

Settlement Services Working Group
Meeting Minutes
Canadian Centre for Victims of Torture
194 Jarvis Street, 2nd Floor
May 22nd, 2014. 2:00 p.m. – 4:00 p.m.

Agenda

1. Welcome and Introductions	10 min
2. Approval of Minutes	5 min
3. Implementation of Welcome Brochure Pilot	20 min
4. Review & Enhance Access to Information	40 min
5. Collaborative Marketing and Outreach	40 min
6. Action Items	5 min

Attendance

Present:

Teresa Dremetsikas	Canadian Centre for Victims of Torture
Michelle Gordon	CARE Centre for Internationally Educated Nurses
HongMei Cai	Dixon Hall & Mid-Toronto Community Services
Stephen Morrissey	Fred Victor
Jan Carter	George Brown College, Immigrant Education
Natasa Boskovic	Newcomer Women's Services
Jessica Anderson	Sojourn House
Shaida Addetia	St. Christopher House
Bill Sinclair	St. Stephen's Community House
Christine Leung	TCCSA
Dewey Douce	Toronto Employment & Social Services
Jenny Shen	University Settlement
Sevgul Topkara-Sarsu	WoodGreen Community Services
Ansuya Chetty	Working Skills Centre
Alla Minasova	YMCA Newcomer Information Centre

Regrets:

Patrick Chartrand	Toronto Employment & Social Services
Eileen Paulsen	TCDSB Adult Education Programs
Lisa Gore-Duplessis	The 519 Church Street Community Centre
Nishanthini Nagaratnam	Toronto Newcomer Office
Rosa Ribeiro	Parkdale Community Health Centre

Staff: Nicole Watson, Kailey Morin

1. Welcome and Introductions:

Each working group member was welcomed by LIP staff, and provided with a copy of the Meeting Agenda and the previous meeting's minutes.

LIP staff provided a brief summary on the history of the working group as this was the first meeting of the new fiscal year and some in attendance were new members.

Members were given an opportunity to introduce themselves/their agency and were invited to speak briefly about their previous involvement with LIP.

2. Approval of Minutes:

The working group members agreed upon the details of the previous meeting's minutes.

3. Implementation Welcome Brochure Project:

LIP staff gave a brief summary on the history of the Newcomer Welcome Brochure project, including details regarding the feedback given by the Newcomer Advisory Committee and the City of Toronto Interdivisional Newcomer Task Group.

**The meeting group reviewed printed copies of the Newcomer Welcome Brochure.*

LIP staff outlined details concerning the following elements of the project:

- The brochure will be piloted simultaneously in two neighbourhoods; Bloor-Junction & East Downtown
- The Bloor-Junction pilot will be geographically focused with a neighbourhood insert, while the East Downtown pilot will be working group centred with directions to use an online service mapping tool
- Both pilots will seek to gather input from survey providers and newcomers through an online survey (URL indicated on the back of the brochure)
- All agencies interested in participating in the Working Group Pilot will be asked to sign a simple participation agreement that outlines expectations

**The participation agreement was handed out in hard copy to working group members.*

The Participation Agreement expectations were read over and interested members were asked to return signed copies of the agreement to LIP staff by June 4, 2014. It was explained that the pilot project would be capped at 25 participating agencies, to ensure each agency receives at least 100 copies of the brochure. Participation will be determined on a first-come first-serve basis. An electronic copy of the Participation Agreement was sent out electronically following the meeting to ensure that working group members who were not present have the opportunity to participate.

It was suggested that if agencies needed less than 100 brochures to let TSLIP know so they can be redistributed to agencies that may use more. The group discussed the possibility of creating an e-version of the Newcomer Welcome Brochure. It was decided that this option would be considered once a final version has been completed. It was noted that the Korean Services that hosted the YMCA newcomer services on 721 Bloor Street no longer operates and should be removed from the Bloor-Junction services map insert.

**The working group agreed to these project details.*

4. Review and Enhance Access to Information

The working group was asked to review the current state of information access and sharing through TSLIP resources and consider areas for improvement.

Toronto South LIP Website:

- Members were asked how many people had used the TSLIP website in the past
 - Almost all members had
- Members were asked if there were any specific reasons they visited the site
 - Members listed access to research and reports, background material for funding proposals, background material for staff, borrowed data, references for presentations, LIP specific key documents (agendas, minutes), data for board members for strategic planning purposes, events and training for frontline staff, looking up services in areas they are unfamiliar, and job postings. It was noted that only 1 member had used the website for conversation circles listing.
- Members were asked for any suggestions on how to improve the website for access to information
 - Suggestions included designing a community of practice to deal with the often isolated settlement worker: where are their mentors?
 - A place to share resources, workshops, presentations
 - A place to learn about staff specialities/expertise in other agencies to be able to reach out to them
 - To encourage knowledge exchange, resource sharing and advice
 - Another suggestion was to act as a resource centre for the sector on important changes including service changes, citizenship form changes, relevant news, etc.,

Friday E-Blasts:

- Everyone has found the Friday e-blasts very helpful and useful

Emerging Issues: International Student Concerns

The working group moved to a discussion regarding the lack of information (and services) available for international students who may/may not be moving towards citizenship. Concerns regarding a new certificate requirement to give advice on citizenship for organizations that charge fees, was discussed.

It was noted that there needs to be greater collaboration between Ontario Colleges and Universities and Settlement Organizations. The employment gap for international students was noted as particularly troubling. Members agreed that the lack of information/services for international students and the concerns with certification were topics worth exploring in the future. Members also thought there would be significant value in working to determine the specific needs Advisory Committee of international students who have since become permanent residence.

**A Task Group was struck to explore these items further and report back to the group at the next meeting. Task Group Members: Jan Carter, George Brown College and Hongmei Cai, Dixon Hall & Mid-Toronto Community Services.*

5. Collaborative Marketing and Outreach

This year the Settlement Services working group will explore some collaborative approaches to marketing and outreach across the Toronto South area. The first point of discussion involved establishing the specifics for a LIP poster that could be displayed in all LIP member agencies.

Working group members liked the idea of styling the poster in the form of a Certificate that could be framed and displayed proudly. Members felt that certificates should encompass the spirit and language of the soon-to-be-adopted *Resolution of LIP Member Commitment*, using truncated value driven statements. Members strongly felt this type of joint/collaborative marketing would serve to affirm member commitment and highlight each agency's involvement in larger LIP efforts.

**A Task Group was struck to develop and finalize the format of the Certificate prior to the next working group meeting. Task Group Members: Steve Morrissey, Fred Victor and Bill Sinclair, St. Stephen's Community House.*

The conversation then moved into exploring how social media (specifically Twitter) could be used as a tool for partnership building and collaborative outreach. Almost all members indicated that their agencies currently had Twitter accounts. LIP staff explained how Twitter can be used as an effective and efficient tool for organizations looking to build their profile and expand their community networks. Members were very eager to learn more about the potential to build partnerships through Twitter. It was decided that this topic would be revisited at the next working group meeting, and also suggested as a topic for a breakout session during the Fall Toronto South LIP Workshop Day.

**A Task Group was struck to work on developing a social media strategy for the LIP with a specific focus on maximizing Twitter for partnership building. Task Group Members: Jan Carter, George Brown College and _____ (open to additional members).*

Community Updates

It was noted that St. Christopher House is being renamed to West Neighbourhood House on June 26, 2014 at their AGM (all welcome to attend). In addition, Dixon Hall has merged with Mid-Toronto Community Services.

6. Action Items

Next Steps		Who
Participation Agreement	Circulate Participation Agreement to members. Members to submit no later than June 4 th , 2014	TSLIP Staff
Launch Event Date	Determine the date for the Newcomer Welcome Brochure Launch Event and circulate among members	Steve Morrissey, Fred Victor & TSLIP Staff
Neighbourhood Insert	Correct current version of Neighbourhood Insert. Remove YMCA location no longer open.	TSLIP Staff
Test LIP Website	TSLIP staff to circulate the current test website. Member's feedback requested. Feedback can be sent to: Nicole Watson at nwatson@ccvt.org	ALL Members

Task Group(s)	Directives	Who
#1 International Students	<ul style="list-style-type: none"> – Establish an advisory committee of recent graduates who were international students and conduct a needs assessment – Research information on new certification process, cost and distributing institutions – Look into inviting the Immigration Regulation Council to come in and discuss certificate and implications 	Jan Carter, George Brown College and Hongmei Cai, Dixon Hall & Mid-Toronto Community Services
#2 LIP Poster	<ul style="list-style-type: none"> – Review and provide feedback on draft of Toronto South LIP certificate 	Steve Morrissey, Fred Victor and Bill Sinclair, St. Stephen's Community House
#3 Social Media Strategy	<ul style="list-style-type: none"> – Work to develop a new social media strategy utilizing the Toronto South LIPs current Twitter account – Develop a presentation on maximizing social media use in the non-profit sector 	Jan Carter, George Brown College <i>*open to additional members</i>

Next Meeting Date

Thursday July 24, 2014 from 2:00pm-4:00pm at COSTI Immigrant Services, 760 College St, 2nd Floor.