

IN BUSINESS TOGETHER

Canadian Plan for Economic Development (CPED)
of Official Language Minority Communities (OLMCs)



Interview and group discussion guide

Canadian Plan for Economic Development (CPED) of
Official Language Minority Communities (OLMC)

February 2014
PGF

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Introduction

The Canadian Plan for Economic Development (CPED) of Official Language Minority Communities will identify the needs and priorities of OLMCs regarding economic development, as well as identify priority and promising actions.

The CPED will contribute to the Jobs, Growth and Prosperity priority of **Canada's Economic Action Plan**, which includes measures and programs to stimulate job creation, contribute to our economic growth, and improve the long-term prosperity of Canadians, with an emphasis on the drivers underpinning job creation and growth, namely innovation, investment, skills development and communities. The CPED will also help to concretely implement the new **Roadmap for Canada's Linguistic Duality** by setting clear economic priorities, harmonizing actions taken by the various ministries, and better meeting the needs of official language minority businesses and organizations in Canada.

The CPED aims to capitalize on the momentum and the success of the **2012 Forum pancanadien sur le développement économique en francophonie canadienne**, by building on the work already done and by continuing to rely on the involvement of the individuals who participated in the Forum. The Forum helped to rally the various stakeholders behind the six development initiatives for the Canadian Francophonie. The CPED aims to implement two of these initiatives: entrepreneurship and economic integration (employability). Among the actions identified at the Forum, several pertained mainly to governments. The objective of the CPED is to promote the involvement of entrepreneurs, investors, community organizations and educational institutions.

The success of the CPED will depend on the level of involvement of the business community and other potential stakeholders. As key players in the economic development of OLMCs, the Réseau de développement économique et d'employabilité Canada (RDÉE Canada) and the Community Economic Development and Employability Corporation (CEDEC) are working to bring together stakeholders from all sectors of society—private sector, communities, economic development organizations, community organizations, and various levels of government—to create the first Canadian Plan for Economic Development of OLMC. As such, your input is crucial!

The results of the consultations will be posted during the Spring at:
<http://inbusinessstogether.ca>.

Purpose of this guide

This guide is intended for all resources who will conduct interviews or group discussion in order to compile information that will be used to draft the CPED. It was developed to help stakeholders collect structured, qualitative information about the specific needs, concerns, and opportunities likely to generate tangible economic spinoffs for official language minority businesses and communities.

Once compiled, this information will be cross-referenced with other sources, such as the national online survey results, existing studies and quantitative data to produce a status report that will serve as the basis for drafting the CPED.

This guide is laid out in a logical order, starting with questions that pertain more directly to the respondents and progressing to more strategic, general questions. The guide includes four sections, each of which corresponds to one of the following five categories of respondents:

1. Representatives of the business community (social and private enterprises, consultants, cooperatives, financial institutions, chambers of commerce).
2. Representatives of local organizations (economic development organizations, community organizations, social financial institutions).
3. Representatives of government organizations (municipal, provincial, territorial, federal).
4. Representatives of educational institutions, researchers or subject experts.

Instructions

- Interviews should take only 45 minutes to an hour. Group discussion should not exceed two hours.
- **Use only one section per interview or group discussion.**
- **When collecting the information, use the templates provided in this guide; this will facilitate subsequent data compilation and analysis. It is highly recommended to take notes on the computer to ensure the information is easy to read and send.**
- **Please send the completed section as soon as possible to the following email address: info@rdee.ca**

Section I – Business community

This section contains the questions to ask members of the business community (social and private enterprises, consultants, cooperatives, financial institutions, chambers of commerce). The following topics will be discussed:

1. Business prospects (confidence, business environment, challenges, needs)
2. Community assets (opportunities)
3. Promising projects (benefits, risks)

We will begin by confirming some basic information about you.

Basic information about respondents

Ideally, the facilitator should fill out this section prior to the interview or group discussion.

Number of participants

Male: _____

Female: _____

Participant's part of the country

- Atlantic provinces
- Quebec
- Ontario
- Western provinces
- Northern Territories

Participant's milieu

- Rural zone
- Urban zone
- Metropolis/capital

Participant's role in the company

- Self-employed
- Executive position (director)
- Non-executive employee
- Shareholder or member

Participant's activity sector:

- Energy
- Telecommunications
- Agriculture, livestock and fishing
- Environment
- Mines
- Infrastructures
- Transportation (land, water, air)
- Manufacturing
- Tourism
- Health
- Education
- Arts, culture and leisure
- Finance, accounting, taxation
- Public services
- Business services
- Personal services
- Other, specify please: _____

Topic 1 – Business prospects

This section should take about 20-30 minutes.

Question 1. In your opinion, is your activity sector currently experiencing a good period (e.g., growth or slowdown), and why?

>>>

Question 2. What are the growth prospects for your business over the next two to three years:

a) On the local market?

>>>

b) On the regional or provincial/territorial or national market?

>>>

c) On the international market?

>>>

Question 3. What are the most difficult challenges you are currently facing in ensuring the growth and sustainability of your business?

>>>

Question 4. Is succession planning a challenge for your business? If yes:

A) What steps have you taken or do you plan to take in this regard?

>>>

B) Which resources might be able to assist you in this area?

>>>

Question 5. What measures would you recommend that the following instances take in order to help you meet your current challenges?

a) Educational institutions:

>>>

b) Economic development ministries or agencies:

>>>

c) Entrepreneurial assistance agencies in your community:

>>>

Question 6. What are your job creation prospects over the next two to three years?

>>>

Question 7. Currently, which needs are the most difficult for you to meet, or what labour force challenges are you currently facing?
>>>

Question 8. What measures would you recommend that the following instances take in order to help you better meet your needs or address your challenges related to the labour force?

a) Educational institutions:
>>>

b) Training and/or employment insurance ministries or agencies:
>>>

c) Immigration authorities:
>>>

Topic 2 – Community assets

This section should take about 10 minutes.

Question 1. How do you benefit from the fact that your organization or community is able to operate in an official language minority community?
>>>

Question 2. Do you face any additional problems or obstacles because of the fact that you operate in an official language minority community?
>>>

Question 3. In your opinion, what assets are available in the community (e.g., cultural, social, tourism, etc.)?
>>>

Topic 3 – Promising projects

This section should take about 5-10 minutes.

Question 1. What community initiatives should be developed or pursued to increase the prosperity of your business and community?
>>>

Question 2. Are there any best practices to be observed or lessons to be learned from past experience in relation to the economic development of OLMCs?

Best practices to be observed	Lessons to be learned

Question 3. What other initiatives could be considered at the regional, provincial, territorial or national levels to promote:

- a) Economic development?
>>>
- b) Employability?
>>>

Topic 4 – Additional information

In conclusion...

Question 1. Do you have any other comments or information you would like to share?
>>>

Question 2. Do you have any important documents that you think we should consider in drafting the CPED of OLCM?
>>>

Section II – Local organizations

This section contains the questions to ask representatives of local organizations (economic development organizations, community organizations, social financial institutions). The following topics will be discussed:

1. Business prospects (confidence, business environment, challenges, needs)
2. Community assets (opportunities)
3. Promising projects (benefits, risks)

We will begin by confirming some basic information about you.

Basic information about respondents

Ideally, the facilitator should fill out this section prior to the interview or group discussion.

Number of participants

Male: _____

Female: _____

Participant's part of the country

- Atlantic provinces
- Quebec
- Ontario
- Western provinces
- Northern Territories

Type of organization

- Economic development
- Community organization
- Metropolis/capital
- Other, specify please: _____

Participant's activity sector:

- Energy
- Telecommunications
- Agriculture, livestock and fishing
- Environment
- Mines
- Infrastructures
- Transportation (land, water, air)
- Manufacturing
- Tourism
- Health
- Education
- Arts, culture and leisure
- Finance, accounting, taxation
- Public services
- Business services
- Personal services
- Other, specify please: _____

--

Topic 1 – Local prospects

This section should take about 20-30 minutes.

Question 1. Do you offer programs or services for entrepreneurs? If yes, please describe them briefly, specify their objectives, and indicate which ones are most in demand.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 2. Do you also offer programs or services for workers? If yes, please describe them briefly, specify their objectives, and indicate which ones are most in demand.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 3. Do you offer programs or services for economic immigrants (investors, entrepreneurs, workers)? If yes, please describe them briefly, specify their objectives, and indicate which ones are most in demand.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 5. What are your clients' job creation prospects over the next two to three years (good or bad, in which fields, etc.)?

>>>

Question 6. In your opinion, what are the greatest challenges facing entrepreneurs in terms of job creation or business development?

>>>

--

Question 7. Does succession planning appear to be a challenge for entrepreneurs? If yes, A) What steps are they taking in this regard?

>>>

B) Which resources might be able to assist them in this area?

>>>

Topic 2 – Community assets

This section should take about 10 minutes.

Question 1. How do entrepreneurs or workers benefit from working in an official language minority community or from the fact that they are bilingual?

>>>

Question 2. Do you face any additional problems or obstacles because of the fact that your clients operate in an official language minority community?

>>>

Question 3. In your opinion, what assets are available in the community (e.g., cultural, social, tourism, etc.)?

>>>

Topic 3 – Promising projects

This section should take about 5-10 minutes

Question 1. What community initiatives should be developed or pursued to support your organization's mission?

>>>

Question 2. Are there any best practices to be observed or lessons to be learned from past experience in relation to the economic development of OLMCs?

Best practices to be observed	Lessons to be learned



Question 3. What other initiatives could be considered at the regional, provincial, territorial or national levels to promote:

a) Economic development?

>>>

b) Employability?

>>>

Topic 4 – Additional information

In conclusion...

Question 1. Do you have any other comments or information you would like to share?

>>>

Question 2. Do you have any important documents that you think we should consider in drafting the CPED of OLCM?

>>>

Section III – Government organizations

This section contains the questions to ask representatives of government organizations (ministries or agencies involved in economic development, skills development, education, immigration, etc.). The following topics will be discussed:

1. Government prospects (programs and services)
2. Community assets (opportunities)
3. Promising projects (benefits, risks)

We will begin by confirming some basic information about you.

Basic information about respondents

Ideally, the facilitator should fill out this section prior to the interview or group discussion.

Number of participants

Male: _____

Female: _____

Participant's part of the country

- Atlantic provinces
- Quebec
- Ontario
- Western provinces
- Northern Territories
- Entire country

Level of government

- Federal
- Provincial/Territorial
- Local

Participant's activity sector:

- Industry
- Economic development
- Labour force development
- Immigration
- Environment
- Innovation, technologies
- Infrastructures
- Transportation
- Manufacturing
- Tourism
- Health
- Other, specify please: _____

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Topic 1 – Government prospects

This section should take about 20-30 minutes.

Question 1. Do you offer programs or services (directly or through organizations) for entrepreneurs? If yes, please describe them briefly and specify their objectives or expected results.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 2. Do you also offer programs or services (directly or through organizations) for workers? If yes, please describe them briefly and specify their objectives or expected results.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 3. Do you offer programs or services (directly or through organizations) for economic immigrants (investors, entrepreneurs, workers)? If yes, please describe them briefly and specify their objectives or expected results.

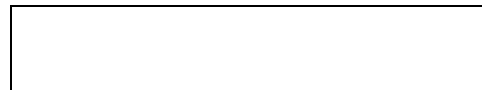
Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 4. What types of projects or programs seem to have had the most economic spinoffs in OLMCs?

>>>

Question 5. In your opinion, based on your interactions with minority communities or with the organizations that you support, what are your clients' job creation prospects over the next two to three years (good or bad, in which fields, etc.)?

>>>



Question 6. In your opinion, what are the greatest challenges facing entrepreneurs in terms of job creation or business development?

>>>

Question 7. Does succession planning appear to be a challenge for entrepreneurs? If yes, A) What steps are they taking in this regard?

>>>

B) Which resources might be able to assist them in this area?

>>>

Topic 2 – Community assets

This section should take about 10 minutes.

Question 1. How do entrepreneurs or workers benefit from working in an official language minority community?

>>>

Question 2. Do you face any additional problems or obstacles because of the fact that your clients operate in an official language minority community?

>>>

Question 3. In your opinion, what assets are available in the community (e.g., cultural, social, tourism, etc.)?

>>>

Topic 3 – Promising projects

This section should take about 5-10 minutes.

Question 1. Are there any best practices to be observed or lessons to be learned from past experience in relation to the economic development of OLMCs?

Best practices to be observed	Lessons to be learned



Question 2. What community initiatives or projects should be developed or pursued to increase the prosperity of businesses and communities?

>>>

Question 3. What other initiatives or projects could be considered at the regional, provincial, territorial or national levels to promote:

a) Economic development?

>>>

b) Employability?

>>>

Topic 4 – Additional information

In conclusion...

Question 1. Do you have any other comments or information you would like to share?

>>>

Question 2. Do you have any important documents that you think we should consider in drafting the CPED of OLCM?

>>>

Section IV – Education, research and experts

This section contains the questions to ask representatives of educational institutions, researchers, and experts in economic or labour force development, etc. The following topics will be discussed:

1. Prospects for external stakeholders (trends, challenges, needs, etc.)
2. Community assets (opportunities)
3. Promising projects (benefits, risks)

We will begin by confirming some basic information about you.

Basic information about respondents

Ideally, the facilitator should fill out this section prior to the interview or group discussion.

Number of participants

Male: _____

Female: _____

Participant's part of the country

- Atlantic provinces
- Quebec
- Ontario
- Western provinces
- Northern Territories

Location of institutions

- Rural zone
- Urban zone
- Metropolis/capital

Participant's role in the company

- Education
- Research
- Subject expert
- Other, specify please: _____

Participant's activity sector:

- Energy
- Telecommunications
- Agriculture, livestock and fishing
- Environment
- Mines
- Infrastructures
- Transportation (land, water, air)
- Manufacturing
- Tourism
- Health
- Education
- Arts, culture and leisure
- Finance, accounting, taxation
- Public services
- Business services
- Personal services
- Other, specify please: _____

Topic 1 – Academic prospects

This section should take about 20-30 minutes.

Training for entrepreneurs and the labour force

Question 1. Do you offer training programs or other services for entrepreneurs in the official language of their choice? If yes, please describe them briefly and specify their objectives or expected results.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 2. Do you offer programs or services for economic immigrants (investors, entrepreneurs, workers) in the official language of their choice? If yes, please describe them briefly and specify their objectives or expected results.

Name and brief description of program or service	Objectives/expected results
>>>	
>>>	
>>>	
>>>	
>>>	

Question 3. To what extent do you believe that offering an equivalent number of training programs of equivalent quality in both official languages is a challenge (that could impact the sustainability or development of businesses in OLMCs or the OLMCs themselves)?

>>>

Question 4. What other challenges are involved in relation to labour force training?

>>>

Research on the economic development of OLMCs

Question 5. In your opinion, what are the greatest challenges facing entrepreneurs in OLMCs?

>>>

Question 6. Does succession planning appear to be a challenge for entrepreneurs? If yes,

A) What steps are they taking in this regard?

>>>

B) Which resources might be able to assist them in this area?

>>>

Question 7. Do you think enough research is being done on this topic? What types of research projects would be relevant in this regard?

>>>

Topic 2 – Community assets

This section should take about 10 minutes.

Question 1. How do entrepreneurs or workers benefit from working in an official language minority community?

>>>

Question 2. Are there any additional problems or obstacles related to operating in an official language minority community?

>>>

Question 3. In your opinion, what assets are available in the community (e.g., cultural, social, tourism, etc.)?

>>>

Topic 3 – Promising projects

This section should take about 5-10 minutes.

Question 1. Are there any best practices to be observed or lessons to be learned from past experience in relation to the economic development of OLMCs?

Best practices to be observed	Lessons to be learned

Question 2. What other initiatives or projects could be considered at the regional, provincial, territorial or national levels to promote:

a) Economic development?

>>>

b) Employability?

>>>

Topic 4 – Additional information

In conclusion...

Question 1. Do you have any other comments or information you would like to share?

>>>

Question 2. Do you have any important documents that you think we should consider in drafting the CPED of OLCM?

>>>

Thank you for your participation.