

CANADIAN PARENTS FOR FRENCH

communiqué

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Happy New Year!



The New Year is off to a productive start as the National Board and staff work on the planning and completion of key priorities and activities for the remaining fiscal calendar.

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

February 4–7, 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

October 14-15, 2016 - Ottawa, ON + Conference

October 16, 2016 -Ottawa, ON + Annual General Meeting

National Board Update

The National Board had the opportunity to meet via teleconference to welcome our newest director, Wendy Carr, to the CPF National Board. The Board reviewed which committees have completed their mandate and those that will continue for the coming year, if chairs or new members are required, and have set a goal to establish a new research-focused committee for which a terms of reference will be developed.

The Board has a scheduled face to face meeting at the beginning of February to complete a strategic thinking exercise, review projects and initiatives required to complete the current contribution agreement as well as set new organizational mandates in line with our strategic plan and providing direction for the next funding application process.

To date, endorsement for the Network Strategic Plan has been received by eight CPF Branches. In late January, CPF National received the updated Bylaws documents from members of the committee. Work is continuing with the committee including a legal review and the planned date for posting for further network feedback is scheduled for the end of February.

National News

Say “hello” to our
new brand.

Branding

National has received excellent feedback from several Branches for finalizing the various documents. The Membership materials have been updated and are currently being shared with Branch staff working in membership. Materials are being circulated individually based on their purpose with the appropriate Branch staff. As the documents are updated and finalized they will be uploaded to the CPF Drop box for your use.

We are once again requesting that all Branches update your social media channels with CPF's new branding. If you would like a reference please visit either the CPF National's Facebook page: <http://on.fb.me/1n6xAVm> or CPF National's Twitter page: @CPFNational. Visit the Drop box to see how different Branches have updated their accounts. We would appreciate this transition being complete by fiscal year end, March 31st.

If you have any questions or concerns please do not hesitate to get in touch with Maryanne Bright at mbright@cpf.ca

Mary Joyce Booth Endowment

Reminder of the upcoming deadline for submission for the Mary Joyce Booth endowment grant of \$ 1 000, available to all Branches, is on January 31, 2016. Funds granted must be spent by March 31, 2016 whereafter Branches can apply again as of April 1 for activities taking place in the 2016 fiscal calendar.

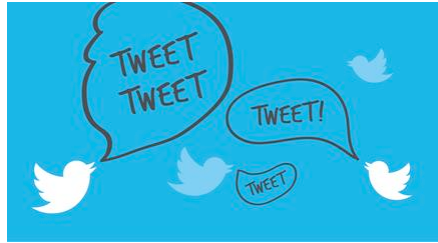
Branches who receive the grant have been asked to show its impact on the student or community to whom it supports. A series of questions have been developed to help simplify reporting but also to provide useful information demonstrating the impact of the grants.

National Concours Finals

This year's event will take place at the Sheraton Four Points Hotel in Gatineau Quebec on May 28th, 2016. National is working towards an online registration process for the finalists this year. The registration process will include a checklist for each finalist to complete stating their speech is their own "original work" and in line with all rules and regulations of the contest as suggested by our legal council. Details will be explained and questions will be addressed with staff responsible for Concours in each Branch during a web-meeting being planned for early March.

CPF « Affiche ta Franco » Twitter Contest

CPF National is launching a pilot Twitter campaign in 2016 to celebrate the Journée internationale de la francophonie on March 20th. This activity is in an effort to increase our organizational presence within the parameters of activities underway during les Rendezvous de la Francophonie (RVF).



The campaign, formatted as a contest, targets middle school and high school aged youth. For each day in March, students are invited to participate by sharing a tweet and a photo that relates to a topic on the daily use of French in our lives. Participant responses will be entered to win prizes ranging from gift certificates to bursary opportunities provided by different supporters.

National office will distribute the communication materials to advertise the campaign with schools, teachers and families in early February. Branches are encouraged to show their support by promoting the March campaign in an effort to increase our visibility during the Francophonie month in all regions of Canada. Branch participation is voluntary.

For a look at the tweets that will be featured throughout the month of March please visit the website and download the campaign calendar: <http://bit.ly/1npXnla>

A small advertisement featuring our contest has been included in the RVF newspaper distributed across Canada and is included within the activities listing. Many CPF Branches already support various regional and community based activities during the month. RVF invites all Branches to ensure those activities are included in their RVF listing. In Spring, CPF National will collate participation information and send an evaluation feedback form to gauge initial results in enhancing our visibility and general satisfaction with the activity to determine if and how it may continue in the coming years.

April is Volunteer Recognition Time

CPF National had requested input from Branches on what each does to recognize your CPF volunteers. As an overarching activity, CPF National will invite each Branch to identify 10 volunteers from your Branch to receive a thank you card from the National President including a package of seeds during National Volunteer Week. This

activity is in partnership with Volunteer Canada. The impact of recognizing 100 key CPF volunteers will be shared on social media. Branch participation is voluntary. Names would need to be received by National by March 31st, 2016.

French for Life Update Materials Going National!



CPF Manitoba has negotiated Canada wide CPF Branch and National use of these newly updated and highly respected advocacy resources. A sample of “generic” materials will be circulated to

Branches for review and feedback by the end of February. National will communicate with Branches before the end of fiscal year if they would like to order these materials for their own Branch and Chapters use. National will ask Branches to identify interest (numbers) for printed materials:

- The ‘Booklet’ which includes a two sided postcard,
- The same postcard which includes a template on reverse for Branch to input their own text,
- The poster which is the same visual as postcard (one sided)

On behalf of the overall CPF Network, we extend our thanks CPF-MB for helping to spread these successful resources across Canada.

CPF BC/YK and CPF AB – Launch Where are they now? Video Series



Supported by the Office of the Commissioner of Official Languages, Canadian Parents for French BC & Yukon collaborated with CPF Alberta, Radio-Canada, and Canadian Heritage to set out to discover how and what what graduates from French programs of BC, Yukon, and Alberta, are doing today.

To help answer these questions, months were spent searching, contacting, and interviewing over 400 graduates of French immersion, Core French and native Francophone programs in Western Canada and now these powerful personal stories are available to share!

Check out and share this one-of-kind resource that includes videos, curriculum materials, and more.

<http://www.wheretheyarenow.ca/>

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