

Measurement Month is THIS February!

Measurement Month

Collaborating to collect
comparable data in
Northern Ontario



NORTHERN
POLICY INSTITUTE

INSTITUT DES POLITIQUES
DU NORD

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Institu dPolitik di Nor

WELCOME
MEASUREMENT MONTH: FEBRUARY 1ST-15TH
MERCEDES LABELLE
JANUARY 20, 2022
SUDBURY, ON



Land Acknowledgement

- NPI would like to acknowledge the First Peoples on whose traditional territories we live and work. NPI is grateful for the opportunity to have our offices located on these lands and thank all the generations of people who have taken care of this land.
- Each community is home to many diverse First Nations, Inuit, and Métis Peoples.
- We recognize and appreciate the historic connection that Indigenous people have to these territories. We support their efforts to sustain and grow their nations. We also recognize the contributions that they have made in shaping and strengthening local communities, the province, and Canada.

What is Measurement Month?

- Measurement Month is an effort to **leverage our individual resources** to **collect consistent, comparable data** (via surveys) to inform decision-making at the local, regional, provincial, and national level.
- By working together, we can maximize the opportunities that every voice will be heard.
- Given the demographic challenges facing our regions, this inaugural *Measurement Month* will focus on **racism, reconciliation, and welcoming**

Surveys are open from **February 1st to February 15th, 2022**

About the surveys

- **Employer:** measuring and assessing the preparedness of employers to meet the unique needs of immigrants and diverse groups.
- **Individual:** measuring and assessing the gaps and opportunities impacting the lived experiences of individuals in Northern Ontario communities.
- **Exit:** measuring and assessing perspectives of immigrants and diverse groups who have migrated out of a Northern Ontario community.
- **Service provider:** measuring and assessing the capacity of service providers to meet the needs of immigrants and diverse groups.
- **Experience with racism:** measuring and assessing individual experiences with community racism and potential interventions.

Your Role

1. Promote OR partner

- **PROMOTE** the surveys, on social media, on your website, in your newsletters or other regular communications you may distribute.
OR
- **PARTNER** on a survey. Pick one survey (there are five to choose from), distribute it to your clients and contacts, encourage them to respond.

2. Follow-up

- One week after the surveys launch, do another promotional push!

3. Await findings

- NPI will analyze the data and will provide for you the anonymized data for your region
- NPI is also publishing a series of reports with the survey findings

If interested, email mlabelle@northernpolicy.ca

Benefits

1. Alignment of Northern Ontario data collection efforts
 - Done at the same time, with the same questions
 - Allows for comparability and for combination, trend analysis, sub-group analysis
2. NPI will prepare the messaging and graphics
3. Your organization's logo will be displayed on the master survey landing page and your organization will be listed as an informal partner in NPI's annual report
4. NPI will analyze the data and will provide for your use the anonymized data for your region (pending appropriate response rates)

Master survey landing page:

<https://www.northernpolicy.ca/measurement-month>

If interested, email mlabelle@northernpolicy.ca

How should you target?

Do what you **can**, with the **capacity** you **have** → everything helps!

Suggestions:

- Share materials on **social media**
- Add the survey link to your **newsletter**
- Link the survey on your organization/municipality's **webpage**
- Direct **email** the link to your email list

Who should you target? Employer Survey

Who you are:

- Chamber of Commerce, economic development, Community Futures, job developers, workforce planning boards, etc.

Who you should target: Employers!

- Heads of organizations/businesses that have at least one employee
- All industries and types of organizations (e.g. construction, health, mining, research, First Nations, transportation)

Who should you target? Migrant Survey

Who you are:

- K-12 School Boards, Post-Secondary Institution Student Unions and International Students Associations, Settlement Service Providers, Health Providers, Multicultural Centres, Municipalities

Who you should target: Migrants!

- Individuals residing in Northern Ontario, who are not originally from the community they currently reside in (even those from within Northern Ontario)
 - E.g. students from other communities, people using settlement services, temporary residents (ex. employees with work permits)

Who should you target? Service Provider Survey

Who you are:

- Municipal Associations, Federal and Provincial Funders, Non-Profit Networks

Who you should target: Service Providers

- Any service provider in Northern Ontario
 - E.g. School boards, First Nations governments, employment agencies, settlement service providers, municipal services, etc.

Who should you target? Exit Survey

Who you are:

- Post-Secondary Institutions (colleges and universities, Alumni Associations), Service Providers, Real Estate Agents, etc.

Who you should target:

- Any individual who has lived in a Northern Ontario community previously, but has since left the community (even if they moved within Northern Ontario)
 - E.g. an employee that relocated for work, a student that studied at a PSI then left after graduation, a friend that moved to another community

Materials (provided)

1. Surveys
2. Social media language and graphics
3. Language for distribution (if you elect to do so)
4. List of suggested targeted respondents
5. Follow-up information: categories of people/individuals/organizations with low response rates to direct follow-up efforts towards
6. Post-survey: anonymized data for your region will be provided, pending appropriate response rates

Note: all promotional materials are simply a resource, should you wish to use them. Feel free to create your own messaging, keeping with the common theme, to tailor the message to your networks.

Questions?

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Coordinated by Northern Policy Institute
with partners from across Northern Ontario

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Thank you. Marsee. Ραά^ndΓN³
Merci. Miigwech.

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