

NEW BRUNSWICK
MULTICULTURAL
COUNCIL



CONSEIL
MULTICULTUREL DU
NOUVEAU-BRUNSWICK



Diversity & Inclusion Initiatives **TOOLKIT FOR EMPLOYERS**

IN MIRAMICHI

Working together to build a diverse and inclusive
business community in New Brunswick!





NEW BRUNSWICK MULTICULTURAL COUNCIL NBMC

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Working together to build a diverse
and inclusive business community
in New Brunswick!



**Immigration, Refugees
and Citizenship Canada**

**Immigration, Réfugiés
et Citoyenneté Canada**

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The NBMC Diversity and Inclusion Initiatives Toolkit is designed specifically for employers hiring newcomer talent in New Brunswick.

The New Brunswick Multicultural Council (NBMC) is a bilingual and umbrella organization supporting immigrant serving agencies and ethnocultural associations since 1983.

NBMC's Vision: New Brunswick is home to a thriving multicultural community and serves as a shining example in Canada for inclusivity, growth, and prosperity.

NBMC's Mission: NBMC is dedicated to enriching our communities and enhancing the quality of life in our province. To achieve this, we facilitate the full participation of newcomers and members of the multicultural community in our society. We understand the importance of fostering an inclusive workplace that values diversity.

The NBMC Diversity and Inclusion Initiatives Toolkit provides comprehensive guidelines and resources to help employers create an environment that celebrates differences, promotes equity, and ensures a sense of belonging for all employees.

The New Brunswick Multicultural Council acknowledges that it carries out its work on the traditional unceded territory of the Wolastoqiyik, Mi'kmaq and Peskotomuhkati peoples. This territory is covered by the "Treaties of Peace and Friendship," which these nations first signed with the British Crown in 1726. We are grateful to have the opportunity to work and live on this land.



A background image showing several hands of different skin tones reaching out towards the center, symbolizing unity and inclusion. The hands are slightly out of focus, creating a sense of depth.

INCLUSION EVERYONE'S VOICE EVERYONE'S STORY

NBMC EMPLOYMENT INITIATIVES

SMES TALENT REACH

The SME (Small & Medium Enterprise) Talent Reach initiative is specifically crafted to address local workforce challenges by coordinating a series of design labs and Feedback Channel Forums.

Specialized workshops tailored for small and medium enterprises (SMEs), including settlement providers (SPOs) and non-traditional partners (universities, city councils, and so on). In these labs and forums, employers, SPOs and non-traditional partners actively brainstorm and strategize sessions focused on optimizing the recruitment, hiring, and retention of newcomer talent.

SKILLS LAUNCH

Skills Launch Adult is an employability program designed for newcomers aged 30+ experiencing barriers to employment.

Participants learn about Canadian workplace culture, local labour markets, interview skills, resume building, networking, English language enhancement, and much more. In-class training is followed by an opportunity for a work placement.

Participants must:

- Not attending school.
- Being unemployed or underemployed.
- Be committed to completing the classes, technical training, and employment workshops.
- Be available and committed to completing paid employment placement.
- Have CLB level 4+.

HEAD START TO EMPLOYMENT

Head Start to Employment is a one-on-one personal employment navigation service for newcomers experiencing barriers to meaningful employment.

The program acts as a library or GPS for newcomers seeking information on employment opportunities or services. Head Start to Employment is designed to help newcomers enter the labour market by identifying their unique barriers and providing clear, streamlined pathways to employment.

NBMC EMPLOYMENT INITIATIVES

RURAL EMPLOYMENT & LANGUAGE INITIATIVE

The Rural Employment & Language Initiative (RELI) is an employment initiative within the NBMC designed to fill the gap in programming offered in rural regions to non-PR holders and to support newcomers in rural communities.

RELI offers language classes four days a week centered around employment and settlement, pre-employment workshops (job searches, resumes and cover letter writing, interview preparation, and cultural training), and activities for connecting with the community (site visits, volunteering, networking, and cultural shares).

CULTURE CONNECTS

Culture Connects NB's award-winning intercultural training course is designed to build paths of inclusion in all aspects of our society.

Drawing on the New Brunswick Multicultural Council's (NBMC) decades of experience serving both the newcomer community and key strategic partners throughout the province, this highly interactive workshop builds the skills, attitudes, and perspectives needed to make fundamental new connections.

Culture@nbmc-cmnb.ca





GREATER MIRAMICHI REGIONAL SUPPORT SERVICES

Whether you're starting a new chapter in life or growing your business, The Miramichi region is here to support you every step of the way. Explore the opportunities and services we have to offer and become part of our thriving community:

ORGANIZATION	SERVICES	BENEFICIARIES	CONTACT INFORMATION
<u>Miramichi Regional Multicultural Association (MRMA)</u>	- Cultural Training - Settlement services - Community Connections - English conversation circle - Newcomer <u>guide</u>	- Employers/Newcomers - Newcomers - Newcomers - Newcomers - Newcomers	1808 water street 506 773 5272
<u>Centre d'Accueil et d'accompagnement francophone pour immigrants (CAFI)</u>	- Settlement services - Community Connections - French conversation circle	- Newcomers - Newcomers - Newcomers	300 Beaverbrook road Miramichi 506 269 7922
<u>Greater Miramichi Service Commission</u>	- Settlement services - Community tours - Quick start <u>brochure</u> - Incubators - Regional <u>directory</u>	- Newcomers** - Newcomers** - Newcomers - Employers - Employers	1773 Water street 506 778 5330
<u>Greater Miramichi Chamber of commerce</u>	- Partnerships - Collaboration - Networking events - Advocacy - Benefits	- Employers - Employers - Employers/Newcomers - Employers - Employers	122 Newcastle Blvd., Miramichi 506 622 5522 office@miramichichamber.com
<u>Community Business Development Corporation</u>	- Financial assistance - Business counselling - Training - Technical assistance	- Employers - Employers - Employers - Employers	1773 Water street 506 778 2121
<u>Opportunities NB</u>	- Labor force need assessment - Immigration and talent acquisition assistance	- Employers - Employers	506 453 5471 info@onbcanada.ca
<u>Working NB</u>	- Recruitment support - Retention support - Human resources tools	- Employers - Employers - Employers	152 Pleasant Street Miramichi, 506 624 2161 PETLworkingNBMiramichi@gnb.ca
<u>Miramichi Literacy Council</u>	English classes	Newcomers	80 University Avenue 506 778 6998
<u>Centre international d'apprentissage du Français (CIAF)</u>	French classes (fall and winter sessions)	Newcomers	300 Beaverbrook road 506 336 3400 s-ciaf@umoncton.ca
Juntos	- English classes - Spanish classes	- Employers/Newcomers - Employers/Newcomers	info@juntosculturalservices.com/ juntosculturalservices@gmail.com

**Newcomers from within Canada (from another province or within New-Brunswick). They can benefit from the support of the Community Onboarding coordinator. To connect with them click [here](#)



GREATER MIRAMICHI REGIONAL SUPPORT SERVICES CONT'D



**Greater Miramichi
Service Commission**

**Commission de services
du Grand Miramichi**

GROWING GREATER
MIRAMICHI

CROISSANCE
GRAND MIRAMICHI

Regional Directory

Discover the ultimate guide to your region with our comprehensive directory! Whether you're looking for local business attractions, job postings or services, we've got you covered. Stay connected and informed about your community with just a scan.

Don't miss out – scan the QR code now to join the directory or check out a world of local opportunities at your finger tips.



Looking Forward with Growing Greater Miramichi

The Growing Greater Miramichi team is launching several exciting projects, including:

- Industry incubators for priority sectors;
- The Anekdot platform;
- a one-stop business shop offering
- recruitment, flexible workplace solutions
- and youth involvement tips.
- Amongst various marketing campaigns.

If you're interested in getting involved or have questions for the team, please reach out at: hsiddall@gmsc.ca or (506)251-7094.



UNDERSTANDING DIVERSITY AND INCLUSION

Diversity encapsulates the multitude of ways individuals differ, spanning beyond obvious traits like race and ethnicity to include aspects such as gender, age, sexual orientation, religion, disability, and cultural background, among others. On the other hand, inclusion goes beyond mere representation; it entails actively creating and maintaining a work environment where these differences are acknowledged, valued, and respected. It fosters a sense of belonging for all employees, regardless of their backgrounds or identities, by promoting equal opportunities, fair treatment, and meaningful participation in all aspects of organizational life. In essence, diversity is about who is present, while inclusion is about ensuring that everyone feels welcomed, respected, and empowered to contribute their unique perspectives and talents to the collective success of the workplace.

BENEFITS OF DIVERSITY AND INCLUSION

- Enhanced Creativity and Innovation: A diverse team brings different perspectives and ideas, leading to more creative problem-solving and innovation.
- Increased Productivity: Inclusive environments promote a sense of belonging, positively impacting employee morale, engagement, and overall productivity.
- Broader Talent Pool: Embracing diversity widens the talent pool, allowing employers to attract and retain top talent from various backgrounds.
- Improved Customer Relations: A diverse workforce better reflects the customer base, enhancing communication and relationships with a diverse clientele.



A diverse group of smiling people of various ages and ethnicities. In the center, a Black man with a white shirt is smiling broadly. To his left is a woman with long dark hair wearing a grey beanie and a blue shirt. To his right is a woman with long blonde hair. In the foreground, two young girls are visible; one is wearing a white ruffled shirt and the other a grey and white striped shirt. Other people are visible in the background, all smiling and looking towards the camera. The overall tone is positive and inclusive.

**CELEBRATE
DIFFERENCES**

INSPIRE UNITY

CREATING A DIVERSE AND INCLUSIVE WORKPLACE

Recruitment Strategies

- Diverse Job Advertisements: Use inclusive language in job descriptions to attract a broad range of candidates. Avoid gendered language and ensure job postings are accessible to individuals with disabilities. Consider utilizing job boards and platforms that cater to diverse communities.
 - EXAMPLE: Join our dynamic team as a Project Manager. You'll lead diverse projects and collaborate with talented individuals to drive innovation and success. We welcome candidates of all backgrounds and experiences who bring unique perspectives to our inclusive workplace.
- Networking Events: Attend and host events that target diverse talent pools, fostering connections with potential candidates. Participate in career fairs, industry-specific conferences, and networking events organized by multicultural associations or diversity-focused groups.
- Employee Referral Programs: Encourage existing employees to refer candidates from diverse backgrounds. Implement incentives or recognition programs to reward employees for successful referrals. This approach can help tap into networks that may not be reached through traditional recruitment channels.



CREATING A DIVERSE AND INCLUSIVE WORKPLACE

Training and Development

- Diversity Training: Implement training programs to educate employees on diversity and inclusion, emphasizing the importance of cultural competence.
- Mentorship Programs: Establish mentorship initiatives to support the professional growth of underrepresented employees.

Leadership Commitment

- Leadership Training: Ensure leadership teams are trained in diversity and inclusion practices to set an example for the organization.
- Diversity Statements: Develop and communicate a clear diversity and inclusion policy, emphasizing leadership commitment.

TOGETHER WE THRIVE



PROMOTING CULTURAL COMPETENCY

- Cultural Awareness Workshops: Provide workshops to enhance cultural competency and sensitivity among employees.

Cultural competence, or intercultural competence, is a range of cognitive, affective, behavioural, and linguistic skills that lead to effective and appropriate communication with people of other cultures.

- Celebrating Cultural Events: Recognize and celebrate cultural observances to create a more inclusive atmosphere.

STRENGTH IN DIVERSITY POWER IN INCLUSION



TOGETHER

ENSEMBLE

A photograph of a modern office interior. A woman with dark curly hair, wearing a grey turtleneck sweater, stands and holds a yellow mug while talking to a man. The man, wearing a dark suit and turtleneck, is sitting on a yellow armchair. In the background, another woman is seated in a wheelchair, looking at a laptop. The floor is highly reflective, showing the people and furniture. The text 'INCLUSION STARTS WITH I' is overlaid in large, bold, black letters, with a teal horizontal line underlining the word 'INCLUSION'.

INCLUSION STARTS WITH I

ADDRESSING UNCONSCIOUS BIAS

Unconscious bias is the automatic associations and stereotypes that influence our judgments and decisions without awareness. Addressing unconscious bias is crucial in creating a truly inclusive workplace.

- Training Programs: Conduct comprehensive training sessions to raise awareness about unconscious bias among employees at all levels of the organization. These sessions should include interactive activities and real-life scenarios to help individuals recognize their biases and how they can affect decision-making processes.
- Diverse Hiring Panels: Ensure diverse representation on interview panels to minimize bias in the hiring process. Having a variety of perspectives involved in candidate evaluations can help counteract unconscious bias and lead to more objective hiring decisions.
- Structured Interview Processes: Implement structured interview processes with predetermined questions and evaluation criteria to reduce the influence of unconscious bias. By standardizing the interview process, you can ensure that all candidates are assessed based on relevant qualifications and skills rather than subjective factors.
- Anonymous Resume Review: Consider adopting anonymous resume review practices during the initial screening stages of recruitment. Removing identifying information such as names, gender, and ethnic background can help prevent unconscious bias from influencing candidate selection decisions.



TRAINING

- Training Programs: Conduct training sessions to raise awareness about unconscious bias and its impact on decision-making.

Visit the [NBMC Learning Hub](#)



LEARNING HUB
HUB D'APPRENTISSAGE

- Ongoing Education and Awareness: Foster a culture of ongoing education and awareness about unconscious bias by regularly discussing the topic in team meetings, workshops, and training sessions. Encourage open dialogue and provide resources for employees to educate themselves further on the subject.

BUILDING BRIDGES BREAKING BARRIERS



A diverse group of young people, including Black, Asian, and white individuals, are smiling and looking towards the camera. The image is slightly faded to allow the text to stand out. The text is centered and reads:

EMPOWER
DIVERSITY

CULTIVATE
INCLUSION

**EMPOWER
DIVERSITY
CULTIVATE
INCLUSION**

SUPPORTING NEWCOMER EMPLOYEES

Multicultural agencies in New Brunswick play a significant role in supporting newcomers, immigrants, and refugees. The New Brunswick Multicultural Council has 20 dedicated member organizations across the province.

Settlement agencies in New Brunswick provide various services to help newcomers adjust to their new life.

These services include:

- Navigating day-to-day aspects of life
- Language training
- Community integration
- Housing and Healthcare
- Guidance for purchasing amenities and accessing other community or social services.

These services are available at no cost and are delivered by professional organizations. Please note that the types of services and programming may vary from one organization to another.



MEASURING AND EVALUATING DIVERSITY AND INCLUSION INITIATIVES

- Employee Surveys: Conduct regular surveys to gather feedback on the effectiveness of diversity and inclusion initiatives. Include questions about employees' perceptions of inclusivity, opportunities for advancement, and experiences of discrimination or bias.
- Metrics and Key Performance Indicators (KPIs): Establish measurable KPIs to assess progress and identify areas for improvement. Some potential KPIs include employee turnover rates among different demographic groups, representation of diverse candidates in leadership positions, and participation in diversity training programs.
- Qualitative Feedback Sessions: Organize focus groups or town hall meetings to allow employees to share their experiences, suggestions, and concerns regarding diversity and inclusion within the organization. This provides valuable qualitative insights that complement quantitative data collected through surveys and metrics.
- Benchmarking Against Industry Standards: Compare your organization's diversity and inclusion efforts against industry benchmarks and best practices. This can help identify areas where your organization excels and areas where improvement is needed, allowing for targeted interventions. Collaborate with industry associations or consult relevant research reports to access benchmarking data.



SELF-ASSESSMENT TOOL

This is a self-assessment tool that employers can use to assess the inclusiveness and diversity of their business. It includes statements that employers can agree or disagree with, and the results can help them identify areas for improvement.

Is Your Business Inclusive and Diverse?

Instructions: Select the response that best represents your business for each statement. Use the following scale:

- Strongly Agree (SA)
- Agree (A)
- Disagree (D)
- Strongly Disagree (SD)

1. Recruitment and Hiring

- We actively recruit candidates from diverse backgrounds. (SA / A / D / SD)
- Our job postings are free from biased language and accessible to all candidates. (SA / A / D / SD)
- We provide training for hiring managers on unconscious bias. (SA / A / D / SD)

2. Workplace Culture

- Our company fosters an inclusive culture where all employees feel valued and respected. (SA / A / D / SD)
- We celebrate cultural diversity through events and recognition programs. (SA / A / D / SD)
- Employees feel comfortable expressing their true selves at work. (SA / A / D / SD)

3. Policies and Practices

- We have a clear and enforced anti-discrimination policy. (SA / A / D / SD)
- Our company provides equal opportunities for career advancement for all employees. (SA / A / D / SD)
- We offer flexible working arrangements to accommodate diverse needs. (SA / A / D / SD)

4. Training and Development

- We provide diversity and inclusion training to all employees. (SA / A / D / SD)
- Our leadership team actively promotes and participates in diversity initiatives. (SA / A / D / SD)
- We have mentorship programs that support underrepresented groups. (SA / A / D / SD)



ASSESSMENT



SELF-ASSESSMENT TOOL CONT'D

5. Community Engagement

- Our business partners with diverse suppliers and vendors. (SA / A / D / SD)
- We participate in community outreach programs that promote diversity and inclusion. (SA / A / D / SD)
- We support local initiatives that align with our diversity values. (SA / A / D / SD)

6. Feedback and Improvement

- We regularly survey employees to gather feedback on diversity and inclusion. (SA / A / D / SD)
- There is a clear process for employees to report discrimination or bias. (SA / A / D / SD)
- We use feedback to continuously improve our diversity and inclusion practices. (SA / A / D / SD)

7. Leadership and Accountability

- Our leadership team is diverse and reflects the demographics of our community. (SA / A / D / SD)
- Diversity and inclusion goals are part of our business strategy and performance metrics. (SA / A / D / SD)
- Leaders are held accountable for meeting diversity and inclusion objectives. (SA / A / D / SD)

Scoring:

- Strongly Agree (SA) = 4 points
- Agree (A) = 3 points
- Disagree (D) = 2 points
- Strongly Disagree (SD) = 1 point

Total your score at the end of the self-assessment.

Results:

- 80-100 points: Your business is highly inclusive and diverse. Keep up the great work!
- 60-79 points: Your business is doing well, but there's room for improvement.
- 40-59 points: Your business needs to implement more diversity and inclusion initiatives.
- 20-39 points: Your business is lacking in diversity and inclusion practices.
- 0-19 points: Your business needs significant changes to become inclusive and diverse.

Next Steps:

Based on your score, consider areas where your business can improve and take action. Implementing effective diversity and inclusion strategies not only benefits your employees but also enhances your company's overall performance and reputation.

DIVERSITY DRIVES INNOVATION

EXTERNAL RESOURCES

Below are some immigration resources tailored for employers in New Brunswick:

The government of NB employer supports

WorkingNB (Post-Secondary Education Training & Labour) – Contact your regional WorkingNB office to learn about the services available to you as an employer.

A WorkingNB workforce consultant will conduct a workforce needs assessment and connect you to available employment services. If immigration is identified as a workforce need, the workforce consultant will refer you to an Immigration Workforce Development Officer, who will contact you to discuss the province's economic immigration programs.

ImmigrationNB substantially supports New Brunswick employers looking to expand their operations by tapping into the province's skilled immigrant talent pool.

ImmigrationNB – International Recruitment – The workforce development team provides comprehensive immigration support for talent recruitment and workforce expansion. Whether you need to attract skilled talent for a specific role or address acute or chronic labour shortages, they are here to help. They coordinate logistics for remote or in-person recruitment events, collaborate with employers to provide pertinent immigration-related information, and support employers and their candidates throughout the immigration process, ensuring you feel reassured and supported. Get connected employer support by contacting the workforce development team at aip-pica@gnb.ca

ImmigrationNB – New Brunswick Immigration Program Streams – New Brunswick's immigration program streams are pathways to permanent residence (PR) for foreign workers with the skills, education, and work experience necessary to contribute successfully to New Brunswick's economy.



EXTERNAL RESOURCES CONT'D

ONB - Immigration Navigator Service - This service helps potential and active candidates, information seekers, and prospective entrepreneurs navigate the immigration process and supports employers' access to skilled workers.

The Government of Canada's employer support

Immigration and Citizenship - You can use Canada's immigration system to attract, hire and retain qualified workers worldwide to address your labour needs.

IRCC Outreach Team - IRCC Outreach Officers are located across Canada to support employers in navigating federal economic immigration pathways. This would be for any employers that don't have access to our Dedicated Service Channel. The email is promotion@cic.gc.ca

The Employer's Roadmap to hiring and retaining internationally trained workers - Read the guide to learn how to hire and retain internationally trained workers for your business. IRCC Interactive help centre

Find out if you need a Labour Market Impact Assessment (LMIA) and how to hire a temporary foreign worker - Most employers need an LMIA before they can hire a temporary foreign worker. Before you start the hiring process, you must determine if you need an LMIA. An LMIA confirms a need for a temporary foreign worker, and no Canadians or permanent residents are available to do the job.



Citoyenneté et
Immigration Canada

IMMIGRATION
APPROVED
Canada

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EXTERNAL RESOURCES CONT'D

International Mobility Workers Unit Help for employers - The International Mobility Workers Unit (IMWU) provides opinions on whether or not you (the employer) and the temporary foreign worker you want to hire are exempt from

- getting a Labour Market Impact Assessment (LMIA)
- the work permit requirement

Hire a temporary foreign worker with a Labour Market Impact Assessment - Determine which type of Labour Market Impact Assessment (LMIA) application you should submit to hire a temporary foreign worker (TFW). Understand your hiring responsibilities under the Temporary Foreign Worker Program (TFWP).

Employment and Social Development Canada (ESDC) - LMIA online application portal - LMIA Online is a reliable and secure online portal. It allows Canadian employers and third-party representatives (on behalf of employers) to submit their LMIA applications to Service Canada electronically. ESDC Employer Contact Centre 1-800-367-5693



IMMIGRATION STATUS DOCUMENTS

Temporary residents (IMM 1442): This document is issued to all temporary residents authorized to enter and remain in Canada.

Study permit: This permit is issued to foreign nationals to study at designated learning institutions (DLIs) in Canada, usually for periods longer than 6 months.

Work permit: This permit is issued to foreign nationals so they can legally work in Canada.

Visitor record: This record is issued to visa-required and visa-exempt foreign nationals to extend or limit their stay in Canada beyond the 6-month standard.

Temporary Resident Permit: This permit is issued under exceptional circumstances to foreign nationals who are inadmissible.

Confirmation of Permanent Residence (IMM 5292 or IMM 5688): This document is issued to individuals who have been granted permanent resident status.

Permanent resident card: This card is issued to permanent residents of Canada.

Verification of Status (IMM 5009): This document can be used when you must provide proof of historical immigration information, such as the date and place of entry to Canada.

For the most accurate and up-to-date information, it's best to verify the official Canadian government website.

**WORKING TOGETHER
TO BUILD A DIVERSE AND
INCLUSIVE BUSINESS
COMMUNITY IN
NEW BRUNSWICK!**