



CALL FOR PROPOSALS:
CIIP Pre-arrival Employment Interviews – Feasibility Study

SUMMARY, GUIDELINES AND SUBMISSION REQUIREMENTS

The Association of Canadian Community Colleges (ACCC) is soliciting proposals for a feasibility study to determine if high-definition (HD) video-conferencing can be used to facilitate the pre-arrival screening and subsequent employment of graduates from the Canadian Immigrant Integration Program (CIIP) in their field of experience.

An electronic copy of the proposal is to be submitted via e-mail to Cynthia Murphy, CIIP Director cmurphy@accc.ca and received by 5:00 PM EST, January 17, 2012. Any proposals received after the due date and time may not be considered.

For questions during the course of proposal preparations, please contact: cmurphy@accc.ca 613 746 2222, extension 3169. E-mail correspondence is preferred.

ACCC reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of ACCC.

CONTRACT TERMS

ACCC will negotiate contract terms upon selection. The project will be awarded upon signing of an agreement or contract.

OVERVIEW OF ACCC AND CIIP

ACCC

Incorporated in 1972, ACCC is a national, non-profit, membership-based organization based in Ottawa. ACCC links Canada's post-secondary university-colleges, colleges, polytechnics, cégeps and institutes of technology and represents them nationally and internationally. It is mandated to support 150 member institutions which have campuses in 1,000 communities across all ten provinces and three territories and deliver a range of post-secondary education programs for 1.5 million learners annually.

As the voice of the college system, ACCC has provided national leadership in the area of immigrant integration through spearheading advocacy, policy development and program implementation. This has involved conducting research, holding national consultations and appearing before parliamentary committees. In 2005, ACCC presented a report entitled *Valuing the Knowledge, Skills and Experience of Canada's Immigrants* to the House of Commons Standing Committee on Citizenship and Immigration. ACCC has also implemented a series of project-based newcomer initiatives funded by the federal government.

CIIP

Managed by ACCC, CIIP is a \$15M three-year project (2010-2013) funded by the Foreign Credentials Referral Office of Citizenship Immigration Canada (CIC). The program enables Federal Skilled Workers (FSWs) and Provincial Nominees (PNs), including their spouses and working-age adult dependants, to better meet foreign credential requirements and achieve labour-market integration in Canada.



CIIP operates through regional offices in China, India, the Philippines and the United Kingdom, and offers itinerant services in Bahrain, Bangladesh, Bhutan, Finland, Indonesia, Ireland, Japan, Kuwait, Malaysia, Nepal, Norway, Oman, Qatar, Saudi Arabia, Singapore, Sri Lanka, Sweden, United Arab Emirates, and Yemen upon demand.

CIIP overseas services consist of:

- A one-day group orientation on labour market integration and foreign credential recognition through in-person and/or virtual sessions;
- An individual (or couple) planning session leading to the development of a personal action plan to guide the steps in the integration process;
- Immediate referrals to Canadian organizations that can assist in the implementation of that plan by providing online advice and resources, as well as on-arrival transition support;
- Access to and support in using online tools and other relevant resources.

CIIP further offers a functional platform in each CIIP field office to facilitate outreach, support, and collaboration among Canadian organizations involved in immigrant integration (e.g. federal/provincial/territorial governments, regulatory and credential assessment bodies, sector councils, educational institutions, immigrant-serving agencies and employers).

It is important to note that CIIP was built upon the success of an earlier pilot phase (2005-2010) funded by Human Resources and Skills Development Canada (HRSDC), which was also managed by ACCC. A third-party evaluation provided quantitative data that participation in CIIP led to faster acquisition of appropriate employment and qualitative evidence that CIIP graduates:

- Had a more realistic understanding of the opportunities and challenges in Canada;
- Made better informed choices about their integration process; and,
- Were better equipped to gain meaningful employment through undertaking preparatory steps with respect to skills assessments, foreign credential recognition, language skills, employability training, and focused job-search.

Since the start of CIIP services in 2007, including both the pilot and CIC phases of the program, around 22,000 clients have registered for CIIP services and around 14,000 have graduated.

For more information on CIIP, see newcomersuccess.ca

RATIONALE

To facilitate the economic integration of CIIP graduates, ACCC would like to evaluate the feasibility of establishing pre-arrival employment interviews using HD video-conferencing through three channels:

- College career centres with links to regional employers
- Canadian employers
- National/international employment recruitment firms.



The following colleges with existing or proposed HD video-conferencing facilities have been consulted and have indicated an interest in participating in a pilot project, based on the terms of such a pilot:

- Algonquin College - Ontario
- Collège Boréal - Ontario
- Humber College - Ontario
- La Cité collégiale - Ontario
- Mohawk College - Ontario
- Northern College - Ontario
- Northern Alberta Institute of Technology (NAIT) - Alberta
- Northwest Community College – British Columbia
- Sheridan College - Ontario
- University College of the North - Manitoba
- Vancouver Community College - British Columbia

Drake International, an international employment recruitment firm, has expressed an interest in participating in the feasibility study and will be consulted as part of the process.

Two of CIIP's employer partners, Career Bridge and Skills International, have also expressed an interest in participating in the feasibility study. They will also be consulted to determine a potential role, and the scope of such roles. Career Bridge and Skills International are currently conducting pre-screening interviews with CIIP graduates and matching them with available employment, often using Skype for on-line contact (unfortunately, Skype is not available in all countries).

Career Bridge and Skills International have already agreed to conduct the first phase of screening for potential employers and make the link between employment-ready CIIP graduates and employers. Meanwhile the above colleges have agreed to provide locations across Canada where regional employers can access high-definition video-conferencing technology to conduct interviews with high-calibre graduates still in their countries of origin or residence, based on the terms for conducting such activities.

In sum, all of the above institutions and partners have indicated they would be interested in participating in the feasibility study and supporting such a pilot initiative, providing it is based on a workable financial and technical model.

Rationale and Broad Research Questions

ACCC proposes a three-month feasibility study to determine whether HD videoconferencing can be harnessed to encourage employers to reach out to prospective immigrants at the CIIP overseas offices at the pre-arrival stage. In particular, the study will examine the following questions:

- Can HD video conferencing be used to link employers with employment-ready CIIP graduates (especially sector-specific employers who are experiencing regional challenges in attracting qualified candidates)?



- Will HD video conferencing enhance the competitive advantage of CIIP graduates in the CIIP offices in China, India, the Philippines and the UK by linking them directly to Canadian employers for pre-employment screening and interviews and potential employment offers?
- What is the level of interest from employers and recruitment agencies for such an activity?
- How could such an approach work in partnership with college career centres?
- What percentage of CIIP graduates would be eligible to participate in such pre-arrival interviews using HD video conferencing?
- Would such a model be financially and technologically sustainable for all parties involved?
- Will this model help fill skill shortages in specific sectors and occupations?
- Can HD video conferencing enhance the effectiveness of existing CIIP training and webinars on job readiness and workplace culture?
- Are there other ways in which this technology could provide further opportunities to strengthen CIIP pre-arrival services?
- What HD technology(ies) would provide the most reliable and professional resource for delivery of pre-arrival interviews?
- What is the potential for engaging Canadian employers and national/international employment recruitment firms as partners in the delivery of this initiative.

Key Principles

- Add a new dimension to the CIIP model to facilitate greater labour-market integration for prospective immigrants to Canada.
- Use HD video-conferencing to enable real-time employment interviews.
- Leverage existing facilities in CIIP offices in China, India, the United Kingdom, and the Philippines.
- Leverage ACCC's existing national network of career centers in publicly-funded post-secondary institutions.
- Leverage existing CIIP partnerships with Career Bridge and Skills International that streamline the existing CIIP employer referral process.
- Leverage Drake International's global experience to determine if national/international employment recruitment firms can play a meaningful role in the delivery of a pilot.



DESCRIPTION OF WORK AND DELIVERABLES

Description of Work

- Address all of the questions outlined in section 4 (i.e. see Rationale and Broad Research Questions) as well as the following:
- Ascertain the pros and cons of using HD video conferencing in the four CIIP overseas offices (i.e. cost, feasibility, accessibility for clients, space in offices, internet/technology compatibility).
- Determine if HD video conferencing will ultimately strengthen the services of CIIP and to what degree based on return on investment.
- Confirm private sector partner interest and level of involvement in using such technology in the hiring process (e.g. large employers, recruitment agencies, technology partners etc.).
- Identify employers/recruitment firms willing to champion this model.
- Determine which sectors and occupations (regulated and non-regulated) most lend themselves to pre-arrival HD video conferencing interviews based on employer demand.
- Understand the business models of both Career Bridge and Skills International in order to assess whether their existing model can be leveraged.
- Understand how college career centres could operate within a delivery model.
- Determine what next steps, if any, should be undertaken to test the above.

Deliverables

- Provide an outline of all research activities to be undertaken, linked to timelines and deliverables.
- Organize a half day session with the CIIP team to discuss preliminary findings once the data collection is finalized.
- Produce a draft report addressing key research questions and listing key recommendations and submit to CIIP Program Director.
- Produce a comprehensive final report that incorporates ACCC feedback and submit to CIIP Program Director.
- Present findings to CIIP and all stakeholders involved.



SUGGESTED PROJECT TIMELINE

A consultant will conduct the feasibility study over a three-month period.

BUDGET

The maximum development budget for this project is \$50,000 CDN, inclusive of taxes.

EVALUATION CRITERIA

The following criteria will form the basis upon which ACCC will evaluate proposals.

Availability

Be available to commence work on the contract immediately upon award.

Qualifications

Describe qualifications to conduct the feasibility study.

Work Plan

Provide a detailed work plan, including a timeline.

Budget

Provide a detailed budget for the proposed work.

References

Provide three references from previous clients.

FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Font Size

Please use Arial 11 point.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company

Title Page

Should include your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

Length of Proposal

Maximum proposal length should not exceed ten pages (not including the cover letter and any attachment information).