human rights at Université catholique de Lyon. After working in various English-language organizations in Edmonton, he accepted a new challenge in 2003 and contributed to setting up the Centre d'accueil et d'établissement. As Executive Director of the Centre, he has developed a variety of widely appreciated projects, services and tools for the reception and settlement of newcomers in Alberta. Georges Bahaya received the Dulari Prithipaul 2009 immigration excellence award, as well as the Community man of the year – Afro Canadian Heroes 2014 award. He has also been a member of several boards, including the Board of the Canadian Council for Refugees. After serving as Vice President of the Alberta Association for Immigrant Serving Agencies (AAISA), he is currently a member of the Board of La Cité francophone in Edmonton, as well as the city's Local Immigration Partnership.

### **Lise Marie Baudry**, Executive Director, Centre francophone de Toronto

Lise Marie has been Executive Director of the Centre francophone de Toronto (CFT) since 2008, but her connection to the organization goes back much further. She started out as a client, then went on to sit on the board of directors of what was then known as the Centre médico-social communautaire (CMSC) for eight years. As chair of the BoD from 2000 to 2005, she actively contributed to three of the Centre's most significant developments: the creation of the legal aid clinic, the creation of the childcare centre, and the merger with the former Centre francophone.

Since Lise Marie became Executive Director, the CFT has seen a major expansion in its settlement and employment services and, more recently, in the youth mental health services it provides. Today, the CFT is the biggest provider of French-language services in Ontario, serving more than 20,000 clients every year.

Lise Marie Baudry has lived in Toronto for 28 years. She started out working for TFO and Radio Canada, then for the Government of Ontario, namely as head of communications and community relations at the Office of Francophone Affairs. After taking on the role of Executive Director of the provincial ACFO, Lise Marie headed the Centre Oasis pour femmes before joining the provincial government once again, where she worked to establish new Francophone centres for victims of sexual assault.

### **Chedly Belkhodja**, Ph.D., Concordia University

Chedly Belkhodja is a professor and principal of Concordia University's School of Community and Public Affairs. From 1992 to 2014, he was a professor in the Political Science department at Université de Moncton. His research focuses on immigration issues in medium-sized cities and in areas with low immigration, as well as the discourse and representations on cultural, religious and ethnic diversity. He is also engaged in a reflection on the populism phenomenon and new right-wing ideologies. At the same time, he has directed two movies produced by the National Film Board of Canada: *Tableaux d'un voyage imaginaire* in 2001 with filmmaker Jean Chabot and *Au bout du fil* in 2006.

### **Mélissa Caron**, Acting Director of talent prospecting, attraction and retention, Government of Quebec

Mélissa Caron has been working at the Ministère de l'Immigration, de la Diversité et de l'Inclusion since 2010 and was appointed Acting Director of talent prospecting, attraction and retention in 2013. In this capacity, Ms. Caron manages a team of some ten people in Montréal tasked with identifying critical masses of persons around the world who meet Quebec's needs, particularly in the area of Francophone immigration, and developing attraction strategies to get them to choose Quebec as a destination for immigration and permanent settlement. As part of her mandate, Ms. Caron works closely with teams based in Quebec's immigration offices in Paris and Mexico City.

Previously, Ms. Caron worked in communications for close to ten years at the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation. After graduating from Concordia University with a bachelor's degree in communications she went on to obtain her MBA in management and marketing from HEC Montréal in 2010.

**Marie-Pier Côté**, Acting Director – Express Entry Policy, Immigration, Refugees and Citizenship Canada

Marie-Pier Côté joined the ranks of the federal government in 2007, and since 2009 has worked for the Department of Immigration, Refugees and Citizenship. Marie-Pier is currently Acting Director of the Express Entry Policy Division. She has extensive experience in immigration and citizenship program and policy development, as well as intimate knowledge of immigration programs. Since 2014, Marie-Pier has also been working on Francophone immigration and ways of using the Express Entry system to recruit a greater number of highly skilled, French-speaking immigrants. Marie-Pier has a master's degree in international studies from Université Laval and a Bachelor of Economics and Politics from the same institution.

**Frédéric Dion**, Executive Director, Association francophone des municipalités du Nouveau Brunswick

After studying political science at Université de Moncton, Frédéric Dion joined the ranks of the Association francophone des municipalités du Nouveau-Brunswick in 2004, holding the position of project leader until 2009. He then moved to Montréal to pursue his studies, where he served as policy advisor for the Union des municipalités du Québec from 2010 to 2011.

With a master's degree in public administration and a concentration in urban management analysis from École nationale d'administration publique du Québec, he is now Executive Director of the Association francophone des municipalités du Nouveau-Brunswick since November 2011. He also currently serves as co-chair of the Conseil de gestion intégrée des forêts publiques du Madawaska-Restigouche and is a member of the New Brunswick Social Policy Research Network Advisory Board and Université de Moncton's Advisory Committee on Continuing Education.

**Marie-Josée Groulx**, Team Leader, Population Growth Division / Francophone Initiatives Unit, New Brunswick Department of Post-Secondary Education, Training and Labour

Marie-Josée Groulx has close to 20 years of experience in the provincial public service. She has worked for several government departments, mainly in communications and marketing, which has helped make her a more versatile and effective employee. In 2013 she accepted the position of team leader for Francophone initiatives within the Population Growth Division, which she continues to hold today. As part of her duties, Marie-Josée is called upon to work closely with numerous Francophone immigration stakeholders and seek ways to attract Francophone and Francophile families that will adjust to life in New Brunswick and prosper there.

**Caroline Guimond**, Minister-Counsellor (Migration), Canadian Embassy in Paris

Caroline Guimond is minister-counsellor at the Canadian Embassy in Paris and responsible for IRCC programs in southern Europe and Maghreb.

She has worked in the same role as regional director for IRCC in Asia and the Caribbean. Ms. Guimond has also managed immigration programs in Scandinavia, North Africa and the Middle East.

Throughout her career, she has worked to educate immigration candidates on the extensive possibilities of French Canada all across our great country.

**Christian Howald**, Coordinator, Réseau de soutien à l'immigration francophone du Nord de l'Ontario

Christian Howald coordinates the Réseau de soutien à l'immigration francophone du Nord de l'Ontario, an immigration network which serves the "P" postal code area (from Algonquin Park to Manitoba). The youngest of six children, Christian emigrated from Switzerland in 1980 and grew up in Verner, halfway between North Bay and Sudbury. He has a master's degree in applied social research and specializes in community and social economic development in northern Ontario. He volunteers as vice president of the Human League Association, which raises money to help underprivileged families in the Sudbury area enroll their kids in organized sport. He also teaches judo at the local YMCA and sings opera to raise money for the children's food bank and the Blue Door Café soup kitchen.

**Maha Imazitene**, Executive Director, Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau Brunswick (CAFI)

Originally from Lebanon, where her career began as an instructor on foreign language education and teaching at Saint Joseph University in Beirut, Maha Imazitene also lived for some 20 years in the greater region of Paris, France, where she held several positions as team and international project manager in publishing, training and new technology.

Maha has a Master of Education and an executive MBA in international management from Université du Québec à Montréal (UQAM). Since moving to Moncton, NB, she has been involved as a volunteer with Syrian refugees, helping her gain a better understanding of Canadian challenges in helping newcomers integrate their host community and enabling her to fulfil her mandate as director of an immigrant welcome centre. After travelling to over 20 countries and living on 3 different continents, Maha is committed to advancing the immigrant cause and the dialogue between communities.

**Fleurette Landry**, Executive Director, Famille et petite enfance francophone Sud Inc.

Fleurette Landry has a Bachelor of Early Childhood Education and master's studies in public administration from Université de Moncton.

Following her studies, she has always worked in the field of early childhood. Among other things, she has worked at an educational childcare centre at the kindergarten level in Quebec, taught first grade, and worked as regional and provincial director of Child Day Care Services in New Brunswick. For the past 26 years she has been the director of an early childhood intervention agency known, since 2013, as Famille et petite enfance francophone Sud Inc.

**Sylviane Lanthier**, President, Fédération des communautés francophones et acadienne (FCFA) du Canada

Originally from Saint-Jean-sur-Richelieu in Quebec, Sylviane Lanthier settled in Manitoba 25 years ago, where she began actively supporting the Francophonie in Manitoba and Canada. Before becoming Executive Director of the Centre culturel franco-manitobain in November 2009, she was a journalist, then director and editor-in-chief of the weekly newspaper La Liberté. She also worked as communications director for the Economic Development Council for Manitoba Bilingual Municipalities.

She has volunteered on boards of directors in Manitoba (Société historique de Saint-Boniface, Chambre de commerce francophone, Éditions du Blé, Francofonds) and was involved in the Association de la presse francophone, including as president for four years. She was vice-president of the FCFA for five years before being elected president of the organization in June 2015.

Sylviane Lanthier has a bachelor's degree in political science from Université de Montréal and is the mother of a young man of 24 and a young woman of 20.

**Sean Morency**, Employer Liaison Officer

Born in Victoria, Sean Morency grew up in Winnipeg and Ottawa before completing studies at Queen's University in Kingston. He joined Citizenship and Immigration Canada as a foreign service officer in 2001 and had his very first foreign posting in Nairobi, Kenya, as a visa officer and then as a CBSA liaison officer. Following a few positions in Canada, he again worked abroad, in Sri Lanka and Vietnam, as assistant manager and then manager of the immigration program, before returning to Canada as liaison officer with IRCC employers for Atlantic Canada in 2015.

**Justin Mury**, Acting Executive Director, Société nationale de l'Acadie

Born in Nova Scotia, Justin G. Mury is a professional consultant in the areas of organizational management and strategy. He is currently chief executive officer of NBExplorer, a tourism development company.

In the past, Justin has held positions with the Caisses populaires / Credit Union, the Commission du tourisme acadien du Canada atlantique, and the Société Nationale de l'Acadie. He is currently chair of the Société Promotion Grand-Pré, a Parks Canada cooperative association at the Grand-Pré National Historic Site.

He has been living in Moncton, New Brunswick, since 2014.

**Bintou Sacko**, Manager, Accueil francophone du Manitoba

As a member of Manitoba's Francophone community, Ms. Sacko has worked with several Francophone organizations, including Accueil francophone du Manitoba, Pluri-elles, and Université de Saint-Boniface. She is currently the manager of Accueil francophone du Manitoba (Société franco-manitobaine), where she develops and manages programs and services for French-speaking immigrants. Ms. Sacko has a BA in Arts and a bachelor's degree in social service from Université de Saint-Boniface. Bintou Sacko also takes active part in the recruitment of international students from Mali and Burkina Faso and works closely with Université de Saint-Boniface on the integration of international students in Manitoba. Formerly a board member for the Conseil communauté en santé du Manitoba, official representative of the Francophone community in the areas of health and social services, and a member of the advisory committee on French services at the Francophone Affairs Secretariat, she currently sits on the Manitoba Premier's Advisory Council on Education, Poverty and Citizenship. She received the Rafiki Award from the Canadian Centre for Refugee Employment in 2012 in recognition of her accomplishment and implementation of diversity initiatives and her contribution to refugees in Canada. She also received the Queen Elizabeth II Diamond Jubilee Medal from the Lieutenant Governor of Manitoba for exemplary services rendered to the Francophone communities of Manitoba and Canada in the area of immigration.

**Leyla Sall**, Professor, Université de Moncton

Leyla Sall is an associate professor of Sociology at Université de Moncton. His research has always focused on migration dynamics. He has published several articles on immigrant entrepreneurs in New Brunswick and the underlying causes making the recruitment of foreign temporary workers a necessity in the Maritimes' seafood processing industry. He is currently conducting research on employment niches and labour market barriers for Francophone newcomers to the Maritimes.

# 11<sup>th</sup> Journée de réflexion sur l'immigration francophone

## Organizing Committee

**Chantal Alarie**, National Coordinator, Ministerial Conference on the Canadian Francophonie

**Chedly Belkhoja**, professor and principal of the Concordia University School of Community and Public Affairs

**Marie-Joëlle Bergeron**, Population Growth Division, Government of New Brunswick

**Nikky Carty**, Policy Analyst, FCRO, Immigration, Refugees and Citizenship Canada

**Adèle David**, Coordinator, Réseau en immigration francophone (RIF) du Nouveau-Brunswick

**François Hénault**, Assistant Director, Research and Evaluation, Immigration, Refugees and Citizenship Canada

**Michel Labelle**, Official Languages Secretariat, Immigration, Refugees and Citizenship Canada

**Cynthia Ralickas**, Assistant Director, FCRO, Immigration, Refugees and Citizenship Canada

**Christophe Traisnel**, professor, Université de Moncton

**National Secretariat, Fédération des communautés francophones et acadienne (FCFA) du Canada**

## Coordination Team

### Overall Coordination:

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**Michaël Paulin**, Officer – Immigration, FCFA du Canada

### Logistics Coordination:

**Emmanuelle Maurin**, Officer – Administration and Event Coordination, FCFA du Canada

### Communication and Promotion:

**Serge Quinty**, Communications Director, FCFA du Canada

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