

Total Marks: /29 = %

b) What are governments in Canada **not** able to do in relation to immigration? (1 mark)

4. Which **three** sectors of the Alberta economy had the highest percentage reporting worker shortages? (3 marks)

5. The *Provincial Nomination Program* of the Province of Alberta aims to attract skilled workers into areas of the economy in which labour shortages occur.

Your task for this assignment is to **create a promotional item to attract the desired skilled workers to Alberta from abroad.** (15 marks)

Step 1: Review the *Businesses and Services reporting worker shortages in Alberta, 2006* chart on **page 190** of your textbook, *Issues for Canadians*.

Step 2: Select **three** economic sectors from this chart to be the target groups for your promotional piece.

Your final product must appeal to the three target groups you have chosen. Consider aspects such as job availability, standard of living, wages and benefits, government services and supports, and quality of life.

→ Remember that your goal is to **show the benefits of living and working in Alberta.** Your final product **must** include aspects of standard of living **and** quality of life.

Step 3: Choose **one** of the following formats for your final product.

- A poster
- A brochure (3 or 4 panels)
- A PowerPoint presentation (3 or 4 slides)
- A television commercial (2 to 3 minutes)

Please note: Posters, brochures, and PowerPoint presentations require text and visuals.

Step 4: Read the scoring criteria on the following page to ensure your understanding of how this part of your assignment will be evaluated.

Step 5: If you are unsure how to submit your final product, please contact your teacher.

Scoring Criteria: (15 marks)

Your product ...	Content (x2)	Presentation
5 Excellent	<ul style="list-style-type: none">• is thoughtful and detailed• shows a thorough understanding of the benefits of living and working in Alberta	<ul style="list-style-type: none">• is engaging, making highly effective use of the medium
4 Proficient	<ul style="list-style-type: none">• is meaningful and relevant• shows a clear understanding of the benefits of living and working in Alberta	<ul style="list-style-type: none">• is convincing, making effective use of the medium with few errors
3 Satisfactory	<ul style="list-style-type: none">• is general and straightforward• shows an acceptable understanding of the benefits of living and working in Alberta	<ul style="list-style-type: none">• is interesting, making satisfactory use of the medium; minor errors do not interfere with your message
2 Limited	<ul style="list-style-type: none">• is limited and overgeneralized• shows an inadequate or superficial understanding of the benefits of living and working in Alberta	<ul style="list-style-type: none">• is weak, making limited use of the medium; errors get in the way of your message
1 Poor	<ul style="list-style-type: none">• is irrelevant or inaccurate• shows little to no understanding of the benefits of living and working in Alberta	<ul style="list-style-type: none">• is unclear, making ineffective use of the medium; errors obstruct your message

6. Answer the following question, which is similar to that on page 191 of the textbook.

How does the Canada-Quebec Accord attempt to strengthen the French language in Canada? Identify **three** ways. (3 marks)

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Submit your completed assignment for marking.