

# CANADIAN PARENTS FOR FRENCH

communiqué

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## National Board August and September Update



### **Goodbye Summer, and Hello Fall!**

The month of August included a National Board of Directors meeting and the opportunity for several National office staff to take some vacation time. We are sending this communiqué with an update on the many activities underway as the month of September comes to a close. We will return to our usual schedule of sharing the Communiqué each month in October.

A listing of archived communiques can also be found on the website: [National Communiques](#)

## **National Board Update**

The CPF National Board of Directors met in Calgary, AB the weekend of August 6-9, 2015 to provide oversight and input on several organizational priorities as we close in on CPF's Leader Networking Event and 39th Annual General Meeting scheduled October 16-18 in Quebec City.

The National Board gathered on the afternoon of Thursday, August 6 for an informal member consultation and reception alongside longtime Alberta members and Branch representatives. The session, facilitated by National Office's ED Nicole Thibault, provided Chapter members with the opportunity to engage and exchange valuable insights on better collaboration practices between National and Chapters in three key areas: Bylaws Updating, Strategic Planning and Branding.

Much was accomplished over the weekend, with discussion centering on the role of National around the federal election, CPF funding diversification initiatives including engaging member donor support and increasing advertising efforts, planning for the CPF signature event, as well as the schedule for the CPF Leader Networking Event and the business portion of the 39th AGM. Both the National and the Alberta Boards gathered again on the morning of Saturday August 8 for a presentation on social media, strategy and policy development. The Board left equipped with a template to begin work on our own social media policy as well as a better understanding on engaging members and mobilizing volunteers.

More details from the meeting are being reported under the specific committee reports and further sections of this communiqué. Please select the item you wish to review from the menu on the left, or read through the full communiqué for a complete breakdown of the meeting's activities and next steps.

## **Key Dates**

### **National Board Meeting Dates (Attendance: National Board of Directors)**

**October 15, 2015** - Quebec City

**November 18, 2015** - Web Meeting, 3pm – 5pm (EDT), *Orientation for New Board*

**February 4–6, 2016** - Montebello, QC - near Ottawa, Ontario + *Strategic Thinking Exercise*

**May 5–7, 2016** - Ottawa, ON + *Stakeholder Reception*

**August 4–6, 2016** - Location: TBC + *CPF Member Consultation*

### **Other Key Dates**

Branch AGM dates have also been posted on the website. Feel free to review the current listing online. If your Branch AGM is not listed please forward the confirmed details to Maryanne Bright at [maryanne.bright@alumni.carleton.ca](mailto:maryanne.bright@alumni.carleton.ca)

We would also like to feature Branch *Concours* details so if you could send us your dates as you confirm them that would be much appreciated.

**October 16-17, 2015** – CPF Leader Networking Event, (Quebec City)

• *Attendance: All Branch Presidents, Vice Presidents, Executive Directors, National Board of Directors*

**October 18, 2015** – 39th annual General Meeting (AGM), (Quebec City)

• *Attendance: All Branch Presidents as the voting delegates, Vice Presidents, Executive Directors, National Board of Directors*

**January 31, 2016** - Deadline Date to submit a Branch Youth Project to receive funding for Mary Joyce Booth Endowment.

**March 1-3 2016** – Tentative dates for CoEd meeting, Contribution agreement Planning Meeting (Dates and location to be confirmed).

**March 4, 2016** – Tentative date for the CPF signature Event, FSL Awareness Breakfast (Date and location to be confirmed).

June 4th 2016 - National Concours in Ottawa

**June 4, 2016** - National *Concours* in Ottawa

## **National Committee Updates**

## **Bylaws and Policies**

**Philip Fenez, Chair**

[\(president@cpf.ca\)](mailto:president@cpf.ca)



The revised Bylaws draft was posted on the website July 24, 2015 for network review. The proposed document was posted on August 14, 2015 to respect the 60-day consultation period with the general CPF membership prior to the upcoming AGM. Initial feedback was requested by August 24, 2015. Some branches requested additional time to provide their initial feedback. The national office has collated all the input received. The questions and suggestions received will guide the half-day working session on the Bylaws planned during the CPF Leader Network Event.

A time to exchange ideas with the Network on proposed bylaws is part of the agenda to review comfort level prior to a vote of the proposed Bylaws at the AGM on Sunday morning. Should there be substantive changes requested, a vote will be postponed and can be completed during a special meeting following an additional 60-day consultation period with the general CPF membership.

The goal of the review and updating of the Bylaws is to ensure that they are flexible to ensure effective performance and support clear directions for accountability of the organization in both our governance and operational practices. And finally, these will serve as a overarching framework, without constraining the Branches in the development of their own bylaws taking into account their different regional priorities and practices.

## **Nominations**

**Jane Keith, Chair** ([vice-president@cpf.ca](mailto:vice-president@cpf.ca))

The goal of this year's committee, in addition to presenting the delegates with a competent and well-vetted slate of candidates, was to consider how to streamline the nominations process. The committee has worked to simplify procedures while ensuring that CPF organizational standards have been maintained.

One of the biggest changes to this process was around elections. The Nominations committee, with approval from the Board and the Council of Presidents, requested to hold the election online prior to the AGM in an effort to reduce travel costs as well as any possible discomfort for unelected candidates.

Delegates were given two weeks beginning on August 26, 2015 to review the Nominations Package which included the report, candidate profiles, as well as audio interviews.

Due to an oversight with the first polling system not providing complete anonymity, a second polling system set up through SimplyVote allowed voting delegates to cast their ballots online anonymously. Each voting delegate was asked to choose 4 candidates to serve on the board. The ballot for the CPF Election to the National Board closed on September 18, 2015. There were no spoiled ballots nor was there any abstentions.

**We are pleased to share that the results of the election are as follows:**

*Wendy Carr  
Sharon Lapkin  
Karen Lynch  
Valerie Pike*

All candidates have been notified of the results of the election. A ratification of this online vote will take place during the AGM on Sunday October 18, 2015. The election to Officer Positions on the National Board of Directors will be held in person during the AGM.

An orientation meeting (web meeting) for the New Board is scheduled for November 18, 2015. The Nominations Committee is also reviewing the Terms of Reference for the committee's work going forward.

### **Strategic Planning (SPC)**

**Valerie Pike & Sharon Lapkin, co-Chairs**  
**[v.pike@cpf.ca](mailto:v.pike@cpf.ca) and [s.lapkin@cpf.ca](mailto:s.lapkin@cpf.ca)**

The proposed 2015-2020 Strategic Plan was reviewed with the Board in August. The strategic planning committee reviewed the final version in preparation for sharing at the Strategic Thinking session planned for October 16, 2015 at the CPF Leader Network Event. The proposed Plan will be included in the 2015 AGM package. At the conclusion of the working session, the committee will look to delegates to endorse the strategic plan, with the changes requested, as the guiding reference document for the organization for the next 5 years.

The Strategic Plan will be posted on the website for general membership information. Templates for Branch strategic plans and

action plans are being developed as support materials and will be modeled during the Strategic Thinking session.

### **Advocacy**

**Heather Stauble, Chair** ([h.stauble@cpf.ca](mailto:h.stauble@cpf.ca))

The Advocacy committee met on August 4, 2015 to go over updates from the National office, and to discuss new items brought forward at the August Board of Directors meeting. These included CPF National's activities for the federal election campaign, the initial stages for the development of a CPF national social media policy and some key milestones relevant to CPF and its public policy positions.

A follow up meeting was held on September 23, 2015 to review a member information fact sheet providing some background on CPF to inform federal election candidates on our positions and priorities. The feedback received from the Network on the revised CPF Position Statements was discussed. The draft Statements will be shared further during the Strategic Thinking session planned for October 16, 2015 at the CPF Leader Network Event.

### **Membership**

**Karen Lynch, Chair** ([klynch@cpf.ca](mailto:klynch@cpf.ca))

The committee participated in a brief introductory virtual meeting to review the committee's role and a first planned face to face committee meeting is set to take place on October 2-3 in Ottawa. The agenda includes a review of the CPF membership report from 2013, the new proposed strategic plan, our draft membership strategy, the role of National and Branches related to CPF membership and a discussion on membership in 21st century organizations. Initial discussions will include next steps forward with chapter support and development and alternate methods of supporting our CPF members. Much more to come from this committee!

## **News from National**



## **CPF Leader Networking Event and Annual General Meeting**

CPF's Leader Network Event and 39th Annual General Meeting is just around the corner. The national office has fielded many questions related to registrations for the event, booking travel and accommodations as well as the process for reimbursement of expenses. We appreciate that whenever a change in process is brought forward it can cause uncertainty. Thank you to everyone for your patience.

Related to cost sharing for attendance at the CPF Leader Network Event and AGM 2015, the process was shared with the CoEDs in June to ensure clarity and support. The amount of funds being provided by National to Branches has increased to a maximum of \$3,000 (\$1,500 for a Branch President and \$1,500 for a Branch Vice President) from previous years (\$2,250). We recognize that some Branch delegates have particular needs due to their geographic locations. National office will do its best to meet these needs, and has requested that an individual communication be completed and sent to the national office for our files. The process will be reviewed after the AGM at a CoED meeting in the spring.

In a review to reduce costs and improve efficiencies, some travel processes required changes. A CPF Travel Expense Policy is now in draft form, and will be shared with the Network in November. This will help clarify understanding on costs.

The National Board reviewed and approved the agenda for the Leader Network Event and AGM 2015. The Board is happy with the focus of the weekend primarily on building network/organizational strength through dialogue around our network strategic directions and collaboration practices. The AGM will be conducted at the end of the weekend, after time has been provided to participants to discuss priorities and share ideas and concerns. The business meeting will be conducted on Sunday morning following breakfast.

For more on the weekend's activities as well as to read the supporting documents, please visit: [\*\*AGM Package & Event Materials\*\*](#)

Finally, the Council of Executive Directors meeting will be held on Monday October 19, 2015 following the Network Event. National is providing the meeting location and sponsoring the breakfast and breaks. A quick reminder that October 19 is Federal Election Day, and therefore individuals staying on for this meeting are encouraged to make arrangements to vote prior to attending the AGM.

### **Branch Annual General Meetings – Invitations to National**

Several Branches extended invitations to the National President and/or Executive Director to attend their Branch Annual General Meeting and conference or special event. The National Board wishes to thank the Branches for their invitations and the opportunity to share information and to meet CPF members. The National Office was able to accept four invitations for the National President to attend CPF-SK, CPF-MB, CPF-BC/YK and CPF-ON events.

The National office is developing a policy and protocol for future years to ensure that funds for travel are used to maximize the impact of the National representatives to the Branch and to ensure equity and representation across all branches wishing this participation. Once a draft is developed, it will be shared with the CoEDs at a future meeting to ensure that it meets the needs of the CPF Branches.

### **Communications related Federal Election Campaign**

CPF National created a fact sheet as a resource to help our members speak with their respective candidates. The factsheet can be shared with candidates to provide information on Canadian Parents for French, our position and the current state of French second-language education programs in Canada.

Three questions have been posted on our website to encourage further conversation when attending an all candidates event. The fact sheet and questions are available here: [Fact Sheet and Questions](#)

Both an open letter to candidates in the form of a media release as well as a letter addressed to the party leaders was sent from the National Office. As we receive responses, we will post them on our website and social media accounts. To date, we have received responses from the NDP and Liberal parties.

## **National Office Activity Reports**



### **Branding Initiative**

A package containing confirmed messaging and brand visuals was circulated on July 21, 2015 effective for use immediately. This package also brought forward pending (Vision, Values, and Key Messages) and new items for review

such as the Position Statements, POTL redesign and other visuals.

We thank all those who have taken the steps to transitioning over to the new brand and encourage those who have not had the chance, to do so as soon as possible. All branding materials including the logo, font, and confirmed key messages are available on Dropbox for download. Official release of the proposed letterhead, business cards and envelopes will be shared at the AGM with a prospective date for order in the New Year. The National Office is still willing to coordinate planning and logistics around printing costs for Branches who would prefer arrangements to be made on this end.

National is also moving ahead with the purchase of promotional items that will feature our new brand look, some of which will be featured at the AGM. We will request feedback from the Network at the event so that we can finalize initial items and move forward on orders for the New Year.

Additionally, the National Office is beginning development of promotional items incorporating our brand with the goal of providing fun useful products 'Celebrating French' and potentially generating some alternative revenues by selling to outside audiences such as teachers, students, and families as passionate about French as we are!

### **CPF Funding Diversification Strategy / CPF Signature Event**

The National Board reviewed the draft for the Case for Support developed by the National Office followed by an afternoon of feedback and brainstorming. The Case for Support is meant to act as the primary document used when petitioning new and existing members for donations as well as corporate sponsors in the future. National will be circulating a second draft to attendees at the CPF Leader Networking Event & AGM in October.

Additionally, a draft outline for CPF's Signature Event was shared with the Board to illicit their initial feedback on the proposed activity. Preliminary planning is in place to hold a Breakfast in Ottawa in March which will provide the opportunity to focus on raising public awareness and visibility for FSL programs as well as to inform, influence, and bring together Francophiles and Francophones. For 2016, we plan to commemorate the occasion that marks the 50th anniversary of French Immersion programs in Canada. More details will follow to allow Branches and Chapters across the country to consider if they can join in on the celebration in their respective communities.

### **Meltwater Media and News Services Update**

The National Office renewed its contract with Meltwater News Services for six months to provide more time to explore the usefulness of this service and its capabilities to serve our needs.

A meeting was set up on Thursday, September 24, 2015 with our Meltwater representative and the four Branches who have access to the platform: BC, Ontario, Manitoba, and Alberta. The purpose of the meeting was to focus on how we can better understand the different functions of the service and its related costs from our different Branch and National perspectives.

More discussion will be had with the Branches on whether or not they would like to continue subscribing to the application or if they wish to forgo its use. As well, we will explore a cost-sharing plan should we wish to add additional licenses to include the whole network. Updates to follow.

### **ClickMeeting**

Due to technical difficulties and frustration with ClickMeeting the National Office has been looking into new platforms for network use. Thorough research has been conducted and an initial decision to switch over to GotoMeeting is planned subject to a test trial. A free 30-day trial will be administered during the month of November to determine whether or not the new platform meets CPF organizational/user needs. The National office will be contacting individuals to test the service during the month of November and hopefully identify, if any, obstacles to users.

Following the review of GotoMeeting's services, we plan to finalize the selection of a new service in the New Year. Thanks are extended to all users for their patience with Clickmeeting as we plan this transition!

### **CPF Magazine Fall issue and more updates**



### **CPF Magazine Fall Issue Coming Soon!**

Electronic copies of the CPF magazine will be sent out on October 2,

2015. Members receiving the print copies will receive their issues during the week of October 19-23, 2015. Articles include:

- *Benefits of Extracurricular Activities when learning French*
- *Immersion Schools – Celebrating 50 years of Success*
- *Interview with Bernard St-Laurent, A CBC Radio Icon*

### **CPF Friends Newsletter/"Our Story"**

The CPF Friends Newsletter was initiated several years ago by former CPF President Pat Brehaut (1990-93). It is a contact list of national Board members and a few others who were involved at the national level from 1977 to about 2000. Each year through this e-newsletter, they are given the opportunity to keep in touch with one another by sharing updates on their lives. The annual "*Keeping in touch with CPF friends*" also includes news about CPF which might be of particular interest to these veterans. The list and e-news are currently managed by Judy Gibson, CPF Director 1978-81.

With permission from the *CPF Friends* Newsletter subscribers, the National office is making the latest issue available to share with our current Network Leadership. We hope this helps increase interest in the "Our Story" project currently underway. This special edition of *Keeping in touch with CPF friends* was written for a specific audience as we move forward in collecting further photos, stories and funds to support this important project:

### **Read the [Keeping In Touch With CPF Friends Newsletter](#)**

Should you have information or photos to share, or if you have contact information for individuals who served CPF during this period, please connect with Judy Gibson whose contact information can be provided by the National Office.

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