

From Buzz to Impact: Making AI Work for Newcomer Success

Pathways to Prosperity 2025

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BROUGHT TO YOU BY



Acknowledging Environmental Impacts

Increased carbon dioxide
emissions

Increased fresh water usage

Environmental **inequity** across the
globe



We've Been Here Before

Remember the Internet?



1999

"Where can I find a restaurant near me that serves Italian food?"



2025

"Ital"

Here's what's different this time:

- Newcomers aren't 20 years behind
 - AI is new for everyone
- This is happening *way* faster
- Free and accessible (with internet)
- The barrier is to ask clear questions
- The jump from analogue to digital was larger than now (usability-wise)



“

The problems GenAI could solve for newcomers depend entirely on whether we build equity into these systems now, while they're still being shaped.

”

Let's Equip Ourselves to be Part of This

Advocates

- Fight for **inclusive design** in AI tools
- Legislation to **regulate** AI usage

Decision-makers

- Every workplace to build in workplace-applicable **AI literacy** for staff
- Build AI literacy into programming for **newcomers**

Everyone

- Learn to efficiently use tools **while they're still free**
- Start small but **now**, before systems are embedded and **harder to change**

Now, Then, Later

THIS WEEK

Ask your clients where they're using AI

Learn what's working for them

Caution them from fully using content verbatim

THIS MONTH

Get Familiar

Use AI for one task (client resource notes, research, brainstorming workshop ideas)

Understand it as a thought partner, not content creator

NEXT YEAR

Weave it In

Help identify transferable skills + AI skills to add for newcomer job seekers

Consider guiding toward "AI-friendly" roles (not AI-proof, but AI-enhanced)

2 years ago, when ChatGPT was a baby

Newcomers told us they use AI to...

- Fill out job applications and cover letters
- Use speech AI to build confidence speaking English (AI-companion app)
- Ask questions about immigration and Canadian workplace culture

...but lacked understanding of how it works and why it hallucinates



The Career Pivot Opportunity

We know **56% of Canadians** want to switch careers - so do newcomers who...

- came to Canada with no prior professional experience
- took a career path in their home country due to placement tests, not due to interests
- are in a survival job and want to upgrade

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This is the moment for reinvention, because **every industry** is figuring out AI right now.

“AI-Adjacent” Careers for Newcomers

Transferable Skills

- From Translator/Interpreter → Localization & Cultural AI
 - Multilingual skills
 - Cultural nuance understanding
 - Language precision
 - Cross-cultural communication
- From Accountant/Finance → AI Operations
 - Attention to detail
 - Finding errors and inconsistencies
 - Understanding financial logic
 - Working with data

THE GOAL

Think AI-Friendly, Not AI-Proof



Augmentative AI-workflows

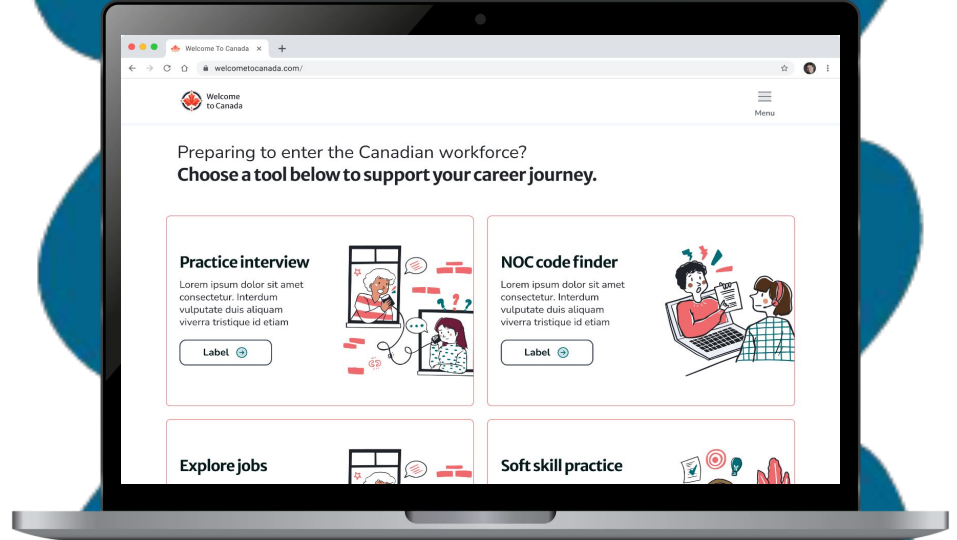
Social worker who uses AI to
organize case notes → **more time**
with clients

Employment counselor who
uses AI to research credential
pathways → **better**
advice

Settlement worker who uses
AI to draft program reports → **less screen**
time

About Virtual Career Coach

- AI-powered platform tailored **for newcomers**, by immigrants
- Self-directed job tools that simulate **job prep** and **workplace** experiences
- Safe and reliable personalized **practice zone** with **guardrails** in place



MINDFUL CONSUMPTION

Let's Not Litter AI Slop

Using AI more efficiently ->

Getting to the point ->

Consuming fewer resources



Thank you!

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Sources

<https://www.yesmagazine.org/environment/2022/12/27/first-nations-land-canada>

Recommended courses:

<https://anthropic.skilljar.com/>