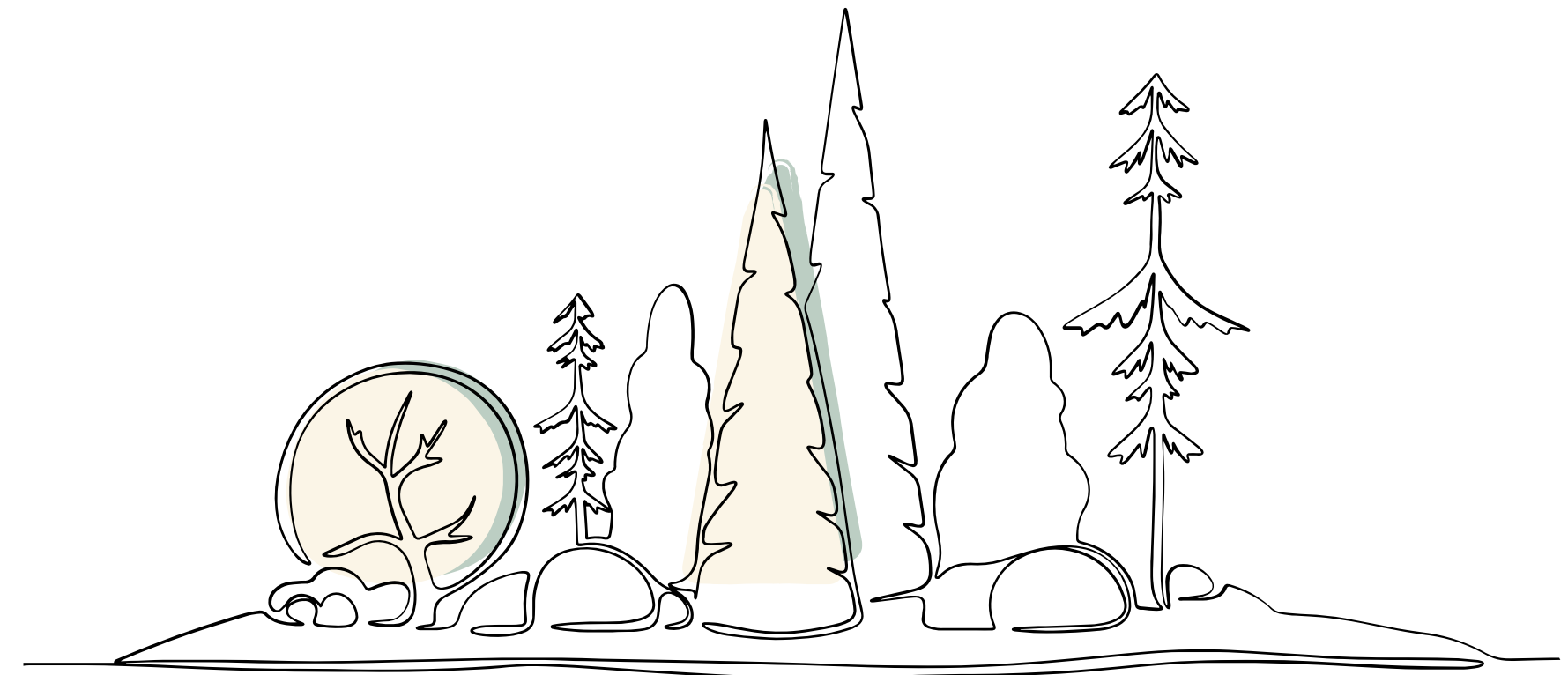


Land Acknowledgement

Halifax. We would like to acknowledge that we are in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the 'Treaties of Peace and Friendship' which Mi'kmaq, Wəlastəkwiyik (Maliseet), and Passamaquoddy Peoples first signed with the British Crown in 1726. The treaties did not deal with surrender of lands and resources but in fact recognized Mi'kmaq and Wəlastəkwiyik (Maliseet) titles and established the rules for what was to be an ongoing relationship between nations.

Calgary. We would like to take this opportunity to acknowledge the traditional territories of the peoples of Treaty 7 region in Southern Alberta. The city of Calgary is also home to the Métis Nation within Alberta (including Nose Hill Métis District 5 and Elbow Métis District 6).

UBC. We acknowledge that UBC Vancouver is located on the traditional and unceded territories of the hə́ŋqəmiŋəm'-speaking xʷməθkʷəy̓əm (Musqueam people).





MAPPING THE DIGITAL ECOSYSTEM:

Advanced Technologies
Supporting Immigrant
Professionals' Employment
Integration in Canada.



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Migrant Integration in the Mid-21st Century: Bridging Divides Program

- Interdisciplinary research program advancing knowledge on migrant integration challenges and opportunities in Canada and beyond.
- Funded by Canada First Research Excellence Fund.
- Explores how Advanced Digital Technologies (ADT) impact: service provision, work organization, immigrant participation in civil society
- Collaboration among UBC, Toronto Metropolitan University (PI), Concordia University, and University of Alberta.



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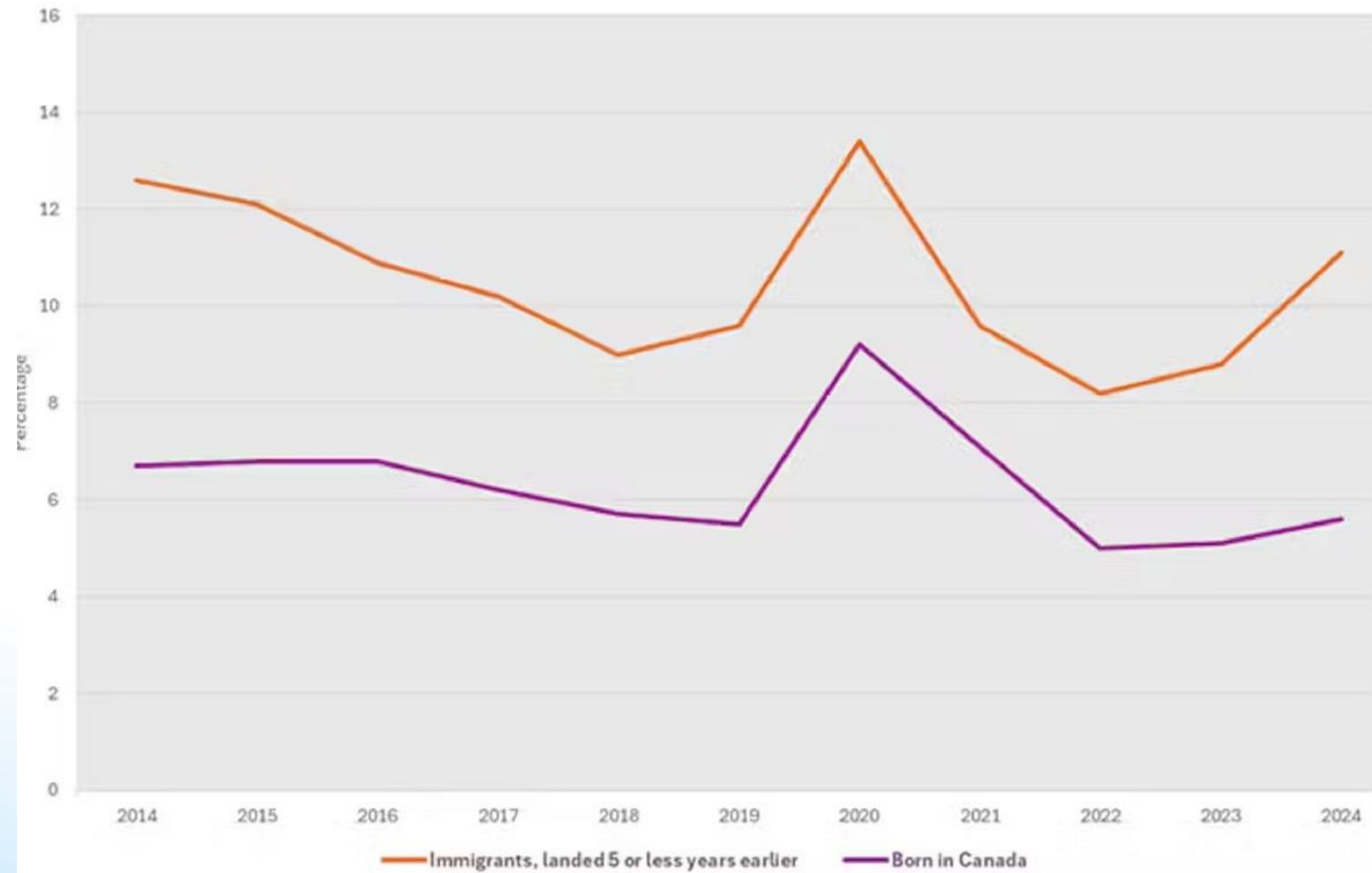
Challenge



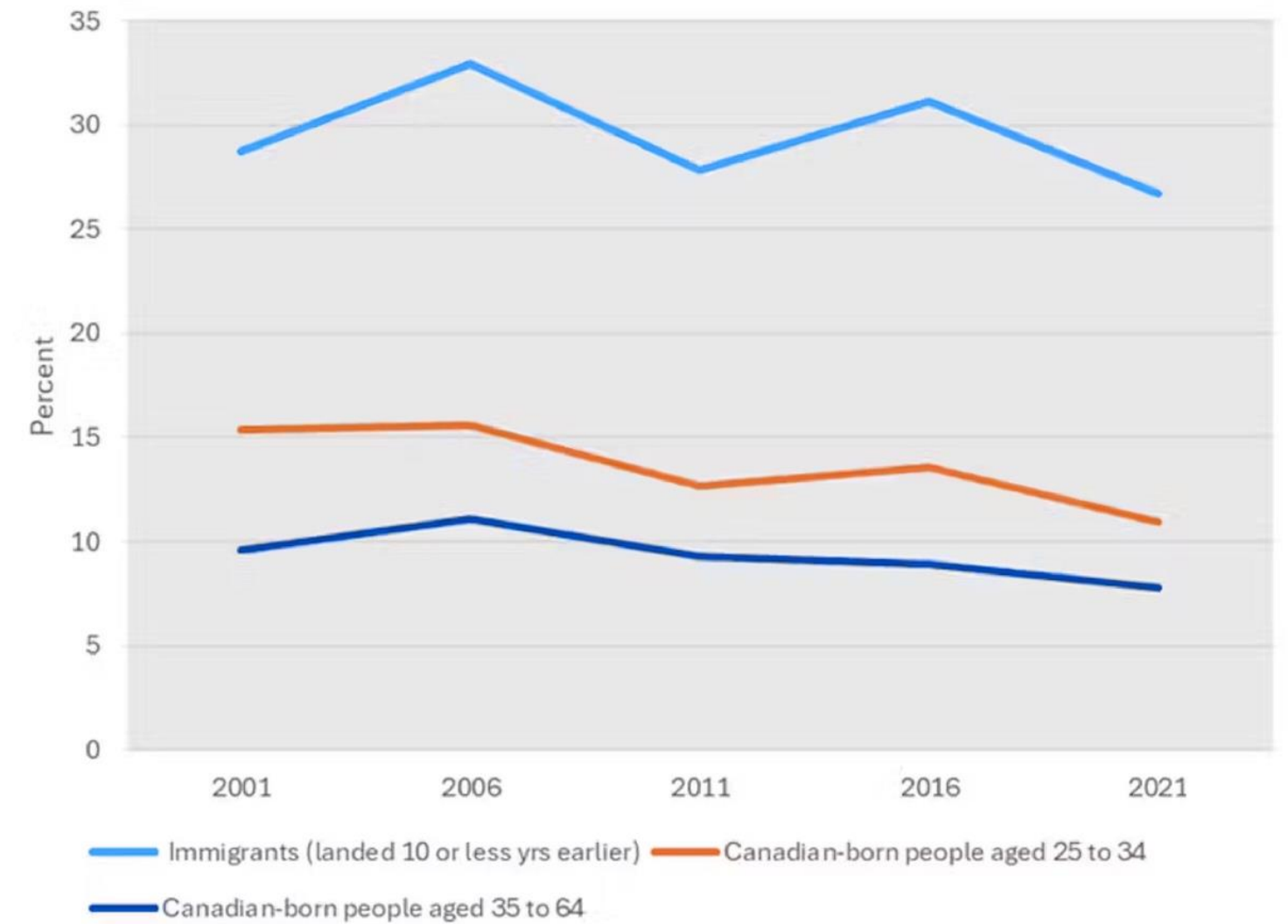
- Despite Canada's focus on attracting highly educated immigrants, many face **underutilization and de-skilling upon arrival**.
- **Credential recognition and licensing** barriers delay entry into professional fields.
 - **The paradox:** immigrants gain entry points for their foreign qualifications but struggle to practice their professions once in Canada!
- Systemic and racial discrimination further block access to equitable employment.
- Employers' demand for "**Canadian experience**" creates an additional barrier and can perpetuate discrimination.
- **Skill discounting** — devaluation of foreign education and work experience — undermines immigrant talent.
- Consequences include unemployment, **underemployment**, lower job satisfaction, and "**brain waste.**"



Unemployment Rates for Recent Immigrants and Canadian-Born Population Aged 15+ (2014–2024), Labour Force Survey 2025



Overeducation Among Immigrant and Canadian-born Workers with a Bachelor's Degree or Higher, 2001-2021





Most Recent Data

		Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025
Total, all education levels	Canadian Born	85.6	85.3	84.6	84.4	84.7
	Immigrants, landed 5 or less years earlier	77.6	78.1	78.4	78.5	79.2
No degree, certificate or diploma	Canadian Born	64.2	64.1	63.2	61.6	61.4
	Immigrants, landed 5 or less years earlier	42.8	44.1	47.4	52.4	59.1
High school graduate	Canadian Born	77.5	77.9	77.7	77.9	77.6
	Immigrants, landed 5 or less years earlier	70.9	71.6	73.2	73.7	74.1
High school graduate, some post-secondary	Canadian Born	79.4	81	80	79	77.5
	Immigrants, landed 5 or less years earlier	64.7	74.8	88.1	85.6	83.2
Post-secondary certificate or diploma	Canadian Born	87.6	87.1	86.5	86.3	86.7
	Immigrants, landed 5 or less years earlier	78.7	79.3	79.9	79.3	79.3
University degree	Canadian Born	92	91.3	90.5	90.4	91
	Immigrants, landed 5 or less years earlier	81.3	81.5	81.1	81	81.5



AI's Potential to Support Skilled Immigrants' Labour Market Integration



- **Credential Recognition & Skills Assessment.** AI tools can analyze and validate foreign credentials, accelerating recognition and equivalency processes.
- **Bias Reduction in Recruitment.** Ethically designed AI can support fairer hiring by focusing on skills, not names or origins.
- **Job–Skill Matching & Forecasting.** AI can map immigrant skill sets to emerging labour market needs and identify transferable competencies.
- **Personalized Learning & Reskilling.** Adaptive AI systems can recommend targeted bridging or upskilling pathways for professional integration.
- **Support for Adaptation & Belonging.** AI chatbots, language tools, and virtual mentoring can assist in workplace communication and cultural adaptation.



Shifting to Digital Service Delivery in the Settlement Sector

Digital Transformation:

- Before 2020, most services were delivered in person.
- COVID-19 prompted a rapid shift to remote and hybrid models — by late 2020, 97% of SPOs offered at least some online services (IRCC, 2023).
- Today, many SPOs maintain hybrid or fully online delivery modes.

Current Gaps & Opportunities:

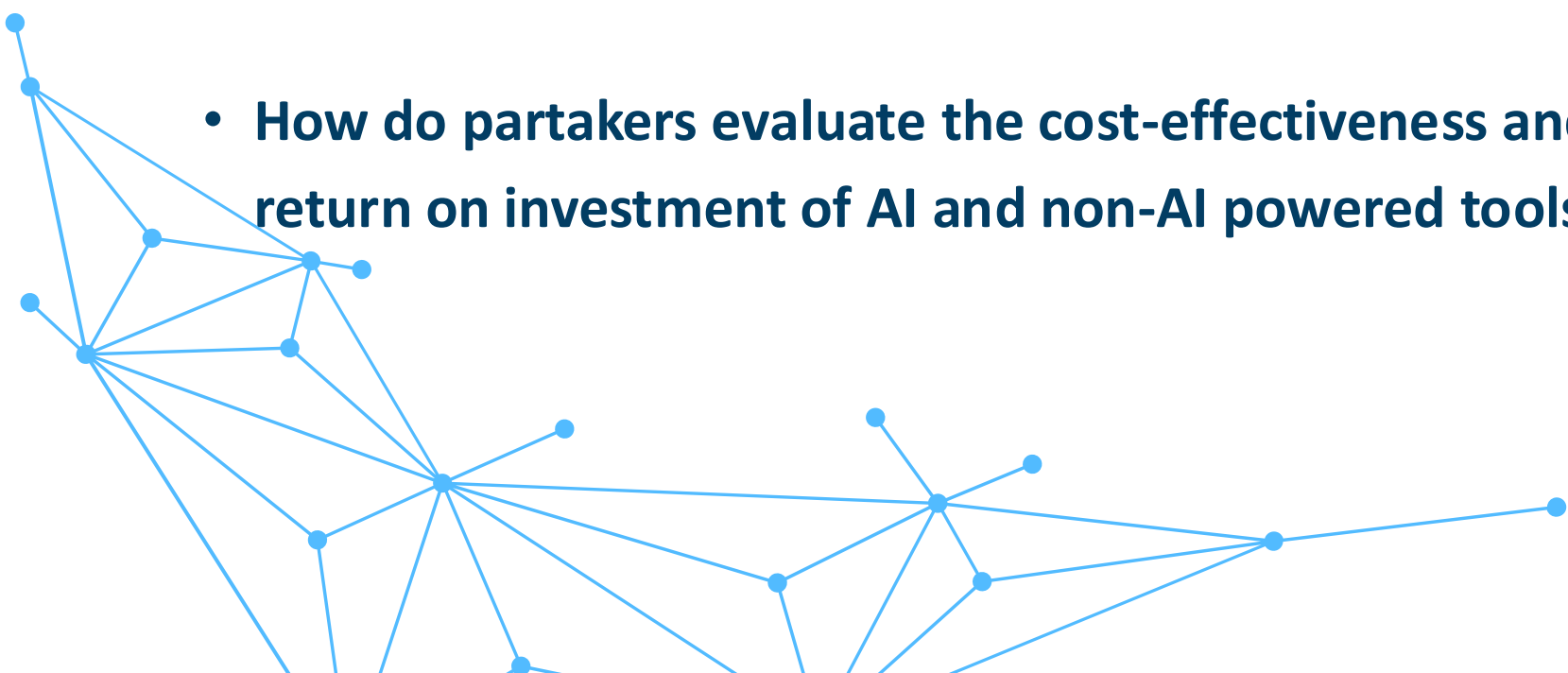
- Limited online services tailored for immigrant professionals (Esses et al., 2021; Gonzalez Benson et al., 2025).
- Geographic and program gaps persist, even in large urban areas (Kazemi et al., 2024)
- Digital literacy and accessibility remain uneven.
- Growing demand for targeted, interactive, and professional-specific digital tools.





Research Questions

- How effective are AI-powered and non-AI-powered digital tools in enhancing the skills necessary for immigrant professionals' labour market integration?
- What are the primary challenges immigrant professionals face when using AI and non-AI digital tools for labour market integration?
- How do partakers evaluate the cost-effectiveness and return on investment of AI and non-AI powered tools?





Overview of the Digital Tools

AI DIGITAL TOOL

Purpose: A Canadian employment platform that uses artificial intelligence to match job seekers with relevant opportunities and optimize their job search process.

Key Features:

- *AI-driven job matching:* Automatically recommends jobs based on skills, experience, and preferences.
- *Resume optimization:* Provides keyword suggestions and formatting tips to improve visibility in applicant tracking systems.
- *Real-time analytics:* Displays trending job sectors and demand patterns.

NON-AI DIGITAL TOOL

Purpose: A digital platform designed to help newcomers navigate life in Canada by providing practical, location-specific information and resources.

Key Features

- *Personalized Start*
- *Customization Options (Language, City, Immigration Status)*
- *Settlement & Integration Resources including:*
 - *Housing assistance*
 - *Employment services and job search support.*
 - *Language training programs.*
 - *Health care and ...*



Methodology

Research Design

Qualitative Research
Study

Data Collection Tool

Semi Structured
Interviews

Participants (1)

15 Skilled Immigrants

Participants (2)

5 Stakeholders



Preliminary Findings & Next Steps

What We Found:

- Early results show differences between AI and non-AI tools — each appears suitable for different aspects of supporting skilled immigrants.
- Patterns emerged across disciplines: participants from different professional fields found certain tools more effective for specific purposes.

Next Steps:

- Conduct detailed data analysis.
- Examine discipline-specific differences in how AI and non-AI tools support labour market integration.
- Develop data-driven recommendations on where and how AI can best complement existing non-AI supports in labour market integration.



Thank You!

Contact us:

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