

Enhancing Communications with Immigrants: an Exploration of Immigrant Use of Media



What do we know about how newcomers to Canada access information, including online?

An overview of immigrants' use of the internet/technology - pre and post arrival

Major trends - summary of TRIEC's previous IGR research

How can we engage them better in our programs and ensure that future program development uses the tools, technologies and approaches that work for them?

The importance of trust & credibility in information provision

Look at information problems & overload from their perspective

Go to the source, know your audience, importance of personalized information provision

Some promising practices in the sector

Information needs & pathways

Needs:

Everyday

life/Orientation
information seeking
– daily media habits

Practical (or problem-specific) information seeking – specific, sporadic

Pathways:

Social networks

Gatekeepers

Formal sources

Information media

Ethnic media

Barriers to information seeking

Information overload

Where to access trusted, reliable info

Language issues

Credibility of information retrieved

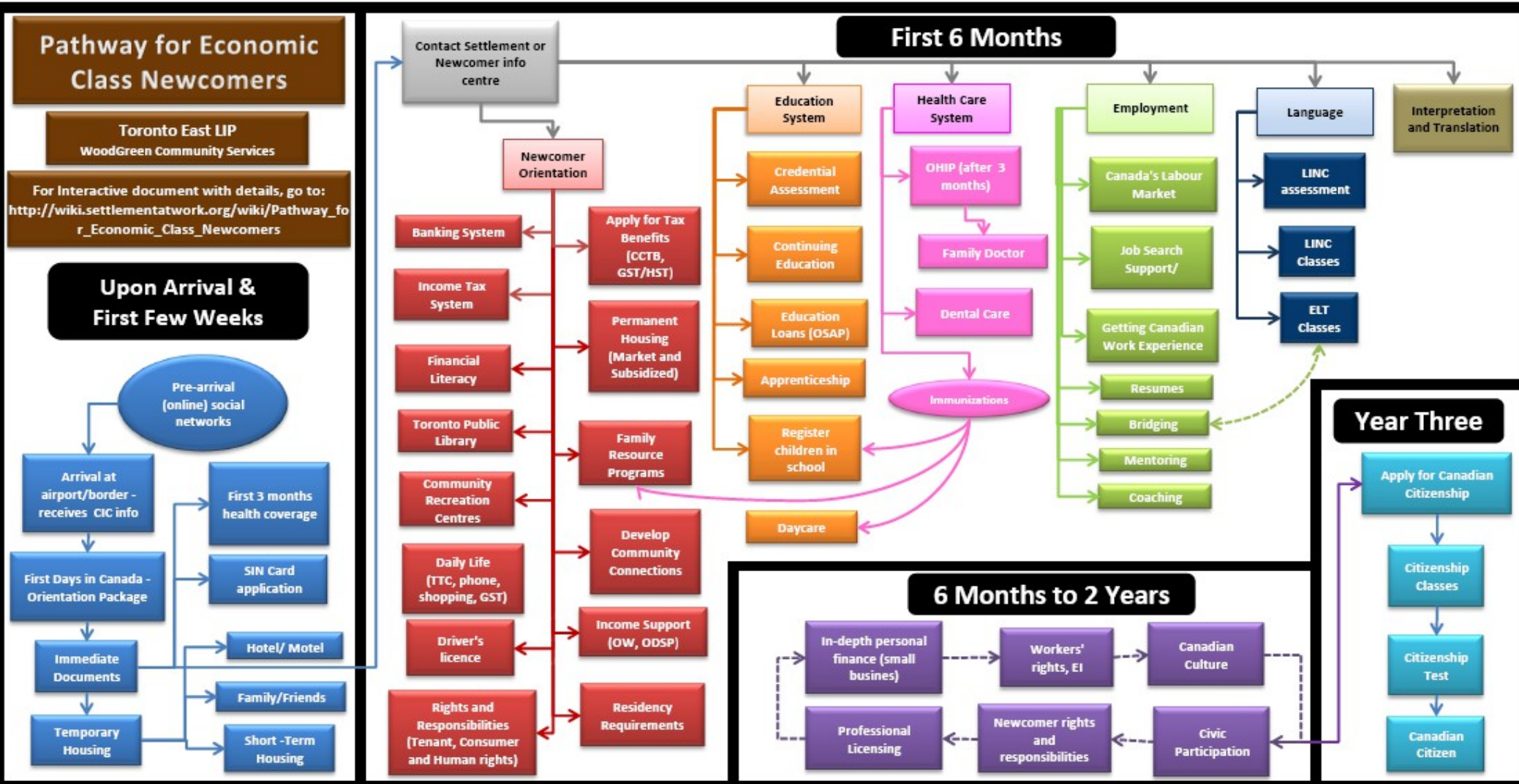
Emotional stress

Social isolation

Unfamiliarity with overall systems

Knowing how or where to seek help –
identifying and accessing relevant human
resources

Barriers to information seeking



24 printed pages long, mostly links to other sites...

How do immigrants access info?

Immigrants tend to prefer to seek information from other human sources, particularly other immigrants (Fisher et al, 2004; Silvio, 2006)

Trust may play a large role in selecting information sources (Fisher et al, 2004; Sligo & Jameson, 2000)

Information practices build local networks (Chien, 2005; Dechief, 2006)

International sources such as websites may create feelings of closeness with home (Sampredo, 1998)

Accessing Employment Information (TRIEC research)

Questions:

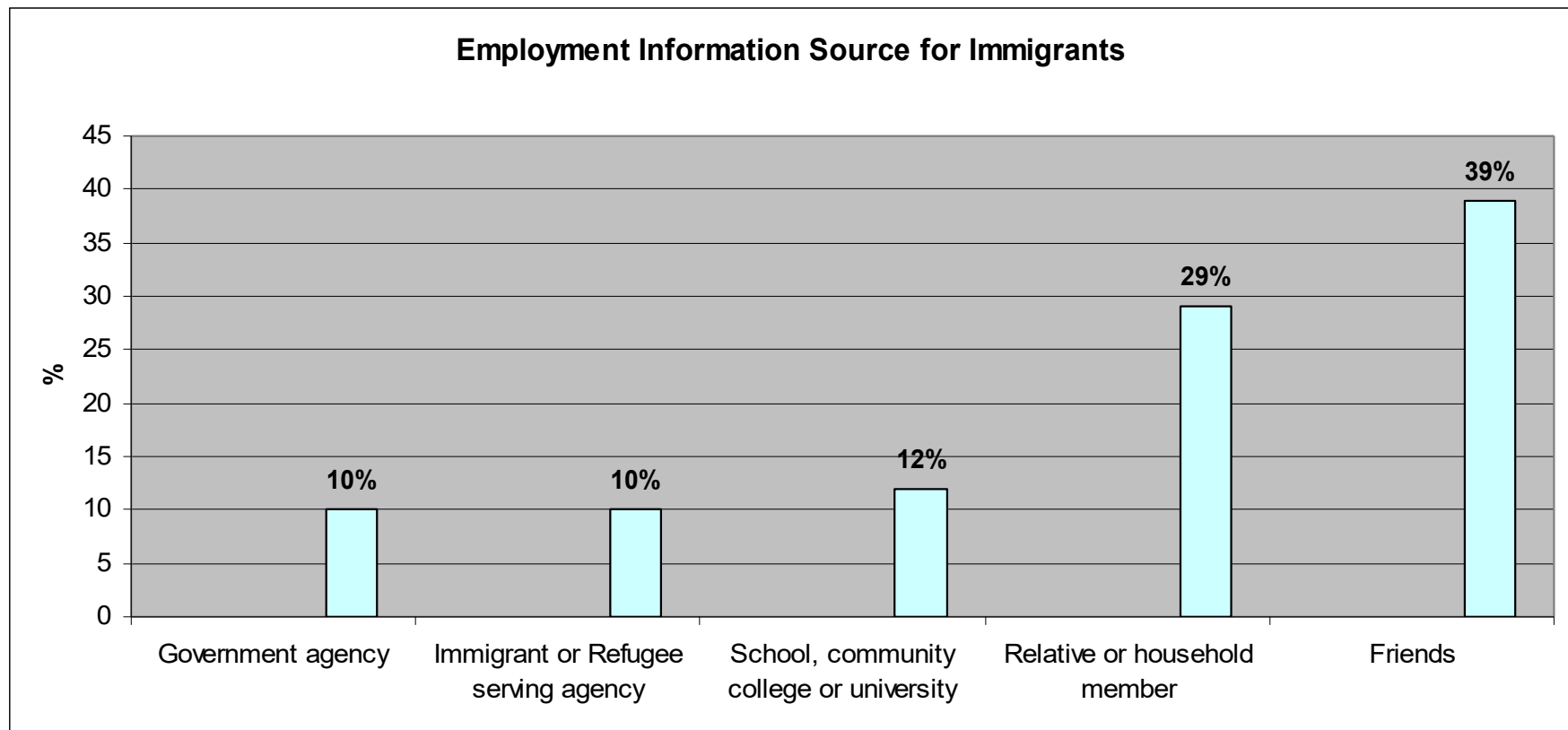
1. Where do immigrants get employment information?
2. What demographic characteristics of immigrants determine their level of awareness of employment information or settlement information in general?
3. What are the media habits of immigrants?
4. What media channels have been used to market employment information to immigrants and how effective have they been?
5. How could employment information be better channeled to immigrants?

Major Trends

1. Family and friends have continued to be a major source of employment and settlement information for immigrants
2. **Internet is evolving as a key source**
3. **In-language media is a priority channel**
4. **Peer and Informal networks are important**
5. **Little employment information is being channeled thru traditional media, even less thru ethnic media**
6. Traditional advertising is still very effective
7. Lack of translated materials
8. **Immigrants trust ethno-cultural media**
9. **Employed immigrants are looking for employment information**
10. **Women immigrants are under informed, fare worse than men**
11. **Cultural demographics matter regarding media access**
12. **Immigrant employment outcomes depend on source of employment information**

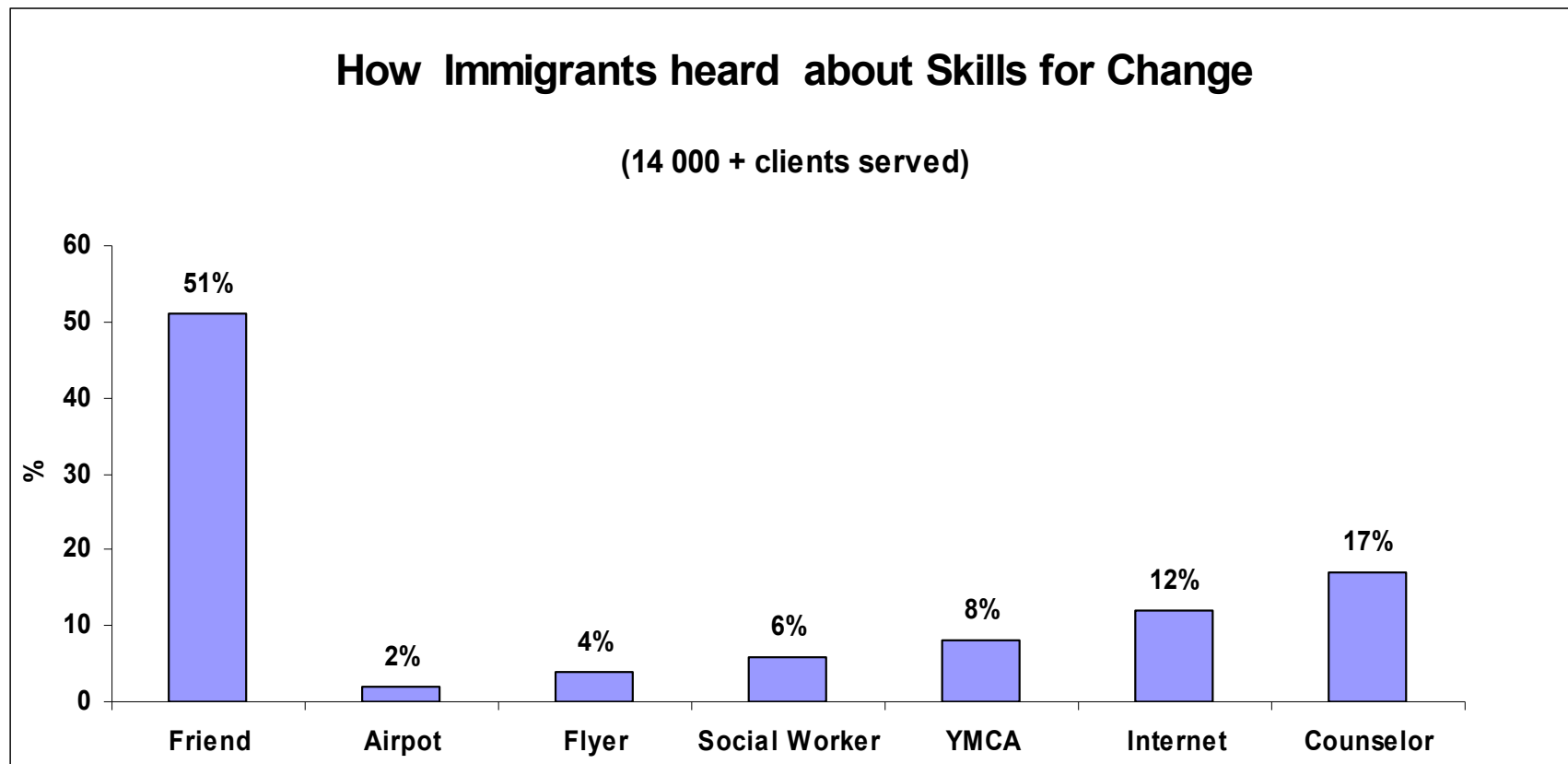
Where do immigrants get employment information?

Statistics Canada, LSIC, 2003



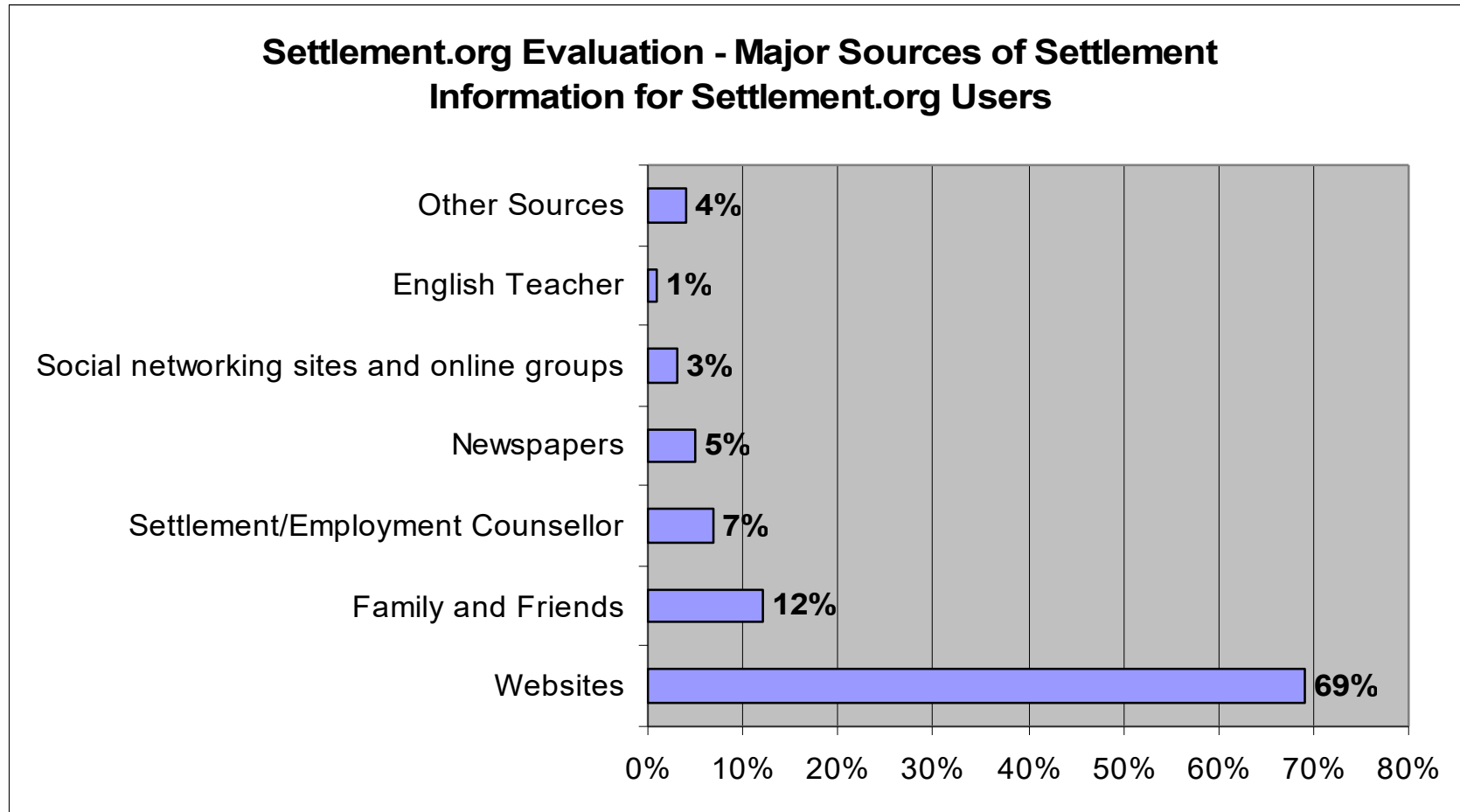
Where do immigrants get employment information?

Source: Skills for Change Annual Report, 2009/2010



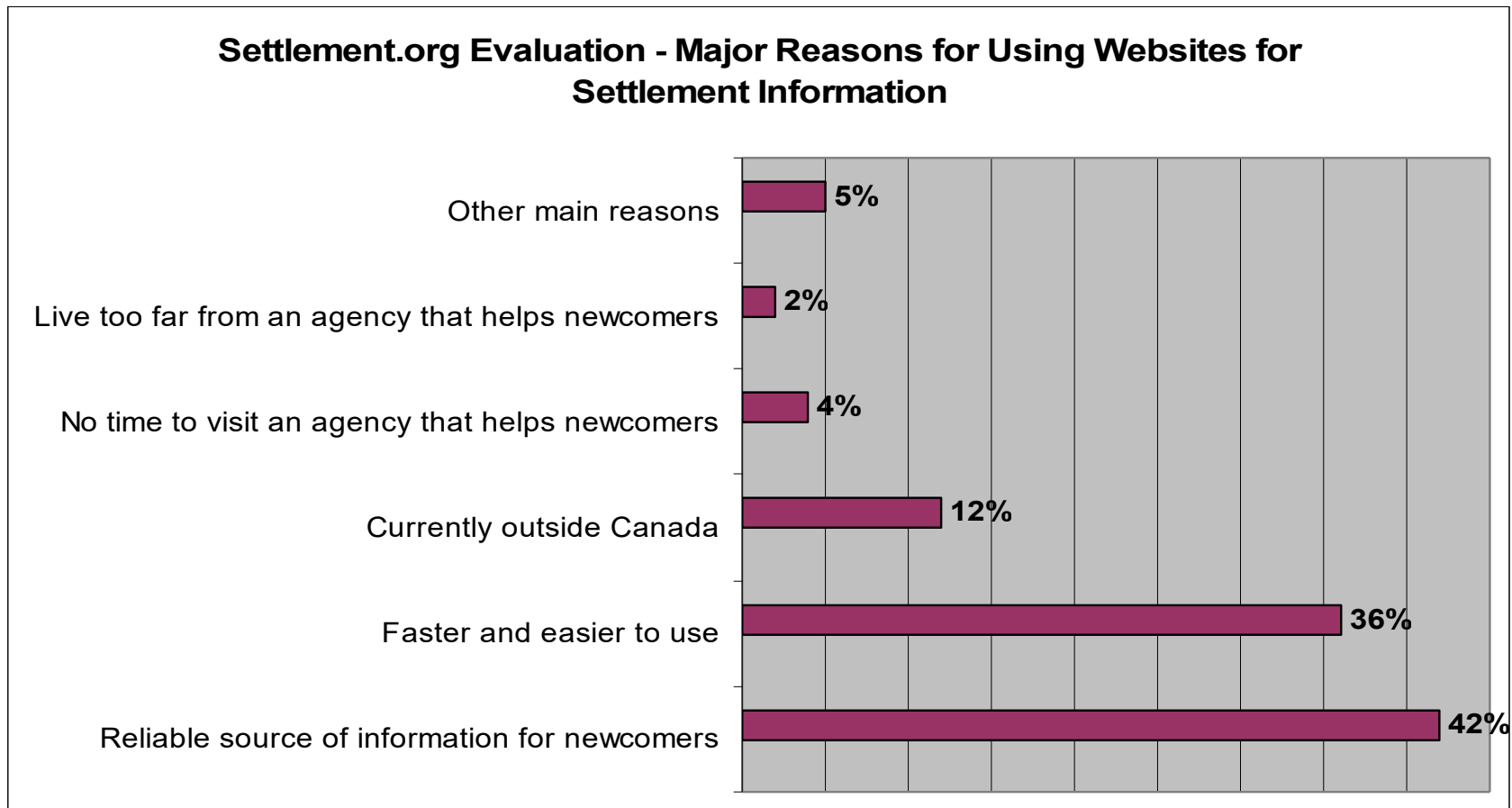
Where do immigrants get information?

Source: Arnold Love, 2010



Where do immigrants get information?

Source: Arnold Love, 2010



Media Usage

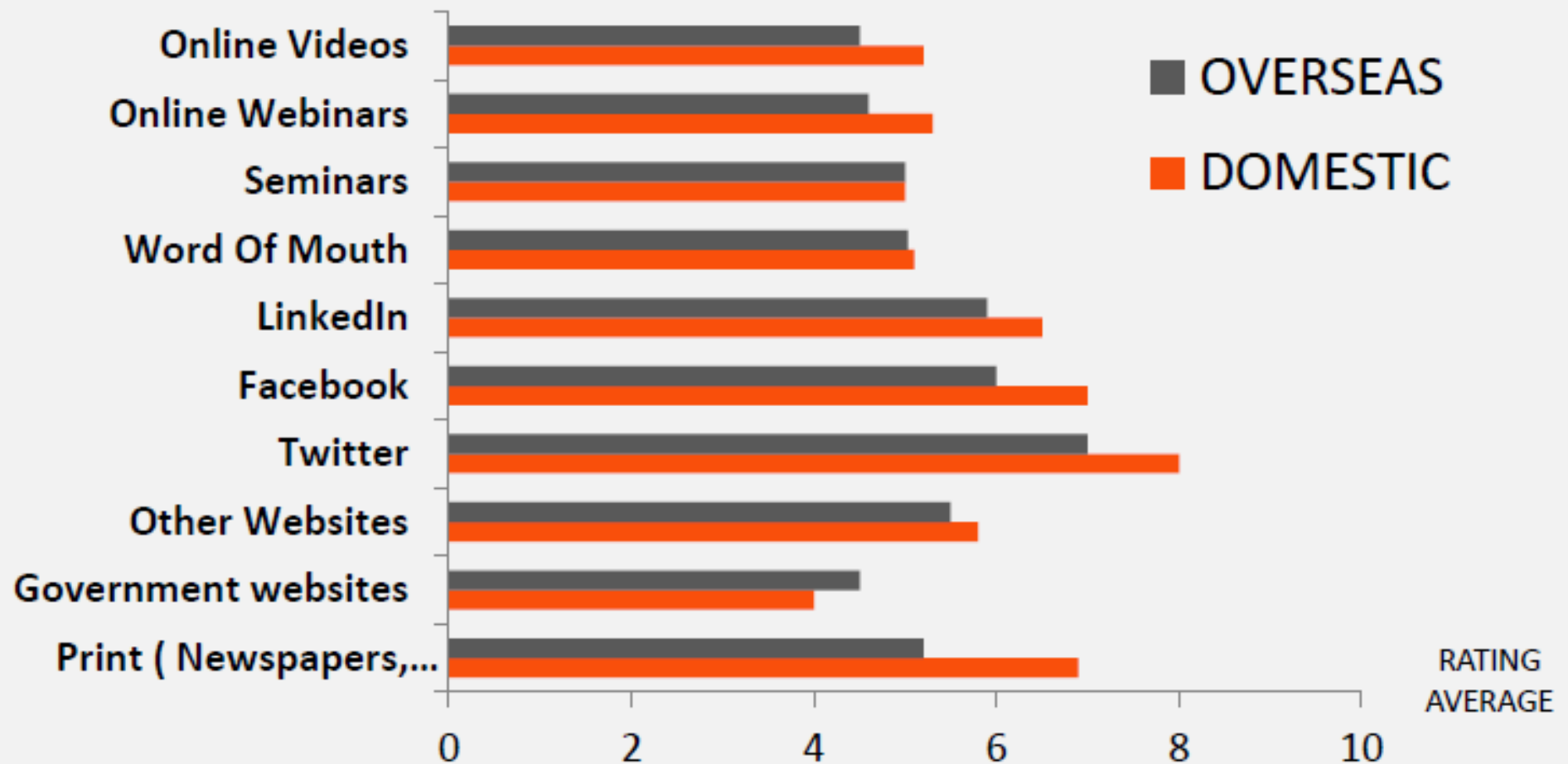
Q2: Please rate the following media platforms according to the importance of information provided during your research process before moving to Canada? (10 being the most important and 1 the least)

Domestic

Answered: 128 Skipped: 65

Overseas

Answered: 182 Skipped: 184





JUMP ON!



Social media
Bandwagon

Know your audience

practise skills,
strategize, &
plan for action

4.

5.

apply what's been
learned in the world

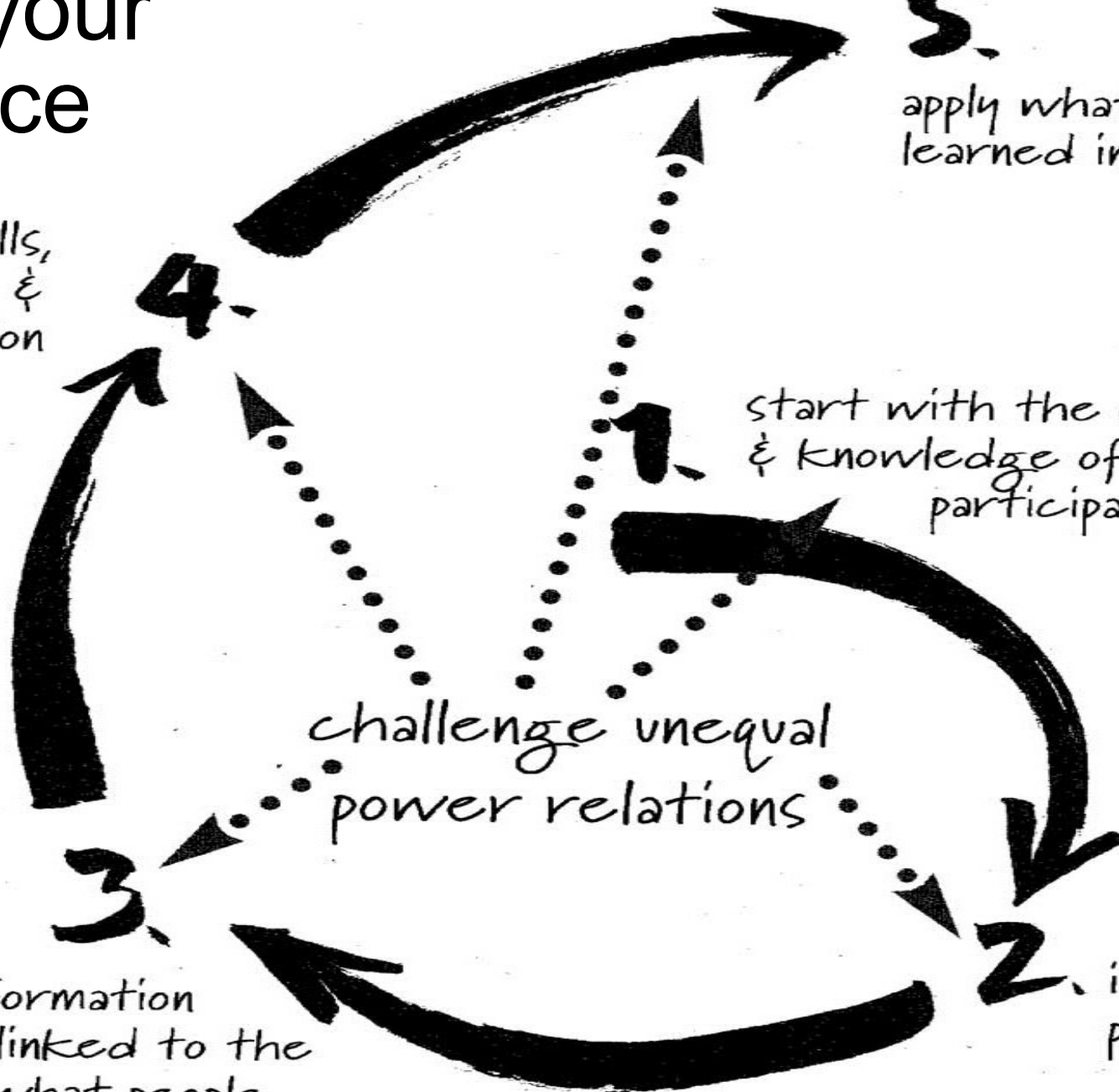
1. start with the experience
& knowledge of the
participants

challenge unequal
power relations

3.

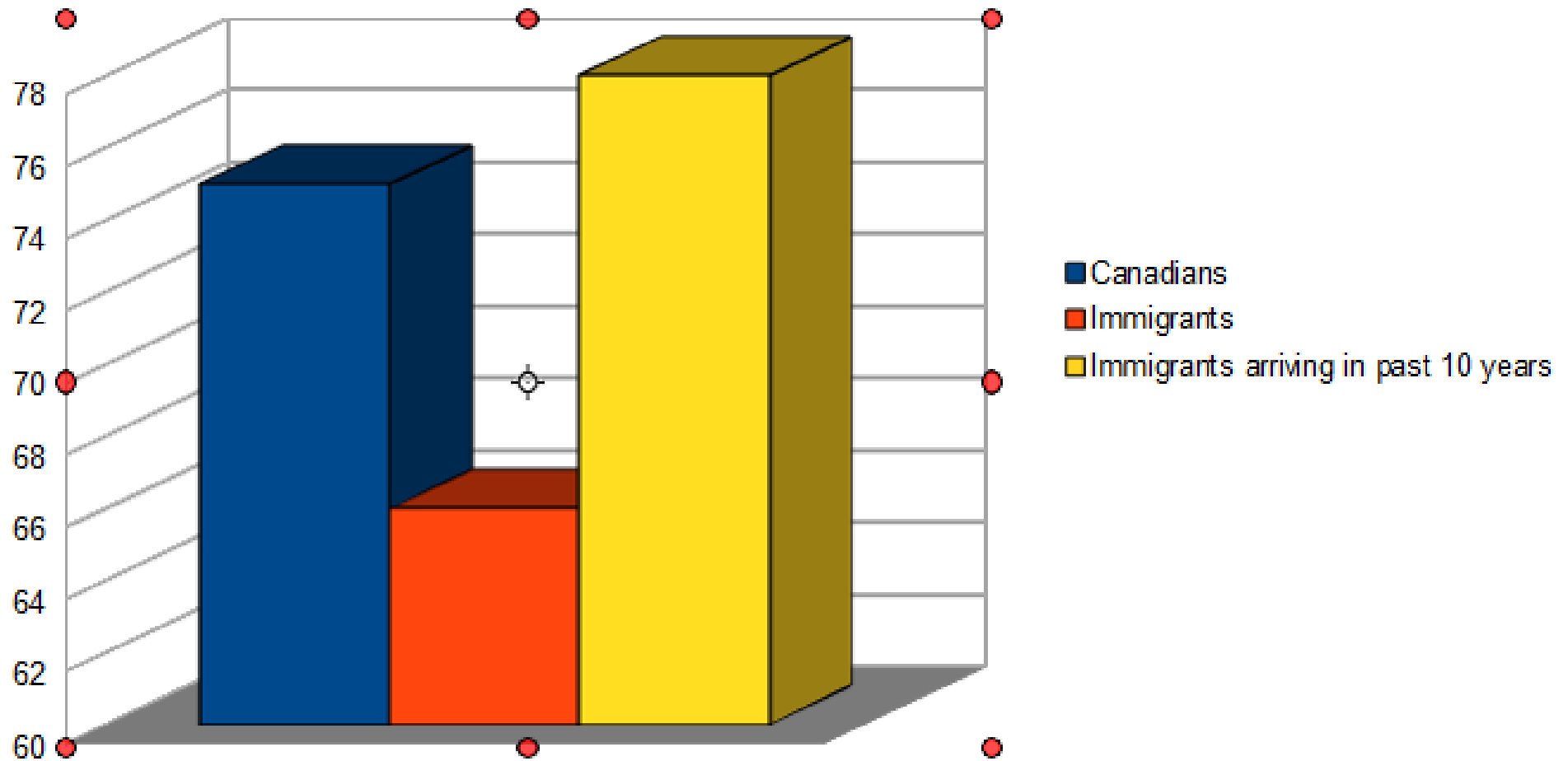
add new information
and theory linked to the
patterns in what people
know

2. identify
patterns



Internet use among newcomers

Statistics Canada, 2007



“Among people born in Canada, 75% used the Internet, compared with 66% of those born elsewhere. However, the rate was 78% among immigrants who arrived in Canada during the last 10 years.”

DIGITAL ACCULTURATION

2014

YAHOO!

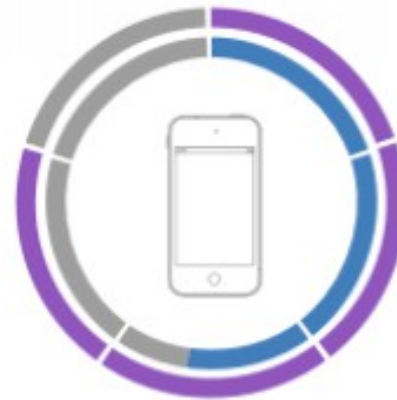
Digital devices



New Canadians: **3.8**
Canadians: **4.4**



New Canadians: **1.9**
Canadians: **1.5**



New Canadians: **4.0**
Canadians: **2.6**

New immigrants spend **54% more time** per day on mobile devices



81%

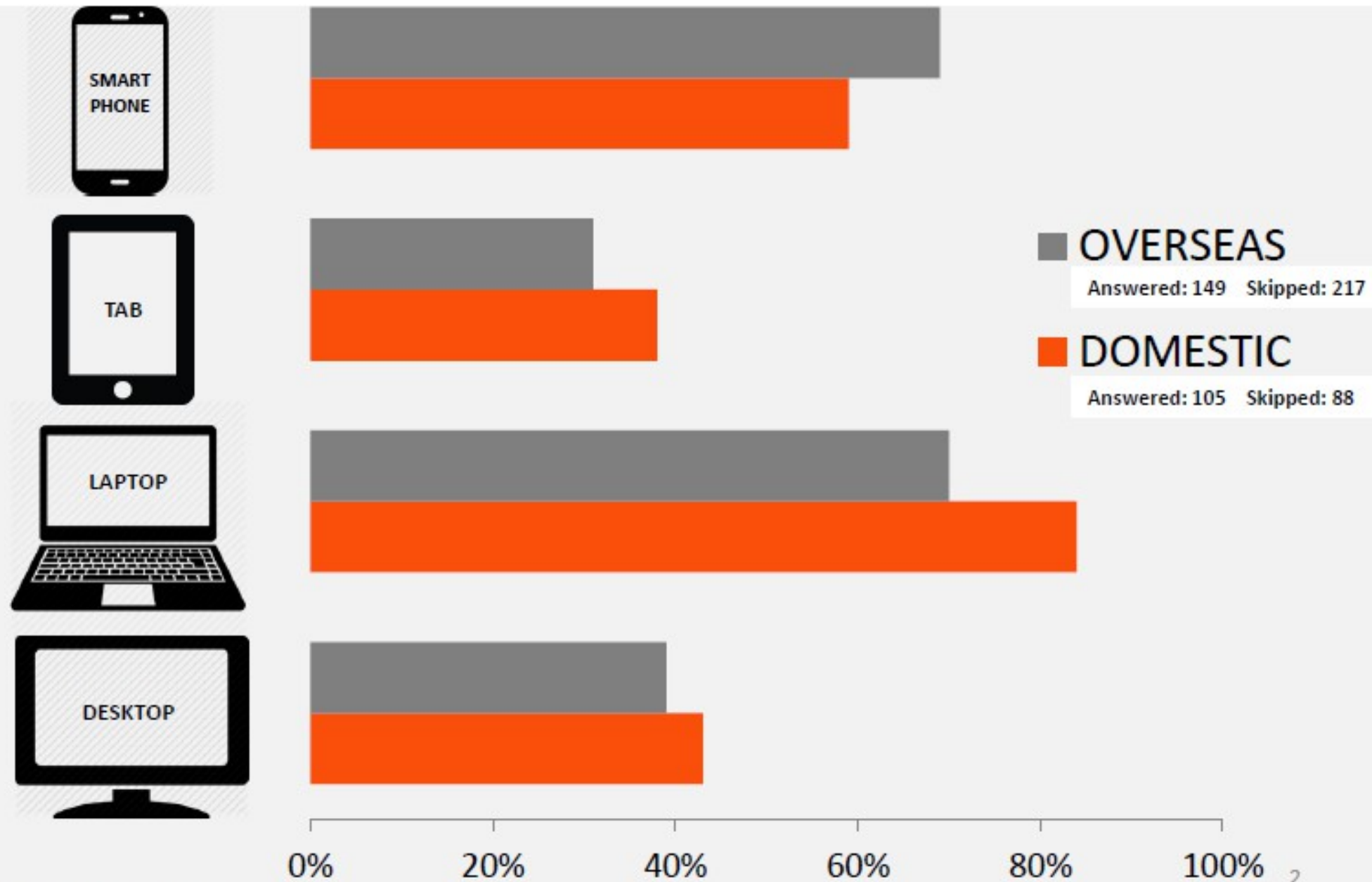
feel cell phone plans in Canada are more expensive than in their country of origin



69%

use online calling or a video chatting app to stay in touch with friends/family in Canada

Platform Usage



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GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

7.395
BILLION

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

INTERNET
USERS



we
are
social

3.419
BILLION

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

2.307
BILLION

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE
MOBILE USERS



we
are
social

3.790
BILLION

PENETRATION: 51%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

1.968
BILLION

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

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SHARE OF GLOBAL USERS

NORTH AMERICA



CENTRAL AMERICA



SOUTH AMERICA



WEST EUROPE



EAST EUROPE



MIDDLE EAST



CENTRAL ASIA



SOUTH ASIA



AFRICA



EAST ASIA



SOUTHEAST ASIA

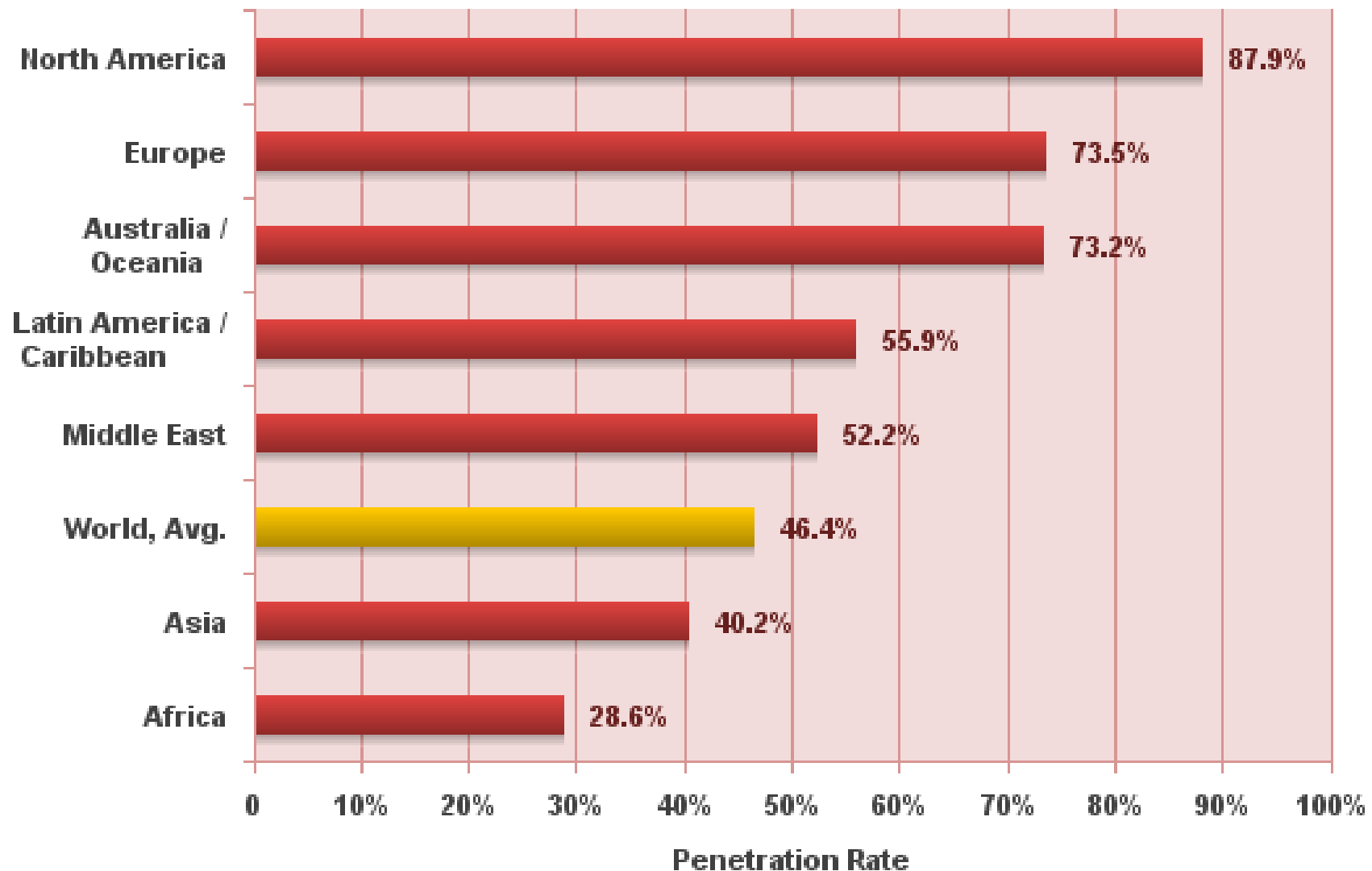


OCEANIA



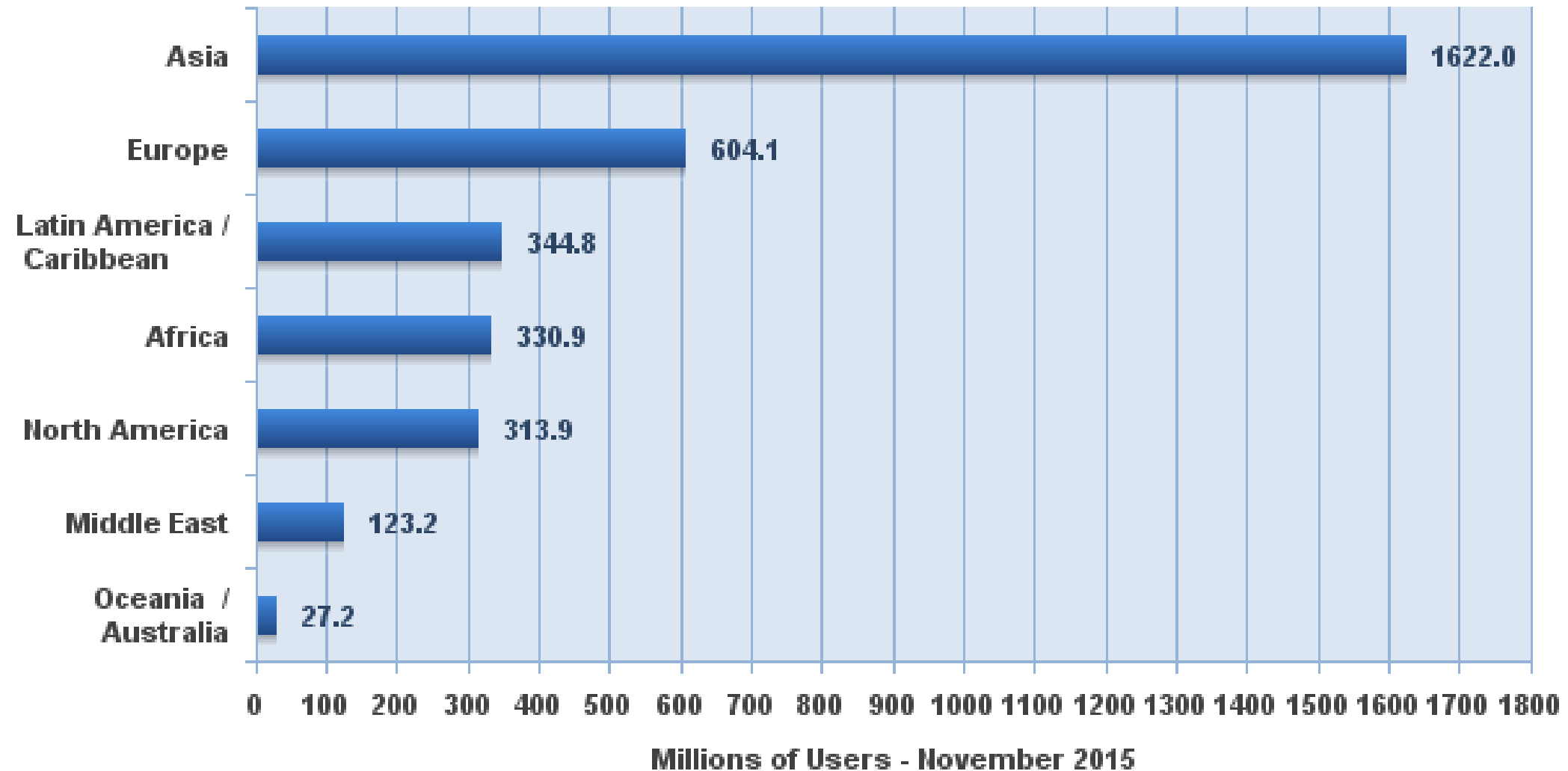
- POPULATION
- INTERNET USERS
- ACTIVE SOCIAL MEDIA ACCOUNTS
- MOBILE CONNECTIONS

Internet World Penetration Rates by Geographic Regions - November 2015



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,259,902,243 and 3,366,261,156 estimated Internet users on November 30, 2015.
Copyright © 2016, Miniwatts Marketing Group

Internet Users in the World by Geographic Regions - 2015



Source: Internet World Stats - www.internetworldstats.com/stats.htm

3,366,261,156 Internet users estimated for November 30, 2015

Copyright © 2016, Miniwatts Marketing Group

WORLD INTERNET USAGE AND POPULATION STATISTICS NOVEMBER 30, 2015 - Update

World Regions	Population (2015 Est.)	Population % of World	Internet Users 30 Nov 2015	Penetration (% Population)	Growth 2000-2015	Users % of Table
Africa	1,158,355,663	16.0 %	330,965,359	28.6 %	7,231.3%	9.8 %
Asia	4,032,466,882	55.5 %	1,622,084,293	40.2 %	1,319.1%	48.2 %
Europe	821,555,904	11.3 %	604,147,280	73.5 %	474.9%	18.0 %
Middle East	236,137,235	3.3 %	123,172,132	52.2 %	3,649.8%	3.7 %
North America	357,178,284	4.9 %	313,867,363	87.9 %	190.4%	9.3 %
Latin America / Caribbean	617,049,712	8.5 %	344,824,199	55.9 %	1,808.4%	10.2 %
Oceania / Australia	37,158,563	0.5 %	27,200,530	73.2 %	256.9%	0.8 %
WORLD TOTAL	7,259,902,243	100.0 %	3,366,261,156	46.4 %	832.5%	100.0 %

Please find below the 10 top countries from January 2015 to present:

Philippines	2671	15.1 %
Iran	1122	6.3 %
India	899	5.1 %
Iraq	643	3.6 %
Pakistan	599	3.4 %
China	574	3.2 %
Somalia	480	2.7 %
Colombia	394	2.2 %
Sri Lanka	377	2.1 %
Russia	339	1.9 %

ASIA INTERNET USE, POPULATION DATA AND FACEBOOK STATISTICS

<u>ASIA</u>	Population (2015 Est.)	Internet Users, (Year 2000)	Internet Users 30-Nov-2015	Penetration (% Population)	Users % Asia	Facebook 15-Nov-2015
<u>China</u> *	1,361,512,535	22,500,000	674,000,000	49.5 %	41.6 %	1,900,000
<u>India</u>	1,251,695,584	5,000,000	375,000,000	30.0 %	23.1 %	136,000,000
<u>Pakistan</u>	199,085,847	133,900	29,128,970	14.6 %	1.8 %	23,000,000
<u>Philippines</u>	109,615,913	2,000,000	47,134,843	43.0 %	2.9 %	47,000,000
<u>Sri Lanka</u>	22,053,488	121,500	5,689,800	25.8 %	0.4 %	3,400,000

AFRICA 2015 POPULATION AND INTERNET USERS STATISTICS FOR 2015

<u>AFRICA</u>	Population (2015 Est.)	Internet Users 31-Dec-2000	Internet Users 30-Nov-2015	Penetration (% Population)	Internet % Africa	Facebook 15-Nov-2015
<u>Somalia</u>	10,616,380	200	500,000	4.7 %	0.2 %	500,000

Middle East Internet Users, Population and Facebook Statistics 2015

<u>Iran</u>	81,824,270	250,000	46,800,000	57.2 %	38.0 %	n/a
<u>Iraq</u>	33,309,836	12,500	11,000,000	33.0 %	8.9 %	11,000,000
<u>Russia</u>	146,267,288	103,147,691		70.5 %	17.1 %	11,000,000

Internet Usage and Population Statistics for South America November 15, 2015

<u>SOUTH AMERICA</u>	Population (2015 Est.)	% Pop. Table	Internet Usage, 15-Nov-2015	% Population (Penetration)	% Users Table	Growth (2000-2015)
<u>Colombia</u>	48,203,405	11.8 %	28,475,560	59.1 %	11.4 %	3,143.2 %

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DIGITAL IN THE PHILIPPINES

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

101.47
MILLION

URBANISATION: 44%

ACTIVE
INTERNET USERS



we
are
social

47.13
MILLION

PENETRATION: 46%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

48.00
MILLION

PENETRATION: 47%

MOBILE
CONNECTIONS



we
are
social

119.21
MILLION

vs POPULATION: 117%

ACTIVE MOBILE
SOCIAL USERS



we
are
social

41.00
MILLION

PENETRATION: 40%

FIGURE REPRESENTS TOTAL NATIONAL POPULATION, INCLUDING CHILDREN

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

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DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

87%

SMART
PHONE



Google

55%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

43%

TABLET
DEVICE



24%

TV STREAMING
DEVICE



Google

8%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

5%

WEARABLE
TECH DEVICE



5%

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SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



64%

YEAR-ON-YEAR:
-12%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



29%

YEAR-ON-YEAR:
+53%

SHARE OF WEB
PAGE VIEWS:
TABLETS



7%

YEAR-ON-YEAR:
-16%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



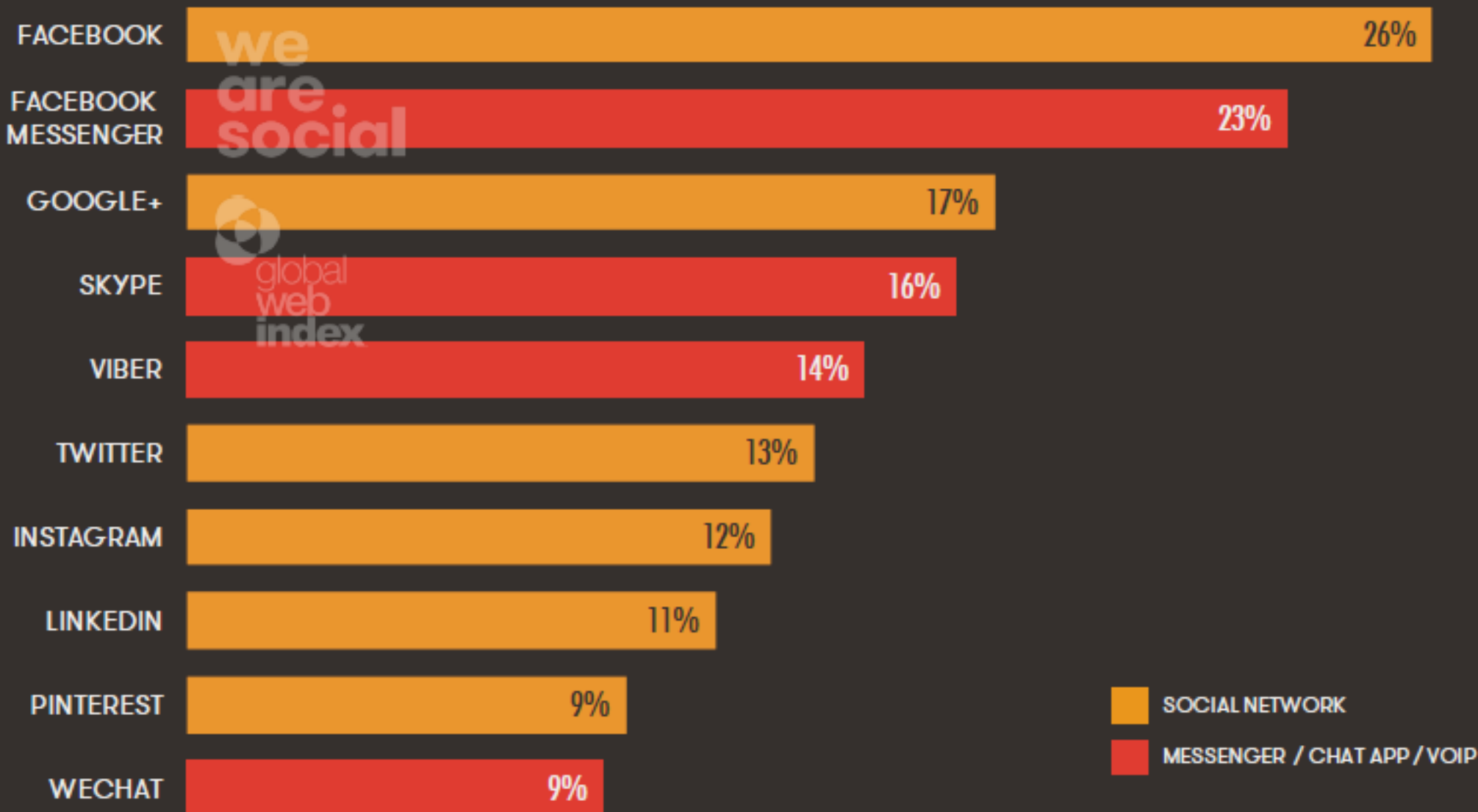
0.01%

YEAR-ON-YEAR:
0%

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TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

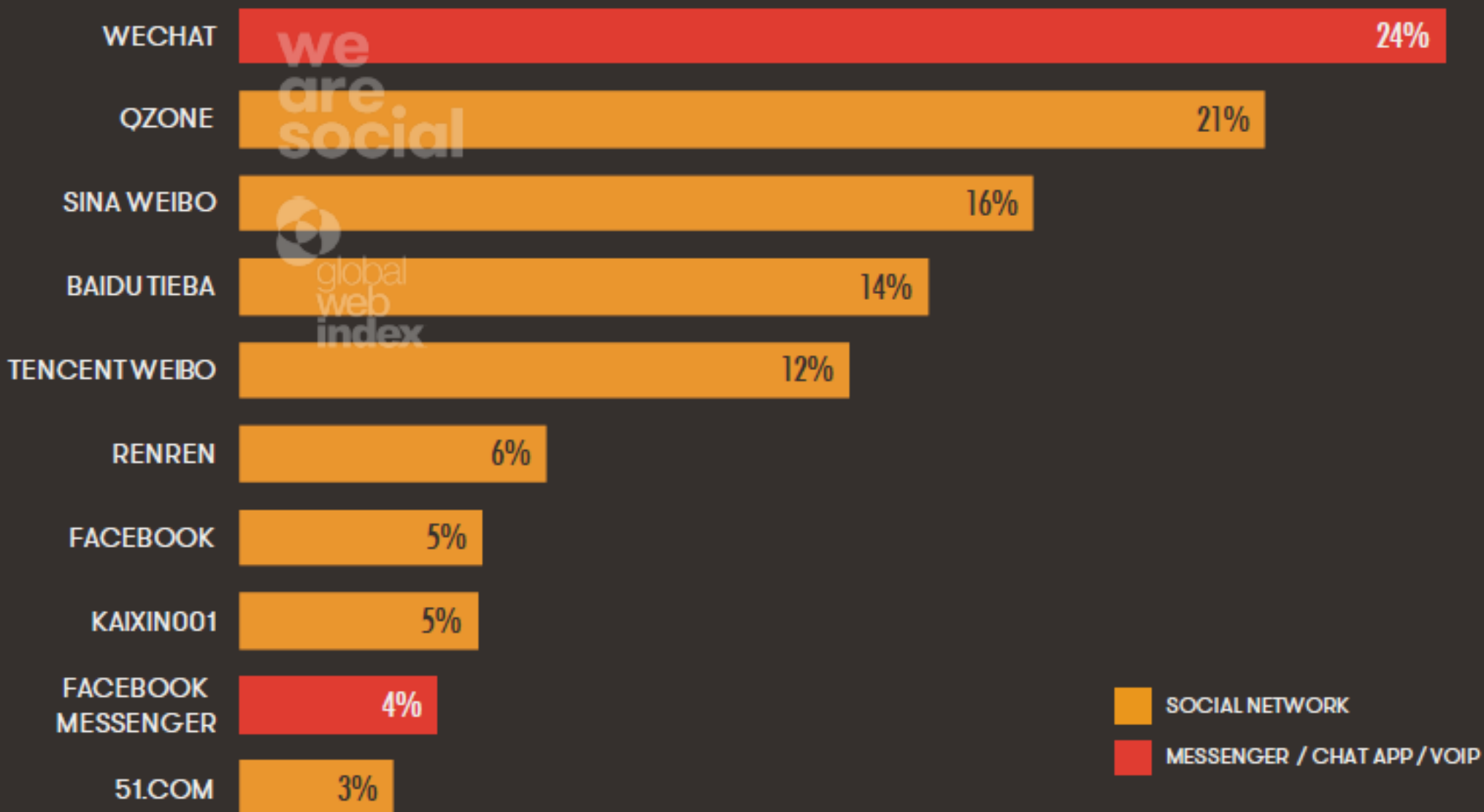


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TOP ACTIVE SOCIAL PLATFORMS



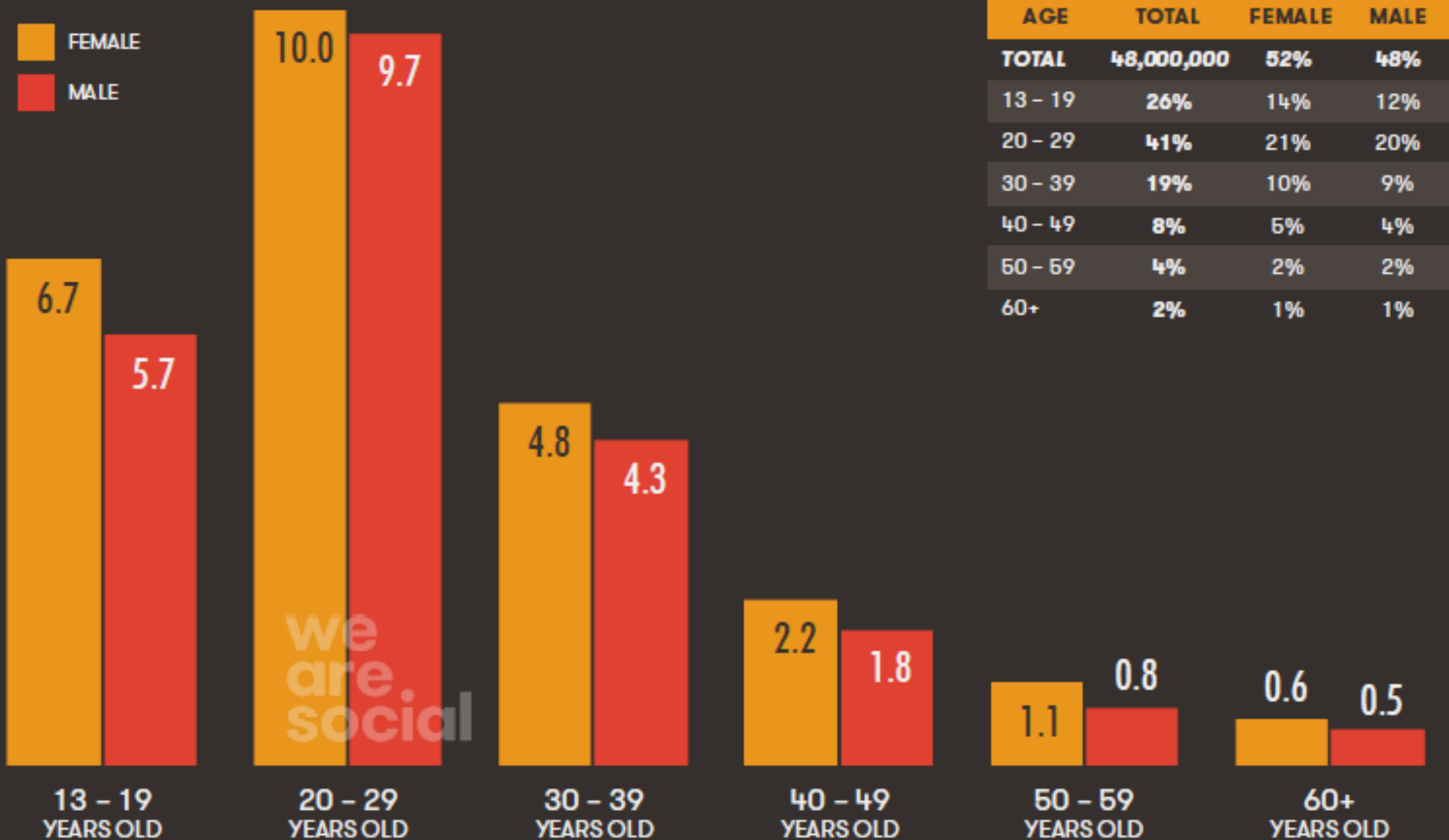
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



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FACEBOOK USER PROFILE

DETAIL OF FACEBOOK USERS BY AGE GROUP AND GENDER, IN MILLIONS



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MOBILE USERS & CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are
social

75.4M

MOBILE PENETRATION
(UNIQUE USERS
vs. POPULATION)



we
are
social

74%

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)



GSMA

119.2M

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



we
are
social

117%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1.58

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MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



we
are
social

33%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

26%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

23%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



global
web
index

21%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



25%

SMS/Texting

When the Philippines' mobile market took off, SMS was a genuine revolution: At its highest point, around **two billion SMS messages were sent daily**.

Social networks have had a major impact on the way filipinos interact; on average, they spend 4 hours per day on social media, which comes up to roughly 42% of total screen time.

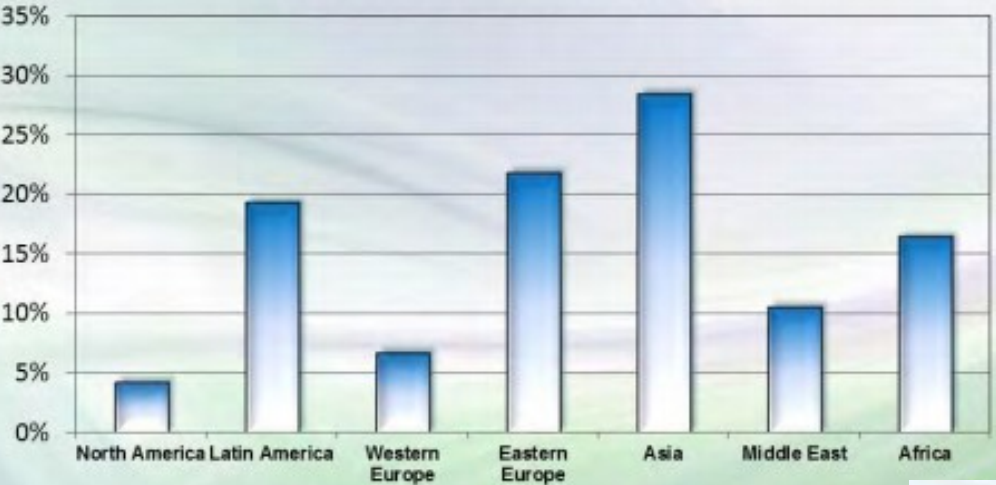
However, despite slowing down considerably, the country reportedly **still generates the largest SMS volume in the world**.

Online learning

2010-2015 Worldwide Self-paced eLearning Five-year Growth Rates by Region

Across All Product Types

2010-2015 Growth Rates by Region

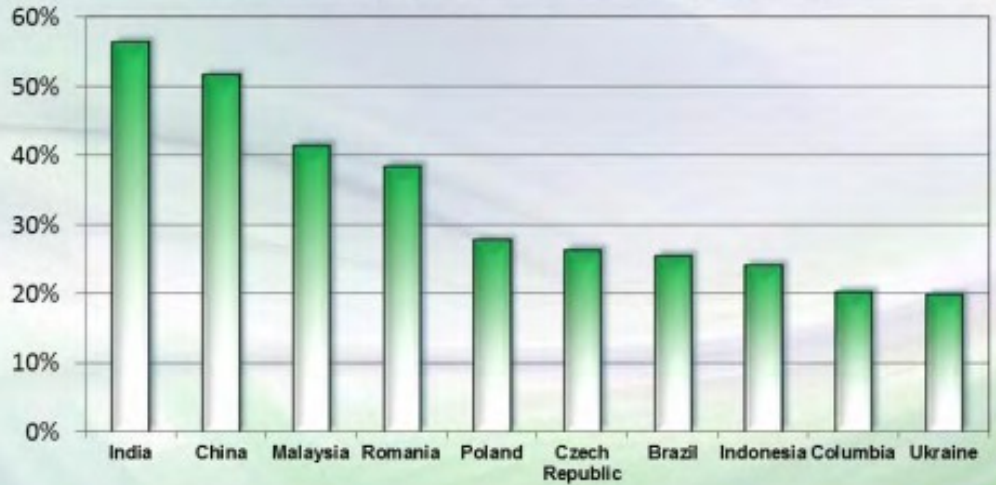


Ambient Insight 2011

2010-2015 Top Self-paced eLearning Five-year Growth Rates by Country

Across All Product Types

2010-2015 Top Ten Growth Rates by Country



Ambient Insight 2011



Niche social networks



Settlement.Org
Welcome to Ontario

INFORMATION NEWCOMERS CAN TRUST

Discussion Forum

To post messages and use great My Settlement features, please sign-up or login.

Save Password

- ▶ [Sign up Now to Ask Questions!](#)
- ▶ [Forgot Password?](#)

Search Discussions

Recent Discussions

- ▶ [Sponsoring New Husband](#)
- ▶ [OSAP Common-Law: Non-resident Partner](#)
- ▶ [Returning Resident Custom Fees](#)
- ▶ [See all Recent Discussions](#)

30,957 members

CANADAVISA.com  Immigration Forum

435,973 members

 Building Canada Together Login Register Tour Help | Français

All of LoonLounge 

Home Communities Members Canada & Immigration Resources Contact Join Now!

112,956 members



74,035 members



25,530 members



24,575 members

and many more, including in other languages...

How can we engage immigrants better?

Information services introduced into a community through outsiders could be regarded with suspicion and considered irrelevant to the specific needs of the community.

Credibility of information associated with the reputation of the individual – importance of identifying key person/people/org (gatekeeper).

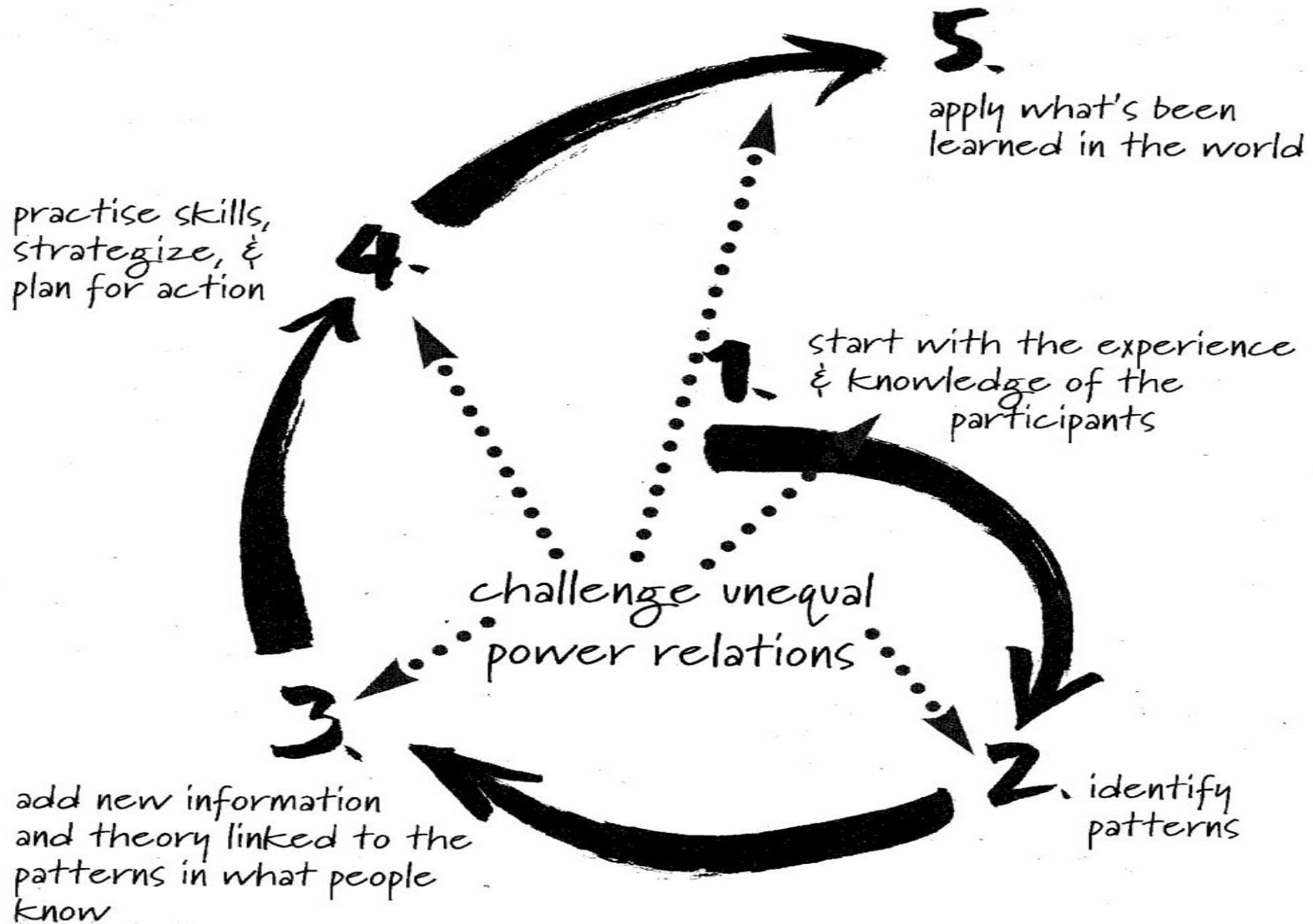
Need to understand how information moves within or between groups.

Design information services that take into account social, psychological and cultural factors that influence information seeking

It's not all about technology



Get to know your audience, community, clients.



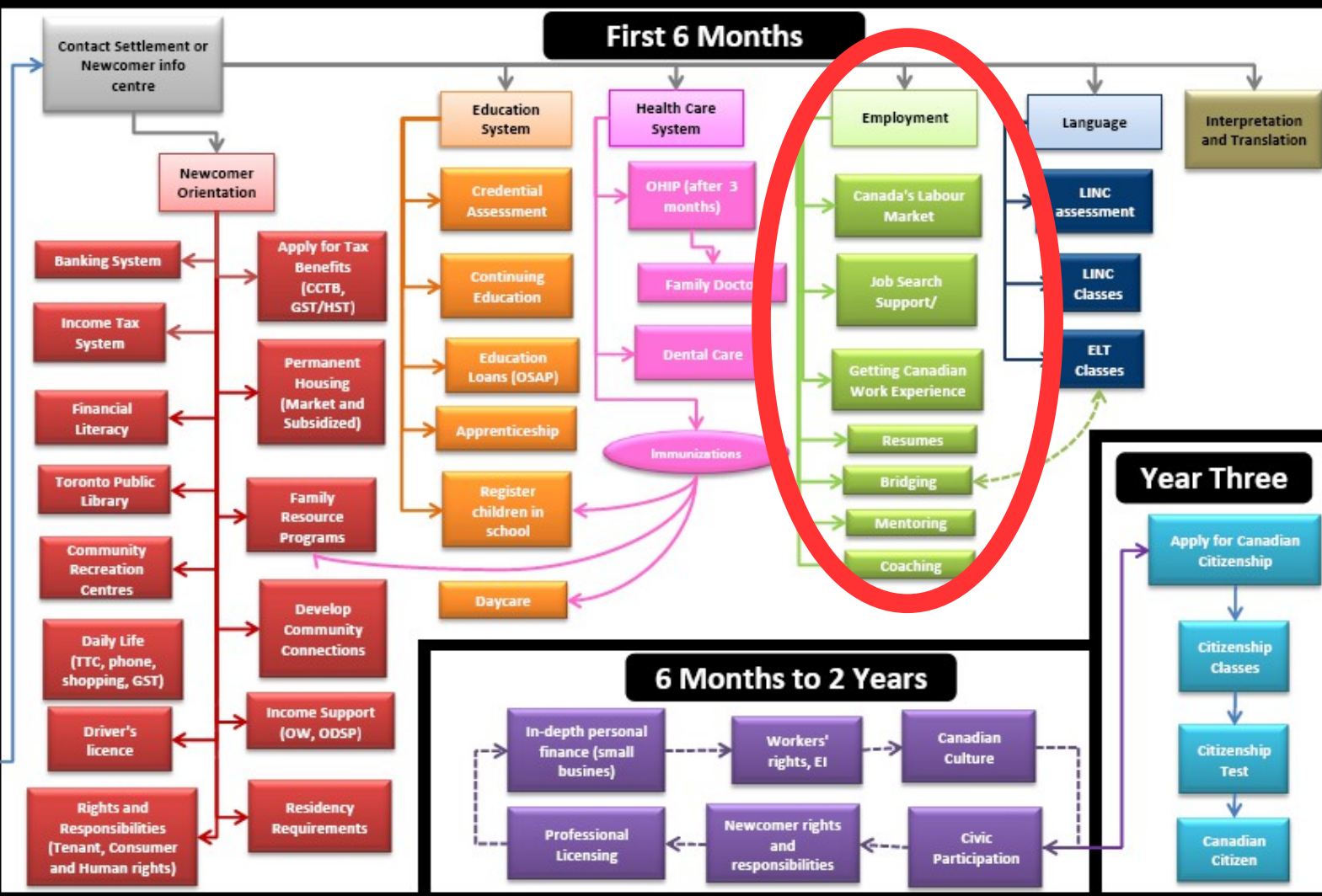
Assess information problems experienced by them

Pathway for Economic Class Newcomers

Toronto East LIP
WoodGreen Community Services

For Interactive document with details, go to:
http://wiki.settlementatwork.org/wiki/Pathway_for_Economic_Class_Newcomers

Upon Arrival & First Few Weeks





EMPLOYMENT INFORMATION

Portals that provide employment information for newcomers to Canada.

[LEARN MORE](#)



EMPLOYMENT RESOURCES

Service providers who can support you in your job search

[LEARN MORE](#)



REGULATORY REQUIREMENTS

Regulatory requirements for your profession

[LEARN MORE](#)



PATH TO EMPLOYMENT

Your path to employment as a skilled immigrant

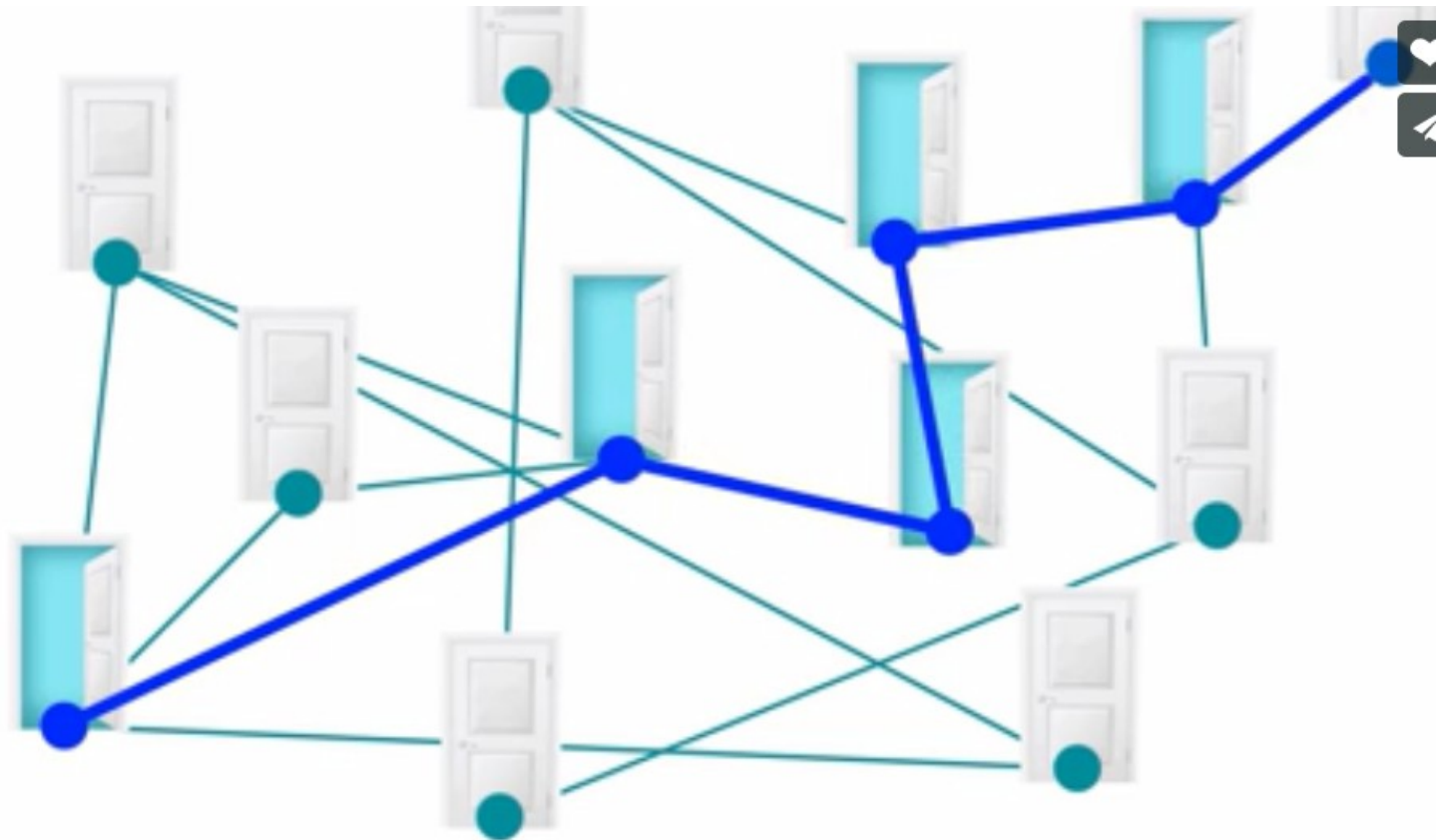
[LEARN MORE](#)



CASIP

Find an agency that will help prepare you for employment

[LEARN MORE](#)



G.A.T.E.S.

Get Information

Assess Your Skills, Competencies And Resources

Access **T**rainning

Gain **E**xposure To The Canadian Workplace

Find **S**upport To Make Connections

Access to Professions and Trades Guide

1. Getting Prepared: Before You Arrive in Ontario

2. Getting Prepared: Once You've Arrived

3. Education and Training

4. Professions and Trades in Ontario

5. Your First Canadian Job

6. The Job Search Process

7. Networking, Professional & Trade Associations, Mentors

8. Words to Know

Alternative Jobs

Some jobs are **regulated** in Ontario. This means you need a licence. It can take some time to get a licence, if you were trained outside of Canada. You might want to work in a **non-regulated** job in your field first. This can be a good way to use your skills and get Canadian work experience.

Accountant

Architect

Dentist

Doctor

Engineer

Lawyer

Nurse

Pharmacist


Social Worker

Teacher

Alternative Careers

If you are interested in exploring alternative careers in your industry, have a look at these alternative careers. If you are thinking of changing your career, have a look at the fastest-growing industries in B.C.

Alternative careers

Architect	 PDF
Chartered Professional Accountant	 PDF
Civil Engineer	 PDF
Dentist	 PDF
Dietitian	
Engineer	
Geologists, Geological Engineers, & Geotechnical Engineers	

Contents

- [↻ Engineer: Alternative Careers](#)
- [↻ Employment Outlook](#)
- [↻ Retraining](#)
- [↻ Searching for Jobs](#)
- [↻ Volunteering in the Field](#)
- [↻ Helpful Resources](#)

Engineer: Alternative Careers

You may find that your international training and experience as an engineer are not immediately accepted in B.C. The analytical and math skills you have already acquired along with your problem-solving and communication skills and hands-on experience can be used in alternative careers. You may wish to investigate certification as either an Applied Science Technologist (AScT) or Certified Technician (CTech), or Provisional Member in these designations. You can also consider alternative careers in other technical fields.

Calendar

November 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Navigation

Home

- Site news
- Employment Blogs
- Information Webinars
- Courses

Participant Testimonials

It is a wonderful class. Absolutely, I like this on-line class very much. Compared with those on-site class, it saved my time and TTC tokens.

A couple of days back I attended the online webinar for orientation of costi online services. I loved it é řasilitator Harouřa' wřřř řo' clear in her explanation and gave relevent details. Hope to see these type of webinar on different topics in near future. Keep the good work up!

I would like to thank you so much for the wealth of information I've had it through learning courses. The courses have completely changed my plan, the way of thinking and guided me to completely different route. I'm sure that the change is going to bring mutual and valuable benefits for Canada and my family. Thank you So Much and God Bless you all.

Overall excellent course. I thank the management and staff for the same.

COSTI ONLINE SERVICES

ANNOUNCEMENTS

Join **COSTI's Virtual Employment Resource Workshops**. Learn about the skills that are useful in looking for employment. Accessible at any time of the day at your own pace.



UPCOMING COURSES START DATES

Writing a Winning Resume (1 Week)	October 27-31,2014
Customer Service Preparation (3 Weeks)	October 20 to November 7,2014
Employment Strategies for Office Administration Professionals (3 Weeks)	November 3-21,2014 FULL
Electronic Job Search (1 Week)	November 17-21, 2014

Login

Username

Password

Remember username

[Create new account](#)
[Lost password?](#)

Frequently Asked Questions

[Frequently Asked Questions](#)

How to Register

1. You need to create an account to register with COSTI Online Services before you are able to take any of the online workshops or courses. You may take this short tutorial on how you can create your account if you need assistance.
2. Once you create and confirm your account, within 24 hours (Mon-Fri) You will be contacted by e-mail by one of our staff, who will provide you with information and the enrollment key of the course (s) or workshop (s) that you have selected.
NOTE: You will be provided with the enrollment key for all Employment Strategies for Professionals courses 3 days before the course starts.

[Account Creation Tutorial PDF document](#)

CONTACT INFORMATION

If you have any questions you can email us at:

costionlineservices@costi.org

or click our virtual office when someone is available



Settlement Online

Settlement Online is a solution to providing flexible pre-employment and language training for immigrants both pre-arrival and at a distance.

Newsletters

SOPA Newsletter – Issue1 – January 2016

Through Settlement Online, ISANS shares online tools and expertise with other settlement organizations across Canada, so that they in turn can provide pre-employment and language training to immigrants who are in or destined for their communities.

ISANS Online

ISANS uses technology to deliver programs and services in alternative ways. Using technology provides opportunities to participate in ISANS programs while juggling family and work schedules, or not having access to programs because of transportation or geographical location. ISANS creates online opportunities for peer interaction, personalized feedback and follow up from experienced staff. ISANS offers immigrants destined to Nova Scotia and those already living in Nova Scotia a wide range of online learning opportunities to improve communication skills, pre-employment skills Canadian workplace integration, business development and EAL teacher training.

Settlement Online in Canada

Settlement Online in Canada provides opportunities for settlement organizations across Canada to deliver post-arrival communication and pre-employment training to immigrants who are in their communities.

ISANS provides courses, support and guidance to settlement organisations considering online delivery through Settlement Online. ISANS will set up a customized area within SettlementOnline.ca for each settlement organization and provide ongoing technical support for both learners and settlement organizations' staff

Settlement Online in Canada allows settlement

Settlement Online Pre-Arrival

SOPA (Settlement Online Pre-Arrival) is an innovative ISANS initiative created to improve linkages between pre-arrival and post arrival services using ISANS suite of professional online tools.

By participating in SOPA, immigrants will develop job search and communication skills and arrive in Canada better prepared, more confident and enter the workforce sooner.

SOPA is being delivered by designated



Welcome to the OCASI e-learning website

The Ontario Council of Agencies Serving Immigrants (OCASI) offers these free online courses to help you build your skills in serving newcomers to Ontario.

[Create a free account](#)

[and start learning! ▶](#)

NAVIGATION

[Home](#)

 [Site news](#)

▶ [Courses](#)

LOGIN

Username

marco

Password

●●●●●●

Remember username

[Login](#)

[Create new account](#)

Pre-arrival

Are you
immigrating
to Canada?

It's never too early to connect, prepare, and get informed!

- What do Canadian employers want?
- What do I need to know about work before I come to Canada?
- How do I maximize my success in my job?



Virtual Visit

Skills for Change Employment Resource Centre
1139 College Street
Toronto, Ontario M6H 1B5

T 416-572-0790
F 416-572-1016

erc@skillsforchange.org
www.erc.skillsforchange.org

Have a quick virtual visit of our ERCC!

Skills for Change Employment Resource Centre



Leave a Reply

Name (required)



CultureLink Settlement Services Directions

Digital stories are short videos, created by people of all ages and backgrounds, where participants share their own life story through voice, images, and music.



The Process



The Impact



The Stories



Nicole's Digital Story



Paw Wah's Digital Story



MOOC

Massive Open
Online Course

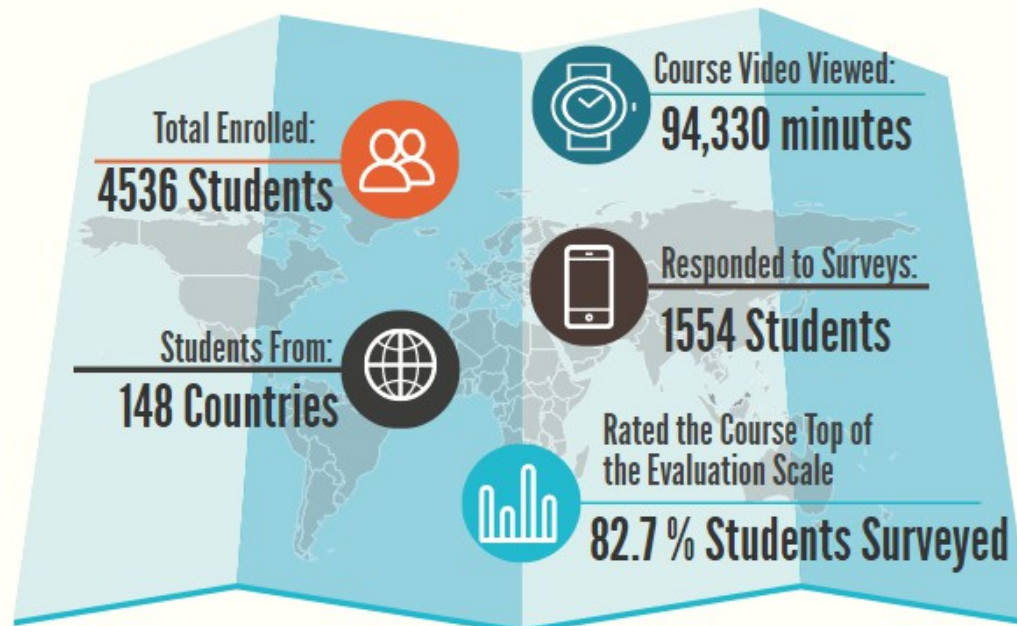


Create an Expert
LinkedIn
Profile for

Job Search



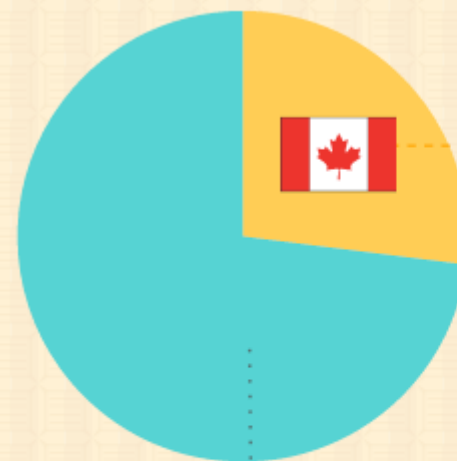
Massive Open Online Course: Create an Expert LinkedIn Profile for Job Search



2 SESSIONS

APRIL - JUNE 2015
AUGUST - OCTOBER 2015

ONLINE PLATFORM
CANVAS.NET



27% of students surveyed had a Canadian affiliation!

7% live abroad & in the process of coming to Canada

6% recently arrived in Canada (under 3 years)

14% have been living in Canada for over 3 years

Although this course was geared towards newcomers and those interested in immigrating to Canada, 73% of students had no affiliation to Canada and simply tuned in to learn more about LinkedIn.

MOOC Opportunities for Non-Profit Orgs



Build Viable and Safe Learning Communities - MOOC Communities

- Connect Learners of Common Interest
- Promote Peer Support
- Engage Volunteer Mentors



Expand the Reach of Your Programs & Improve Accessibility

- Reach beyond Geographic Boundaries
- Flexible Timing, Location and Pace
- Transcripts and Translations



Leverage New Technology to Revolutionize Your Service Delivery

- Crowd-source Content Expertise
- Use Interactive Multimedia
- Target NextGen Service Users



Increase Non-profit Sector Capacity & Stimulate Unlikely Partnerships

- Free Professional Development
- New Platform for Creative Partnerships
- Encourage Best Practice Sharing

Challenges

Lack of funding beyond the seed level

Hard to find subject matter experts great at e-teaching

Difficult to accommodate all partners' divergent objectives

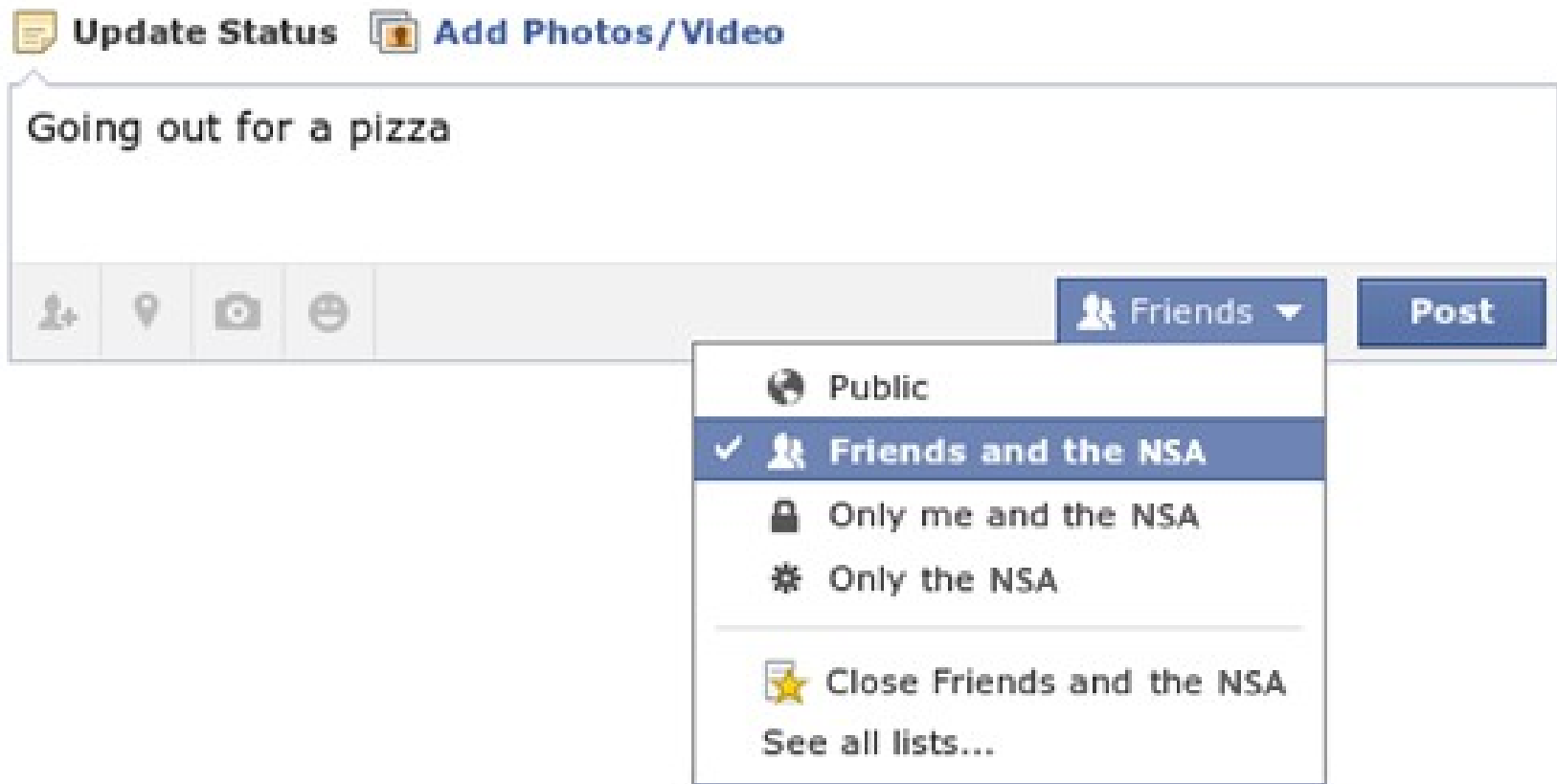
MOOCs' international reach deters funders with local focuses

Measuring MOOCs' success requires different mindset and indicators

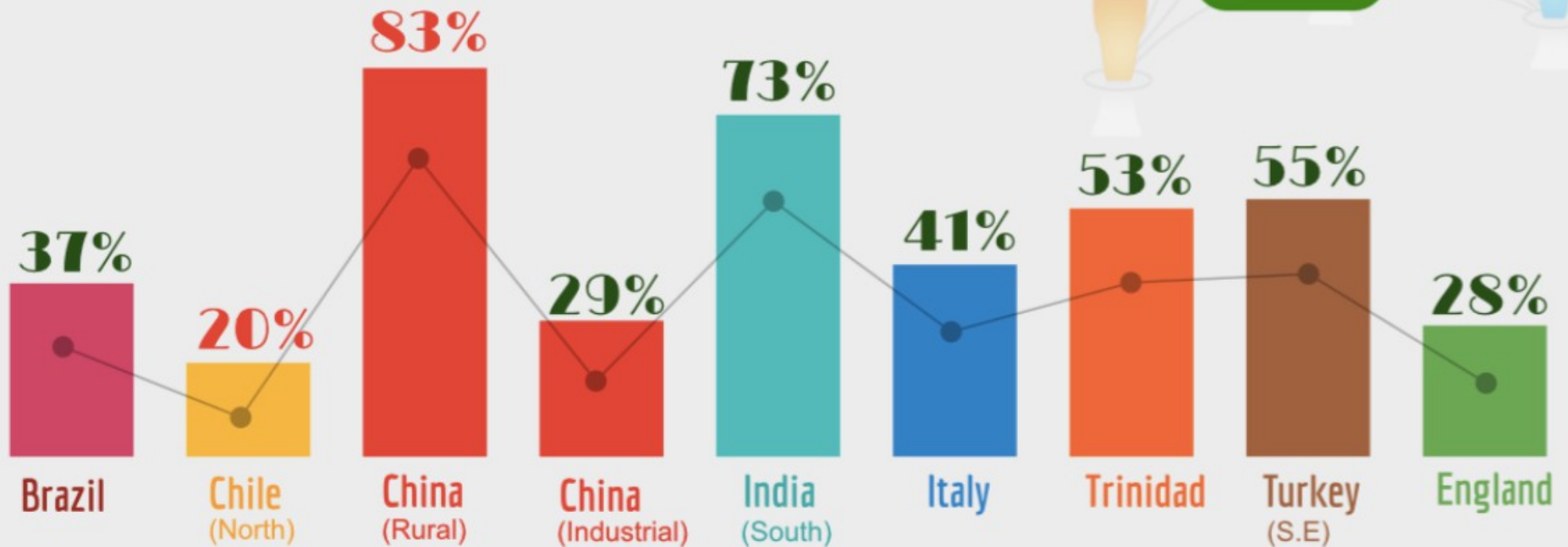
- Video/Photo Sharing
- Audio/Podcasts
- Discussion/Message Boards
- Trusted Networks: Social Networks/Online Communities (Facebook, LinkedIn, etc.)
- Live Chat/Help
- Email (e-Newsletters, email alerts/blasts)
- Calendars
- Twitter
- Blogging
- Online Community/eLearning
- Webinars

Privacy, Security, Confidentiality, Human Touch

facebook introduces new privacy settings



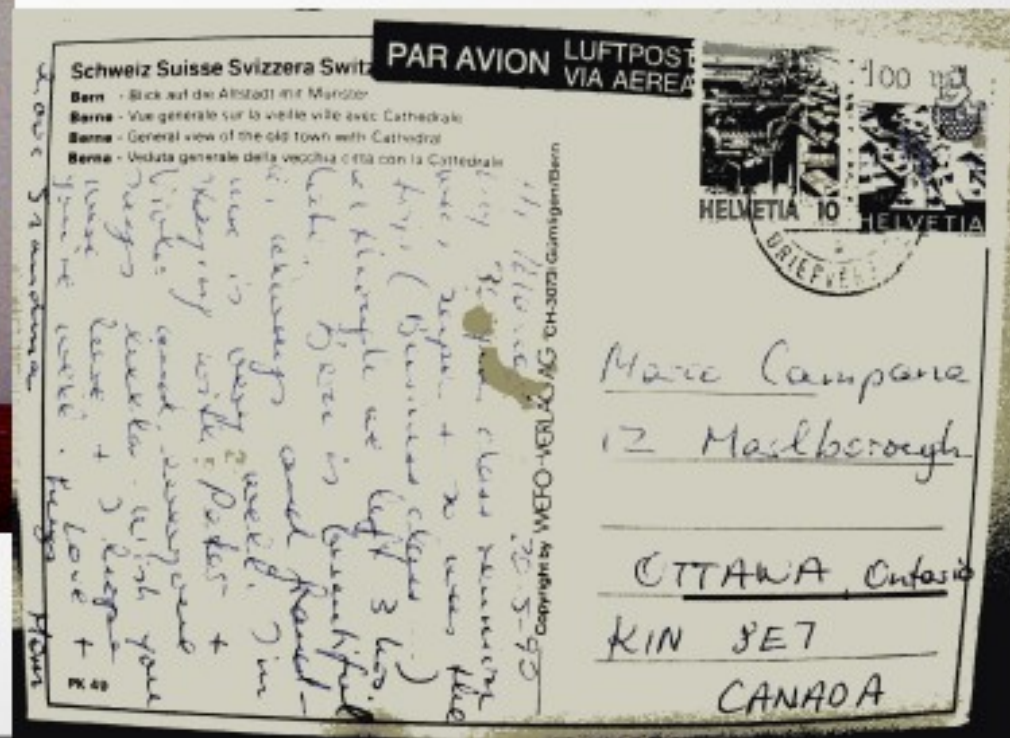
Percentage of people who shared their **SOCIALMEDIA PASSWORDS** with family/ friends



How we think
we're sending
email



How it's really
being sent



What do we know about how newcomers to Canada access information, including online?

How can we engage them better in our programs and ensure that future program development uses the tools, technologies and approaches that work for them?

SELL
THE
PROBLEM
YOU
SOLVE.
NOT
THE
PRODUCT.