

Canadian Parents for French
National Board Meeting
Held: Mont Tremblant, QC
February 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
Director: Kurt Inder

Board Support:

Executive Director: Nicole Thibault
Director of Operations: Cathy Stone
Communications & Marketing Coordinator: Maryanne Bright

Minutes

FRIDAY, FEBRUARY 3, 2017 @ 9-4 PM – BOARD MEETING – MONT TREMBLANT

Meeting called to order at 9:01.

MOTION

Motion to move In Camera by Sharon Lapkin and seconded by Valerie Pike.

CARRIED

1. IN CAMERA GENERAL DISCUSSION

MOTION

Motion to return to regular meeting at 9:20 am, moved by Sharon Lapkin and seconded by Kurt Inder.

CARRIED

2. PRESIDENT’S WELCOME and REPORT

- Karen Lynch welcomes the Board and new Board members Nancy McKeraghan and Kurt Inder.
- Board briefly introduces themselves.
- Board identifies several topics for generative governance discussion:
 - Two topics surfacing from CoED meetings: Partnerships and CPF (interpretation across the Network); Francophone Schools and non-rights holders and CPF (to be discussed further at May Board meeting);
 - State of not-for-profit voluntary sector organizations – challenges, rationalization of resources, preparing for the future;
 - CPF support for Core and Intensive French (actions by National to move forward)

Update on PCH Federal Strategy Consultation, December 8th (Sharon Lapkin);

- Productive meeting; Sharon and Nicole attended consultation with many other national organizational partners, PCH Staff and Randy Boissonnault / Melanie Joly participated.
- Presented summary of cross Canada Consultations, discussed concrete steps to move forward in next plan; awaiting summary report of the proceedings to be circulated by PCH.
- CPF National talked about access and research; encouraged setting ambitious targets – aiming high, getting more people involved. Roadmap didn’t have any targets; set high results/expectations; create a buzz.
- Met with Randy Boissonnault – very well versed; National followed up with letter, summary of research lit review resources with abstracts. Have requested follow up meeting related to OLEP consultation that was beyond this event.

PCH Core Funding impact discussion

- Received letter from PCH confirming funding for next 3 years; budget, further discussion in the agenda.

- No funding increase; CPF appreciates core funding, knowing how rare it has become in the sector.
- CPF Network needs to continue to demonstrate its impact, how we could do more - visibility, sound investment.

CoP Meetings, November 2016 and January 2017

- New initiatives: provincial updates sent out ahead of time; gives a sense of what's happening in the country; using Google docs; identify 'Hot Topic' for discussion; gets meeting out of administration mindset (e.g., chapter development, recruitment and retention of teachers).
- Member from the Research committee invited to attend upcoming meeting to discuss mandate and priorities for the year – will link to hot topic of supply of teachers.
- Board liaison – some disappointment expressed by Branch Presidents; further discussion in the agenda.
- Current discussions around communications among the group.

ACTIONS:

- Nancy McKeraghan to draft an outline for CPF Magazine article re: changes ideologically within FSL education in the last 40 years.
- Letter of appreciation / media release of PCH financial core funding contribution to 2020.

3. CONSENT AGENDA

- *Review CPF mission statement and strategic plan priority pillars*
- *Approvals: approve the agenda; approve previous meeting minutes*
- *Review Summary of Pending Action Items*
- *Review Executive Director's Report*
- *Review of the National Board Committee Reports*

MOTION

- Sharon Lapkin moves to approve consent agenda, seconded by Wendy Carr. **CARRIED**
- Wendy Carr moves to remove the Executive Director's report to discuss during Generative Governance, Item 5 on the agenda (several items for discussion), seconded by Nancy Mckeraghan. **CARRIED**

4. FINANCIAL OVERSIGHT, FUNDING UPDATES, FUNDING DIVERSIFICATION

- *Treasurer Report, Audit Chair (Valerie Pike)*
- *3rd Quarter Actuals - Projected Year End/current year*
- Every quarter in advance of Board meeting, Valerie Pike reviews with Cathy Stone to go through all line items that require discussion. CPF National in good shape for third quarter of the year. National does not foresee deficit for the year as long as very frugal during the remaining few months of the fiscal year.
 - Fees, dues and subscriptions over was what forecasted.
 - Overspent on printing for letterhead and posting envelopes, but materials will be used in the next year.
 - Revenu Quebec bill of \$12,000 (taxes owed finalizing the dissolution of Quebec Branch over several years – National became aware of it last summer) is still a concern; the financials will be annotated to explain. Cost of repayment to be spread between the Quebec Project and National Office and communicated clearly to the Network.
 - Transition underway to new database, National no longer investing much into the current database; database will bring savings, but training for new database will offset savings at the initial stages.
 - Staff development – CPF National providing training through CSAE, supporting three branches to send President and ED for training; Branches covering travel costs.
- CPF contributions – the budget numbers are over inflated to the reality of our real revenues; revenue projections indicated under CPF contribution will not be met; adjusting expenses accordingly to be within budget. Office is working on items to bring in more revenue for this last quarter.
- Report 3 of 3 demonstrates new format showing commitment to pillars of strategic plan.
- Board acknowledges that 10% of the money (\$111,000) that has come in for additional CPF National projects is due to the exemplary efforts of CPF National Executive Director, Nicole Thibault.
- Governance (board meetings) equates to approx. 8% of the annual budget – President encourages Board

members to donate back via their expense claim forms.

MOTION

- Valerie Pike moves to accept the third quarter actuals seconded by Derrek Bentley.

CARRIED

ACTION

- Develop communication providing explanation for Revenu Quebec Bill to the Network; and communication with Revenu Quebec to indicate payment was not willfully withheld.

VALERIE PIKE & NATIONAL OFFICE – SPRING 2017

b. Funding Updates, Diversification Strategies Sponsorships, Advertising, Projects

Nicole briefly explained the National office’s strategy and shared the outline of fundraising and funding diversification efforts for this year.

Board questions: *Aligning Sponsorships for our Key Events; Whom to Approach? How to Break Through? How can CPF do better in prioritizing its approaches to diversifying CPF’s funding?*

- Advertising – for the last year focus has been on clarifying prices and publicizing our services. Increased advertising and brought in several new clients. Board thanks Cathy Stone for all her work in bring in 8 new advertisers in short time period.
- Website banner – CPF National ensuring it is not competing with Branch advertising / aligning its pricing. Next phase of online advertising includes Google ads.
- Sponsorship – National spoke with Air Canada, Royal Bank, Via Rail. Foundations have specific funding programs and CPF often does not fit criteria. Potential funders are positive about the fact that CPF supports youth and promotes bilingualism. So far, nothing concrete has materialized. Board asked to consider potential companies or leads that National can look into to bring in additional monies.
- National has approached suppliers to sponsor services, e.g., printing, as in kind services also reduces our costs.
- Donations - Donate button has been launched alongside \$40 for 40 years’ campaign – will need to be featured more prominently and with engaging communication. What is going to entice people to donate to this campaign? What is the external component – how does National promote the campaign to those outside of the CPF network? Create a banner to include in emails, something eye catching; look into adding a CODE to track donor giving (National board, staff, members, etc.). Align CPF’s 40th anniversary alongside Canada’s 150th to invoke citizen pride, and wanting to give back.
- Project Funding - Canadian Heritage may be a possible funding opportunity for youth forums/exchanges. Pursuing possibilities.
- Risk Discussion - consider the risk of aligning with certain sponsors – do our values align? This would have to be part of the exploration process when looking at potential partners. Currently have a small outdated policy that needs updating, conversation with Network required.
- Sales – Online store functioning and promotional plan shared to feature CPF merchandise to bring in additional revenue. Use influencers to help in the marketing of CPF swag – National to send promo items as gift in exchange for free publicity/endorsement. Creating innovative slogans / products – quotes that go beyond talking about CPF and more about identifying as Canadian, Bilingualism in general – many examples collected; need some sales to continue the process.

ACTION

- Following up with sponsorships and product sales - Board members to submit names of potential companies or leads that National can look into as sponsors; to provide names of influencers who might be able to assist National in the promotion of CPF merchandise via social media (need direct contact to start campaign).
- National developing variations of the “oui bit better” tagline and other innovative slogans; Board asked to send any suggestions they might have to Maryanne.

NATIONAL BOARD & OFFICE – SPRING/SUMMER 2017

c. Proposed Budget for New Fiscal Year

Nicole reviewed the document circulated called Priority Initiatives, Budget 2017-2018 and Budget Descriptions; the

organizational priorities are established from various sources: Impact Study 2009 – recommendations and remaining actions to be completed; PCH Contribution Agreement 2017-2018 – obligations for delivery of services; and CPF Board and CPF Network Directions (requests, recommendations, compliance requirements, partner agreements, etc.). Areas identified by Board in November include: Membership, Outreach Events, Network Training and Support, Improving Communications.

Board Questions: *Does CPF National have staff capacity to excel to complete this plan? When it comes to contribution agreement, do we have the capacity and skill required to complete all the work indicated in the proposed budget?*

- We have received a letter confirming the PCH contribution over three years. We have not received the exact allocation by category. The proposed budget as presented can be approved in principle but would be reviewed following receipt of the category allocations.
- Budget for coming year reviewed by the Board (first of three years in new contribution agreement) – budget structured around Network strategic plan pillars. It reflects the focus on investments in Membership and Communications; revenues have been adjusted to be reflective of our current reality with a reasonable stretch;
- Not much flexibility with the new budget – it is extremely tight. More funding for projects is being sought, not confirmed to date, and would require more time spent on getting the work done.
- Impact study of 2009 recommendations and actions to be completed are included, specifically Performance Measurement Strategy training for the Network. Insurance compliance activities included: volunteer screening and child safety protocol to be finalized by October 2017.
- Board asks which items essential and which are additional – Nicole reminds that Committee work can sap staff time, administrative and operational work. Must juggle many last-minute requests; National is committed to completing the work but due to budget / human resources constraints may not be completed as fast, or with same level of high expectations of many stakeholders – do less, can do it better; stay focused on higher impact activities. Network often has different expectations than Board and funder in the role of CPF National.
- New area of services delivery to Nunavut, on very small scale to begin in response to PCH request; Branches were approached through CoED, none stepped forward. National will provide, within the Quebec Project budget, amounts for travel adjusted but no extra funds provided for honoraria (delivery of presentations).
- What has been presented is a projected budget and will only be finalized in May 2017. Approval at this time would be in principle.

MOTION

- Nancy Mckeraghan moves to approve the projected budget in principle, seconded by Derrek Bentley

CARRIED

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

- *Mega issues (trends, new external info, evolving dynamics, strategic choices, assumptions about the future)*
- *Direction for Priority Projects and Initiatives, Updates (Contribution Agreement 2017-2018 – Obligations)*
- *Ongoing Committee Plans and Work*
- *Short term action items to be completed, longer term action items to be developed, followed up*

A. YOUTH

Youth Engagement Network - Exploring Terms of Reference, Committee Mandate

Board Questions: *What is the role of CPF National related to youth (strategic plan) (coordination, oversight, training)? How do we engage youth in CPF? What youth projects for CPF National? Clarify for Network role of youth on Branch boards and committees, support of youth activities.*

- Nicole Thibault and Derrek Bentley started preliminary work/outline on youth advisory committee to identify the purpose/goal group. How does National support youth: (1) appointment of a youth Board member, (2) more deliberate development of youth programming, or (3) establishment of a youth engagement council?
- Thoughts on having a youth representative on the board – fosters an ideology of representation rather than reflection. In order to serve youth, the National Board does not necessarily need youth as Board members.

Branches may want youth representation on their Boards to collaborate more closely.

- Identify Branches that have youth as members &/or in Branch roles and ask if/how they've impacted the decision-making process. Branch bylaws reflect youth, membership and age of majority. Will follow up to collate information.
- Conversation with the CoP – strategic plan as a guiding framework, CPF National's commitment to youth; Branch actions? Develop action plan with National support for youth.
- Dissolution of Canadian Youth for French suggests that a void left – opportunity to help youth connect and show impact of collaborations through a project / forum for young Canadians to share their experiences and ideas on bilingualism, maybe access to funding; PCH Youth Take Charge and Exchanges Canada. Propose establishing a 'Youth Engagement Network' across the country. Branches can identify Youth Leaders; National would encourage youth advocacy and recruitment; members could assist in reaching different audiences, e.g., promotion of FSL education via social media.
- Youth Engagement Network would be considered a program requiring a program coordinator –build in human resources into the proposal budget; application for funding would happen in the new fiscal year.
- Derrek Bentley to take leadership role in the formation of the Youth Engagement Network; defined goals and expectations to be outlined.

ACTIONS

- Bylaws committee to survey EDs on youth representation on Branch Boards.
- National to draft proposal for youth engagement project, involve Branches through CoED; Devise a preliminary plan to outline project and share with National Board.
- Derrek Bentley invited to speak at the March 2017 CoP meeting to discuss Youth Engagement Network.

DERREK BENTLEY, KAREN LYNCH, & NATIONAL OFFICE – MARCH 2017

Core and Intensive French

Board Questions: *What can CPF National do to demonstrate support and enhance interest for core and intensive programs? What actions can be taken by National to help the conversation move forward, support Branches be more inclusive in their messaging?*

- Other topics under Youth Pillar – Concours (dates and role of President as MC);
- Reminder that 90% of students learn FSL by way of core French programs and only 10% in immersion programs; for the last 16 years, 60% of research articles have focused on French Immersion.
- Core French category at Concours is a good way to show support of core French; could we feature the winners in some way? Focus on last 5 years and create a profile; perhaps identify in *Where are they now?*
- We could advocate for intensive French, very positive results to be shared in BC; sharing research on intensive French findings with Branches – raising the level of awareness;
- Ask Branches to identify an exemplary core or intensive French teacher / program and create an article for CPF magazine in coming year (best practices, demonstrate successes, awards or recognition, etc.);
- Develop some speaking notes to demonstrate CPF is inclusive and supportive of core and intensive programs. As it is the reality of FSL learning in Canada, immersion can't be programmed everywhere; need to provide support for quality core programs; underline good pedagogy. Bring attention to all the ways we can deliver effective FSL learning programs. Bring together what exists to support that dialogue.

ACTIONS

- National will follow up with Branches to identify and highlight some exemplary core and intensive teachers, programs and practices to create a magazine article, testimonials, profiles and speaking notes in support of good practices.

NATIONAL OFFICE – SPRING 2017

B. PARENTS, MEMBERS & VOLUNTEERS

Our Legacy Project / CPF 40th Anniversary / Our Story Committee

- Sharon Lapkin is serving as liaison with a group of CPF Past Presidents working towards drafting proposal for funding; Judy Gibson and Stewart Goodings contributed much of the recent writing. Asking for additional funding to interview some key people on a range of topics; to be edited into brief clips that feature different themes. Suggestion to tie clips to online website timeline; Judy Gibson submitted suggestions on

how to improve the website timeline. National office has made available some resources (small amount of money for a grad student, some videotaping and human resources support; Shaupal Jandu assisting with multimedia.)

- Sharon Lapkin has arranged the information in proposal format and will work with Nicole to finalize and submit to the Webster foundation and other avenues as identified. Response usually takes about 6 months.
- PCH will not fund if the project is about CPF; looking to slant more toward advocacy tool and how can be used for volunteer advocate support purposes.
- Additional note: through Stewart Gooding, Matthew Hayday has been hired to write an entry for Canadian Encyclopedia on Canadian Parents for French. We will share this news with the Network as it is completed. We have since noted CPF is also not on Wikipedia – National can create an entry.

ACTIONS

- Sharon Lapkin and Nicole Thibault to work on finalizing proposal and submit.
- National Board to acknowledge the efforts of “Our Story” group by sending a letter of thanks from the President.
- Follow up communications by office on Canadian Encyclopedia and Wikipedia.

SHARON LAPKIN/NICOLE THIBAUT & NATIONAL BOARD – MARCH 2017

Membership Committee – Priorities and mandate focus for this year

Board Questions: *What is best way for committee to begin to support membership and struggling chapters in short term (based on feedback heard at conference October 2016)? and longer term?*

National office / Membership Services – Nicole reviewed document circulated on actions taken at the National office related to improving processing, online registrations, chapter development meetings, status of database transition and staff information gathering, etc.

- Currently reviewing membership processes; issues around membership database and cost. National has spent last year reviewing alternate systems; a new system has been identified (CiviCRM). There will be costs for transition and training, but it will save money over the long run. Goal established by Board is new database ready for intake September 2017; soft launch would take place June/July 2017.
- Online Processing is a concern expressed by some Branches – requires training for Chapter leaders but National does not communicate directly with the Chapters usually; National communicates with Branches and Branches with Chapters; therefore, National currently in consultation with staff who work with the Chapters. National creating some reference documents and is going forward with willing participants (20% early adopters) as a pilot. Better understanding that we cannot support Chapters collecting cash and cheques as a risk management issue; also, creates delays in processing, turnaround time for service standards. Starting pilot (BC Chapters and SK Branch) before approaching other Branches that may be more reticent.
- We heard a lot from delegates at the conference about difficulties engaging and retaining volunteers. The office reports there is an issue with signing up members who are not aware they are members – highly problematic as these individuals are not invested in CPF. Branches sometimes give away free memberships with an event or activity, and individual does not know why we are following up for renewal. It is an outdated idea that it is better to have more members even if not engaged. This is very time consuming and costly from organizational perspective. National to begin phoning (sampling) and speaking to expired (non-renewing) members directly; conduct exit interview and collect data.
- Nearly every organization is having a problem with engagement and retention – CPF needs to stop chasing dead memberships and becoming far more transparent around membership and what it means. Focus on the ones who care about CPF rather than placing our efforts on those who do not. Focus on those who are engaged and why they are engaged. Since the conference workshop and presentation, the question is where do we go next? CPF National needs to narrow its priorities and identify goals that are more manageable.
- Our goals are to engage those who are and want to be CPF members. How can we help Chapter leaders: facilitate, provide templates, work with Branches, using documents that already exist on “how to run a successful Chapter” developed by several EDs; National can help update, add new content and circulate? Changes could be proposed through the Membership committee. Board agrees that Chapter development should be the highest priority action for the membership committee for this coming year.
- Are the Chapter requirements / CPF membership scaring potential advocates/volunteers away from becoming more involved in CPF? Can we simplify the Chapter process (reduce administration expectations) to help them focus on volunteer roles? Once Branch bylaws are reviewed in most cases, Chapters do not

need their own bylaws, they should just follow the Branch bylaws. Chapters would just follow set of policies.

- The board thanks Cheri Nixon for her written report.

ACTIONS

- National office continues work on Membership database transition with goal of soft launch in summer / launch in September 2017; ongoing pilots of online membership processing; conducting exit interviews with expired members.
- Derrek Bentley as chair will call first membership committee meeting, outline mandate for this year on supporting Chapter development, updating the existing documents and working to simplify administrative expectations. Liaison with Bylaws committee as they address any chapter bylaws issues.

DERREK BENTLEY / & NATIONAL OFFICE – SPRING/SUMMER 2017

The Board ended the day with a few logistics updates, agreement for timeline turnaround on Board Meeting Minutes. Request for Maryanne to compile a list of action items so far identified in meeting and circulate for Board review before the end of the meeting.

ACTIONS

- Agreement for turnaround time for Board Meeting Minutes will be within a week of meeting; a draft copy shared with Cathy, Nicole and Secretary; dating each file version for clarity.
- Maryanne will make a list, or précis, of action items / decisions after lunch of last day to review before the end of each meeting.

MARYANNE BRIGHT / NATIONAL OFFICE – WINTER 2017

Meeting suspended until tomorrow at 3:50 pm.

Commented [MC1]: Didn't we simply adjourn meeting?

SATURDAY, FEBRUARY 4, 2017 @ 9-4 PM – BOARD MEETING – MONT TREMBLANT

Meeting called to order at 9:02.

C. DECISION MAKERS

French for Life Update

- Derrek Bentley, Nicole Thibault and Catherine Davies met with Senators Claudette Tardif and Raymonde Gagné to review progress with French for Life outreach campaign and different avenues of funding that has been pursued. The Senate Report, *Aiming Higher*, supports French for Life; Senators happy to promote the project; we may feature their endorsements.
- We asked for their help about where to get funding; no concrete suggestions but encouraged CPF to keep pushing forward. Suggested a meeting with Hubert Lussier at PCH to see what he can do to support this initiative.
- Is there a concern that CPF identity will get lost in the promotion of this campaign?
- Derrek reviewed details about the project in MB and support to expand nationally. French for Life complements what CPF does, working with partners. Current website would be updated to reflect a pan-Canadian perspective. French for Life is a mobilizing force that can unite us in our shared goals as well as increase CPF's sustainability: "Canada 150 celebrates our duality and this program continues that recognition". Having Catherine Davies present for the meeting was really important; we very much appreciate the support of the CPF MB Branch Board in having Catherine in person at the meeting.
- PCH would like to see groups promoting French as second language work together. French for Life would give the FSL network a strong voice while still allowing groups to maintain their own mandates.
- Encouraging Branches to reach out for support in their own region, meeting with their Ministry to see what funding they can bring to support the initiative in their own province. National will reach out to CMEC and look towards a pan-Canadian coordinated project with PCH as part contributor.

ACTIONS

- National continues work with CoED and reaching out to CMEC; Karen to bring discussion of French for Life to CoP; Nicole will provide a one-page brief to Karen Lynch to help secure buy-in from all parts of the Network as we move forward.
- Karen Lynch to write note to Rena Préfontaine, CPF-MB President, to congratulate on French for Life as a project and thank Catherine Davies and Manitoba staff for their efforts and support for the CPF Network.

KAREN LYNCH / NATIONAL OFFICE – FEBRUARY 2017

Research Support Committee

- Wendy Carr and Sharon Lapkin met with Joan Hawkins, Betty Gormley, Diane Tijman and Nicole Thibault in a web meeting in September followed by a face-to-face meeting in Ottawa, January 2017. Mandate this year is re-launch of CPF State of FSL Education Research Report for October 2017.
- Committee reviewed potential content, format and had a presentation from Stephanie Arnott, U of O and Mimi Masson, OISE re: their lit review of most recent 10 years of FSL research; report will involve updates from earlier reports from across the country and statistical updates. Report will be finalized in August; formal launch will take place at October Leadership Network /AGM. Procured grad student who will do a synthesis of the content; key researchers have been contacted. Low budget but can build into plans over 3 years.
- Mapped out three years; first year will be on students (retention, performance and motivation); second year will focus on teachers (recruitment, retention), and the third year will be on programs (pathways, challenges, approaches).
- FSL Awareness Breakfast is a good opportunity to highlight & build momentum for upcoming reports (April 11, 2017).
- The State of FSL Ed Report is closely tied to advocacy; excellent document for policy makers and advocates. National Board thanks Joan Hawkins for her contribution to the Research Committee.
- There should be a complementary communication plan to extend reach of the research. What are the practical ways Chapters and members can use this information? Make it accessible to all audiences, integration with public policy impact.

ACTIONS

- Share communications to engage network the excitement of moving forward with the FSL report. Sharon Lapkin and Wendy Carr to develop content for upcoming communiqué. Flyer to be included in Breakfast swag bag.
- Develop a communication plan for the distribution of the 2017 FSL report – general communications/ marketing plan (key messages; launch dates; roll out; etc.) for presentation at the May Board meeting.

WENDY CARR, SHARON LAPKIN & NATIONAL OFFICE – MAY 2017

Public Policy Coordination Committee

As new committee, establishing priorities to complete from previous activities (Advocacy Committee) and new initiatives for the mandate of this committee in coming year. Some items resulting from CoED agenda discussions, requesting direction from CPF National on behalf of the Network.

- OLEP Support to Branches – In general feedback was positive; an evaluation measure would be helpful to follow up with Branches to see if National provided sufficient support and to gain additional needs for support.
- The OLEP consultation process is delayed; PCH only beginning negotiations on Protocol now (originally should have been the fall) and will run into the fall 2017; they have until Spring 2018 to complete process (before going past deadline). CPF National does follow up with PCH to ensure oversight. CPF National to have a meeting with PCH at the end of the consultations to present overall feedback.
- Question about CPF National past meeting practices with PCH during the process – National office staff will follow up to review files and report back.
- Topics for Committee consideration, requiring prioritization for the committee (as requested by CoED):
 - Francophone Schools, non-right holders and CPF role to support parents;
 - Teacher supply, retention and recruitment and CPF position;
 - Partnerships – considerations, guidelines and CPF ethics.
- **Francophone Schools and Non-rights Holders**

Board Questions: *Is it our CPF mandate to provide support to parents with children in Francophone schools and if not should we expand our mandate to do so? Exogamous families looking for English resources? Do we support only FSL programs or learning French by all means (in and out of school programs)? What are issues with partner groups?*

Exploratory conversation. Will collect input from Branches to continue discussion in May.

- Begin with a backgrounder on the facts: Section 23 of Charter of Rights; clear definitions; consider the Ministry of Education Policy (differs from province to province). There is leeway for school / principal's

prerogative to accept non-rights holders in some jurisdictions. Share a common backgrounder with all Branches to help inform their discussion.

- Begin with CPF Strategic plan as guide for CPF mandate to support parents and learners of French; CPF supports all quality French language programs (does not specify programs); CPF's mandate is to provide information; inform parents not influence them; If a parent wants help or resources, member or not, we should be able to provide it. CPF has partners in both English and Francophone school boards; needs to be respectful. CPF represents an ideal to further French learning but does not represent a specific group of parents.
- Number of requests for CPF to intervene, support or counsel parents on these issues varies differently from province to province. Branches can provide examples, and National can provide overarching position that they can augment with their regional expertise.
- CPF needs a policy that supports legislation, i.e., a backgrounder on the facts of the law and Ministries' policies to clarify which students are legally entitled to attend French language schools. There is a need for a policy or position statement that says CPF supports all language learning for those Branches looking for guidance, a universal response. Purpose to help inform the CPF network to ensure accuracy of information shared.

- **Partnerships**

Nicole explained this was a conversation on CoED agenda. Confusion among the terms, 'partnerships', 'sponsorships' and 'contracts'; need for consistency in definition and understanding across the Network.

- Need to identify where CPF stands on partnerships: Branches would like a guideline or policy with strategic direction and some specific questions addressed such as, if National has a partnership, does the Branch have that partnership as well? What are the criteria for saying it's a partnership? Beyond a debate of definitions, National has been asked to develop a working document with definitions, criteria for collaboration, ethical issues to consider, etc.
- Currently existing partnerships include the FSL Partners Network; individual agreements with each organization. It is a partnership in the eyes of PCH; the partnership no longer has an end date and is a supportive/reciprocally beneficial interaction.
- Next to review is Partnerships with Universities that provide CPF with scholarships for Concours; at the National level, there are several, at Branch level there are several more. As National expands partnerships, does this include Branch partnerships? National updating these agreements in June at next Concours – not sure if we will call them partnerships anymore. There may need to be another category to define this working relationship.
- Concerns raised around the appearance of endorsement if a partner. CPF needs to use disclaimers (liability point of view) and be more explicit about the criteria required to be listed as a CPF partner. Has CPF articulated its ethics, values? We need to establish what those are in the broadest terms. There is a move among non-for-profits to have these conversations. We can list a service provider without endorsing them, considered as a membership benefit that provides discount on a service for those members who want to use the service, but the disclaimer must be clear. National is developing a draft to share with Branches.
- Board suggestions to contact expertise from Corporate Social Responsibility sector, a donor relations / alumni development officer. Once draft developed, involve Branches through EDs and have CoP thinking about this topic as well.

ACTIONS

- National office will follow up about past meeting practices related to OLEP between CPF National and PCH and inform Karen Lynch.
- Public Policy Coordination Committee to come up with 3 or 4 topics/issues that they want to tackle in the year and circulate commentary to Network to collect feedback. Cross reference with Research Committee's mandate to inform areas of public policy impact.
- Committee to begin by developing a draft CPF backgrounder to initiate dialogue with Network on two topics: Francophone Schools / non-rights holders and Partnerships.
- Wendy Carr (donor relations) and Karen Lynch (CSR) to provide names to provide support to National / Committee for Partnership document.

KAREN LYNCH, KURT INDER, WENDY CARR & NATIONAL OFFICE – SPRING 2017

D. ORGANIZATION

Impact Study Next Steps - a. Performance Measurement Strategy, b. Consolidation of Tasks across Network, c. Rationalization of Administrative Expenses

- Report from 2009, expectation to act on recommendations and report on progress made. National completing recommendations; Several actions remaining including development of a Performance Measurement Strategy for the Network (cost for training with Branch EDs included in this year's budget). Goal is for final report to be submitted this spring.
- Branch EDs aware of importance of initiative to show strength of Network with funder. CoED meeting scheduled in Edmonton in April 2017 to being training. Goal to improve "report on results", increase / improve impact reporting of indicators across whole Network; National role is to provide a Network summary of impact – this requires cooperation from all Branches to report numbers using common language, performance indicators. Better understanding of differences between reporting activities and impact/results requires training. Not-for-profit sector is changing and now requires the reporting of outcomes not outputs.
- Funder requesting a more accurate representation of the numbers and the information that is being submitted: everyone needs to use the same performance indicators. National ED asked to receive reports from Branches to develop summary. This year, two Branches did not submit report; explained to PCH. PCH regional officers to follow up with Branches. National still does not have a clear method to ensure compliance by all Branches.
- Consolidation of tasks across the Network – refers primarily to consolidation of tasks through National coordination of projects; Concours materials developed and distributed; Communications processes; websites, etc. We have begun this process and in April will continue a brainstorm of other potential possibilities. Board recommends using a different word for 'consolidation'. Use 'Use measures for efficiency, human resources and cost effectiveness; human resources and cost effectiveness.
- Rationalization of Administrative Expenses: PCH would like to see us report how we are trying to be more cost effective; reducing admin expenses. Branches need to discuss how they can work together to share the cost of expenses, and then share / report our efforts. Many efforts already underway; better reporting required.
- PCH Rep has been invited to attend and present at the October Network Leadership event to review these expectations directly with Branches.
- National Board expresses its appreciation to Nicole Thibault for working to improve the structure of the Network.

ACTIONS

- Karen Lynch to follow up with Branch presidents to review PCH expectations during CoP; follow up directly with two Branch Presidents whose Reports were not shared with National.
- National will report progress following the April CoED meeting in Edmonton to give status update toward submitting final report to PCH.

KAREN LYNCH, & NATIONAL OFFICE – SPRING 2017

Bylaws & Policy Committee

- Committee had two web meetings in January; agreed on terms of reference as well as a timeline; assigned committee roles/division of tasks. First step is to create templates for the Branches to make revision of Branch Bylaws simpler – key items highlighted. Joan Hawkins provided a template to start us off. Standardized questions have been developed to ask each Branch (age of majority voting rights; membership, incorporation, dissolution, etc.) Committee goal is that Bylaw template is pan-Canadian; Branches can tweak should they need to do so because of regional legislation. Otherwise same for all Branches.
- Branches expressed concern if enough time for review and feedback to make changes prior to their AGMs. We will do our best to respond to their needs but want to ensure that the task completed well.
- Second step, committee will look at National policies to ensure they align to the bylaws (May-onward); will make sure that what was taken out of old bylaws because it was policy, will be integrated into updated policies.
- An error noted on Bylaws posted on the national website - a misprint; to be updated ASAP.
- Need to consolidate feedback from our last board circulated Nominations Policy and the feedback received from CoP sharing; suggestions to update old Policy; Karen Lynch shared document with Bylaws and Policy Committee – goal to review and update in time for next CoP meeting, February 26th.
- Policy requires 60-day review before approval but, since nominations committee needs to get underway, will ask if we can fast track or work under new provisions until 60 days is passed (feedback from Branch Leadership / CoP).

ACTIONS

- Correct error on posted bylaws on national website.
- Bylaws and Policy Committee will work to update Nominations Policy; Committee to draft communications to Branch leaders to request fast track of the 60-day review or work under new process until approval.
- National office to update Nominations process timeline and calendar for next two years.

NANCY MCKERAGHAN, KAREN LYNCH & NATIONAL OFFICE – FEBRUARY / MARCH 2017

Network Collaboration Committee

Board Questions: Following the conference 2016 presentations, what does the Board consider this document will include? What will it look like visually?

- Committee, co-chaired by Sharon Lapkin and Valerie Pike, met by phone in early January. Reviewed several guiding documents: Framework report provided by consultant, Carmen Wyton, following 2016 Conference; secondary guiding document prepared by Nicole Thibault; and updated Board of directors Orientation Guide / Manual.
- Began to discuss the outline for the document; Orientation Guide / Manual could include some of the heavier text, background information; allow this document to be more visual and build from the format in the Network Strategic Plan.
- Next steps, conversation with consultant (mid-February); move ahead with first outline / draft as well as questionnaire development; then full committee meeting (end February) to review committee mandate for this year and begin interview process. Prepare and share questionnaire with the Network asking salient questions about working together; decision making, communication, and how the Network will support each other. Goal to have draft outline for May Board meeting. Final document will be shared and workshopped at October event, looking for input from Branches along the way and final endorsement after the process.
- Board shares some ideas: charts, visuals. At a glance; it should creatively illustrate a movement, synchronicity of Network collaborations; succinct and not overly cumbersome. Members need to be able to see themselves in the framework/chart; not a one size fits all approach, not prescriptive, and should be contingent on the audience; perhaps 8 pages for National with 4 complementary for Branch and 2 for Chapters (templates).
- Key elements include: roles and responsibilities within the Network, decision making process, communications, collaborations / accountabilities, Reporting Impact – support for program sustainability.
- Questionnaire to Branches / Chapters – similar process to strategic plan process; building a culture of thinking as a network. Need to move towards a movement or collaboration; it is a culture change.

ACTIONS

- National Office to follow up with Carmen Wyton, consultant for next phase in development of draft document and questionnaire; How incorporates work with the Performance Measurement Strategy.
- Outline developed, questionnaire circulated, interviews completed to share draft document for the May meeting.

SHARON LAPKIN, VALERIE PIKE & NATIONAL OFFICE – MAY 2017

Communications

- Request to review National Office Communications Strategy. National circulated a preliminary outline of current communication vehicles and key stakeholders for initial board review and begin the discussion.
- Based on Conference delegate comments, lack of clarity on who National sends communications to.
- Last strategy developed in 2010. May be time to revisit the channels. Reasoning was to reduce duplication, repetitiveness and collate and streamline communications into a monthly communiqué – find all info from National in one place. Previously, some members complained about the bombardment of messaging from both Branch and National, which led to the division in how CPF communicates with members and Chapters.
- Two-way communication – it's never going to be what everyone wants; communication is messaging and how it is received and perceived is going to vary from one individual to the next. Chapter presidents can opt out or unsubscribe if feeling too much.
- National has requested that Branches send their newsletters to the National Board/office staff.
- Is it *how* we communicate and *what* we communicate? What do we want to share with the Network? What big messages does the Board want to convey?
- Language choices – rather than reporting, work on active voice, engaging interest, future focused.

ACTIONS

- National office to update the communications strategy with Branch input; include an audit of current activities (# of newsletters from Branches, types of communications) – what to change? How to improve? Make links to Network collaboration framework; present draft to Board meeting in May.
- National to formally request that the Branches themselves forward communications to their Chapter Presidents (CoED and CoP).
- Communication between National Staff and National Board – don't use group list in the address book; insert individual email addresses manually (cut and paste from a draft email) to allow for reply / forward function.
- Set up a CPF events calendar of important dates via Outlook; National office to send invites to Board members to allow them to accept or to be flagged. Karen cc'ed in committee correspondence as she is ex-officio member.

NATIONAL OFFICE – FEB 2017

Board Liaisons

Board Question: *How does National address the request by CoP members for Board liaisons?*

- Discussion brought forward during the most recent CoP meeting – primary concern being that communication from National is not being relayed.
- Liaison roles requested to have someone with whom Branch Presidents could touch base
- Policy, which is still in effect, does include Board liaison role; this policy is to be updated and aligned with new bylaws that now include existence of CoP and CoED as vehicles for communication between National and among Branches.
- There was a need for Board liaisons prior to the creation of the CoP; however, the Councils now provide an opportunity for Branches to communicate with National x 2. These mechanisms now in place to ensure there is no the disconnect among CPF's working groups.
- Need to recall some of the complaints about liaisons – there existed problems with equity and access; some provinces were favored (local liaison who could attend a meeting at no cost to the Branch or to National);
- Communicate that the National Board is available to all Branches; willing to assist or answer inquiries as they pertain to their areas of expertise as well as availability.
- Need to move the Network's thinking from representative to reflective; the National Board represents Canada as a whole.
- Should a Board member decide to attend a meeting in their respective province, they are going as interested member, not as a Board liaison.

ACTIONS:

- Karen Lynch to update the CoPs on the Board's discussion and decision at upcoming meeting.
- Develop communication to CoP that includes a list of Director's expertise/skill for reference should they have an inquiry or require assistance from CPF's National Board of Directors. Add this expertise list to Director's profiles on the National website.

KAREN LYNCH & NATIONAL BOARD – FEB 2017

6. PROVIDING FSL SUPPORT & SERVICES IN NUNAVUT

Board Questions: *What are some considerations, questions and recommendations from the Board as we move forward in this new role (having received PCH funding within the Quebec project and outreach project)? What is CPF hoping to achieve there?*

- Some history reviewed that PCH approached CPF to consider expanding and providing CPF services to Nunavut. The funding was limited; Branches were consulted to express interest; no Branch came forward; feedback that they feel already stretched thin with commitments in their own provinces. CPF National agreed to take on the task within the Quebec project; consulted with key stakeholders to help guide activities (IDEA, Josianne Beaumont / CASLT; and Jim Howden, Director of First Nations & Inuit Education, McGill University).
- National has committed to two presentations/activities a year; one in the Fall that will focus on younger students learning French, and another in the Spring on older students staying in French; will also include a parent meeting. Marla Williams, Quebec's CPF Coordinator, will assist in coordinating these activities.
- Increase awareness and provide support to parents; present French for Life content; highlight the importance

of multilingualism. Supporting French in the territory may be contentious as federally-funded priority is to graduate with proficiency in English and Inuktitut; need to be both sensitive and cautious around language rights; National to be more inclusive of learning languages in general. National can show leadership in promoting languages – a discussion between CPF and Institute for Canadian Citizenship (John Ralston Saul / Adrienne Clarkson) is a possibility.

ACTIONS:

- National office will proceed in planning for fall presentation; make communications with key stakeholders; provide a progress report to Board.

NATIONAL OFFICE – SPRING/SUMMER 2017

7. CLOSING

New Business

- No new business arising

Business arising from the Board Meeting

- Board reviews Action Items stemming from first day of February Board meeting.

Important Dates

- 'French Toast' FSL Awareness Breakfast, April 11, 2017 - National's second year of the outreach and awareness breakfast; Early breakfast at the parliamentary restaurant; house is sitting.
- Master of Ceremonies recommendation to contact Jordan Wright; Guest speakers invited include Governor General and Randy Boissonnault as champions for FSL learning. Guest list / Invitations are broad: including Branch representation from the Atlantic provinces (PEI and NS for *Where are they now?* project) and MB Branch (French for Life); May include youth rep from NB for Laurier project.
- Online registration – free but requesting donation to the Mary Joyce Booth endowment. CPF merchandise will also be for sale to heighten awareness and bring in proceeds.
- Program approx. 45 mins; loot bags for attendees, info about upcoming CPF projects and initiatives, e.g., Launch of the State of FSL Report in October.
- Board participation 2 to 3 members in attendance: Board members who are available to attend: Derrek Bentley (speaking for the Laurier project), Karen Lynch, Kurt Inder (Public policy committee), and possibly Valerie Pike.
- Stakeholder meetings set up following the breakfast. What will our national approach be? Smaller delegations; have a predetermined message – 2 to 3 speaking points that are crisp and clear; provide ahead of time to all those attending meetings; designate the main speaker for each meeting.
- Concours National Finals, June 3 2017 – President attends and serves as Master of Ceremonies; opening welcome and award presentation. National develops script. Identify a backup who could attend should Karen Lynch be unavailable – Valerie Pike and /or Sharon Lapkin and we could add a committee meeting to the date.

Upcoming Board Meeting Schedule

- May Board Meeting – reviewed timing for meeting; invitation to board members to attend CPF Ontario Concours – May 6th; Board might be able to participate as judges and support the event if interested. Sharon Lapkin hosting dinner on 7th confirmed.
- Bylaws and Policy Committee Meeting – incorporate face to face meeting, arrival on May 4th, meet all day 5th and half day of 6th.
- Stakeholders Lunch – CMEC, CPF Ontario, OCOL and CEA – stakeholders that are national but located in Toronto, on May 8th at lunch.
- August Board Meeting – August 3-5 in St Johns, Newfoundland – TBC; contact already made with Branch to confirm if they want to share training, participate in member and stakeholder events; Research Support committee meeting is tentative with some members via teleconference; stakeholders meeting would be August 3rd (due to weekend); arrive on Wednesday August 2nd and depart noon Saturday August 5th.
- CPF Leader Networking Event – in Gatineau QC; culmination of CPFs 40th anniversary;
- Different order of events proposed and supported by Board:
 - Current Board Meeting: Thursday, October 12
 - AGM: Afternoon, Thursday, October 12 + Evening Reception
 - Leadership Network Event: Friday, October 13 + Network Dinner

- CoP Meeting + in servicing/training: Saturday, October 14
- Wrap Up Breakfast, New Board 1st Meeting, Orientation: Sunday, October 15

ACTIONS

- For event, provide Board with a list of key guests (headshot and role) to help networking. Map of the venue for meeting locations and a clear schedule. Staff to brief Board members before event.
- With Public policy committee, develop 3 speaking points to concentrate on; develop a script that is distributed ahead of time; ensure commitment of those representing CPF to follow assigned script. Create package to leave behind.
- Karen Lynch to confirm availability for Concours finals date; follow up with replacement if required.
- Board members interested in attending CPF-ON Concours to confirm with National office.
- National office to follow up with CPF-NL for Board collaboration in August if desired.
- Karen Lynch to follow up with confirming CoP requests for training and communicate needs with National office.

NATIONAL BOARD, OFFICE & KURT INDER – MARCH 2017

Wrap-up in camera

- With National Executive Director – goes in camera at 4:15 PM EST
- Without Executive Director present – 4:35 PM EST
- Motion to return to regular meeting at 5:15 PM EST.

MOTION

- Wendy Carr moves to return to regular meeting, seconded by Nancy McKeraghan.

CARRIED

Closing Remarks

- National Board thanks Nicole Thibault and staff for putting together excellent February Board meeting.
- President thanks both new Board members, Kurt Inder and Nancy McKeraghan, for volunteering on the CPF National Board of Directors and for their commitment of time and contributions during the meeting.
- Nancy McKeraghan and Kurt Inder thank the Board and staff for welcoming them and Karen for chairing a tight, efficient and interesting meeting with deep conversations.
- Board members completed their Board Effectiveness Check and submitted it to Karen Lynch before leaving.
- Wendy Carr brought updates to the Board Effectiveness Check to be used for the next meeting.

ACTIONS

- Nicole Thibault to put share contingency/succession plan in case of absence of National ED with Board.
- Nicole Thibault to create participation chart of the EDs during CoED meetings.
- CPF Volunteer appreciation awards – formalize the process, timing of when the awards are presented and how often within updated policy – Bylaws and Policy Committee task.
- Follow up action items to be sent back to National Board members by mid-week Wednesday.

NATIONAL OFFICE/NICOLE THIBAUT – MARCH 2017

MOTION

- Motion to adjourn the CPF National Board of Directors’ February Board meeting moved by Sharon Lapkin and seconded by Valerie Pike.

ADJOURNED

First Draft – February 7, 2017 Second Draft – February 13, 2017 Final Draft -

Minutes of National Board Meeting Feb 3-5, 2017

Karen Lynch, President _____ Date Approved _____

Wendy Carr, Secretary W. Carr Date Approved Feb. 13, 2017