

Langley Community Services Society in partnership with ISSofBC

## City and Township of Langley Employer Toolkit



*A community where people can celebrate their differences and similarities,  
where struggles and triumphs are void of racism and all persons are treated equally.*





*This toolkit is intended for employers and community members in the City and Township of Langley as a reference. Its purpose is to ensure that our workplaces are inclusive and welcoming to diverse populations, in particular, newcomer and immigrant communities.*

*Employees that are included are more productive and committed. This toolkit is a starting point for employers to assist in building welcoming and inclusive workplaces.*



# Welcome to the Langley's

The Township of Langley is made up of the communities of Aldergrove, Brookwood/Fernridge, Fort Langley, Murrayville, Walnut Grove, Willowbrook, and Willoughby. Notice that the City of Langley is not included in the list.

The Township of Langley occupies 316 square kilometers (122 square miles) and has a population of around 104,000 people.

Although the City of Langley is in the centre of the Township of Langley, it is not part of the Township but a separate Municipal entity that occupies 10 square kilometers (4 square miles) and has a population of over 25,000.

With a local population of 25,000 in the City and 104,000 in the Township, the people of Langley enjoy a relaxed lifestyle and a strong community spirit.

The City of Langley is a great place to live, work and do business. Its' central location, population density, skilled workforce and low business and living costs have made the City of Langley a hub of "earning" activity. The mission at the City of Langley is to help its existing businesses flourish and to invite new businesses to join this thriving community.

The City of Langley has one of the most active industrial and service commercial land bases found in the Lower Mainland Economic Region. The regional town center enjoys nearly continuous new development or redevelopment. It also enjoys a high percentage of long-term business residents who are thoroughly content with their success in Langley -- and the list grows longer every day!

The Township of Langley is home to half the farms in Metro Vancouver. The need to stay profitable and find new ways to work the land has seen traditional food production morph into an industry where local farm gate receipts total approximately \$200 million per year.

Over the past four decades, the Township has experienced a dramatic increase in population; local businesses and industrial and commercial developments have kept pace. There is a healthy balance between the growing labour force and job opportunities. The Township of Langley has a goal to supply one job for every Langley resident in the employed labour force, and the more than 6,600 companies that currently operate within our perimeters make this goal attainable.

With a relatively low cost of living (with housing costs up to 57% less than Vancouver), the people of Langley enjoy greater purchasing power ... or at least the greater freedom to enjoy the true treasures of life.

# What is an Immigrant / Newcomer

Immigrants and Newcomers are those born in another country that have come to live and work in Canada. Each comes with a unique skills set that businesses can utilize and incorporate into their working environment.

## City and Township Newcomer Trends

The top languages spoken in the homes of those living in the City and Township of Langley are English, Korean, German, Punjabi, Spanish, Chinese, Cantonese, Japanese and Vietnamese, Pilipino and French.

It is estimated that the City and Township of Langley's populations will increase by more than 25,000 people in the next ten years.

## Newcomer Trends:

It is important that the composition of our workplaces reflect the composition of Canadian society. Canadian demographics are changing. According to Statistics Canada, by 2017 the number of visible minorities in Canada is expected to double. Indian and Northern Affairs Canada reports that the Aboriginal labour force is young and is growing at twice the Canadian rate. In 1991, 43% of the Aboriginal population was of working age. This is expected to grow to 62% for the on-reserve population by 2015.

Changing demographics means that our potential labour force is also changing. The workforce that you need may not have Canadian experience, may not share traditional Western cultural values and may have very different notions of time, body language or how to demonstrate respect. Organizations need to consider how they attract and retain employees from diverse cultural backgrounds.

While we have generalized and addressed the needs of New Canadians and First Nation people the common theme is the need to be open, respectful and responsive to people of different cultural backgrounds.

## Legal Considerations:

In Canada, federal and provincial laws protect employers and workers. Laws set minimum wage levels, health and safety standards and hours of work. Human rights laws protect employees from unfair treatment based on their sex, age, race, religion or



disability. Therefore when hiring, be guided by the laws, labour standards and guidelines. For more information, visit [www.gov.bc.ca/jtst/legislation](http://www.gov.bc.ca/jtst/legislation)

As an employer, the law requires that you ensure your organization provides reasonable accommodation to people in equality-seeking groups such as those based on race, ethnic origin, colour, religion, age, sex (including pregnancy), sexual orientation, marital status, family status and/or disability. ([www.labour.gov.bc.ca/esb](http://www.labour.gov.bc.ca/esb))

## Hiring Immigrants/Newcomers Makes Good Business Sense:

**New immigrants are often highly motivated, dedicated hard-working employees who can provide:**

- **New business opportunities:** Skilled new immigrants can help Canadian companies do international business and will bring new customers to your local business through association and ethnic specific connections. They provide companies with a competitive edge by using their cultural knowledge and international experience to serve diverse local and international markets. They also have the ability to communicate in more than one language which also assists in global marketplace competition.
- **Adaptability:** Skilled new immigrants can possess skills and strengths such as flexibility and the ability to adapt to changing circumstances, with perseverance, determination and a strong work ethic.
- **Help meet your labour needs:** Skilled Canadian-born workers are becoming harder to find due to the high numbers of retirees from the baby-boomer generation. As a result, over the coming years, skilled immigrants will play an increasingly significant role in Canada's labour force.
- **Make your organization more effective:** Skilled new immigrants can bring fresh perspectives into your organization, stimulate new thinking and introduce more effective ways of doing business.
- **Connect you with other valuable workers and organizations:** Skilled new immigrants may be able to link you to other prospective employees and connect your business to useful national or international organizations.
- **New Clients:** New immigrants typically have access to a community of people within a city which may not typically come to do business with your organization. However, once this community sees that you are welcoming to their culture, and they see their friend working there, the entire community may be coming to you to do business. You may want to consider the benefits of having your organizations' signage reflect the languages and cultures you represent.





# Creating Diversity in the Workplace

## How to Create a Diverse Work Force:

- Ensure that your organization has policies and core values that do not tolerate discrimination. Lead by example and adopt policies and procedures to support diversity, anti-discrimination and anti-harassment. Hold all staff and volunteers accountable and promote both internally and externally the organizations' commitment to diversity.
- Train, manage and evaluate staff on diversity and cultural differences. In many cases, misunderstandings due to different cultural interpretation (for example, in some cultures not making eye contact is a sign of respect; however, in the Western culture we expect eye contact)
- More information on this subject may be found at [www.chrc-ccdp.ca](http://www.chrc-ccdp.ca), [www.multiculturalcanada.ca](http://www.multiculturalcanada.ca), [www.lifestrategies.ca](http://www.lifestrategies.ca), [diversitymagazine.ca](http://diversitymagazine.ca), [diversityintheworkplace.ca](http://diversityintheworkplace.ca)
- Assign a person to be in charge (Diversity Champion) of finding ways to incorporate or celebrate the cultural differences within the organization by providing ethnic specific speakers at meetings and providing information on specific cultures, hosting pot lucks, providing information and updated immigration and settlement information and routinely promote the organization's commitment to diversity and provide education to staff so that everyone understands what constitutes racism and racial harassment as well as the expectations for all staff.
- Misunderstandings due to different cultural interpretation (for example, in some cultures shaking hands is offensive; however, in the Western culture this is the norm)
- Check into any diversity training and other supports available through your local immigrant-serving or aboriginal organizations
- Celebrate your organizations existing diversity – recognize the cultures that already exist. Langley Community Services Society - Immigrant and Multicultural Services Program hosts cultural specific staff lunches and diversity training on a monthly basis.

## How to Incorporate Skilled New Canadians into Your Organization

- Provide detailed job information and reach out to a wider range of potential recruits by advertising to a wide and diverse audience and readership by advertising in language specific newspapers, Canadian newcomer magazine [www.cnmag.ca](http://www.cnmag.ca), employment resource centres and immigrant service providers. Include a statement about your organization's commitment to diversity
- Familiarize yourself with tools and resources to assist you in assessing international credentials. (Refer to section outlining Foreign Credential page 9)

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- Educate everyone involved in hiring on the value of international skills and credentials
  - Encourage and promote days off for culturally significant events and holy day and provide quiet space for prayer.
  - Participate in bridge-to-work (specialized courses designed to help ITWs gain the skills they need to work in Canada in their trade or a related trade [www.internationaltrainedworkers.ca](http://www.internationaltrainedworkers.ca) and mentoring programs ([www.issbc.org](http://www.issbc.org))
  - Become involved in language, job or skills training ([www.workbc.ca/education-training](http://www.workbc.ca/education-training) )
  - Focus on what it takes to do the job and what matters most.

### **Defining the Job/Position**

- Define the essential skills required for the job – visit Essential Skills for the Workplace - <http://www.hrsdc.gc.ca/eng/jobs/les/index.shtml>
- Define the duties, responsibilities and other requirements of the job - refer to The National Occupational Classification (NOC) to help you define the main duties or responsibilities, employment requirements and job titles for a wide range of occupations. Use industry information, language and lingo/terminology <http://www.hrsdc.gc.ca/eng/jobs/lmi/noc/index.shtml>
- What language skills are really needed for the job? Some jobs may not require a high level of language proficiency, while others may need specific job-related language abilities

### **Interview Tips**

- Remember not to be fooled by accents – we all have them; are they communicating effectively?
- Typically, networking and who you know provides job-seekers with job leads. New Canadians often lack formal network connections, lack of job search skills and job advertisements and descriptions can often leave new Canadians feeling unqualified
- Review your job descriptions and job ads as well as interview questions to make sure you focus on skills and competencies rather than on academic qualifications and Canadian experience or credentials
- When interviewing, focus “how” an applicant will apply his or her skills, “how” they would handle a situation, etc.
- Focus on the content rather than the style of the resume
- Make the selection team as diverse as possible and avoid using metaphors, jargon or slang and remember to be open-minded and sensitive to cultural differences

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- For interviews involving Aboriginal people, arrange the chairs in a circle
  - Difficulty accessing computer, fax, photocopier and other job search tools
  - Remember cultural differences can be bridged and exposure to different cultures enriching
  - A welcoming and inclusive workplace benefits everyone, increases productivity and provides a sense of belonging and pride

## Immigrant Services in Langley and British Columbia:

*To assist the community; interpretation and translation services are provided by several of the local settlement providers including ISSofBC and LCSS.*

**Avia Employment Services** – Back in Motion - Avia Employment Services focuses on integrating all employment services through a single door, making it easier to help people find work and provide stability for their families. 101 - 20316 – 56th Avenue, Langley, BC  
V3A 3Y7 – [avialangley@aviaemployment.ca](mailto:avialangley@aviaemployment.ca)

**Skills Connect for Immigrants Program** – Douglas College - Immigrants will meet with experienced Career Consultants for on-going meetings and workshops. The career development workshops provide hands-on exercises and role-plays which prepare the clients to network with employers and make connections in the community. In addition, the program will assist clients to prepare 'leads lists', customized resumes and cover letters and ensure that their job search and interview skills are up to date. Job development service is available as well as numerous opportunities to network and connect with employers. [skillsconnect@douglas.bc.ca](mailto:skillsconnect@douglas.bc.ca)

**Building Together Settlement and Integration Program** – ISSofBC - Settlement, Employment and Community Connection Services, Orientation to Canadian and BC Systems, education and social system, guidance with career exploration and planning through one-on-one support and workshops in resume writing, interviewing techniques, job search strategies, workshops and short-term courses to help newcomers with their settlement and integration needs, connect with volunteer friends in the community, field trips community one on one learning(COOL) conversation classes and activities. For more information visit [www.issbc.org](http://www.issbc.org)

**Language Programs** – Langley Community Services Society - English as a Second Language Classes (ESL): LCSS provides English as a Second Language Classes to help clients to improve their English. Other English classes for specified learning purposes are provided as well, depending on the needs of the



community. Heritage Language Classes: LCSS provides various language classes in order to help your children retain their heritage language. Pre-Employment Language Training: LCSS provides practical conversation classes and advanced English classes to help you improve your English for employment purposes. Interpretation & Translation: LCSS provides limited escorting, interpretation and translation help for you to access community resources and services. [info@lcss.ca](mailto:info@lcss.ca)

**ELSA** – English Language Services for Adults – New Directions - The ELSA program provides basic and intermediate level English training for adult newcomers to Canada. ELSA is government-funded and is free to students. New Directions provides pre-literacy to Level 7 classes. [www.newdir.ca](http://www.newdir.ca)

**Maple Project** – Multicultural Achievement Program for Learning Employers - ISSofBC - Maple 2.0 is a government initiative to support diversity and multiculturalism initiatives to employers. This will be accomplished through matching an employer with a professional immigrant for a 4 – 12 week of non-paid internship. The employer will be able to assist skilled and professional immigrants gain valuable Canadian experience and training to enhance their employability. Concurrently, the company will benefit from their cross cultural interaction with the immigrant. [www.projectmaple.ca](http://www.projectmaple.ca)

**Welcome BC Website** – provides a description of settlement, ELSA and community bridging services. [www.welcomebc.ca](http://www.welcomebc.ca)

**Work BC** – provides a list of information and links for immigrants and temporary foreign workers. [www.workbc.ca](http://www.workbc.ca)

**Welcoming and Inclusive Communities (WIC)** – Langley Community Services Society – provides information and an action plan to ensure that the City and Township of Langley are welcoming and inclusive communities. Our vision “A community where people can celebrate their differences and similarities, where struggles and triumphs are void of racism and all persons are treated equally”. [www.lcss.ca/WIC](http://www.lcss.ca/WIC)

## Information on Foreign Credential Recognition:

Credential recognition for regulated occupations has been delegated to provincial regulatory bodies that set the regulations and requirements for provincial certification and/or licensing.

**Make more effective decisions.** If you don't know how international qualifications compare to Canadian credentials, consider asking candidates to:

Describe their years of experience in a field or job, or in performing specific tasks;

Explain their skills or demonstrate them in practical tests; and demonstrate their knowledge through written examinations.



**BCIT** – British Columbia Institute of Technology - The British Columbia’s International Credential Evaluation Service (ICES) evaluates the credentials of people who have studied in other provinces or countries and determines comparable levels in British Columbia and Canadian terms. The results of an ICES assessment are provided in evaluation reports. [www.bcit.ca/ices](http://www.bcit.ca/ices)

**BC Skills Connect for Immigrants:** This program assesses and bridges skilled immigrants into the workplace in construction, transportation, energy, tourism/hospitality and the health sector. This program also provides various training, workplace practice opportunities, mentorship and other programs to assist the skilled immigrant in meeting BC’s labour market standards.  
[www.welcomebc.ca/skillsconnect](http://www.welcomebc.ca/skillsconnect)

**The International Credential Evaluation Service:** a provincially mandated assessment service that evaluates credentials obtained in other countries. [www.BCIT.ca/ICES](http://www.BCIT.ca/ICES) or 1 866-494-9197.

**Directory of Regulated Occupations:** an online directory from the Canadian Information Centre for International Credentials. [www.CICIC.ca](http://www.CICIC.ca)

**The Alliance of Sector Councils:** provides a directory of industry sector councils. [www.Councils.org](http://www.Councils.org) or 613 565-3637

**MOSAIC Credential Brokerage Service:** provides funding for credential evaluation for immigrants who meet certain criteria. [www.MosaicBC.com](http://www.MosaicBC.com) or 604 254-9626.

**Recognition for Learning/Prior Learning Assessment:** assistance in evaluating skills, knowledge or competencies that have been acquired outside of formal education settings and apply them towards Canadian equivalencies for employment qualifications and academic credit.  
[www.RecognitionForLearning.ca](http://www.RecognitionForLearning.ca)

**Understanding CLB’s (Canadian Language Benchmarks):** Many newcomers will apply for employment and will bring with them their most recent English Training Certificate. To help you understand what the various levels represent you can view and/or download information from [info@language.ca](mailto:info@language.ca) or [www.language.ca](http://www.language.ca)

## Employer Information to Understanding Immigration and Visa’s:

As an employer, there are many resources available to help you understand Immigration and Visa’s. The Welcoming and Inclusive Communities Project has compiled a list of links that will provide information to assist you in understanding this process.



Immigration Category – Resource Guide – Langley Community Services Society and ISSofBC – this guide highlights the relationship between Immigration Category (upon arrival) and the possible corresponding Status in Canada (at time of service request). It includes the definitions of the differing immigration categories. [www.lcss.ca/WIC](http://www.lcss.ca/WIC)

**Looking Ahead:** an online resource guide for employers on recruiting, retaining and training foreign workers. [www.LookingAhead.bc.ca](http://www.LookingAhead.bc.ca)

**Hire Immigrants:** information on practical strategies for recruiting and retaining skilled immigrants, including success stories and tips on creating a culturally diverse workplace. [www.HireImmigrants.ca](http://www.HireImmigrants.ca)

**Provincial Nominee Program:** accelerated immigration for qualified workers who wish to settle in BC and become permanent residents of Canada. [www.Gov.BC.ca/EcDev](http://www.Gov.BC.ca/EcDev) or 1 604 775-2227.

**Hiring Temporary Foreign Workers:** A Guidebook for Employers. [www.CIC.gc.ca](http://www.CIC.gc.ca) or 604 666-7509.

**Canada Work Permits:** Every year, over 150,000 foreign workers enter Canada to work temporarily in jobs that help Canadian employers address skill shortages, or to work as live-in caregivers. [www.canadian-immigration.ca](http://www.canadian-immigration.ca)

**Hiring International Students:** contact your local college or other post-secondary institution to obtain information on hiring foreign students.

## Langley Employer Best Practices:

Immigrant Services Society of British Columbia (ISSofBC); a local settlement service provider, embraces diversity by encouraging its multi-cultural staff to dress in their national clothing and ensures that lunch hours and staff breaks are scheduled to accommodate the employees time for prayer and/or other culturally specific traditions/beliefs.

Langley Community Services Society – Immigrant and Multicultural Program, provides monthly staff meetings and luncheons specific to the diversity and cultural backgrounds of its very diverse staff and management team.

Weston Bakery, a Canadian production and wholesale bakery that has been in operation for more than 125 years is a proud participant in an innovative mentorship and internship program. For the past year, the Langley branch has been working with the Maple Project (a mentoring and internship program providing Canadian work experience to Newcomers; in their field of expertise), to provide mentorship and internship opportunities to local newcomer, job seekers.

## Additional Resources:



Avia Employment Centres – [avialangley@aviaemployment.ca](mailto:avialangley@aviaemployment.ca) - Avia Employment Services is funded by the Government's WorkBC initiative which helps jobseekers who live in Coquitlam, Langley, Port Coquitlam, Richmond and Newton to find employment

BC Immigration and Diversity - [www.welcomebc.ca/Live/facts-landing.aspx](http://www.welcomebc.ca/Live/facts-landing.aspx) Outlines BC's diversity profile, including diversity map, trends and census information

Canadian Immigrant Magazine - [canadianimmigrant.ca](http://canadianimmigrant.ca) An online magazine dedicated to immigrants with stories and integration tips

Centre for Intercultural Learning - [www.intercultures.gc.ca](http://www.intercultures.gc.ca) Information regarding geography, politics, media, culture and economy of countries around the world

Cultural Profiles – [info@kwintessential.co.uk](mailto:info@kwintessential.co.uk) Quick cultural facts and summary by country

Embrace BC - <http://www.embracebc.ca/> Promoting multiculturalism and eliminating racism in BC

Etiquette guides for various faiths ([www.tanebaum.org/resources/etiquette-guides](http://www.tanebaum.org/resources/etiquette-guides)) Providing awareness and information on various faiths

Executive Planet – [www.executiveplant.com/indes.php?title](http://www.executiveplant.com/indes.php?title) Business culture guides for international business travelers

ISSofBC – <http://issbc.org/> Settlement and Integration Services (Langley and other areas)

Hire Immigrants [www.HireImmigrants.ca](http://www.HireImmigrants.ca) Provides information on practical strategies for recruiting and retaining skilled immigrants, including employer success stories and tips on creating a culturally diverse workplace

International Etiquette Guide for Business - <http://www.kwintessential.co.uk/etiquette/doing-business-in.html> Provides tips on international business values, etiquette, customs and protocol for business people travelling abroad

Langley Community Services Society – [info@lcss.ca](mailto:info@lcss.ca) Settlement and Integration Programs

Langley School District Settlement Workers in Schools (SWIS) Program – 604 532-1181

LCSS Welcoming & Inclusive Communities [www.lcss.ca/WIC](http://www.lcss.ca/WIC)

Literacy and Essential Skills [www.hrdc.gc.ca/eng/jobs/les/tools](http://www.hrdc.gc.ca/eng/jobs/les/tools) Information on literacy and essential skills that are needed for work, life and learning

Looking Ahead [www.LookingAhead.bc.ca](http://www.LookingAhead.bc.ca) An online resource guide for employers on recruiting, retaining and training foreign workers. Includes a directory of multi-cultural organizations in BC.

New Directions Vocational Testing and Counselling Services – [www.newdir.ca](http://www.newdir.ca)

The Untold Stories - ISSofBC EXHIBIT - 10four Design Group 10four Design Group A history of Immigrants in Vancouver

Test Your Culture Awareness [www.kwintessential.co.uk/resources/culture-tests.html](http://www.kwintessential.co.uk/resources/culture-tests.html)

Visible Minority Immigrant Stories - [www.changingthecanvas.org](http://www.changingthecanvas.org) Short videos highlight the difficult experiences of immigrants in the workforce

Welcome BC - <http://www.welcomebc.ca/home.aspx>