

CANADIAN PARENTS FOR FRENCH

communiqué

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National Board June Update

School's out and with the days getting longer, we can officially say summer is here!

Coming off the June Board meeting in Ottawa the National office is working quickly to finalize pending deadlines around the CPF Strategic Plan, the 2014-2015 Branding

Initiative as well as planning for the 39th Annual General Meeting in October.

You will find that much of what was discussed in the last newsletter is being carried forward but please feel free to read through the entire newsletter or select the item you wish to review from the menu for an update on national proceedings.

National office is closed on Fridays – between July 3rd and August 28th to make up for in lieu time. The staff is still available in case of emergencies and will be checking emails while away.

Key Dates

August 7-9, 2015 – Board Meeting, (Calgary and Canmore, AB)
Attendance: Alberta Board of Directors, National Board of Directors

October 2-3, 2015 – Membership Committee Meeting (Ottawa, ON)
Attendance: Members of Committee
October 15, 2015 – Board Meeting (Quebec City, QC)
Attendance: National Board of Directors

October 16-17, 2015 – CPF Leader Networking Event, (Quebec City, QC)
• Attendance: All Branch Presidents, Vice-Presidents, Executive Directors, National Board of Directors (details on cost sharing will be provided in June / July Communiqués)

October 18, 2015 – 39th annual General Meeting (AGM), (Quebec City, QC)
• Attendance: National Board of Directors + All Branch Presidents as the voting delegates; Vice Presidents, Executive Directors, and invited local guests.

National Committee Updates

Bylaws Committee

The committee has completed its review of the Bylaws against the Canada Not for profit Act (NFP Act). The proposed CPF Bylaws are a more streamlined document, reordered to coincide with the sequence presented in the NFP Act. The committee has also prepared a list of proposed National Policies to complement the Bylaws.

The Bylaws will be posted on **July 24th 2015** for network review.

Initial feedback is requested by **August 14th, 2015** to allow the committee to input suggestions and changes. Also please forward comments or requests for clarifications to the National office to help us prepare to answer questions and to provide the most useful information going forward.

A document for general membership review will be posted on **August 20th, 2015** with received input. Comments or questions will also be posted to encourage collaborative reflection and dialogue in preparation for the working session. The proposed document will be posted for 60 days on the website.

On Saturday October 17th, the Bylaws working session, during the CPF Leader Networking Event, is planned to review, discuss and finalize the document. The finalized Bylaws will be voted on during the AGM on Sunday morning, October 18th, 2015.

Nominations Committee - *Nominations to the CPF National Board*

The Nominations Committee has interviewed the prospective nominees for the upcoming election to the CPF National Board of

Directors at the 2015 Annual General Meeting in October.

In an effort to streamline the nominations process the committee has removed the Town Hall session and will be posting audio recordings from interviews with the candidates conducted in June 2015. The recordings will be made available online for delegates to review at their own convenience. Follow up details on how to access the recordings will be sent out at the end of the month of July.

The committee is also looking into changing the voting process – usually held at the AGM live, voting would now be done via electronic ballot. National staff is looking into viable options and will update the network in next month's Communiqué as more details are confirmed.

Strategic Planning Committee

The Strategic Planning Committee has collated the feedback received from the Network and the individual interviews. An updated draft is being finalized, along with a CPF glossary of terms. The draft plan will be shared at the National Board meeting in August and posted on the website for the general membership review on September 1st, 2015. This will provide time for participants of the CPF Leader Networking Event to review, discuss and be ready to finalize the document during the Strategic Thinking session planned for October 16th, 2015.

The finalized Strategic Plan will be voted on during the AGM on Sunday morning, October 18th, 2015.

Advocacy Committee

The advocacy committee, with the support of National staff, have reviewed and updated the

existing Position Statements. The newly revised Position Statements have been circulated to the Network for review in the Branding Feedback package (feedback requested for August 14th, 2015).

News from National

National Policy Development and Review

The National Board has begun the process of reviewing, updating, eliminating and simplifying existing policies, protocols and procedures.

An email was recently circulated to the network asking for feedback on two “Ends” policies titled “Mission, Mandate and Purpose of the Organization” and “Strategic Priorities” . The policies have also been posted on the National website for the mandatory thirty day (30) review period. Once feedback is collated, the Board will review and approve the policy at the next National Board meeting.

We are asking that all feedback be submitted to Maryanne Bright (mbright@cpf.ca) no later than **August 17, 2015**.

ENDS and MANDATE: Mission and Mandate

ENDS and MANDATE: Strategic Priorities

The Child Safety Policy has been approved and finalized. National staff alongside the National Board will be working on drafting the protocol in the coming year.

National Board Meeting in August 2015

The National Board Meeting, taking place August 7-9th 2015, will be held in Alberta. The weekend will start off with the National Board arriving in Calgary on August 6th for a

networking consultation with new and experienced CPF members and Chapter representatives. Following the exercise a reception with invited guests and FSL stakeholders is scheduled to take place at Hotel Clique from 4pm to 6pm on the same day.

Both the National Board and the CPF Alberta Board of Directors will be meeting in Canmore, Alberta on the morning of August 7th where they will undergo a training seminar on strategic social media planning and oversight with Hot Spot facilitator Darlene Hull. This weekend will offer the opportunity for the National Board to not only get better acquainted with those working at the Alberta Branch level but also build stronger ties for moving ahead.

CPF Leader Networking Event and 39th Annual General Meeting

CPF invites you to join us in Quebec City, QC at the Hilton Quebec Hotel, 690, boul. René-Levesque Est, Quebec

Preparations are underway for the 39th Annual General Meeting in Quebec City held the weekend of October 16-18th, 2015. This meeting will give CPF leaders and delegates the chance to gather together for training, networking, and what we hope to be some additional fun! The weekend will also include the 39th Annual General Meeting where delegates will be asked to preside over the passing of amended bylaws, approval of the Strategic Plan as well as the election to the National Board of Directors.

The agenda has been reviewed with the Branch Executive Directors and is posted below:

CPF Leader Networking Event Agenda

Thursday, October 15, 2015

12pm on - Delegate arrivals

3:30 – 5:30pm CoP meeting

6 – 8pm – Informal CPF Reception and
Dinner on your own

Friday, October 18, 2013

8am – 4pm – Whole Leadership Training –
Strategic Thinking, CPF Strategic Plan 2015-
2020

Youth Programs, Membership, Advocacy, and
Organizational Strength

4 – 6pm – Informal Reception

6pm - Dinner on your own

Saturday, October 19, 2013

8am – 12pm – Governance – Bylaws
Committee Presentation, Branch Review and
Discussion Debrief – Final Proposed CPF
Bylaws

1 – 3pm – Network Support (Network Impact,
Branch Collaboration, Annual Report, PCH)

3:30 – 5pm – Tour of Quebec City

5:00 – 6:15pm – Travel to the Sucrierie De La
Montagne (Sugar Shack)

6:15 – 9pm – Tour of the Sugar Shack, Dinner
and Entertainment

Sunday, October 20, 2013

8:30am – 10:30am – Breakfast, Annual
General Meeting

11am – 11:45pm – Strategic Direction Going
Forward - Branding, Membership, Advocacy,
Governance Training, Policy Framework

12 – Lunch, Wrap up, Conclusion, Thanks

2pm – Departures, Free Time onward

The National Office has proposed a cost sharing option for those attending the Annual General Meeting in October. Branches are asked to cover the expenses for their own Branch Executive Director's attendance.

**Branch Presidents and Vice-Presidents,
National Board Members:** Attendance is

fully sponsored by National; includes travel, accommodations, program, and all meals outlined. Meals not provided may be expensed according to the per diem limits following the weekend. Please complete the following registration form. Please book your own travel and accommodations at your earliest convenience (see travel on page 2).

Branch Executive Directors: Only program and meals outlined in the program are sponsored by National. Travel, accommodations and additional meals are the responsibility of the Branch. Please complete the following registration form. Please book your own travel and accommodations at your earliest convenience (see travel on page 2).

The registration form, and information on booking travel and accommodations, is available online for download: add link

For any further questions or clarification please contact Cathy Stone at cstone@cpf.ca.

National Office Activity Reports



Branding Initiative

The National Office has collated the feedback and has made final revisions to the messaging and visuals. A package containing confirmed messaging and brand visuals was circulated on July 21st, 2015 effective for use immediately. This package also brings forward pending (Vision, Values, and Key Messages) and new items for review such as the Position Statements, POTL redesign and other visuals. We ask that this portion of feedback be submitted no later than **August 15th**.

Following the Council of Executive Director's meeting several Branches felt they would rather move forward with organizing printing of letterhead, business cards, etc. independently. 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. For further details on all printing arrangements please contact Maryanne Bright at mbright@cpf.ca.

We are working towards the goal of full implementation by the October AGM and are on track to completing the branding initiative on time.

Social Media

We thank you for patience as we work on populating our new Pinterest page. The page will continue to be filled with new content on a regular basis so check in for new materials, resources, and pictures to share on your social media channels:

www.pinterest.com/cpfnational/

We've also been updating our Youtube channel, so if you haven't already, visit our page [here](#) and subscribe! We are in the process of uploading both old and new CPF created content onto the channel and encourage branches to share and submit items they wish to see posted. In the meantime check out what we've recently added:

Tips to Help Your Child Learn French – CPF Ontario Peer Tutoring I'm learning French Because...

Membership

As you may be aware, the National office hired Cheri Nixon as the part time Membership Coordinator in June 2015. Cheri has been working closely with National's Member Services Administrator, Debbie Murphy, to review and improve automation and reporting features, as well as do a general update of the current IMIS database system. We are currently also in the process of implementing IMIS Task Centre, which will improve automation of many regular database administration tasks.

In addition to the review of the database, Cheri has developed a draft membership marketing plan. The plan has four key goals including:

- defining recruitment and retention strategies (which will include an in-depth review of existing member benefits),
- improving membership marketing materials,

- collecting more demographic information about members and non-members,
- and building and strengthening partnerships.

The plan will be discussed at the first Membership Committee meeting to be held in early October.

Website

Using the feedback provided from the last Branding Package, we are working with Underscore Solutions (CPF web developer) to develop webpage renderings that incorporate the new colors, logo and messaging. We have requested incorporation of several add-on features that will make interaction with the new interface more user friendly including auto-pay buttons, a national key dates calendar as well as a members-only section.

Once received the website templates will be shared with the network for feedback before moving ahead with implementation.

CPF Funding Diversification Strategy / CPF Signature Event

The National Office is presently working on developing a case for support. This document will be used as we petition new and existing members for donations in the future and will be later adapted for more corporate asks. A preliminary draft that focuses on two areas of funding – Youth Programs and Volunteer Advocacy Capacity – will be presented to the National Board of Directors at the upcoming August meeting where after it will be shared with the network for review and feedback.

The National office shared proposals for several campaign avenues with the Council of Executive Directors in late June as part of the CPF Funding Diversification Strategy. Fundraising will be a major aspect for initiatives held in celebration of CPF's 40th anniversary. An updated plan and the distribution of funds will be discussed again in the early fall to ensure that projects are not delayed.

Additionally, preparation and planning around a CPF Signature Event has begun. We will be moving ahead with a Breakfast that 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 the celebration of the 50th anniversary of French immersion programs. The National office will circulate a draft outline of the event, scheduled for spring 2016, to

the Council of Executive Directors and then the Network in September and October.

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