

<b>TO:</b>	<b>CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING OF DECEMBER 16, 2014</b>
<b>FROM:</b>	<b>GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON</b>
<b>SUBJECT:</b>	<b>LONDON AND MIDDLESEX IMMIGRATION PORTAL ENHANCEMENTS AND SECOND ANNUAL INTERNATIONAL STUDENT WELCOME EVENT</b>

<b>RECOMMENDATION</b>
-----------------------

That, on the recommendation of the Director of Intergovernmental and Community Liaison, this report on the London and Middlesex Immigration Portal Enhancements and the Second Annual Welcome International Students Event, BE RECEIVED for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
--

Board of Control: Immigration Portal Status Report, Mar. 22, 2006; Jan. 31, 2007; Oct. 31, 2007; March 25, 2009; Immigration Portal Sustainability, February 5, 2008; Agreement with the Province of Ontario for Enhancements to the London and Middlesex Immigration Portal, April 9, 2008; Agreement with the Province to develop multilingual marketing materials, September 29, 2010.

Committee of the Whole: Requested Administrative Funding for the Heritage and Immigration Web Portals, February 10, 2009.

Finance and Administration Committee: Agreement with the Province to enhance the London and Middlesex Immigration Portal, July 20, 2011.

Finance and Administrative Services Committee: Agreement with the Province to enhance the marketing of the London and Middlesex Immigration Portal, February 27, 2012; August 20, 2012.

Corporate Services Committee: Immigration Portal Agreement with the Province to enhance Marketing, February 26, 2013; Agreement with the Province to enhance Labour Market section, February 26, 2013;

Corporate Services Committee, Amending Agreement with the Province of Ontario to Enhance the London and Middlesex Immigration Portal Labour Market section, November 12, 2013; Agreement with the Province of Ontario to Receive Funding for the Start up your Business Initiative, August 26, 2014.

<b>BACKGROUND</b>
-------------------

In keeping with the Council Strategic Plan results of a strong economy and a vibrant and diverse community, the objectives of the London and Middlesex Immigration Portal ([immigration.london.ca](http://immigration.london.ca)) are to attract and retain newcomers. Enhancements are funded by the Province of Ontario through the Municipal Immigration Information Online (MIIO) program. In total, the province has to date provided over \$600,000 in funding towards the Immigration Portal.

Over the spring, the Immigration Portal transitioned to the Sharepoint platform (in accordance with the move of [www.london.ca](http://www.london.ca) to Sharepoint). This work was carried out by the Information Technology Services with the assistance of the Cross Cultural Learner Centre, which provides administrative support to the Immigration Portal. While much of this work is seamless to the user, the team took the opportunity to make a number of enhancements to the design. Chief among these enhancements is mobile-friendliness and accessibility, making this the first City of London website to be mobile-friendly and meeting full compliance of the WCAG 2.0 A standards of the Accessibility for Ontarians with Disabilities Act (AODA). The site uses Google Translate to make the information

available in a multitude of languages. It is anticipated that these changes will make the site more available to a wider audience within and outside Canada.

There were some content changes to the portal as well. The employment section now features a section called *Immigrants are Working*, which profiles newcomers who have been successful in obtaining employment or in developing a business. Material was developed to provide newcomers with information on seeking employment in London and Middlesex. Employers who are considering hiring newcomers will find relevant information here. Charts which profile immigration trends and the ethno-cultural composition of the city and comparative data on the city's quality of life and cost of living were developed by the Manager of Policy Planning and Support.

For the second year, the City, the London Economic Development Corporation (LEDC), and a number of public and private secondary and post-secondary institutions hosted an International Student Welcome Event at Budweiser Gardens. This event, at the time of the writing of the report, was scheduled to take place on Sunday, November 9<sup>th</sup> (with a snow date of November 23<sup>rd</sup>) with the objective of celebrating and welcoming international students and recognizing their contributions to the vitality and diversity of London. Over 400 international students were registered to attend the event which was centred around a basketball game with the London Lightning team. Participating educational institutions were Brescia University College, CultureWorks, the English Language Centre at Western University, Fanshawe College, Huron University College, King's University College, the London International Academy, the London Language Institute and Western University. The Mayor, Councillors, representatives of the federal and provincial government and leaders from the educational institutions were expected to attend.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>JILL TANSLEY MUNICIPAL POLICY SPECIALIST</b>	<b>GRANT HOPCROFT DIRECTOR, INTERGOVERNMENTAL AND COMMUNITY LIAISON</b>