

Webinar agenda

We Speak Translate: What does a Google App have to do with Immigrant Settlement?



1. **Presentation by Kate Longpre**, Community Integration Coordinator, Inter-Cultural Association of Greater Victoria (Victoria, CA)
2. **Interview by Aleem Ali**, National Manager, Welcoming Cities (Brisbane, Australia) in conversation with **Kate Longpre**
3. **Q&A moderated by Kim Turner**, Cities of Migration, Global Diversity Exchange (Toronto, CA)



Webinar recording will be available on the website: www.citiesofmigration.ca



Inter-Cultural Association of Greater Victoria

BUILDING CULTURAL CONNECTIONS

We Speak Translate Project

Presentation by Kate Longpre

The Inter-Cultural Association of Greater Victoria (ICA)

- Service provider organization, in Victoria, BC
- Provide settlement services to new immigrants and refugees
- Refugee Assistance Program (RAP) for Government Assisted Refugees (GAR's)
- Sponsorship Agreement Holder (SAH) with the Canadian Government to resettle refugees through the Private Sponsorship Program
- Language Instruction for Newcomers (LINC)
- Employment programs, youth programs, daycare, Community Partnership Network



Immigration and Refugee Statistic for Victoria, BC

- In 2011, 18% of Capital Region residents were immigrants (60,075 of the 336,180 population of the region; National Household Survey).
- Since November 2015, 462 refugee's have been resettled in the region
- 263 Government Assisted Refugees (GAR's)
- 199 Privately Sponsored Refugees (PSR's)



Community Integration: Challenge and Opportunity

- Community Integration Coordinator role
- Community integration challenges: *Language is the number one barrier to integration*
- Technology for community integration



The Big Idea: Technology, Innovation, and Immigrant Settlement

- Project idea
- Reaching out to Google
- Moving the project forward
- Project launch



Partnership with Google

Google is humbled and excited to be supporting this project with the goal of helping New Canadians make the often challenging transition to life in Canada through language and engagement - *Roque Silva, Interaction Designer, Google Translate*



Google Translate



We Speak Translate project



The We Speak Translate project is a first of its kind collaboration between Google Translate and the Inter-Cultural Association of Greater Victoria (ICA) utilizing the Google Translate app for refugee resettlement and newcomer inclusion in communities.

Upon completion of the 40-minute training, participants receive a We Speak Translate decal, a visible symbol of inclusion and commitment to promoting diversity and communication across language barriers. Familiarity with the Google Translate app establishes a common platform for communication while newcomers develop their English language skills.



Google Translate



We Speak Translate Training:

- Identifying key stakeholders
 - 500 + trained to date, library's, museums, city staff, recreation centres, service providers, banks, Chambers of Commerce
 - New audiences: regional transportation authority, regional police, grocery store chains, shopping malls
- Training goals & benefits:
 - Encourage welcoming communities that value diversity, inclusion and integration.
 - Become familiar with the Google Translate app (free, downloadable app for smartphones and tablets).
 - Establish a common platform for communication with newcomers while English language skills develop.
- Scaling up



How does Google Translate work?

A TRANSLATOR IN YOUR POCKET

Google Translate uses machine translation to instantly translate speech and text between your language and any of over 100 languages.



While machine translation isn't always perfect, it can still help you understand and communicate with the world around you.

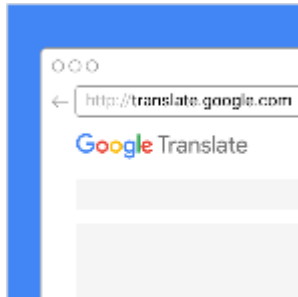


Whether you're looking at signs, filling out paperwork, or communicating with a new friend or colleague...

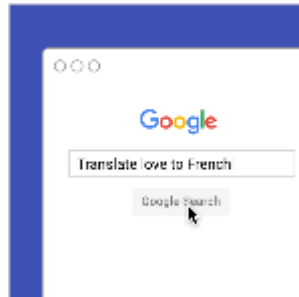
Google Translate can help.

How to get to Google Translate:

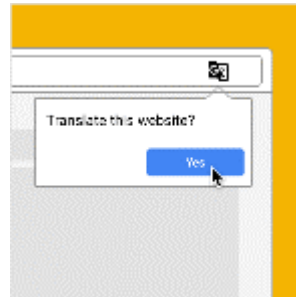
On the web



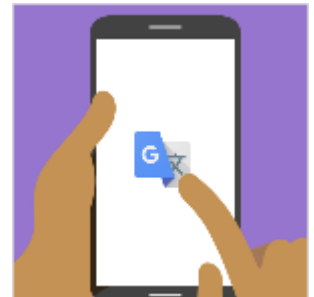
Through Google search



In Google Chrome



Using the app



Different ways to translate the world around you:

Not all features work in all languages



Type



Write



Talk

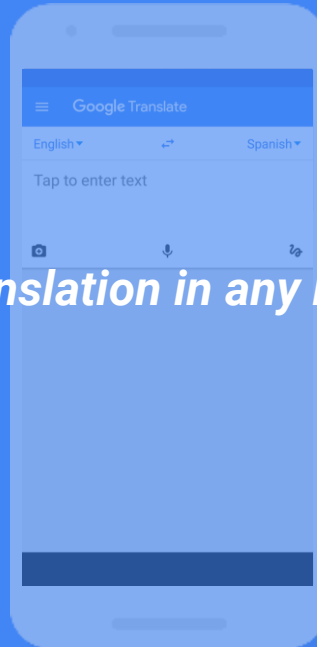


See



Translate
Offline

Text translation in any language



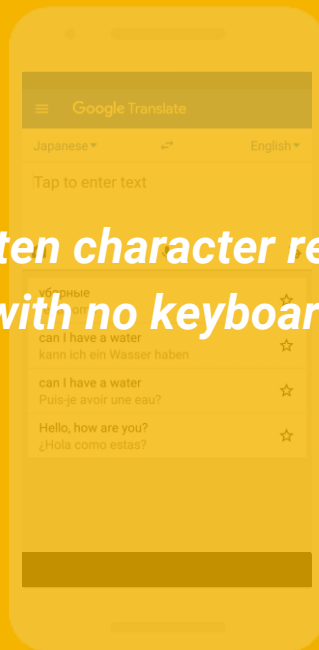
Type: Available in all languages



Google

Google

Handwritten character recognition with no keyboard



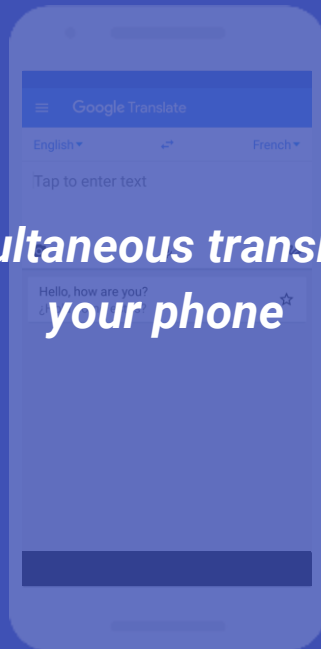
Write: Available in 93 languages



Google

Google

*A simultaneous translator in
your phone*



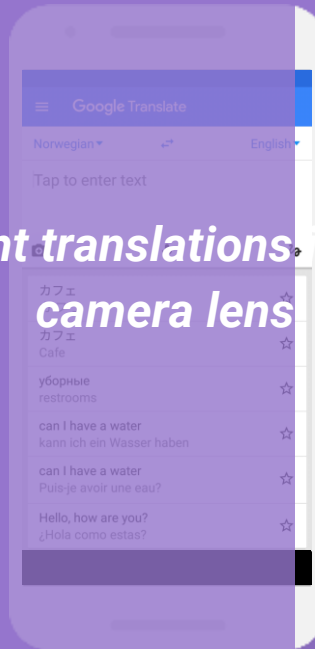
Talk: Available in 32 languages



Google

Google

Instant translations in your camera lens



See: Available in 29 languages

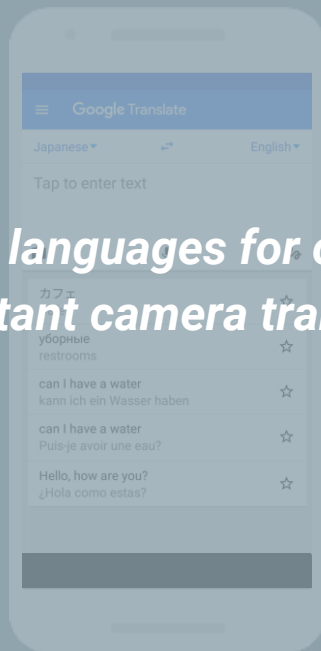
(some only from English, plus German & Arabic)



Google

Google

Download languages for offline text and instant camera translation



Translate Offline: Available in 52 languages



Google

Google

Project Impact “Quotes”

“When I see the We Speak Translate stickers in a window, I feel confident that people want to speak with me and get to know me”.

Resettled Refugee, Ibrahim Hajibrahim

The BC Museums Association was thrilled to partner with the Inter-Cultural Association of Greater Victoria to present a We Speak Translate training webinar for 20 of our member institutions across BC. The We Speak Translate program was well received by participants and opened up a world of engagement possibilities for immigrants, newcomers and tourists, especially in small communities where language resources may be lacking. The Google Translate app, and language resources in general, is a big boost to the museum sector in BC as we strive to be more inclusive, more welcoming, and better able to meet the needs of our communities and visitors.

Ben Fast, Programs and Communications Coordinator BC Museums Association



Project Success: Creating a Symbol of Immigrant Inclusion



- 600 community stakeholders trained
- Stakeholders participating in the project
- Targeting additional stakeholders
- Media for the project
<http://www.icavictoria.org/community/we-speak-translate/>
- Google's response
- Next Steps



Learning Takeaways

- Examine integration issues through new lenses
- Symbol vs. Tool for integration
- Build on existing infrastructure/tools/skills
- Find tangible, low-cost, opportunities/initiatives for allies/stakeholders
- Don't assume your great idea will take off – Be persistent



Next Steps – Get Involved!

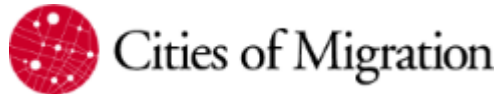
- Take part in the We Speak Translate training through the ICA
- For more information on the project visit <http://www.icavictoria.org/community/we-speak-translate/>
- Follow the project on Instagram [Wespeaktranslateica](#)

Kate Longpre, Community Integration Coordinator
Inter-Cultural Association of Greater Victoria
klongpre@icavictoria.org
250-388-4728 ext. 167



Thank you

Acknowledgments



- Kate Longpre, Community Integration Coordinator, Inter-Cultural Association of Greater Victoria (Victoria, CA)
- Aleem Ali, National Manager, Welcoming Cities (Brisbane, Australia) \
- Kim Turner, Cities of Migration, Global Diversity Exchange (Toronto, CA)

www.citiesofmigration.org



| Bertelsmann **Stiftung**



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