

# **Strengthening Evaluation and Research Capacity in Canada's Settlement Sector: Insights, Innovations, and Implementation**

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P2P 2025 National Conference

November 25, 2025

# Land Acknowledgment

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We acknowledge that we are in Mi'kma'ki, the ancestral and unceded past and present territory of the Mi'kmaq people. Our acknowledgement of this truth is a small but important part in honouring and showing respect for the diverse histories and cultures of First Nations peoples in Canada. We also acknowledge colonial structures and the impact it has on all of our work in the settlement area.

## African Nova Scotian Affirmation

We also acknowledge that people of African descent have been in Nova Scotia for over 400 years, and we honour and offer gratitude to those ancestors of African descent who came before us to this land.

## ABOUT...



### WHO WE ARE

- The Social Research and Demonstration Corporation (SRDC) is a non-profit research organization created specifically to develop, field test, and rigorously evaluate new programs.
- Our two-part mission is to:
- **Empower Policymakers and Practitioners**—help decision makers identify policies, programs, and practices that improve the well-being of all Canadians, with a special focus on those facing disadvantages,
- **Raising the Standard of Evidence**—committed to enhancing the standards of evidence used to evaluate these policies, ensuring decisions are based on reliable data and a solid foundation of research.

# What We Do

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**EXPERIMENTATION**



**POLICY RESEARCH**



**STRENGTHENING  
CAPACITY**



**PROGRAM EVALUATION AND  
PERFORMANCE MEASUREMENT**



**KNOWLEDGE MOBILIZATION  
AND WORKSHOP  
FACILITATION**



**SURVEY DESIGN AND DATA  
MANAGEMENT**

# Agenda

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- Building Capacity for Evaluation and Research: Challenges, Successes, and Lessons Learned
  - Kim Lehrer – Social Research and Demonstration Corporation (SRDC)
- Insights from PROSPECTS' Pan-Canadian Consultation
  - Xiaoyang Luo – Social Research and Demonstration Corporation (SRDC)
- Harnessing Generative AI for Settlement Research and Evaluation: Opportunities, Risks, and Emerging Practices
  - Taylor Shek-wai Hui – Social Research and Demonstration Corporation (SRDC)

# Building Capacity for Evaluation and Research: Challenges, Successes, and Lessons Learned

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- Career Pathways for Racialized Newcomer Women Pilot
- Renforcement des capacités en évaluation et recherche des FS francophones
- Partnerships with service providers

# What is evaluation?

- **Definition:** The systematic, neutral data collection and analysis of data **to assess whether, how and for whom a program, initiative or policy is working.**
- Evaluation is **not** the same as performance measurement.

| Evaluation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Performance Measurement                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Typically periodic</li><li>• Done by neutral evaluators who work outside of the programs</li><li>• Focuses on explaining whether, why and how a program or policy works, as well as what results can be attributed to the program itself</li><li>• Often useful to identify and compare solutions to problems identified with program-led performance measurement</li><li>• By analogy, looking ‘under the hood’ of a car to explain or improve its performance</li></ul> | <ul style="list-style-type: none"><li>• Ongoing</li><li>• Done by program managers who work in consultation with the Head of Performance Measurement and the Head of Evaluation</li><li>• Uses performance indicators and progress compared to targets to assess performance</li><li>• Often useful to identify problems</li><li>• By analogy, a car’s dashboard, informing about speed, engine temperature and fuel levels</li></ul> |

# Key Takeaways

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- You don't know what you don't know
- Different starting points
- Differences across individuals within an organization
  - Knowledge/experience
  - Job description/responsibilities/goals
  - Time
- What works best for one individual/organization may not work best for another
  - Flexibility
  - Options
- Need for ongoing support



# General Recommendations

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- Properly assess existing knowledge, skills, and time
- Incremental steps
- Need for ongoing support
- No need to reinvent the wheel



# Insights from PROSPECTS' Pan-Canadian Consultation

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# What is PROSPECTS?



**PROSPECTS** stands for **P**ropelling to **R**esult-**O**riented **S**trategies in **P**lanning, **E**valuation, and **C**ontinuous **T**ransformation in **S**ettlement



3-year project funded by IRCC to help immigrant serving organizations grow evaluation skills



Goal: Make evaluation data-driven, useful, and relevant for your work—not just reporting



Learn to use evaluation to improve programs and to tell their story



Build your skills and confidence with simple, practical, tailored evaluation tools

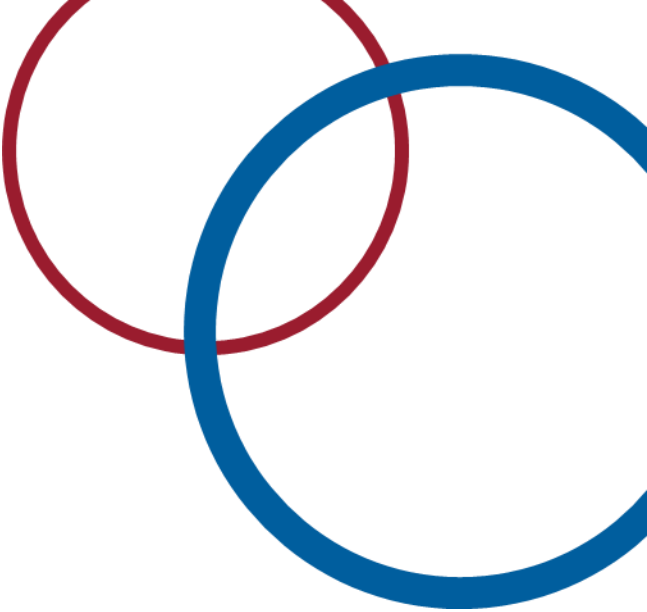


Access one-on-one support, tailored resources, and practical capacity-building activities for your organization

# Needs assessment participants

- 86 unique organizations across 10 provinces and territories
- 113 consultation participants and 55 survey responses





# What did we hear from organizations?

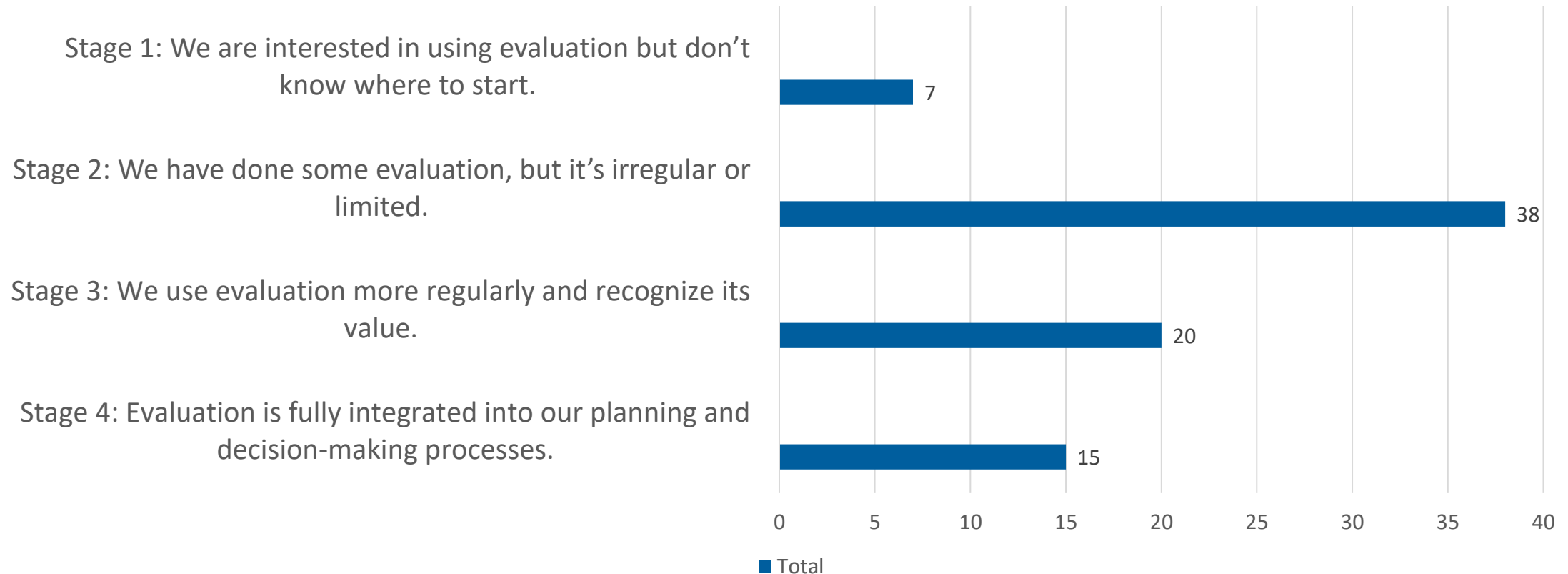
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# What does evaluation mean to organizations?



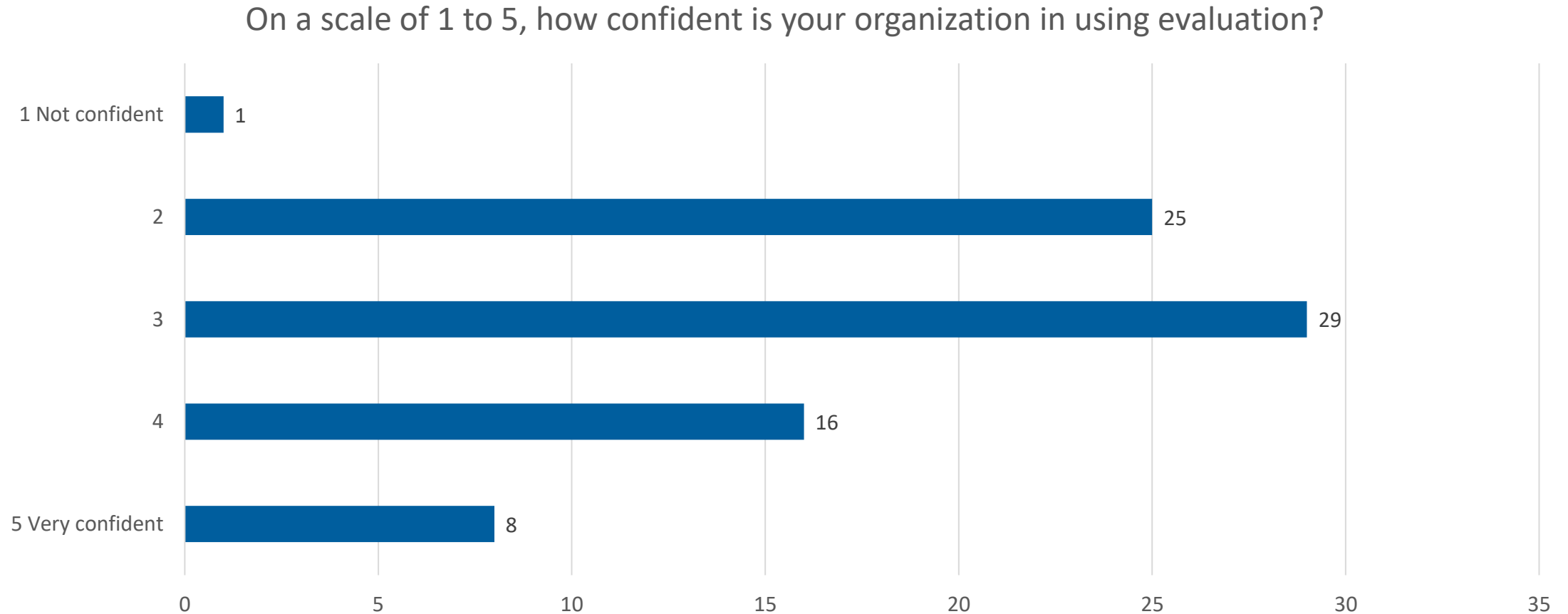
# How did participants place their organization's evaluation journey stage? From the Consultations

How would you describe your organization's evaluation capacity?



# How confident are organizations in using evaluation?

## - Consultations





# Confident in conducting evaluation - Survey



Survey respondents who have conducted evaluation are generally confident in conducting many evaluation activities

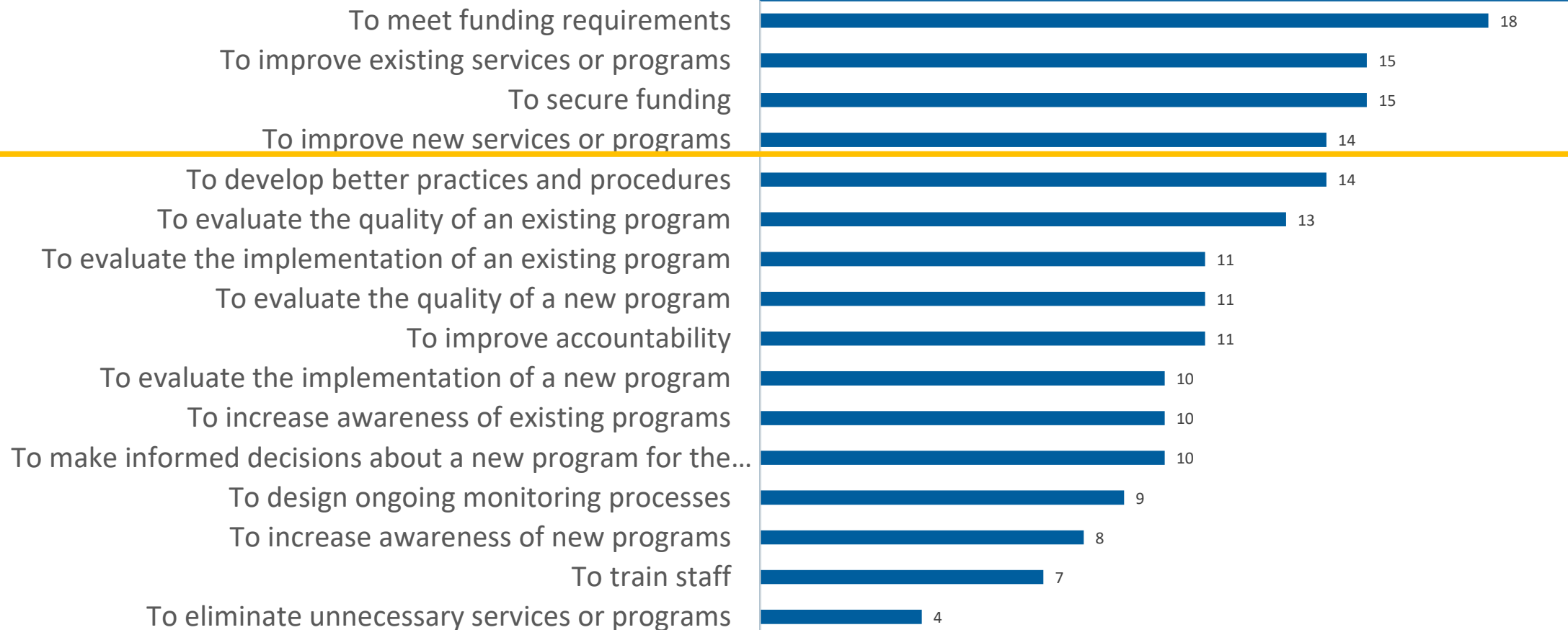
# How are organizations using evaluation? - Consultations

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- Main motivation was to improve programs, followed by funder requirements and demonstrating success
- Main evaluation activities reported were:
  - Performance measurement
  - Surveys
  - Discussion groups and interviews
  - Framework development
  - External evaluator
  - Internal evaluator position

“Funders were interested in the numbers ... the stories and the systemic change that was happening were not being captured.”  
(Consultation participant, July 2025)

# Purposes of evaluation - Survey



# Main challenges organizations face

## 1. Funding

- Stage 1: uncertain whether evaluation costs can be under program funding
- Stage 2-3: organizational evaluations (funding tied to programs)

## 2. Organizational culture

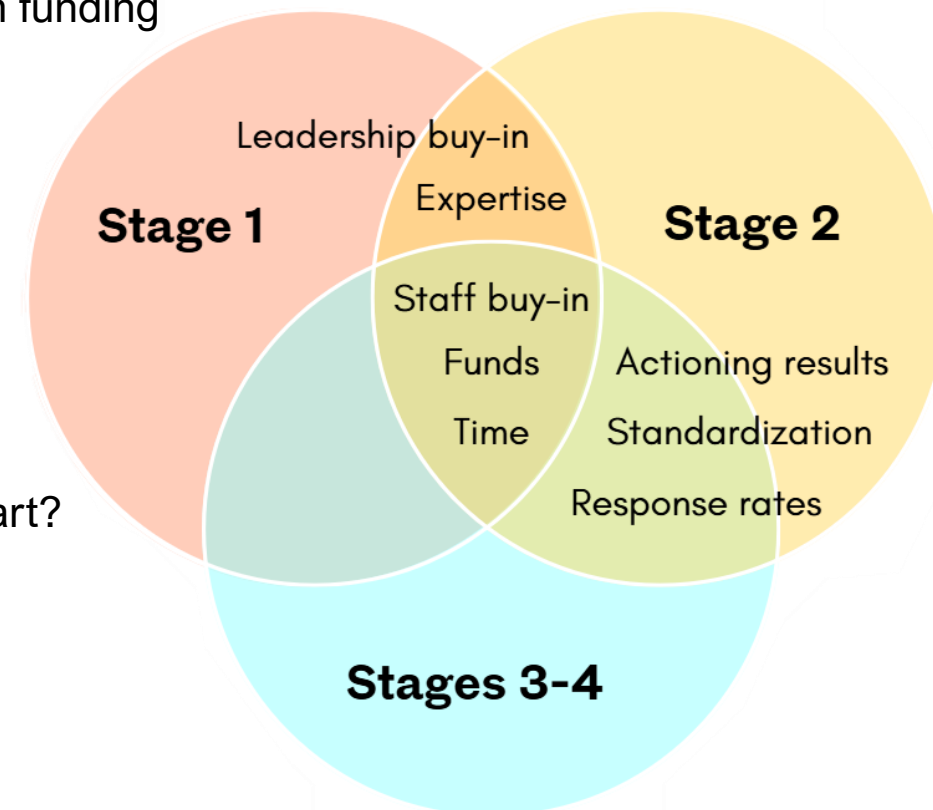
- Leadership buy-in necessary for success
- Staff buy-in crucial for data collection and actioning results

## 3. Expertise

- Stage 1: What is evaluation? Why is it important? Where do you start?
- Stage 2-3: Survey design, how to analyze data

## 4. Engaging Participants

- Technological or language barriers, survey fatigue



# Main challenges organizations face

## 5. Consistency

- Stages 2-3: Ensuring consistency across the organization, having guidelines and templates

## 6. Actioning results

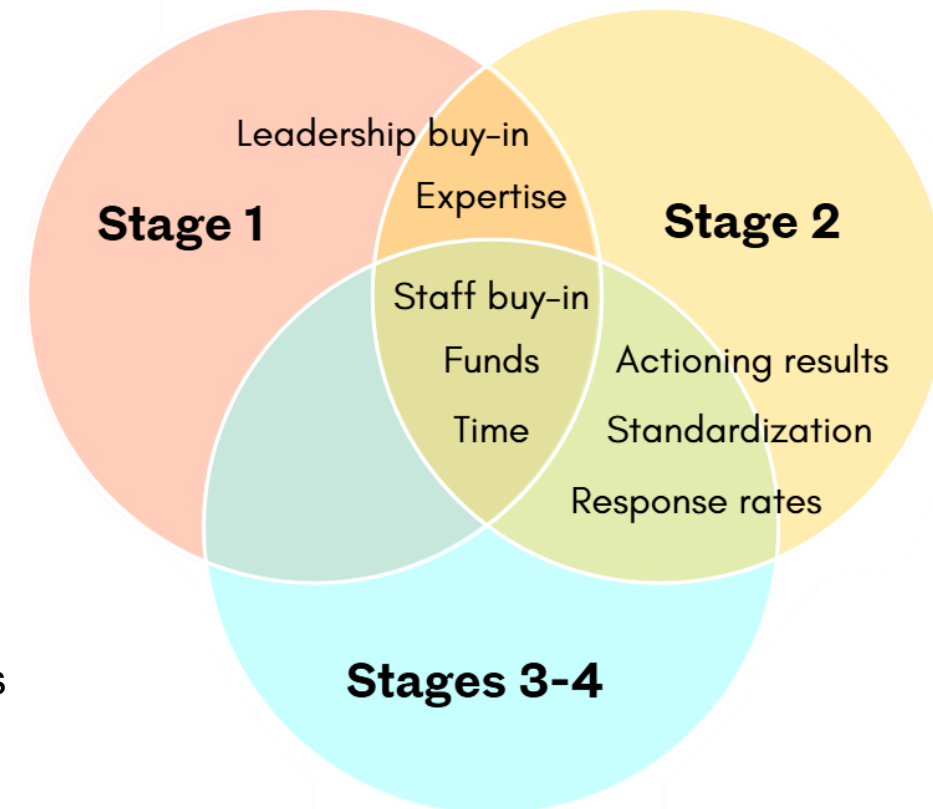
- How to share evaluation findings effectively
- How to use results for organizational strategy and program change

## 7. Measuring long-term impacts

- Stages 3-4: Funding tends to be annual, high staff turn-over

## 8. Indirect service model

- Lack of standards and guidelines tailored to umbrella organizations



# Identifying organizations' needs

| Source        | High Priority Activities                         |
|---------------|--------------------------------------------------|
| Consultations | Webinars (Synchronous and asynchronous)          |
|               | One-on-one coaching (lighter touch and in-depth) |
|               | Practical tools and templates / best practices   |
| Survey        | Short videos                                     |
|               | Step-by-step guides                              |
|               | Reference tools                                  |

“[SRDC’s webinar] was great because it was a deep dive into a very specific area, a lot of times when you attend those training sessions, they are so high level and so general that they are not helpful” (Consultation participant, August 2025)

# Identifying organizations' needs: Topics of interest (some examples)

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- Tools: new software, data collection options beyond survey, frameworks
- Training topics: importance of evaluation, data collection, data analysis, data management, knowledge mobilization, trauma-informed practices, GBA Plus, using evaluation to inform decision-making
- Guidance on prioritizing scope of evaluation

# What's next

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- Synchronous webinars
- Repository of tools and templates
- One-on-one coaching support
- Group coaching options
- Website with information and resources, learning paths
- Peer learning opportunities
- Advisory committee



# Stay engaged with PROSPECTS

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- **Website:** <https://www.srdc.org/PROSPECTS/>
- **Join our LinkedIn group:** <https://www.linkedin.com/groups/13318046/>
- **Interested in individualized support?** Contact us:  
[immigration@srdc.org](mailto:immigration@srdc.org).



# Harnessing Generative AI for Settlement Research and Evaluation

Opportunities, Risks, and Emerging Practices

Pathways to Prosperity Conference 2025

# Introduction

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- Large language model, which tries to generate coherent text by predicting the next word, was not very useful before Google Brain released “*Attention Is All You Need*” and proposed the *Transformer* architecture in 2017.
- OpenAI demonstrated human-like responses in 2020 and released ChatGPT 3.5 in 2022.
- 2023: Usages increased substantially –
  - General (Q&A, Creative Writing, Role Play),
  - Business (text content generation, information retrieval and search, summarization, analysis, translation, automated customer support),
  - Prompt engineering and chain-of-thought ...
- 2024: Coding assistant, Code Interpreter/Advanced Data Analysis, Qualitative Analysis, Vision model.
- 2025: Enhanced video generation, Agentic AI/Automation, Deep Research.
- GenAI has a substantial effect on how we work.

# Slido – Are you using AI in your work?

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Join at  
**slido.com**  
#3839 149



# SRDC's experience with adopting GenAI in research and evaluation (1)

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- *Current status*: work-in-progress; steadily and cautiously advancing through several phases of AI learning and adoption:
  - Pre-ChatGPT: Quantitative researchers in SRDC selectively adopt some techniques from the machine learning literature in specific statistical analysis of large datasets. (e.g. *Assessment of IRCC Settlement Service Impacts*).
  - *2022 to summer 2023* - exploration, experimentation and discovery: to understand how various AI tools can assist our research work, and to assess its limits and risks.

# SRDC's experience with adopting GenAI in research and evaluation (2)

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## ➤ *Current status*

- *Fall 2023 – Summer 2025:* Launched of an AI sub-committee to formalize our learning.
  - Drafted SRDC's draft AI Guidelines on responsible usage of AI tools (mostly guardrails): Intellectual Property, Confidentiality, and Data Security
  - A database of resources and approved uses
- *Summer 2025:*
  - *Microsoft CoPilot has just been deployed for non-confidential usage*
  - *Internal survey of staff adoption of AI-tools*
  - *Customized GenAI for specific needs and workflow will be developed*

# SRDC's current usage of AI tools

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- Proofreading / grammar / writing / editing
- Summarizing documents / reports / meeting notes
- Notetaking / Transcription
- Translation
- Brainstorming / idea generation
- Literature review / scanning research / background reading
- Research methods advice
- Producing or troubleshooting code / scripting / automation
- Writing survey questions
- Writing interview or focus group questions
- Quantitative data analysis (e.g., statistical)
- Qualitative data analysis (e.g., thematic coding, text analysis)
- Data visualization / chart generation
- Producing creative output (videos, music)
- Searching for information on a topic (not already covered)
- Project administration or general organization
- Drafting emails / correspondence / templates
- Preparing presentations / slide deck outlines
- Comparison of information or documents / table generation
- Schedule optimization / meeting preparation

***SRDC researchers use AI tools to improve quality or to help speed up tedious research and evaluation processes.***



# Examples of GenAI applications in our projects

## Case 1: PROSPECTS – Sector contact list (1)

- We need to invite organizations in the settlement sector to participate in our consultations and complete a survey about their needs
- There are over 500 IRCC funded organizations (<https://ircc.canada.ca/english/newcomers/services/index.asp>)

ircc.canada.ca/english/newcomers/services/index.asp

### Service provider organizations

Call or email before you go in person to check that they provide the service you want.

Showing 1 to 5 of 1,355 entries | Show  locations

#### Location details

##### **(A.C.C.E.S.) Accessible Community Counselling and Employment Services - Markham**

8500 Leslie Street, Suite 470

Markham, Ontario

L3T 7M8

Telephone: 905-840-2660

Languages of service: English

##### **(A.C.C.E.S.) Accessible Community Counselling and Employment Services - Mississauga**

2085 Hurontario Street, Suite 210

Mississauga, Ontario

L5A 4G1

Telephone: 905-361-2522

Languages of service: English

#### Services offered

- ✓ Services in English
- ✓ Services available online
- ✓ Services available in person
- ✓ Get a settlement plan
- ✓ Help connecting with the local community
- ✓ Help finding a job
- ✓ Job-related language training

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- ✓ Services available online
- ✓ Services available in person
- ✓ Get a settlement plan
- ✓ Help connecting with the local community
- ✓ Help finding a job
- ✓ Job-related language training



# Examples of GenAI applications in our projects

## Case 1: PROSPECTS – Sector contact list (2)

- We saved the IRCC page as a HTML file and used ChatGPT to convert the list into an Excel table.
- The prompt specifically instructs ChatGPT to use its Code Interpreter to convert this HTML file into an Excel table with organization name, website link, address, city, province, postal code, telephone number, list of languages of service, list of services offered.

| Location Name                                             | Organization Name                                         | Link to Website                                                                       | Address                              | City   | Province         |
|-----------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------|--------|------------------|
| Back in Motion Rehab Inc.                                 | Back in Motion Rehab Inc.                                 | <a href="https://www.backinmotion.com">https://www.backinmotion.com</a>               | 5450 152 Street, Unit 300            | Surrey | British Columbia |
| Back in Motion Rehab Inc.                                 | Back in Motion Rehab Inc.                                 | <a href="https://www.backinmotion.com">https://www.backinmotion.com</a>               | 7525 King George Boulevard, Unit 210 | Surrey | British Columbia |
| Collège ducacentre College - Surrey Campus                | Collège ducacentre College                                | <a href="https://educacentre.com">https://educacentre.com</a>                         | 10183 152A Street, Unit 300          | Surrey | British Columbia |
| DIVERSECity Community Resources Society - Newton Town     | DIVERSECity Community Resources Society                   | <a href="https://www.dcrs.ca">https://www.dcrs.ca</a>                                 | 7330 137 Street, Unit 1170           | Surrey | British Columbia |
| DIVERSECity Community Resources Society - Surrey Comm     | DIVERSECity Community Resources Society                   | <a href="https://www.dcrs.ca">https://www.dcrs.ca</a>                                 | 13455 76 Avenue                      | Surrey | British Columbia |
| Douglas College                                           | Douglas College                                           | <a href="https://www.douglascollege.ca">https://www.douglascollege.ca</a>             | 13769 104 Avenue                     | Surrey | British Columbia |
| M.O.S.A.I.C Multi - Lingual Orientation Service Associati | M.O.S.A.I.C Multi                                         | <a href="https://www.mosaicbc.org">https://www.mosaicbc.org</a>                       | 7134 King George Boulevard, Unit 200 | Surrey | British Columbia |
| Options Community Services Society - Newton Main Servi    | Options Community Services Society                        | <a href="https://www.options.bc.ca">https://www.options.bc.ca</a>                     | 13520 78 Avenue                      | Surrey | British Columbia |
| Pacific Community Resources Society - City Center Youth   | Pacific Community Resources Society                       | <a href="https://www.pcrs.ca">https://www.pcrs.ca</a>                                 | 10453 Whalley Boulevard              | Surrey | British Columbia |
| Pacific Community Resources Society - Newton Youth Hu     | Pacific Community Resources Society                       | <a href="https://www.pcrs.ca">https://www.pcrs.ca</a>                                 | 13455 76 Avenue, Unit 114            | Surrey | British Columbia |
| Pacific Immigrant Resources Society - Surrey Library (Ci  | Pacific Immigrant Resources Society                       | <a href="https://www.pirs.bc.ca">https://www.pirs.bc.ca</a>                           | 10350 University Drive               | Surrey | British Columbia |
| Progressive Intercultural Community Services (PICS)       | Progressive Intercultural Community Services (PICS)       | <a href="https://www.pics.bc.ca">https://www.pics.bc.ca</a>                           | 12725 80 Avenue, Unit 205            | Surrey | British Columbia |
| S.U.C.C.E.S.S. - Fleetwood Community Centre               | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 15996 84 Avenue                      | Surrey | British Columbia |
| S.U.C.C.E.S.S. - South Surrey - White Rock Service Centre | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 1688 152 Street                      | Surrey | British Columbia |
| S.U.C.C.E.S.S. - South Surrey Arts & Recreation Centre    | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 14601 20 Avenue                      | Surrey | British Columbia |
| S.U.C.C.E.S.S. - South Surrey Rec Centre                  | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 15875 20 Avenue, Unit 14601          | Surrey | British Columbia |
| S.U.C.C.E.S.S. - South Surrey Service Centre              | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 15400 Croydon Drive, Unit 200        | Surrey | British Columbia |
| S.U.C.C.E.S.S. - South Surrey Service Centre              | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 15400 Croydon Drive, Unit 200        | Surrey | British Columbia |
| S.U.C.C.E.S.S. - Surrey                                   | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 10090 152 Street                     | Surrey | British Columbia |
| S.U.C.C.E.S.S. - Surrey - Delta Service Centre            | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 5117 101 Avenue, Unit 100            | Surrey | British Columbia |
| S.U.C.C.E.S.S. - Surrey Food Bank                         | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 10732 City Parkway                   | Surrey | British Columbia |
| S.U.C.C.E.S.S. - Surrey Libraries - Semiahmoo Library     | S.U.C.C.E.S.S.                                            | <a href="https://www.successbc.ca">https://www.successbc.ca</a>                       | 1815 152 Street                      | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 13104 109 Avenue                     | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 5658 176 Street, Unit 200            | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 10433 92 Avenue                      | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca">https://www.surreyschools.ca</a>               | 12772 88 Avenue                      | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 9260 140 Street                      | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 9457 King George Boulevard           | Surrey | British Columbia |
| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 14123 92 Avenue                      | Surrey | British Columbia |
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| The Board of Education for School District No. 36 (Surrey | The Board of Education for School District No. 36 (Surrey | <a href="https://www.surreyschools.ca/welcom">https://www.surreyschools.ca/welcom</a> | 7525 King George Boulevard, Unit 120 | Surrey | British Columbia |

# Examples of GenAI applications in our projects

## Case 1: PROSPECTS – Sector contact list (3)

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- It used to take us a few hours to write a web scrapping script to do the same, with ChatGPT it was completed within an hour.
- We then use this list and ask ChatGPT to scrape for the contact information of the executive director / CEO of each organization from the internet. It took us time to verify and the results are about 80% accurate.
  - Risk: There are many settlement sector organizations not funded by IRCC and it would not be on this list, and LIPs/RIFs are also not on this list.
  - Return: Time is substantially saved – but the tool does not replace the need for human verification and correction.
- The table allows us to target organizations based on the languages, location or services offered.
- After the PROSPECTS consultations, we also analyzed whether we had a good representation of participants from organizations across the country.

# Examples of GenAI applications in our projects

## Case 2: Literature review of a specific topic (1)

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- *Assessment of IRCC Settlement Service Impacts: Stage 4*
  - We wanted to study the incremental impact of work placements delivered as part of Employment Related Services (ERS) on newcomers' labour market outcomes.
  - There were conjectures that services with employer engagement (in this case, work placement) are more effective than services without employer engagement.
  - We want to make sure we are not missing any important findings from existing literature about employer engagement:

# Examples of GenAI applications in our projects

## Case 2: Literature review of a specific topic (2)

### Prompt used in Google's Gemini Deep Research to generate the literature review

You are a Canadian researcher studying the economic integration of immigrants. You are aware that it often takes years for immigrants in Canada to achieve labour market outcomes comparable to those of Canadian-born workers. There is some evidence that immigrant employment services can accelerate this economic integration, and further evidence suggests that demand-informed or demand-led employment services may be even more effective. Current discussions, in particular, point to certain forms of employer engagement by employment service providers as being especially beneficial for immigrants. Write a short literature review—including peer-reviewed journal articles and grey literature from government sources and reputable think tanks—that addresses the following:

- The theoretical basis for why employer engagement can enhance the effectiveness of employment services;
- The types of employer engagement that have been shown to be most effective, with supporting evidence;
- The types of employer engagement that have proven ineffective or present potential issues;
- Gender differences in the effectiveness of employer engagement in employment services.

We examined the Gemini Deep Research generated literature review, and they are consistent with what we understand. The sources cited are also accurate.

# Examples of GenAI applications in our projects

## Case 2: Literature review of a specific topic (3)

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- “Some *ERS* interventions involve direct engagement with employers. Theoretically, employer engagement—particularly through **work placements**, internships, or on-the-job training—can significantly enhance employment outcomes for clients by providing practical experience, industry exposure, networking opportunities, and increased visibility to potential employers (Google Gemini 2025)”
- Risk: It is not a comprehensive literature review of only good quality research.
- It is acceptable to use in low-stake contextual understanding.

# Key risks in using Generative AI in Settlement Research and Evaluation (1)

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- Privacy, Confidentiality, and Data Security
  - Common providers - ChatGPT (OpenAI), Copilot (Microsoft), Gemini (Google), Claude (Anthropic), Perplexity.ai (Perplexity), Grok (xAI).
  - May transfer users' prompts to US/EU servers for processing.
  - Some provincial privacy protection legislation or ethics review may not allow Canadian organizations to transfer personal information to US processing without an explicit consent.
  - IRCC – Certain client information may be classified as “Protected B”.
  - Some GenAI tools (ChatGPT) may use users' inputs to further train their models (if the user permits) – thus the provider will keep users' information provided. There is no guarantee that what you provided won't appear in the answers to someone else's prompts.

# Key risks in using Generative AI in Settlement Research and Evaluation (2)

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## ➤ Intellectual property

- Any GenAI chat tool is able to provide answers to users' questions because it keeps the information/knowledge from its model's training. However, most providers simply use text found on the internet with various copyrights and licenses.
- There are current lawsuits against some large GenAI providers on intellectual property rights.
- Users of GenAI may not be shielded from liability if a provider loses an IP lawsuit.
- GenAI providers have established safeguards to prevent outright copyright violation – but it's unclear how well they catch potential intellectual property violations.



# Key risks in using Generative AI in Settlement Research and Evaluation (3)

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**AI slop:** *Niederhoffer, Kellerman, Lee, Liebscher, Rapuano, and Hancock (2025) AI-Generated “Workslop” Is Destroying Productivity. Harvard Business Review.*

- Employees were using AI tools to create low-effort "workslop" that created more work for their colleagues.
- Let's do an experiment: Ask Microsoft Copilot for suggestions on how to measure outcomes for an IRCC funded program.



# AI slop test - Prompt

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You are an expert in program evaluation for social services. I manage an employment program that supports racialized newcomer women in Canada to find jobs commensurate with their skills. Our funder, IRCC, requires us to measure and report outcomes.

**\*\*Immediate outcomes\*\***: Clients improve labour market knowledge, employment-related language skills, job search skills, connections, and acquire Canadian work experience.

**\*\*Intermediate outcomes\*\***: Clients are connected to the Canadian labour market. Our organization is a small non-profit with limited resources.

#Task:

1. Ask me clarifying questions about our program and capacity before suggesting indicators.
2. Then, propose practical, low-cost ways to measure these outcomes, including what to measure and how to collect data.
3. Present your suggestions in a clear table with columns: Outcome, Indicator, Data Collection Method, Frequency.

Ensure recommendations are culturally sensitive, feasible for a small team, and aligned with IRCC priorities.

# AI slop test – Question Refinement

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**Copilot asks a series of clarifying questions about program details (length, services, employer engagement), client profiles, capacity, and how we follow-up.**

We provided the following details:

1. The program lasts for four weeks and includes mentor matching within each participant's field, as well as a series of workshops on job search, résumé writing, portfolio building, and mock interviews. There is no work experience component or employer partnership.
2. We serve approximately 20 clients per month. All clients speak English, though they come from very diverse backgrounds. At present, we do not have any tools in place to collect participant feedback.
3. We do not have dedicated staff for data collection or analysis; field staff and I will manage this work alongside our regular duties. We use Microsoft 365 and can access Excel and other applications included in the standard subscription. For IRCC reporting, we submit client and service data through iCARE, but no outcome information is currently required.
4. We do not have the resources to track clients after program completion. When we need to follow up, we reach clients by email or phone.

# AI slop test – Copilot's Answers (1)

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Thank you for the detailed context—that's very helpful. Based on what you shared, here's what I'll do:

- Keep the approach simple, low-cost, and staff-friendly since you have limited capacity.
- Use Microsoft Forms + Excel for data collection (already in your 365 suite).
- Avoid long-term follow-up since you don't have resources for that.
- Make indicators culturally sensitive (e.g., avoid jargon, allow clients to self-assess comfort and confidence).
- Align with IRCC priorities by focusing on skills, knowledge, and connections.

# AI slop test – Copilot's Answers (3)

## Practical Measurement Plan

| Outcome                                              | Indicator                                                              | Data Collection Method                                                                                                | Frequency                    |
|------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Immediate: Labour market knowledge</b>            | % of clients reporting improved understanding of Canadian job market   | Short pre/post self-assessment survey (Likert scale: "I understand how hiring works in Canada")                       | Pre-program & end of program |
| <b>Immediate: Employment-related language skills</b> | % of clients reporting increased confidence in workplace communication | Post-program survey question: "I feel more confident using professional English in interviews and workplace settings" | End of program               |
| <b>Immediate: Job search skills</b>                  | % of clients who can identify 3 effective job search strategies        | Workshop activity checklist or post-program quiz (3 questions)                                                        | During final workshop        |
| <b>Immediate: Connections</b>                        | # of mentor meetings completed per client                              | Staff log in Excel                                                                                                    | Weekly during program        |
| <b>Intermediate: Connected to labour market</b>      | % of clients who report feeling more prepared to apply for jobs        | Post-program survey question: "I feel prepared to apply for jobs in my field"                                         | End of program               |

# AI slop test – Copilot's Answers (4)

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## How to Implement (Low-Cost)

- Pre/Post Surveys: Use Microsoft Forms (5–6 questions max). Auto-export to Excel for easy reporting.
- Staff Logs: Simple Excel sheet for mentor meetings and attendance.
- Language & Cultural Sensitivity:
  - Use plain language (avoid jargon like “labour market integration”).
  - Include an optional comment box for qualitative feedback.
  - Make surveys anonymous if possible to encourage honesty.

# AI slop test – Copilot’s Answers (3) – Problematic

| Outcome                                              | Indicator                                                              | Data Collection Method                                                                                                | Frequency                    | Problematic                                                                           |
|------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------|---------------------------------------------------------------------------------------|
| <b>Immediate: Labour market knowledge</b>            | % of clients reporting improved understanding of Canadian job market   | Short pre/post self-assessment survey (Likert scale: “I understand how hiring works in Canada”)                       | Pre-program & end of program | Pre-post changes might be too small to detect in a sample of 120 a year               |
| <b>Immediate: Employment-related language skills</b> | % of clients reporting increased confidence in workplace communication | Post-program survey question: “I feel more confident using professional English in interviews and workplace settings” | End of program               | The program does not aim to change language skills – an irrelevant outcome to measure |
| <b>Immediate: Job search skills</b>                  | % of clients who can identify 3 effective job search strategies        | Workshop activity checklist or post-program quiz (3 questions)                                                        | During final workshop        | It might not be a meaningful measurement                                              |
| <b>Immediate: Connections</b>                        | # of mentor meetings completed per client                              | Staff log in Excel                                                                                                    | Weekly during program        | This is an output, not an outcome.                                                    |
| <b>Intermediate: Connected to labour market</b>      | % of clients who report feeling more prepared to apply for jobs        | Post-program survey question: “I feel prepared to apply for jobs in my field”                                         | End of program               | This is more suitable as a summary of the immediate outcomes.                         |

# AI slop test – Copilot's Answers (4) - Problematic

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## How to Implement (Low-Cost)

- Pre/Post Surveys: **Use Microsoft Forms (5–6 questions max)**. Auto-export to Excel for easy reporting.
- **Staff Logs: Simple Excel sheet for mentor meetings and attendance.**
- Language & Cultural Sensitivity:
  - Use plain language (avoid jargon like “labour market integration”).
  - Include an optional comment box for qualitative feedback.
  - **Make surveys anonymous if possible to encourage honesty.**

MS Forms might not be practical in the field. Trust can be an issue.

Usage of the staff logs is good, but it is unclear what it means by *mentor meetings and attendance*.

It is difficult to do pre-post without identity to link responses.

# Emerging Practices (1)

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## Should we adopt GenAI in settlement research and evaluation?

- The private sector can tolerate high-risk-high-return scenarios. Non-profits are mission-driven, accountable to stakeholders, and need to be careful with their investments.
- Examine successful examples to understand the use cases and decide whether it is workable and beneficial to your organization.
- Position the tool practically (adopted from the Coursera course, *Trustworthy Generative AI* by Dr. Jules White of the Vanderbilt University):
  - **GenAI is not a source of facts.** Check your facts and avoid questions with hard to check answers.
  - It can help coordination or cut down tedious tasks.
  - With the right prompts, it can even help us catch mistakes.
  - It can inspire better problem-solving and creativity through interaction. Treat it as a starting point but not the final product.
  - **AI should be interpreted as “Augmented Intelligence”** instead of artificial intelligence.



# Emerging Practices (2)

## Individuals – Start learning about Prompt Patterns

- Jules White, Quchen Fu, Sam Hays, Michael Sandborn, Carlos Olea, Henry Gilbert, Ashraf Elnashar, Jesse Spencer-Smith, Douglas C. Schmidt (2023) A Prompt Pattern Catalog to Enhance Prompt Engineering with ChatGPT.  
<https://arxiv.org/abs/2302.11382>
  - The Output Automater Pattern
  - **The Flipped Interaction Pattern**
  - **The Persona Pattern**
  - **The Question Refinement Pattern**
  - The Alternative Approaches Pattern
  - The Cognitive Verifier Pattern
  - The Fact Check List Pattern
  - The Template Pattern
  - The Infinite Generation Pattern
  - The Game Play Pattern
  - The Reflection Pattern
  - The Refusal Breaker Pattern
  - The Context Manager Pattern
  - **The Recipe Pattern**

This example prompt was refined by CoPilot before it was tested (The Question Refinement Pattern)

The Persona Pattern

Context

You are an expert in program evaluation for social services. I manage an employment program that supports racialized newcomer women in Canada to find jobs commensurate with their skills. Our funder, IRCC, requires us to measure and report outcomes.  
\*\*Immediate outcomes\*\*: Clients improve labour market knowledge, employment-related language skills, job search skills, connections, and acquire Canadian work experience.  
\*\*Intermediate outcomes\*\*: Clients are connected to the Canadian labour market. Our organization is a small non-profit with limited resources.

#Task:

The Flipped Interaction Pattern

1. Ask me clarifying questions about our program and capacity before suggesting indicators.  
2. Then, propose practical, low-cost ways to measure these outcomes, including what to measure and how to collect data.

The Recipe Pattern

3. Present your suggestions in a clear table with columns: Outcome, Indicator, Data Collection Method, Frequency.

Ensure recommendations are culturally sensitive, feasible for a small team, and aligned with IRCC priorities.

# Emerging Practices (3)

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## Individuals – Learn to use GenAI responsibly

- Verify, verify, verify!
  - Do your fact-check (or set up another prompt to fact check GenAI's responses).
  - Set up a persona to verify and clarify your own thought
- Be transparent about your usage of GenAI and take your responsibility seriously.
- Examine and understand the risk:
  - *What if the GenAI responses are wrong?*
  - *Would I be violating someone else's intellectual property?*
  - *Is this system sufficiently secure to handle the information/data I provide?*
  - *Am I allowed to use this system in this way according to my organization's policies?*
- Measure and record your own productivity.
- Share your experience with your peers.

# Stay engaged with PROSPECTS

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- **Website:** <https://www.srdc.org/PROSPECTS/>
- **Join our LinkedIn group:** <https://www.linkedin.com/groups/13318046/>
- **Interested in individualized support?** Contact us:  
[immigration@srdc.org](mailto:immigration@srdc.org).