

# CANADIAN PARENTS FOR FRENCH

communiqué

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## A fast, furious and frosty February!



The CPF National Board of Directors met in Montebello, QC for their first face to face meeting of the year. The gathering provided the opportunity to conduct a strategic thinking and planning exercise and to delve further into organizational priorities touched on during last month's teleconference.

Moving forward the Board is focused on actions to support the implementation of the Network Strategic Plan, to finalizing the National bylaws, as well as guiding key outreach projects like the upcoming FSL Awareness Breakfast in April and CPF's 40th anniversary initiative. Additionally, the Board assigned the standing and ad-hoc committee chairs for the coming year.

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

**March 2-3 2016** – Ottawa, ON – *Collaborative CoED Planning Meeting*

**April 6 2016** – Ottawa, ON – *A Toast to French Immersion, CPF FSL Awareness Breakfast, Parliament Hill, hosted by the Honourable Mauril Bélanger, M.P.*

**May 5–7, 2016** – Ottawa, ON – *National Board Meeting + Stakeholder Reception*

**May 28, 2016** – Gatineau, Quebec – *National Concours d'art oratoire*

**June 29-30, 2016** – Halifax, NS – *CoED Annual Face-to-Face Meeting*

**August 4–6, 2016** – Location: TBC – *National Board Meeting + CPF Member Consultation*

**October 14-15, 2016** – Ottawa, ON – *CPF Conference + Launch of 40th Anniversary Initiative*

**October 16, 2016** – Ottawa, ON – *CPF Annual General Meeting*

## National Committee Updates

### **Bylaws Committee – Nancy McKeraghan, Chair**

The Bylaws committee welcomes a new chair in Nancy McKeraghan (CPF-ON) and Heather Stauble as the National Board representative. The members of the committee are currently reviewing the Bylaws materials and have set a timeline to post for Network feedback at the end of February and then to request a special meeting to endorse the document at the end of April, 2016.

### **Nominations – Jane Keith, Chair**

Committee composition will remain as is to complete a review and make recommendations to simplify our nominations process, simplifying procedures and enhancing our succession planning

process. Karen Lynch joins the committee as the second Board representative. A call for interest to serve on the National Board will be circulated to the Network in March to support appointing an additional member to complement our Directors' expertise.

### **Strategic Planning – Sharon Lapkin and Valerie Pike, co-Chairs**

The Network Strategic Plan 2015-2020 received 80% endorsement from the Network, having received responses from 8 of the 10 Branches. The committee mandate was completed except for the evaluative processes to finalize. A pilot evaluation form template was developed to assess the work of the committee and is currently being circulated. An updated committee mandate is being formalized to include a focus on creating a culture of collaboration and managing organizational change.

### **Advocacy Committee – Heather Stauble, Chair**

The committee will begin to focus attention on developing accompanying background documents to provide more information on each commitment within the advocacy position statements. Additionally, the committee will be working to develop a three-year strategic action plan for advocacy. Committee composition will remain as is.

### **Membership – Karen Lynch, Chair**

Membership composition to stay the same as the committee continues to move forward with its work. The committee would like to focus its attention on a mandate that inspires implementation of innovative practices as well as simplifies CPF's current membership model. A high priority action item for the committee is to gather and collate data on new and existing members in an effort to better understand their needs as well as establish a stronger model for retention.

**Please select 'Membership Survey' for more information and a link to the questionnaire.**

### **“NEW” Research Committee – Wendy Carr & Sharon Lapkin, Co-Chairs**

The National Board will be moving forward with the composition of a new ad hoc research committee, co-chaired by Dr. Wendy Carr and Dr. Sharon Lapkin. As more research opportunities become available, the committee will work to reassert CPF's position as a leader in FSL research and dissemination. The committee will also

review/assess the value of CPF's former State of FSL Report with the intention to update, modernize and reintroduce this feature publication in an accessible format appropriate to its intended audience.

## Projects and Activities

### CPF « Affiche ta Franco » Twitter Contest in March

CPF National is less than a month away from launching the « Affiche ta Franco » pilot Twitter contest to celebrate the Journée internationale de la francophonie on March 20th. The campaign, which will heighten awareness around French and its daily use in our lives, is targeted to middle school and high school aged youth. For each day throughout the month of March, students are asked to participate by sharing a tweet and a photo as it corresponds to the contest calendar, available for download here:



<http://bit.ly/1Tr2oNn>

Weekly draws will be held for the chance to win gift certificates from supporting sponsors of the campaign as well as a grand prize bursary from Centre Linguistique du College de Jonquière. The winner will receive a \$2,200 bursary that covers full tuition fees for the Explore program in the beautiful Saguenay-Lac-St-Jean region.

Branch participation and support is encouraged in an effort to increase our visibility during the Francophonie month in all regions of Canada with a signature CPF activity. Communication materials to advertise the campaign with schools, teachers and families is being circulated Network wide.

An advertisement featuring the contest was included in the latest RendezVous de la Francophonie newspaper distributed across Canada. A copy of the RVF newspaper, the contest information and calendar was sent to each Branch by mail.

### Mary Joyce Booth Endowment

Reminder to Branches who submitted and received the Mary Joyce Booth endowment of \$1000 that grant funds must be spent by March 31, 2016. Additionally, Branches have been asked to report impact on the individual student or community to whom the funding supports.

A series of questions have been developed to guide reporting to demonstrate the impact of the grant: <http://bit.ly/1QmbDrT>

Branches interested in submitting a request for funding may apply again as of **April 1, 2016** for activities taking place during the 2016 fiscal calendar.

### **A French Toast to Fifty Years of French Immersion – FSL Awareness Breakfast**

With the support of the Honourable Mauril Belanger, M.P. For Ottawa Vanier, CPF National will host with its partner, OCOL, an outreach and awareness breakfast event. Scheduled to take place April 6th, 2016 on Parliament Hill, it will provide the opportunity to celebrate 50 years of French Immersion in Canada with special guest speakers, key influencers, stakeholders, and members of the second language education community.

Presently, the breakfast is being considered a pilot project which we hope can later transition into a confirmed CPF signature event nationwide in time for the CPF 40th anniversary in 2017.

### **National Concours Finals**

The 2016 National *Concours* competition has been confirmed to take place at the Sheraton Four Points Hotel in Gatineau, QC on May 28th.

A new online registration is being set up for contestants to complete prior to arrival. A significant component of the form includes a checklist that finalists will be required to fill in to ensure the speech presented is their own “original work” and in line with the regulations suggested by our legal counsel to avoid issues of plagiarism. A web meeting with Branch staff overseeing the coordination of Concours in their region will be set up for early March for a collective review of the new changes.

## **Membership Survey**



CPF National is conducting a membership survey between February 25th and March 25th, 2016. The survey has been developed as an evaluative process to review CPF programs, benefits, events, advocacy and research as prescribed within our existing PCH contribution agreement. Individual survey answers will be kept confidential and will not be distributed to any external parties or vendors. The survey results (without personal identification) will be compiled to support Canadian Heritage reporting program expectations.

CPF National will circulate the survey via our social media accounts and via email to active CPF members. We appreciate Branch support in distributing through your communication channels and to your chapters.

**Membership Survey:** <http://svy.mk/1LCPwwe>

## News from National



### **Branding – Website Update**

The National office contacted its national partners to request that all CPF communication and marketing materials feature the CPF's new brand and look. We strongly encourage Branches, if you have not already done so, to forward your regional working partners the new logo to request its application. We will continue to monitor the transition and appreciate Branch support in identifying any gaps.

Development of the website facelift is well underway. The staging site was reviewed by the Network in January and by the National Board in February. Feedback received from the network was shared and we are working to complete the new site for March 2016. If you have any questions or concerns please do not hesitate to get in touch with Marianne Bright at [mbright@cpf.ca](mailto:mbright@cpf.ca)

### **Approved CPF Travel and Business Expense Policy and Claim Form**

The CPF Travel and Business Expense policy was approved at the February board meeting. The final document has incorporated the feedback from the Network, is now in effect and is posted on our website. We encourage each Branch to review the policy with individuals that attend National events such as National committee meetings or voting delegates at the upcoming AGM in October 2016.

**Policy and Claim Form - <http://bit.ly/1QxKs3v>**

### **Organizational Capacity Building: Going Paperless / Audit Time**

The National office is transitioning to direct deposit and electronic banking whenever possible. To mitigate risk, we met with our Collins Barrow representative early in the new year to review our financial reporting and responsibilities. As many of us now start thinking about closing our books and ending our fiscal year March 31st, we asked for clarification on reporting GST/HST as well preparing for our audit.

The following documents are shared for your information to support building our organizational capacity and improve our effectiveness:

**Going Paperless – <http://bit.ly/1Qu8fv6>**

**Going Paperless: Legal Issues - <http://bit.ly/1VzX8Fp>**

**Preparing for your audit – <http://bit.ly/1QcwlyH>**

### **Partners Update**

Experiences Canada, formerly SEVEC, is beginning the twinning process to provide group organizers with more preparation time for their exchange. They are currently accepting applications for the 2016/2017 program year. There are three types to choose from: Human rights exchange, Immigration and diversity exchange and Destination Ottawa 2017. Visit [www.experiencescanada.ca](http://www.experiencescanada.ca) or contact Jamie McCullough at [613-727-3832 extension 205](tel:613-727-3832), [jmccullough@experiencescanada.ca](mailto:jmccullough@experiencescanada.ca).

## **Volunteer Recognition Month**



April is Volunteer recognition month and in an effort to show how much we appreciate the tireless work and support of our volunteers, the National office is asking each Branch to identify 10 volunteers to receive a thank you card with memento from the National President during National Volunteer Week. Our goal is to share the impact of

recognizing 100 key CPF volunteers on our social media channel.  
Branch participation is voluntary.

Names are requested to be received by March 31st, 2016. If you have any questions or concerns please do not hesitate to get in touch with Cheri Nixon at [cnixon@cpf.ca](mailto:cnixon@cpf.ca).

In 2013, Volunteer Canada completed a volunteer recognition survey. The report provides information on volunteer engagement and best practices in recognizing volunteers.

How do Canadians want to be recognized for their volunteer contributions? Volunteers want to be thanked and shown how they have made a difference – they want to know the impact of their contributions.

**Volunteer Recognition Study Report: <http://bit.ly/1oxXRfi>**

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