

Canadian Parents for French
National Board Meeting
Held: St John's, NL
Aug 3 – 5, 2017
MINUTES

Attendees :

President, Chair : Karen Lynch
Vice President: Nancy McKeraghan
Secretary: Wendy Carr
Treasurer (Audit Chair): Valerie Pike
Director: Derrek Bentley
Director: Sharon Lapkin

Board Support:

Executive Director: Nicole Thibault
Director of Operations: Cathy Stone
Member Services and Office Administrator: Debbie Murphy

Minutes

THURSDAY, AUG 3 2017 @ 9:00AM – 2:00PM – BOARD MEETING – ST JOHN'S, NL

- **CALL TO ORDER, PRESIDENT'S WELCOME**
- President calls meeting to order at 8:45AM
- President reminds everyone that anything shared at Board meetings is done so in confidence.
- Brief update from Board members.

2. IN CAMERA

MOTION

Motion to go in camera, moved by Sharon Lapkin, seconded by Nancy McKeraghan.

CARRIED

Meeting resumed at 10:00AM.

3. CONSENT AGENDA

- Review CPF mission statement and strategic plan priority pillars.
- Approvals: agenda; previous meeting minutes.
- Review of the National Board Committee Reports.

ACTION

- Board requests that the Summary of Pending Action Items, Executive Director Report and Director of Operations Report be removed from consent agenda for questions and discussion during the meeting.

MOTION

- Valerie Pike moved to accept changes to the consent agenda, seconded by Nancy McKeraghan.

CARRIED

4. REPORTS

a. President Report (Karen Lynch)

- Theme for meeting: *How is this relevant for a CPF member?* A focus on members and membership services. It begins with parents and members.
- CoP is facing challenges with contentious issues and conversations. Need for equal communication so that everyone's needs and concerns are being heard, consider different approaches; Tony Orlando suggested going through Terms of Reference again in October. Request for PD on generative governance for October, and each president on CoP needs to communicate with their ED prior to a CoP meeting, in order to help avoid discussion about operations at CoP meeting.
- CoP needs to develop its understanding about governance and its purpose. Nancy McKeraghan suggests providing an orientation package and a detailed agenda focusing on what National does to help Branches

proceed with governance issues.

- A request has been made for phone meeting with PCH representative to review the lack of understanding about funding brought forward at CoP. A request has been made to have a PCH representative attend the AGM to address broader questions. No confirmation as yet, but hoping by the end of August.
- It was suggested that Karen Lynch to write a letter to PCH to support the final impact response report to explain progress made on continuum with Branches. Important they see we are moving forward for the good of the organization.
- Important follow up letter to be sent by Karen Lynch to PCH regarding COLA / inflation rates and lack of increase in funding over ten years (Cathy provided a chart). Reiterate that a funding envelope increase needs to be addressed as first priority. Suggested creating a template of letter to be given to all Branches in October if they each wish to send forward, including issue of providing adequate salaries to retain quality staff. Also Office did not receive funding for summer student this year.
- Update on response from CPF Atlantic, moving forward to finesse its project. Will share how it links to current work underway with Membership Committee; tie efforts together. May follow up with facilitator in future.

ACTIONS

- CPF National follow up with PCH: status of branches' understanding of funding allocations and progress made on Impact study recommendations (letter); confirm attendance at October AGM; follow up related to stagnant funding affecting staff retention (letter).
- Provide an orientation package to new members of CoP: background and purpose of Council, terms of reference, what to bring to conversation (roundtable topics) and a detailed agenda to CoP; include how National can support Branches, support understanding on generative governance.

KAREN LYNCH/NATIONAL OFFICE – FALL 2017 / WINTER 2018

b. Treasurer Report, Audit Chair (Valerie Pike)

- Review of 1st quarter actuals: Membership fees are under budget and donations are over budget with *40 dollars for 40 years* campaign and expense donations. 1st quarter of advertising sales is good and has increased. Travel and accommodations now broken down into three categories; staff, governance and other, for better tracking. Equipment budget is slightly over with regards to Concours in May, postage for membership drive, membership database transfer and increase in licensing fees. Promotional fees will show increase in revenue with t-shirt sales. Advertising and publicity is slightly over (radio spot publicity finished in June). Printing is over budget; four new pamphlets and membership booklet were printed in early part of year. Limited budget for printing as well move forward with all documents having online download option. Recognition and awards budget is in good standing. Staff development is slightly over; taking advantage of informative and productive workshops and seminars.
- From membership perspective, need to address understanding on retaining members (lower cost) than recruiting new members that do not renew; need to review benefits and comparison across the country; increase value for dollars invested.
- Salaries and benefits: we qualified for a summer student but did not keep for whole summer as Canada Summer Works did not fund us. Recommend sending a letter to Ottawa office MP (Catherine McKenna) re: summer student funding; forward to Karen Lynch to discuss with Randy Boissonneault (Alberta).
- Review of charts – request putting percentages for planned spending in titles for each project to help with comparison at each quarterly review of the financial statement.
- Brief review of the End of year Audited Financial Statements: all in order, some explanatory notes will be provided for AGM review; will provide a “key numbers summary sheet” to feature progress made in diversifying funds (increases in advertising, etc) and help in overview provided at AGM. Note about unexpected expense – fee from Revenu Quebec.

ACTIONS

- Letter to MP re: not receiving support for summer student this year (Canada Summer Works Program); Karen to update Randy Boissonneault on issue for the office.
- Include percentages of project spending in the titles of the financial statements (Report 3 of 3) to help feature focus on youth, members, etc.
- Prepare “audience support document” for presentation of Audited Financial Statements at AGM.

CATHY STONE / NATIONAL OFFICE – AUGUST / SEPTEMBER 2017

c. Executive Director's Report (Nicole Thibault)

- PCH Final Report on 2016 Cross Canada Official Languages: Board was pleased to see many CPF positions, requests, priorities noted in the report. As follow up, CPF can update our support for CEFR and our role to develop a sound understanding of the framework for parents. Excellent source for talking about proficiency levels.
- This report should be shared and discussed at CoP to gather different views from regions, Branches; what should be put forth as priorities (any CPF ramifications?)
- Our CPF position statements should be reviewed against this report: which can take the forefront now? Perhaps focus on joint forum/ position with our partners on Teacher Supply discussion. Then discuss how National can support Branches to meet and lead with their respective ministries of education. It would help get the right stakeholders supporting CPF and show strength in numbers. It provides a joint position with various stakeholders around the table.
- Send a letter of support for the report to PCH stating that CPF feels like they are listening.
- Impact Study – CPF Final Response Report: Board commended the National office on the work completed to respond to the recommendations. This document is particularly important for funding purposes. Suggest colour coding by dates and add a line between pre-2015 / post 2015 in activities outlined in Report. A few suggested additions to include.
- There will be a presentation on progress made at October Leader Event (2 years from the last update); will underline the important support provided by Branch EDs through the CoED in helping complete many of these tasks. Will also be brought forward at CoP meeting sharing that it is mainly operational activities, explaining the importance of CoED role to support the CPF Network.
- Communications Strategy / Plan: Explore what is the plan or best practices in other federated model organizations? Need to increase digital communications (include more on social media; more sharing of other partner messages – shows we are following the right, informed people); way of the future; need to expect our volunteers to come prepared. How can we drive traffic to our website? Who reads the homepage daily? Create this need – and expect people to do it. Website content / structure is priority for updates in 2017/2018.
- Focus on what we have to say: National communications; the national issues; strengthen the key messages. Make communications more forward looking; not reporting past events; what is coming ahead? Tell the month before. Use QCGN Daily Brief and CASLT Multi Brief as format styles that people like; use material from various partner groups; shows we are connected. Include our positions, more on public policy issues, federal official languages perspectives; become a thorough leader related to bilingualism. Focus on creating the “movement”, which will increase readership. CPF National takes lead on circulating new OL reports.
- Develop further Culture of CPF Communications: reputation, brand, strategy belong to everyone. National communications are broader and touch everyone; CPF National as a network hub; CPF National as a source for public policy leadership (with network and partner groups). National communications have a different purpose than the Branch communications. National is a direction-setting body.
- Use regular E-blasts. Include large visual and less text. Rethink / Re-use / Re-format some existing communications; for example, CPF magazine – is it too long? Less pages, more often? And can we feature one article on social media each week to bring readership back? Cut up into smaller sections.
- Consider audiences: how to become more relevant, increase segmentation of communications based on interests; ask members to check off which communications they want to receive (focus on issues, volunteer support, chapter tips, etc.). There is no one way to do it as we have multiple stakeholders – different packages to different stakeholders: what could we send to school boards directly? What can be interesting to youth?
- National will continue to work on updating, refining this communication plan / strategy; will share updates in September (with Board) and October (with Network) to help us share the conceptual framework to move forward together.
- Other – National needs to be able to have research capabilities at the board level: need to consider this for succession planning in transition years, to include as part of desired skill sets for Board candidates.
- Operations: All CPF National and Quebec Project reports have been completed and submitted. Some Final Activity Reports have been received by Branches; friendly reminder sent out.
- National Annual Report is underway and our first CPF Network Summary Report being developed.
- National will focus on two project funding submissions; 1. Youth Engagement Network and 2. Virtual Choir Expansion. An additional proposal related to Youth event may be submitted to SSHRC as a Connection Grant

application.

- Exploring connecting with the Home and School Federation and their provincial bodies where we can expand some of our contacts.
- Reviewed the dates of different events, activities attended. Good for our members and stakeholders to be aware CPF National is highly visible, involved and engaged.

ACTIONS

- Letter to PCH, positive response to OL Consultation Report.
- Report to be circulated to CoP, CoED – ensure Branches review to provide their Branch and regional priorities.
- Public Policy Committee will follow up with this report to review CPF positions going forward.
- National to colour code and update Impact Response Report with suggestions; prepare presentation for October event.
- National to update the Communications strategy / plan further, sharing updates with Board in September and present concepts in October.
- Include note to Nominating Committee to include “research” in skill set for succession planning.

KAREN LYNCH, PUBLIC POLICY COMMITTEE, NATIONAL OFFICE – FALL 2017

d. Director of Operations (Cathy Stone)

- Have introduced rationale for making changes to RRSP withdrawals. Not all branches are onboard; may need to better explain the long term, risk management organizational, perspective. Identify those EDs who support / understand and ask them to speak to it during a CoEd meeting. This is an item important for female workers to have these RRSP changes in place.
- All CoED satisfied with the proposed LTD plan.

ACTION

- Cathy to develop explanatory notes related to protecting RRSP contributions (especially with effects on female workers).

5. GENERATIVE GOVERNANCE STRATEGIC PLAN KEY INITIATIVES, PLANNING, NEXT STEPS

A. PERFORMANCE MEASUREMENT STRATEGY UPDATE

- **CPF RELEVANCE TEST:** Exercise conducted by Carmen Wyton during the CoED face to face meeting in April with Branch and National EDs. Generated good conversation, dialogue about how we do things, how we could do things differently. Roles of offices, boards, support by National for smaller Branches, different needs at different times, thinking differently about delivery of services. More efficient ways than chapters?
- Board members began completing the relevance test to finish on own time and submit to office by August 18th. National to compile responses and circulate to all board members and will include the responses developed jointly by CoED for information / comparison.
- Big questions will be shared and discussed in October:
 - *How would we organize differently if creating a brand new organization?*
 - *How would we consolidate tasks from national to provide further support to branches?*
 - *Commitment to the organization – giving internally before we reach out. How do we help develop this culture of philanthropy?*

ACTION

- Board members to complete CPF Relevance Test separately by August 18, 2017; collate answers and have a GoToMeeting to discuss after September 2, 2017.

BOARD MEMBERS, NATIONAL OFFICE – AUGUST 2017

Meeting adjourned at 2:00PM to resume on the following day. A CPF members consultation and stakeholders reception completed the day’s events. The following morning a joint NL and National Board governance session, Growth Oriented Organizations, Supporting Collaboration, was held.

CARRIED

FRIDAY, AUGUST 4 2017 @ 1:00PM – 5:30PM

- Meeting reconvened at 1:00 PM

6. NATIONAL COMMITTEE UPDATES

Pillar A. Youth

- Youth Engagement Network: Board shared positive support for the proposal; suggested some refinements and considerations; keeping it open ended, youth choice, opportunity, source for engagement directly with youth, concurs alumni, use inquiry process / open forum, opportunity to apply for a SSHRC Grant. Not another governance group, task based. Outline will be updated and circulated again to Board.
- Forum would be dependent upon receiving project funding (apply for funding within Youth Take Charge, PCH stream). Until, then, limited to web-based activities to take place to set the stage, share priorities and ideas.

ACTIONS

- Derrek Bentley to review and update the outline, circulate to the Board for further feedback.
- National to develop a letter of intent for project funding – deadline is early September.

DERREK BENTLEY / NATIONAL OFFICE – AUGUST 2017

Pillar B. Parents, Members and Volunteers

- Membership Support Committee: Survey sent out to Branches and Chapters; half of groups have responded. Focus on best practices, where things are working or not working. More information in September.
- Board discussion on how to better retain members. Membership benefits should be of same value across the country. Communications need to be more standardized (as it is one main benefit). How to increase the about the value? People have different reasons to become a member. Not everyone wants to be a member, but they may want to engage in our activities and will pay to take part. Free memberships as an incentive, does not help us retain members. Focus on value of bilingualism at all times (part of the movement rather than paying to receive something).
- Volunteer Management and Screening: Will be presented at Leadership Network meeting in October. First intro for many; small group of EDs helping with presentation. Need to increase awareness around the process; for example, different volunteer roles require different levels of screening: not everyone needs a police check. Karen Lynch will share brief information at the next CoP meeting in September to help orient people to the topic before the session.

ACTION

- Membership Support Committee will review the survey responses at next meeting in September. Provide updates to Board in October.
- Nicole Thibault will provide notes to Karen Lynch who will address topic of Volunteer Management and Screening at September CoP meeting.

MEMBERSHIP SUPPORT COMMITTEE / KAREN LYNCH – SEPTEMBER 2017

Pillar C, Decision-makers

- Public Policy Committee: Report was shared; one key point to bring forward is the need to review the language of our texts to ensure they are accessible to all. Written documents need to address different audiences for different purposes, e.g., the original text (higher reading level) may be posted on website; a parent-friendly text can include an info graphic for context and should be written at a more accessible level. Key points may be pulled into a visual to share on social media. The first documents to undergo this ‘readability’ review process are the 4 position statements.
- The Board provided specific suggestions to the 3 papers provided: Position Statements, Teacher Supply and French Education Rights Holders. Teacher Supply Paper will include a chart filled in by all Branches. It needs an action plan to show it as a useful tool for Branches to take to their Ministers. Branches could also educate chapter reps or FI advisory boards.-Suggested revisions will be sent in by various Board members. French First Language Education paper will be shared with Kurt Inder as the originator of the document.
- Research Support Committee: The *State of FSL Education* report is on schedule for publication in time for launch in October. A first draft of format and look / style of report was shared. The contents are being completed; the document will require a thorough review, proofreading and editing.

ACTIONS

- Public Policy Committee to adapt documents to various audiences (reading level, add visuals, and different

formats).

- Karen Lynch to write a thank you note to Joan Hawkins regarding her work on the Position Statements, along with a thank you to the Bylaws Committee.
- French First Language Education paper, when completed, to be shared with Kurt Inder.

PUBLIC POLICY COMMITTEE / KAREN LYNCH – FALL 2017 / WINTER 2018

Pillar D, Organization

- Network Collaboration – Strengthening our Network Committee: Chairs requested to table discussion on the document, to be completed during web meeting to be held in early September. Will provide more time to react to updates, and prepare document for the board.
- Nominations Committee: Shared feedback from committee and process. Push towards creating and following a flow chart. Concern that no members coming forward during this process from the Atlantic provinces. Moving forward with defined skill set and demographics outlined. Concern that the process was too long, too broad scrutiny of interviews, needs review, including the role of the committee if not to screen and recommend. Positive feedback was received that there was a good flow with all interviews being conducted on the same day. Thank you to Maryanne Bright for well planned scheduled interview times.
- Bylaws Committee: Positive response from all Branches with the sample bylaws template. Reviewed the timelines for some branches, others are waiting until fall without set review due dates.
- Moving forward with all National policy reviews, with consistency (format, language, style); requires some discussion as there are different perspectives from all committee members. It has been 50% completed; 2 sections will be ready for Fall. Next sections are underway, will be shared as templates for Branch policy updates in winter 2018.

ACTIONS

- Strengthening our Network Committee to review and update document for circulation to the Board, prior to meeting in early September.
- Board members to provide editing and content feedback on END Policies as circulated to Nancy and Nicole for Bylaws committee.
- Bylaws committee to updated second section, Executive Limitations Policies, and circulate for Board review prior to meeting in early September.

STRENGTHENING NETWORK COMMITTEE / BYLAWS COMMITTEE – AUGUST / SEPTEMBER 2017

7. NETWORK LEADERSHIP EVENT

- Reviewed plans for the event weekend: Decision made to move AGM from Thursday back to Sunday morning. Include session / time at Leadership Network Event for CoP and CoED Best Branch Practices panel discussion opportunity.
- Provide AGM script to Karen Lynch in early September; create a document of all sessions, including her role and Board's role. Identify AV Tech support rep to Karen Lynch for her presentations.
- Update and detail the presentations for the Network Leadership Event schedule and circulate for discussion at web meeting in September.

ACTIONS

- National to update the schedule of events, circulate to Board prior to September meeting.
- National to send AGM script to Karen Lynch in mid September. Develop and circulate document of board involvement in the sessions.

NATIONAL OFFICE – AUGUST / SEPTEMBER 2017

MOTION

Motion to go in camera, with Executive Director present, moved by Sharon Lapkin, seconded by Valerie Pike. Meeting adjourned following in camera, to resume on the following day.

CARRIED

SATURDAY, AUGUST 5 2017 @ 9:00AM – 12:00PM

- Review Summary of Pending Action Items: Reviewed all items not complete - from May 2017 Meeting list. Reviewed timelines for completion of specific items. Set timelines for circulating minutes to secretary of the Board.

ACTIONS

- Karen Lynch to make introduction of CPF with Scott Graham (Family Foundation).
- Karen Lynch to write President Message editorial in next issue of CPF magazine.
- Karen Lynch will approach CoP about developing a culture of philanthropy at CPF, i.e., how our CPF leaders give back, show support to our funder. Karen Lynch will also present at AGM (President’s Report) and as part of Leadership Network agenda.
- National to send Karen Lynch all membership letters who will share them with Scott Graham for feedback.
- Karen Lynch to confirm time of September CoP meeting with Derrek Bentley.

KAREN LYNCH / NATIONAL OFFICE – AUGUST / SEPTEMBER 2017

MOTION

Motion to go in camera at 9:30AM without Executive Director present, moved by Derrek Bentley, seconded by Valerie Pike.

CARRIED

Invited Executive Director to return, 11:10AM, in camera continues with Executive Director present.
All returned for Closing at 11:30AM

8. CLOSING

- Upcoming Board Meeting Schedule 2017-2018 / Planning: Reviewed dates for upcoming board meeting. Board members to respond to National office with (without) conflicts by August 11th, 2017.
- Board Meeting Effectiveness Check: to be completed individually and submitted to Karen Lynch prior to the web based meeting in early September.

9. ADJOURNMENT

MOTION

Karen Lynch proposed a motion to adjourn the meeting. The CPF National Board of Directors meeting adjourned at 11:55AM.

ADJOURNED

First Draft — Second Draft– Final Draft

Minutes of National Board Meeting August 3-5, 2017

Karen Lynch, President _____

Date Approved _____

Wendy Carr, Secretary _____ *W. Carr* _____

Date Approved August 15, 2017 _____