

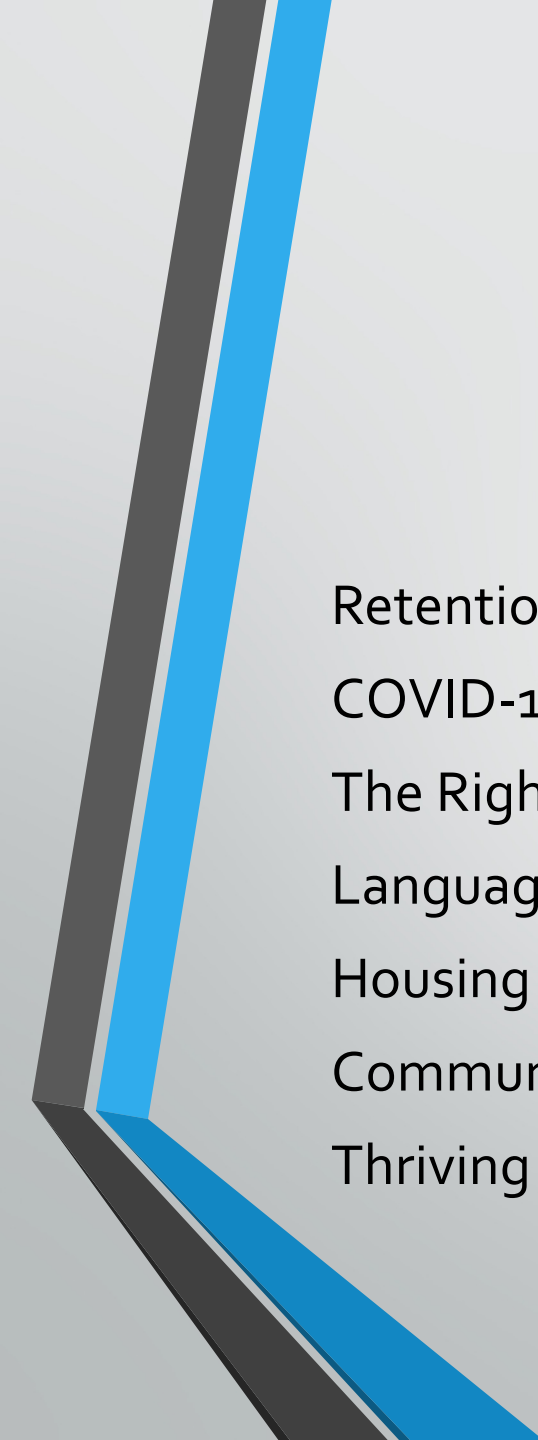
Innovative Retention Strategies for Small Centres and Rural Communities

Natalya Brown

Nipissing University



**PATHWAYS TO
PROSPERITY**
Promoting Welcoming Communities in Canada



Overview

Retention in Small Centres and Rural Communities

COVID-19 Effects

The Right Fit

Language and Education

Housing

Community Support and Engagement

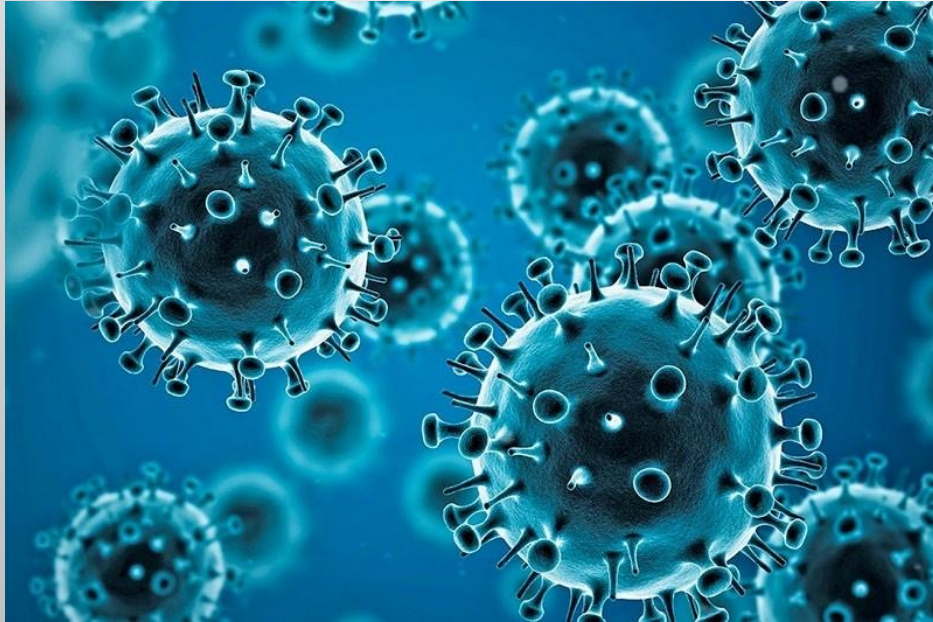
Thriving on Diversity

Retention of Newcomers in Small Centres and Rural Communities

- Retention Factors:
 - Employment Related – compensation, workplace culture, fulfilment, respect, clear roles, flexibility, and recognition
 - Beyond Employment – housing, transportation, cost of living, family support, community engagement, lifestyle, cultural practices, amenities, services, discrimination



COVID-19 Effects



- Workers: Wellbeing and Mental Health
- Workplace: Job Modification and Flexibility

Innovative Retention Strategies

- The Right Fit
- Welcoming Communities
- Employer Initiatives
- Service Availability and Coordination
- Diversity and Inclusion



The Right Fit

- Exploratory Visits
- The International and Community Matchmaker Project



**International
& Community
Matchmaker**

**Intermédiaire
communautaire
et international**

Language and Education



- Maple Leaf Onsite Language Training
- Highline Mushrooms Family Scholarship Program
- Peer-Pair

Housing

- Subsidized Housing
- Landlord Engagement
- Repurposing Schools
- JD Irving Sub-Division in Chipman



Community Support and Engagement



- New Connections
- Immigrant Advisory Group
- The Welcome Group Program
- The Family Mentorship Program

Thriving on Workplace Diversity

- Lead the change you want to see
- Dismantle systems of discrimination and subordination
- Make room for a broad range of styles
- Make cultural differences a resource

