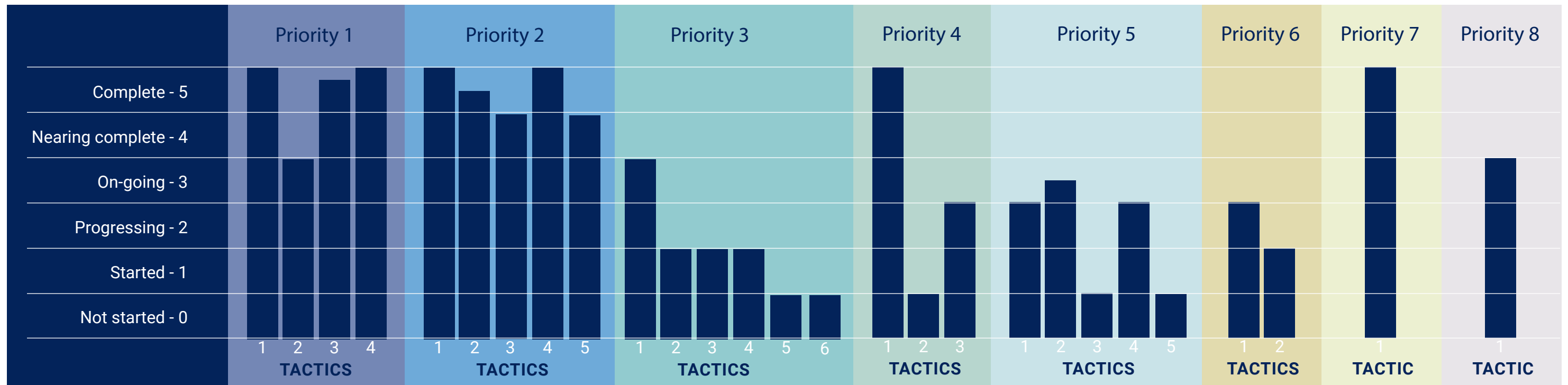


Immigration Strategy



Priority and Tactic Details

<p>Priority 1 – Establish a no wrong door approach to immigration support services that enables customized support based on immigrant needs</p> <p>Tactic 1: Establish a services inventory process to identify lead organizations/contacts for specific services and programs</p> <p>Tactic 2: Create a model for newcomer navigation</p> <p>Tactic 3: Continue with the development of an immigration website that acts as a no wrong door gateway to the immigration ecosystem</p> <p>Tactic 4: Continue to pilot a physical welcome centre within Saint John</p>	<p>Priority 2 – Better communicate Saint John's Offerings to Newcomers</p> <p>Tactic 1: Define a strong value proposition and supporting key messages</p> <p>Tactic 2: Promote value proposition and key messages across existing channels</p> <p>Tactic 3: Promote immigration services with simple marketing campaign</p> <p>Tactic 4: Establish collaborative welcome events</p> <p>Tactic 5: Develop a specific communications strategy for Emergency Services</p>	<p>Priority 3 – Create a pilot program for segmented and targeted skilled immigrant attraction, settlement & retention</p> <p>Tactic 1: Establish comprehensive engagement with employers across core employment sectors within Saint John</p> <p>Tactic 2: Develop a sector targeted immigration attraction campaign</p> <p>Tactic 3: Create a skilled workforce retention program for identified sectors</p> <p>Tactic 4: Develop a university and college internship program for identified sectors</p> <p>Tactic 5: Measure and communicate results to provincial and federal partners</p> <p>Tactic 6: Establish coordinated efforts that can ease the transition of newcomers to the labour market.</p>	<p>Priority 4 – Expand and improve immigration-focused communications for Saint Johners</p> <p>Tactic 1: Measure, report and analyze current campaign learnings</p> <p>Tactic 2: Improve communications campaign for citizens</p> <p>Tactic 3: Develop communications campaign for employers</p>	<p>Priority 5 – Expand and improve core settlement services that address key gaps in journey</p> <p>Tactic 1: Expand services and corresponding communications to families</p> <p>Tactic 2: Ensure immigration services are offered in both official languages</p> <p>Tactic 3: Strengthen existing buddy programs and include ethnocultural groups</p> <p>Tactic 4: Improve access to available housing information</p> <p>Tactic 5: Integrate expanded settlement services into immigration ecosystem</p>	<p>Priority 6 – Enhance focus and positioning of "Why Saint John" to provincial and federal partners</p> <p>Tactic 1: Develop an annual report with compelling positioning (2024)</p> <p>Tactic 2: Engage provincial and federal partners and develop plans to action key immigration opportunities</p>	<p>Priority 7 – Create a dedicated resource to support the City's accountabilities</p>	<p>Priority 8 – Regionalize the Immigration Strategy</p>
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