

Report on Participants' Views on the 4th Annual Welcoming Ottawa Week (WOW) June 20 - 27, 2016

I. Introduction

The Welcoming Ottawa Week (WOW) is a community wide initiative that aims to: (a) extend Ottawa's genuine welcome to new immigrants; (b) create opportunities for new and old residents to connect culturally, socially and intellectually; and (c) to create platforms for Ottawa to showcase successes and discuss challenges. These results are in turn expected to bolster Ottawa's international reputation as a cosmopolitan, world class city that is welcoming to immigrants; a city that nurtures a thriving diversity.

WOW was initiated by OLIP and proclaimed by Ottawa Mayor, Jim Watson in June 2013. WOW has grown significantly in its short history, soaring from 8 events in the inaugural year to 65 events this year – a staggering 813% increase.

Moreover, this year, we were proud to welcome so many new contributors to the WOW calendar of events, including international organizations, museums, embassies, and immigrant association.

This year's Welcoming Ottawa Week calendar included several of the same popular events from 2015 WOW such as photo and art exhibitions, sporting activities, art and cultural presentations, walking tours and thematic workshops – as well as new types of activities such as special events to commemorate World Refugee Day and to reflect on refugee resettlement in Ottawa.

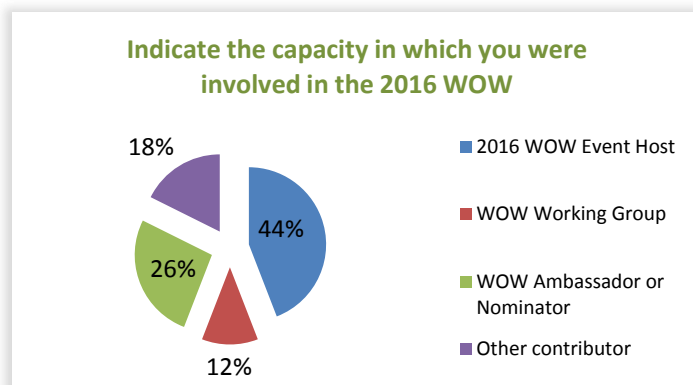
We asked WOW Event Hosts, WOW working group members, WOW Ambassadors and Nominators and other WOW contributors to share their views on the 2016 WOW activities and to offer ideas on how WOW could continually be improved. An on-line survey was sent to 85 individuals, which yielded a forty percent (40%) response rate.

II. 2016 WOW Evaluation Survey Respondents

The 2016 WOW Evaluation Survey was sent to eighty five individuals who consisted of:

- WOW Event Hosts: key contacts of OLIP partner organizations and stakeholder institutions, who hosted an event during the Welcoming Ottawa Week.
- WOW working group members , comprised of representatives of OLIP partner organizations operating in multiple sectors (see membership in attachment)
- WOW Ambassadors and their nominators
- Other contributors including walking tour guides

Thirty four individuals responded to the survey, reflecting a forty (40%) percent response rate.

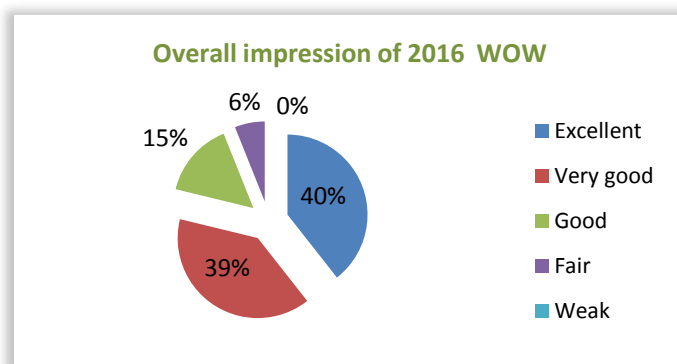


The following paragraphs summarize respondents' views and feedback.

III. 2016 WOW Evaluation Survey Respondents Feedback

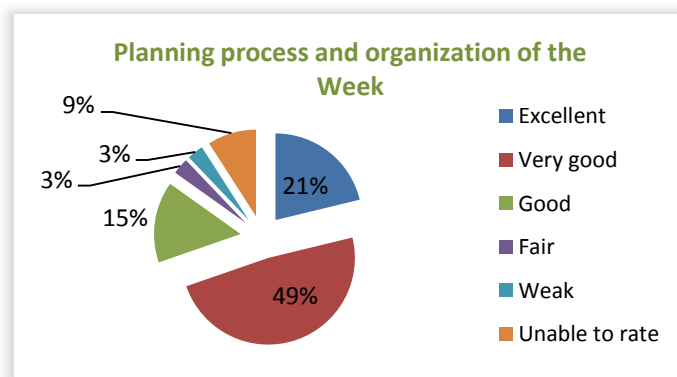
1. Overall Impression of 2016 WOW

Survey respondents expressed an overall high level of satisfaction with the 2016 WOW. Ninety four percent (94%) of respondents rated their impression of WOW either as "Excellent", "Very good" or "Good" (maintaining the same high level of satisfaction as last year of 94%). Six percent (6%) indicated their overall impression "Fair".



2. Planning process and organization of the Week

Overall 85% of respondents expressed a high level of satisfaction with the planning and organization of 2016 WOW (21% indicating "Excellent", 49% as "Very good" and 15% as "Good"). Three percent (3%) rated the planning and organization as either "Fair" or "Weak". Nine percent (9%) were unable to rate.



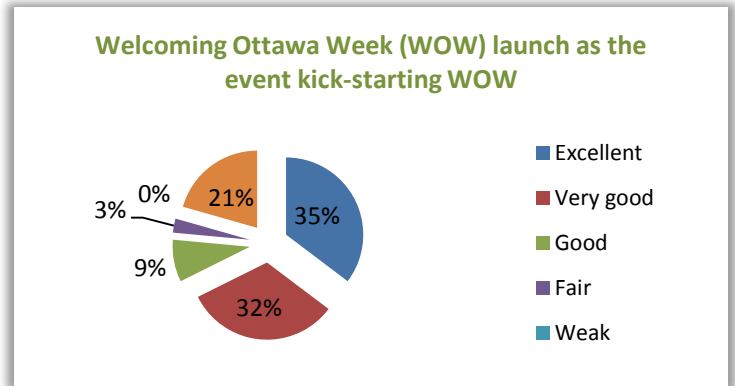
Some respondents felt the WOW planning organization of the Week was very well

executed especially the WOW event launch event. Survey respondents also felt that if tasks could be documented in order to prepare in advance any documentation, forms, pictures, etc to WOW organisers.

3. Welcoming Ottawa Week (WOW) launch event on World Refugee Day

Seventy six (76%) of the respondents indicated a high level satisfaction with the WOW launch event, entitled *“The Warmth of Our Welcome: Celebration of World Refugee Day & Launch of the Welcoming Ottawa Week”* (35% indicated as "Excellent", 32% as "Very good" and 9% as "Good").

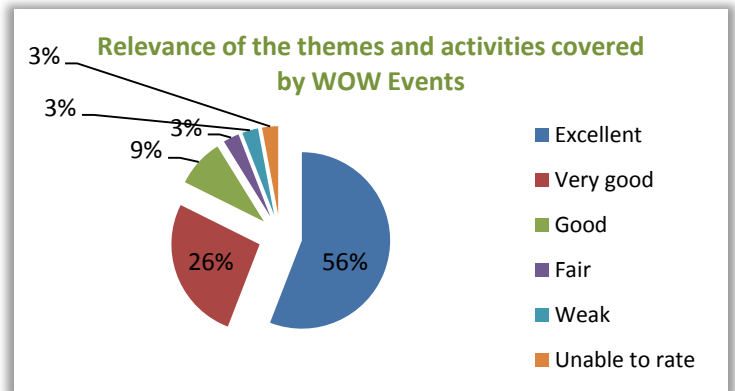
Three percent (3%) indicated their level of satisfaction as "Fair", while 21% rated were unable to rate their level of satisfaction. The high non response rate is due to the fact that survey respondents were not part of the Launch event.



One respondent suggested balancing the bilingualism aspect at WOW events especially during speeches.

4. Relevance of the themes and activities covered by WOW Events

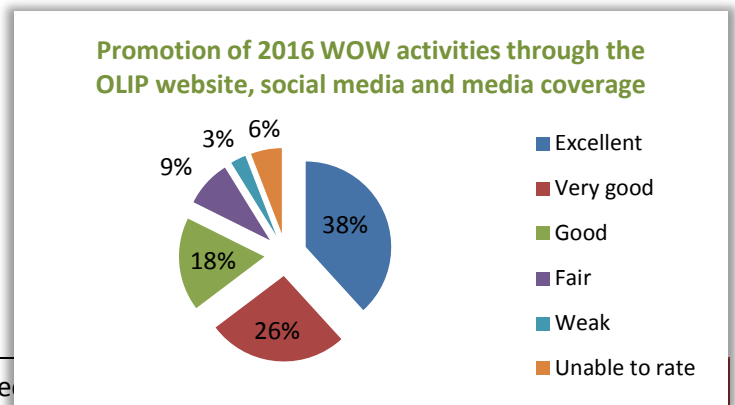
Ninety one percent (91%) of survey respondents indicated a high level of satisfaction with the relevance of the themes covered by the WOW activities (56% rated as "Excellent, 26% as "Very good" and 9% as "Good"). Most respondents felt the Week offered a diverse selection of themes and events to cater to different interests. Other respondents indicated an appreciation the many occasions WOW offered to celebrate Ottawa's diversity and express support for welcoming newcomers.



Three percent (3%) rated their level of satisfaction as either "Fair", "Weak" or "Unable to rate.

5. Promotion of 2016 WOW Events through the OLIP website, social media and media coverage

Overall, 82 % of survey respondents indicated a high level of satisfaction with the promotion of 2016 WOW through the OLIP website, social media and media coverage (38% rated as "Excellent", 26% rated as "Very good" and 18% rated as "Good").



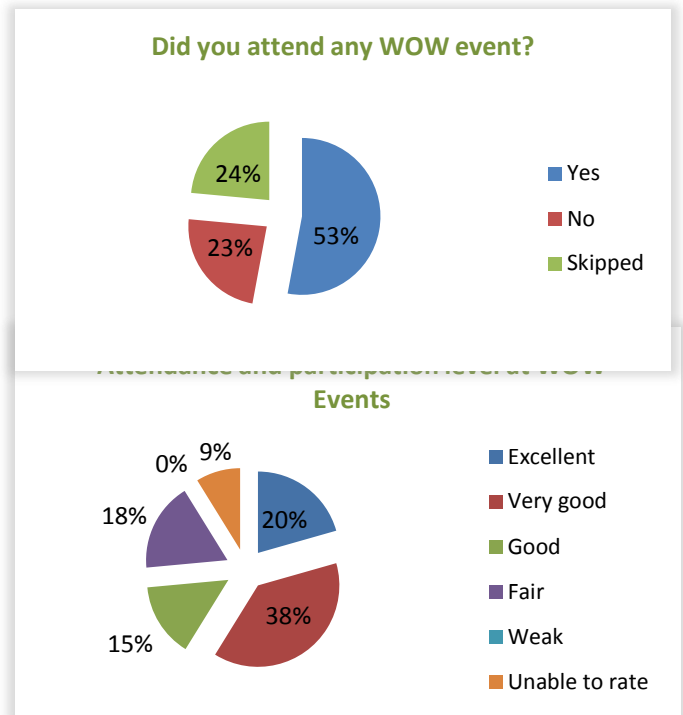
Nine percent (9%) indicated their satisfaction as either "Fair", 3% rates as "Weak" and 6% were "Unable to rate".

6. Attendance and participation level at WOW Events

Survey respondents were asked to indicate whether or not they attended any WOW event? 53% indicated they attended a WOW event (beyond the one they organized).

Seventy three percent (73%) of respondents indicated a positive level of satisfaction in attendance and participation level at WOW events (20% indicated as "Excellent", 38% as "Very good" and "15% as "Good"). This is a significant improvement compared to 44% rating in 2015.

Eighteen percent (18%) indicated their level of satisfaction as "Fair". Nine percent (9%) of respondents were unable to rate.

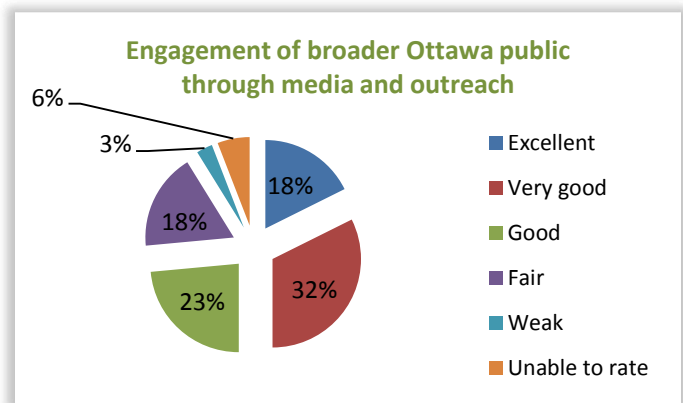


7. Engagement of broader Ottawa public through media and outreach

Overall, nearly three quarters of the respondents (73%) indicated a high level of satisfaction with the engagement of the broader Ottawa public through media and outreach (18% rated their satisfaction as "Excellent", 32% as "Very good" and 23% as "Good").

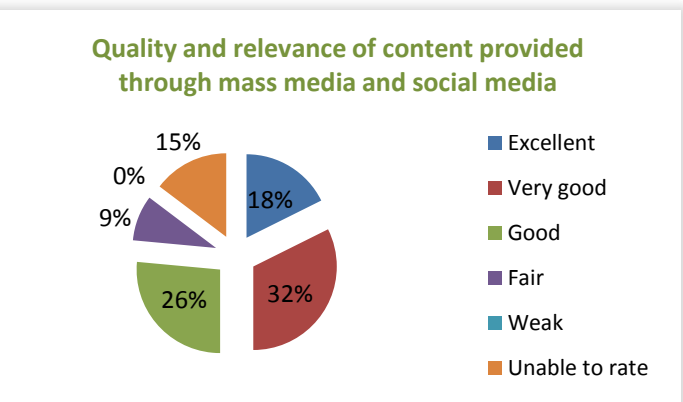
Sixteen (18%) rated the satisfaction as "Fair", 3% as "Weak" and 6% were unable to rate the level of engagement.

Some survey respondents pointed out the need to engage with community associations and promote the organization of events at the neighbourhood level; conduct an outreach campaign to the private sector and its employees; and engaging the public on a more global stage to highlight the success of previous WOW events at least one month in advance.



8. Quality and relevance of content provided through mass media and social media

Seventy six percent (76%) of respondents generally viewed the quality and relevance of content provided through mass media and social media as positive (18% of respondents indicated as "Excellent", 32% as "Very good", and 26% as



“Good”). Nine percent (9%) rated the quality and relevance of the content as “Fair” while 15% were unable to rate.

One suggestion for improving the quality and relevance of content provided through mass media and social media, is to ensure important content information (hashtags, dates, names) are correct and consistent throughout communications pieces both digital and in print.

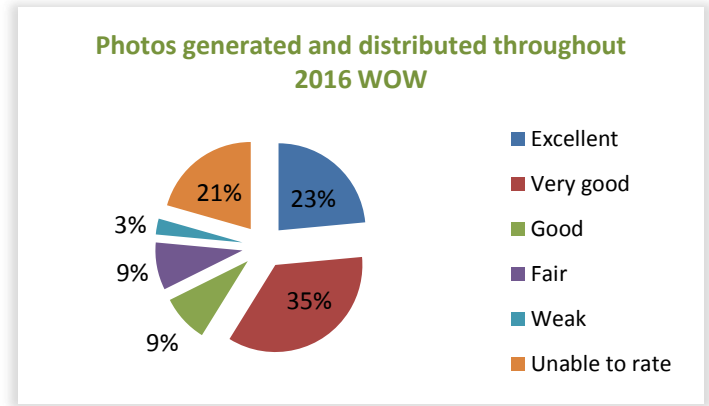
9. Photos generated and distributed throughout 2016 WOW

When asked to rate their satisfaction with WOW photos and their distribution, sixty seven percent (67%) of respondents reported high ratings (23% rated as “Excellent”, 35% rated as “Very good” and 9% rated as “good”). Nine percent (9%) rated as "Fair" while three percent (3%) rated as weak.

Twenty one percent (21%) were unable to rate.

Survey respondents’ feedback include:

- Distribute event photos via email lists, in addition to sharing them through social media



10. WOW Ambassadors Initiative

When asked about the WOW Ambassadors Initiative (Welcoming Ottawa Awards and the Faces and Stories of a welcoming City Exhibit), 76 % of survey respondents indicated high levels of satisfaction (32% rated the initiative as “Excellent”, 29% rated as “Very good” and 15% as "Good").

Survey respondents provided feedback on how to improve the initiative and overall experience. Suggestions include:

- Presentation of awards to all WOW Ambassadors recipients and not only Welcoming Ottawa Award recipients.
- Provide opportunity for award recipients to share their testimony at recognition event



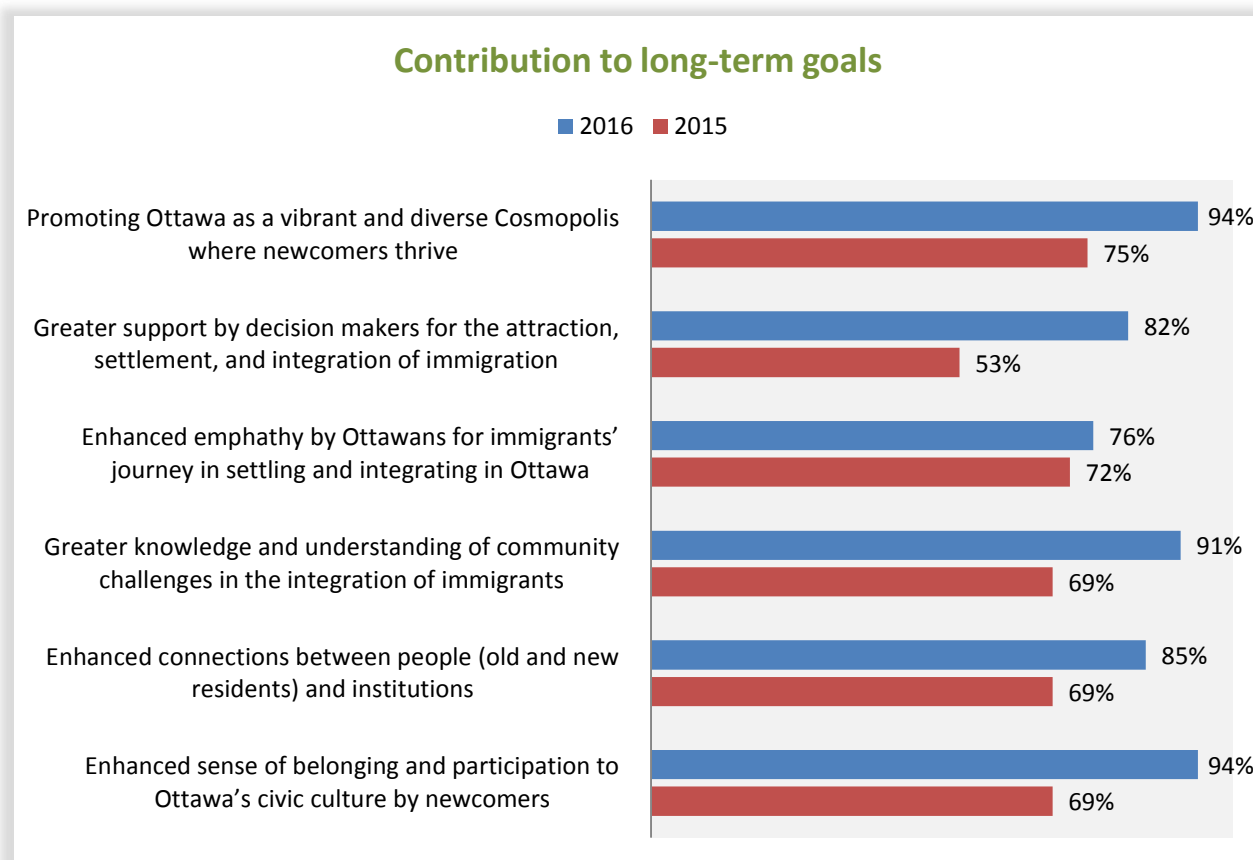
IV. Contribution to long-term goals

Survey respondents were asked to rate *six areas of impact*, based on the extent to which 2016 WOW contributed to the long-term goals of the Welcoming Ottawa Week initiative. Based on the results, 2016 WOW not only succeeded in bringing impact in all targeted areas, but exceeded its impact in comparison to the previous year (2015). The following summary represents respondents’ views based on our aggregation of the “very strong”, “strong”, and “good” scores.

1. Enhanced empathy by Ottawans for immigrants’ journey in settling and integrating in Ottawa (76%)
2. Enhanced sense of belonging and participation to Ottawa’s civic culture by newcomers- (94%)

3. Enhanced connections between people (old and new residents) and institutions- (85%)
4. Greater knowledge and understanding of community challenges in the integration of immigrants (91%)
5. Greater support for the attraction, settlement, and integration of immigration (82%)
6. Promoting Ottawa as a vibrant and diverse Cosmopolis where newcomers thrive (94%)

Below is a comparison of the WOW areas of impact in 2015 and 2016.



V. *What did you like the most about the 2016 WOW?*

Survey respondents were asked an open-ended question "What did you like the most about the 2016 WOW" The responses are summarized below:

- Launch event was well-attended and was a great way to kick-start WOW week
- Speeches at the WOW launch event were great
- WOW Ambassadors and UNHCR poetry awards presentation at the WOW launch event
- Diversity of guests at the WOW launch event
- Public conversation segment at the WOW launch event
- Increased number of WOW events and variety of themes e.g. cultural, sports, educational etc.
- Sense of unity
- New Immigrant Heritage Walking tours
- Faces and Stories of a Welcoming City Photo exhibit at City Hall (WOW Ambassadors)
- Organisation of the WOW including WOW launch event
- Community Dance activity for children and teens

- Engagement opportunity with others
- Early call for WOW events
- Participation in the community and meeting individuals who benefit from services
- WOW organizers manner of communication with WOW Ambassadors - very cordial and friendly invitation to participate at the WOW launch event.
- Availability of OLIP staff in assisting WOW event hosts
- Commitment of the event participants (s)
- WOW show cases our cultural diversity and Canadian identity
- Annual growth of WOW
- Idea of recognizing the efforts of individuals who welcome newcomers
- Promotion of the contribution that immigrants make to Ottawa and raises awareness of some of the struggles that newcomers face
- Opportunity for newcomers to come out and network with local community organizations
- WOW events were excellent and well organized
- The inclusive attitude shown to new participants and follow through on promotion of the events
- Opportunity to be one of the tour guides, meet people, answer questions about the neighbourhood, talk about the history and the people that made Ottawa what it is today
- Opportunity to meet people
- Occasion to celebrate Ottawa's diversity and support welcoming people

VI. What event (s) did you attend? Why did you decide to attend this event (s)?

Survey respondents who attended several WOW events provided some feedback on the reasons why they attended the chosen events. The events attended and reasons are listed below:

WOW Event	Reason for Attending
The Warmth of Our Welcome: Celebration of World Refugee Day & Launch of the Welcoming Ottawa Week	<ul style="list-style-type: none"> - Nominated as a WOW Ambassador - Event partner - Networking opportunity - Information sharing - Volunteer
HIO IT Coaching Event	<ul style="list-style-type: none"> - Related interest
Community Dance	<ul style="list-style-type: none"> - Event presenter
In Our Words – Ethnic Karen Youth Stories of Resettlement	<ul style="list-style-type: none"> - Event presenter
Immigrants of Ottawa - Photography	<ul style="list-style-type: none"> - To view immigrant portraits and read about immigrants interesting stories
Faces and Stories of a Welcoming City Exhibit	<ul style="list-style-type: none"> - See great photos
Guided Walking Tours of Chinatown and Little Italy	<ul style="list-style-type: none"> - Interest in exploring the history of Ottawa's neighbourhoods
Measuring Immigrant Integration: Tools for SPOs	<ul style="list-style-type: none"> - Relevant to work - Networking Opportunity
Ottawa Community Loan Fund's Anniversary & Launch of Project	<ul style="list-style-type: none"> - Invited to attend

Marion and Us Exhibit / Boat People Photo Exhibit	- Attended as they formed part of the heritage walks
Immigrant Women: Stories of Resilience and Triumph	- Opportunity to meet with contributors, hear stories and learn about the book
CCI Community Cup	- To support and enjoy the event
SOPA Information Session	- Unknown
WorldSkills Social Media	- Unknown
Leveraging the Power of Social Media to Make Connections	- Unknown
Refugees Welcome Here! Open House	- Unknown
Ottawa Police Service Second Annual Diversity Celebration	- Unknown
Vietnamese Culture Fair	- Unknown
Immigrants' Reflections on integration and settlement in Canada	- Unknown
Croatian Art Exhibition	- Unknown
Making Post-secondary Education Inclusive	- Unknown

VII. *Event types to consider including in future WOWs*

Survey respondents were asked an open-ended question "*What other types of events would you like to see in future WOWs*". Their responses are summarized below:

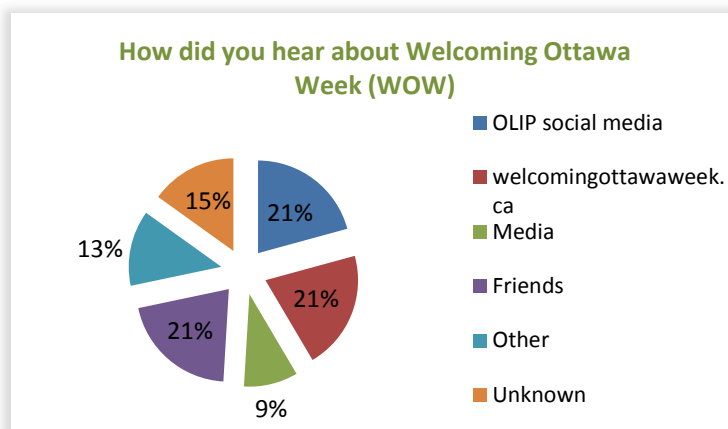
- Great mix of events already, but perhaps more events that engage the public
- Speed photography lessons
- International cooking lessons
- More academic events
- More week long exhibits
- Recreational activities and sporting tournaments such as Volleyball and soccer
- Arts and cultural events such as dance and other performing arts - the Syrian dance troupe at the WOW launch event was fantastic
- Show the public and participants the different agencies involved in community service and the integration of newcomer
- Singing talent contest in addition to poetry
- Engage the business community – conduct an outreach campaign to the private sector and its employees
- More events involving immigrants themselves.
- Community based events
- Films on immigration debate conferences where Canadians and immigrants can talk about issues that affect both groups, community meal with dishes from several countries , music, etc

VIII. Awareness of Welcoming Ottawa Week (WOW)

Survey respondents were asked how they heard about Welcoming Ottawa Week (WOW). The results are summarized in the graph below.

In addition, survey respondents provided other sources of where they heard of Welcoming Ottawa Week. Other sources include:

- Catholic Centre for Immigrants
- LinkedIn
- WOW Working group
- OLIP meetings
- Work/ organization
- Email list serve



IX. Suggestions for further improvement

Survey respondents were asked to offer suggestions on how future WOWs could be improved. The responses are summarized below.

- Contact clients directly through their e-mails to get more participants.
- Better promotion of the program and activities.
- Greater cross-promotion.
- If tasks could be documented in order to prepare in advance any documentation, form, pictures, etc to WOW organisers.
- Better media coverage of WOW.
- Have printed materials (WOW event calendar and poster) ready for distribution 60 days in advance. Distribute posters downtown, in offices, restaurants, etc.
- Revisit calendar design - legal size fold open was too big with too much information. Separate English and French editions of brochure problematic this year for distribution (especially at City of Ottawa sites)- better to maybe have hard copy materials with less information, but bilingual, and driving people to the website and social media for details.
- Organize Pre WOW information workshops.
- Promote contributors and artists, who offer their time and expertise; this year there was hardly any media coverage of the events.
- Compensate contributors and artists, who participate in event.
- Provide updates of events such as photographs through email distribution lists.
- A balance on the bilingualism at WOW events especially during speeches.
- Host an expo where the variety of services in the community can set up tables to provide information on what they do/offer.
- Hand out trophies to all WOW Ambassadors not just the three Welcoming Ottawan Awards recipients
- The organization of the launch event was good and from the photographs, the event seemed success!
- Continue the efforts to interest the public in general.

- Allocate time at WOW launch event for Welcoming Ottawan Awardees to share their testimony.
- Increase awareness of WOW (most residents don't know about it)
- More online promotion.
- Engage local bloggers to write about WOW.
- Engage community associations and promote the organization of events at the neighbourhood level.
- Host more events in the evening and weekends to cater to those who are unable to attend events during the day.
- Further advance notice to newcomers to the event in order to network.
- Keep WOW the way it is! Spontaneous and friendly!
- Hard to get to all of the great activities - good to have a wide selection of events.
- Keep increasing public engagement.
- Engage and inform the public on a more global stage to highlight the success of previous WOW events at least one month in advance.
- Hold a countdown to the WOW launch event.

X. Summary of Twitter and Facebook Analytics

A Social Media Coordinator was engaged by OLIP to develop and implement a social media strategy to be executed during the WOW week. The following are online engagement stats collected over roughly a one-month period, starting 3-weeks for WOW and throughout WOW (May 31 –June 27).

Twitter	2016	2015
Original tweets	57	245
New followers	45	77
Total twitter impressions	34,000, with top tweet earning 7,500 impressions	45,800
Twitter profile visits	1300	2,438
Direct mentions of @OLIP_PLIO	74	151
Facebook	2016	2015
New likes	36	22
New page views	311	
Reach	11,500 people reached	