ANNETTE SHARKEY VERNON LOCAL IMMIGRATION PARTNERSHIP COUNCIL

When Immigration is **NOT** a Community Priority: How To Keep LIP Members Engaged in Smaller, Less Diverse Communities.



Vernon BC -Demographics

TRADITIONAL UNCEDED TERRITORY: Okanagan First Nation TOTAL POPULATION: 40,073 MEDIAL HOUSEHOLD INCOME: \$62,123 MEDIAN AGE: 47.6 PERCENTAGE OF IMMIGRANTS: 13% PERCENTAGE OF VISIBLE MINORITIES: 6.7% PERCENTAGE OF INDIGENOUS POPULATION: 7.5% ECONOMIC DRIVERS: Tourism, Service Industry, Small/Med Businesses

Vernon LIP Members (Established in 2014)

Economic Development:

City of Vernon, North Okanagan Regional District, Province of BC, Community Futures North Okanagan, Chamber of Commerce, Downtown Vernon Association, Five Major Employers

Social and Cultural Development:

Immigrant Serving Agency, Youth and Family Services, Seniors Services, Cultural Associations, Art Gallery, Library, Performing Arts Centre, Museum

Engagement Strategy

Regular One on One Interviews:

Lots of informal coffees to find out member priorities, gaps and issues overall (not just regarding Immigration)

Less LIP Council Meetings:

Vernon typically has three full Council meetings per year

Attach members to agenda items

Don't stress about attendance

Don't stress about "ownership"; it's okay to be the driver (especially at the beginning)

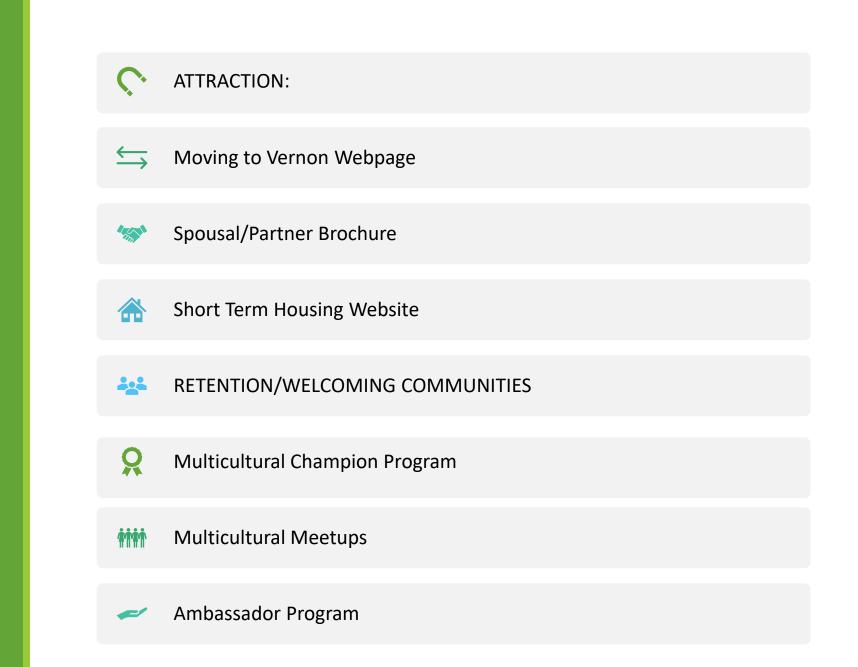
Focus on Action Teams/Outcomes:

Specific and short term – focus on a goal, resource, program, project

Recruit members based on how the action team aligns with their needs or interests

Find additional funding and/or in-kind as needed (be the project coordinator)

Sample Action Teams



PILOT PROGRAMS

As a result of our engagement strategy, Vernon now has two pilot programs to attract Immigrants to the community:

Provincial Nominee Program: Entrepreneur Stream

Rural and Northern Immigration Pilot: Skilled Immigrants