

LA CITÉ :

UN LEADERSHIP FRANCOPHONE
POUR L'INTÉGRATION ÉCONOMIQUE ET SOCIALE
DES NOUVEAUX ARRIVANTS

LA CITÉ

- Established in 1989, La Cité is the first and largest francophone college in Ontario.
- Over 5 200 full time students
- 300+ apprentices
- 15 000 clients
- Over 140 programs



IMMIGRANT POPULATION AT LA CITÉ (2013-2014)

- Almost a third of the College's student population are immigrants
- La Cité currently welcomes almost 200 full-time international students
- La Cité served 500 francophone immigrants through bridging and employment-related programs in 2013- 2014

OUR PERSPECTIVE FOR THE ECONOMIC INTEGRATION OF IMMIGRANTS

- Delivering programs and services for francophones and by francophones
 - Understanding the francophone context in the integration and employment of immigrants
 - Promoting a francophone workforce with a bilingual capacity
 - Remembering that French is the 5th most spoken language in the world
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OUR APPROACH

We focus on **4 axes**:

Language training: being able to communicate fluently in French for social integration and acquiring a bilingual capacity for economic integration

- * Language training programs in class and online
- * Occupation- specific language training called “FLAP” in French

Cultural integration to facilitate and prepare for job market integration

Bridging programs through which immigrants develop the technical aspects of the jobs and their essential skills (construction, health sector, early childhood , education...)

Employability: the newcomer is ready to integrate the canadian job market. Support with resumé building, cover letter writing and interview skills.

SUCCESS STORY

In 2013-2014, La Cité served 500+ francophone immigrants with a success rate of 79% in helping them either find a job or access post secondary education.

- 46% found employment
- 33% went back to school (post secondary education)
- 17% are either still job searching or have found volunteering or placement opportunities
- 4% left the program for different reasons (maternity leave, sick leave, back to country of origin...)

LE RÔLE DE LA CITÉ FACE AU NOUVEAU MODÈLE D'IMMIGRATION

- Faire valoir auprès des immigrants francophones l'avantage de vivre en français au Canada
- Mettre en place des structures pré-départ qui favorisent l'accueil ainsi que l'intégration économique rapide des nouveaux arrivants
- Sensibiliser les employeurs à la valeur d'une main d'œuvre francophone possédant des compétences bilingues
- Outiller les employeurs pour qu'ils puissent mieux intégrer les employés immigrants dans leurs entreprises.

NOTRE RÉFLEXION CONTINUE

- Comment garantir une main d'œuvre immigrante dans les communautés minoritaires francophones?
- Comment allons-nous doter l'employeur de tous les outils nécessaires et pertinents pour garantir le recrutement et la rétention de la main-d'œuvre immigrante?
- Comment remédier au déséquilibre (anglophone/francophone) qui perdure dans l'offre de services existants?



MERCI.

THANK YOU.

C'est possible en moins de 2 ans

