

Canadian Parents for French
National Board Meeting
Held: Hilton Lac-Leamy
Gatineau, QC
Thursday, October 12, 2017
MINUTES

Attendees:

President: Chair: Karen Lynch
Vice President: Nancy McKeragan
Secretary: Wendy Carr
Treasurer (Audit Chair): Valerie Pike
Director: Sharon Lapkin

Invited Guest: Kate Peters

Board Support:

Executive Director: Nicole Thibault
Director of Operations: Cathy Stone
Member Services and Office Administrator: Debbie Murphy

Absent :

Director: Derrek Bentley

Minutes

THURSDAY OCTOBER 12TH, 2017 - 9:00 AM –

1. CALL TO ORDER, PRESIDENT’S WELCOME

- President, Karen Lynch, calls meeting to order at 9:02am.
- President welcomed the two incoming board directors, Kate Peters present at the board meeting and Richard Slevinsky, not present at the board meeting.
- Focus Questions for this board meeting is 1. What impact does the board make? 2. What risks are we addressing?

2. CONSENT AGENDA

- Review CPF mission statement and strategic plan priority pillars.
- Approvals: agenda; previous meeting minutes. Review Summary of Pending Action items.
- Review of the Reports.

ACTION

- Request to move Executive Director Report to in-camera with the Executive Director.
- Request to move #5. Weekend Program Review on the agenda before #3. Reports.

MOTION

- Sharon Lapkin moved to accept changes to the consent agenda, seconded by Nancy McKeraghan.

CARRIED

3. WEEKEND PROGRAM REVIEW

Reviewed the program for the Leader Networking Event – Guests, External Presenters and the AGM – Roles of the Directors.

- On Thursday, October 12, 2017 there will be a meeting with the Presidents and Vice-Presidents. Karen Lynch and Nancy McKeraghan have been invited to meeting. Duncan Grant is the Facilitator and has been corresponding with Tony Orlando with the details. Cathy Stone will be staff support.
- FSL Launch is on Friday morning, October 13, 2017 with an extra 19 invited attendees. Karen Lynch will acknowledge the guests to be recognized.
- Kym Shouldice from PCH is attending the Network Impact Study. It is important to emphasize to the network

that it is PCH wanting reports of impact from the Branches and it is not coming from National. Performance Measurement Strategy session will follow and include discussion about reporting. Kym Shouldice will be available for any questions.

- The afternoon will consist of the governance and operations session, including the Test of Relevance. Sharon Lapkin and Valerie Pike will lead the Network Strategic Framework of Collaboration. They will discuss how we got here from the recommendations of the Impact Study. Afterwards the Council of Presidents will have their meeting.
- On Saturday morning, October 14, 2017 there will be a Branch Bylaws session with Nancy McKeraghan as speaker and facilitator. A Branch-led panel discussion with three important topics will follow with Michael Tryon as the facilitator. Afterward, an Innovation and Volunteer Management and Screening session will be presented by Marie Lahiffe. A bus will be coming at 4:00pm to go to the Gatineau Hills, Mosaic Garden, Chaudière Falls, Byward Market and back to hotel. Everyone is on their own for dinner.
- Sunday, October 15, 2017 is the AGM (no one from PCH can attend). There will be recognition of service from the board. Karen Lynch will acknowledge H  l  ne Pelletier’s years of service. Sharon Lapkin to say a few words about Joan Hawkins and Valerie Pike to say a few words about Karen Lynch. Karen Lynch suggested Nicole Thibault to move up the 2-day progress report directly following the AGM. 40th Anniversary tea and cake to be served. Karen Lynch will be the speaker.

4. REPORTS

a. President Report (*Karen Lynch*)

- CoP Updates - Tony Orlando will continue to chair future President Meetings. It was mentioned in moving forward that there is not enough on the agenda and the CoPs meet too frequently. Karen Lynch suggested the CoPs meet every other month of the year.

ACTION

- Karen Lynch and the National office will also follow up with Tony for planning in the New Year.

KAREN LYNCH/NATIONAL OFFICE – FALL 2017

b. Treasurer Report, Audit Chair (*Valerie Pike*)

- Review of 2nd quarter actuals: Under membership, there is a variance – CPF Ontario sent in \$23,000 of which the National office keeps 10% (division of membership fees). The board meeting donations are making a significant contribution. 2nd quarter of advertising sales is good and has increased, with receiving a small amount for the FSL breakfast. Effort being made in getting more sponsorship money for the FSL breakfast and the National Concours.
- Currently, expenses are reporting as a deficit as there is a timing issue with the presentation of the financials, which will even out in the next quarter. Honoraria salaries and benefits are higher than budgeted for this year, as we were not given funding for a summer student.
- The National office is always looking at different ways to save with the administrative expenses. Director of Operations, Cathy Stone, mentioned that the National office expenses are in good shape, and all expenditures will come in line by the end of the year.

ACTION

- Cathy Stone will be taking staff development to increase her knowledge of bookkeeping and accounting capabilities (better access to reports).

CATHY STONE/NATIONAL OFFICE– FALL 2017 / WINTER 2018

MOTION

- Sharon Lapkin motioned and Wendy Carr seconded to accept the Treasurer report.

CARRIED

c. National Committee Reports – Year-end

- Pillar A. Youth

Youth Engagement Network (Derrek Bentley)

- A letter of intent for project funding for approximately \$25,000 a year was sent in. A response should be received by the end of October.

- Pillar B. Parents, Members and Volunteers

Membership Support Committee (Derrek Bentley) – report circulated.

- Branch and Chapter Survey results have been received and will be circulated shortly. The findings are what have been expected: some Chapters have successful activities while others struggle.
- The Branches’ and Chapters’ challenge is the retention of members. All branches have different practices, and the budgets of each Branch are according to how many people are in each Chapter.
- The survey results show there is openness to share and work together across the network. Networking with the CoEDs, CoPs and National office is less competitive, and simple sharing practices are taking hold.
- Within the survey results, there is still mention of some members not receiving communication from CPF. Need to update our communications strategy with Branches and Chapters. This will help to understand the Network.

ACTION

- National office will review with CoED how members are receiving our communications, particularly the CPF magazine, how many and types of newsletters, and where we can complement each other’s communications.

NATIONAL OFFICE– FALL 2017 / WINTER 2018

- Pillar C. Decision-makers

Public Policy Committee (Val Pike)

- Many drafts have gone back and forth for the two papers developed by the committee; Valerie extends a huge thank you to Wendy Carr and Sharon Lapkin for all their review efforts. There was much discussion about the levels of language within the document, as many Chapters might not find it helpful or clear. The backgrounders have been completed for sharing this weekend.
- Two areas were not yet developed: partnerships and modernization of official languages act.
- The next step in moving forward this year is the engagement of the network. Focus on creating different types of documents for advocacy use, ensuring the presentation of the documents is clear and concise at our events or meetings.

Research Support Committee (Sharon Lapkin and Wendy Carr)

- Karen Lynch recognized and noted the tremendous achievement of the FSL Research Report by Sharon Lapkin, Wendy Carr, the committee members and the National office.
- Next task is to show ‘how to use the FSL report’ in advocacy efforts. Help Branches, Chapters and members see the purpose of the FSL report. Show how there is real value in using the FSL report to move forward with public policies. Over the next 6 months, it is an opportunity for CPF to be an industry leader with FSL. It is a branding issue and a strong communication strategy needs to be developed. The FSL report shows our stakeholders (incl CoP and CoEDs) the importance of basing our decisions and advocacy efforts on sound evidence.
- A key message from the FSL report is that research is needed on all FSL approaches and not just immersion. Moving forward, the CoEDs need to take the first step with sharing the Report. We can broaden our message that immersive approaches can be seen at many different levels (intensive, etc.)
- It will hoped that CPF can work directly with Statistics Canada to secure current, understandable stats. National needs to build on the impact of the FSL report and ensure it doesn’t “sit on a shelf”.

ACTION

- The Chairs will serve as spokespeople for media. Our message – Evidence-based, Credible, Sound research, supports exploration of various immersive FSL approaches.

SHARON LAPKIN, WENDY CARR/NATIONAL OFFICE – FALL 2017 / WINTER 2018

- Pillar D. Organization

Strengthening our Network Committee (Val Pike and Sharon Lapkin)

- Carmen Wyton gave good guidance and was very helpful throughout the process. She is not quite finished but will wrap up shortly.
- The document is a work in progress and will be presented in an open ended session at the Leader Network Event. All participants will receive one page of the document and will provide their feedback. All interview

information has been collated and will be shared at the session.

- The question will be: can we take this document (framework) and use it for change, growth strategy. Strengthening the Network is the big idea; working together and focusing on the framework and the relevance test are the next steps.

Nominating Committee (Karen Lynch)

- Karen Lynch guided the committee through the process, with a few hiccups that surface each year. As she steps down, her takeaways are to complete a flowchart for the Nominations Committee and Executive Director's Appraisal to add as appendices to each policy.

ACTION

- Karen Lynch will complete a flowchart for the Nominations Committee and Executive Director's Appraisal to add as appendices to each policy.

KAREN LYNCH/NATIONAL OFFICE – FALL 2017

Bylaws Committee (Nancy McKeraghan)

- Nancy McKeraghan noted that everything is coming along quite nicely. Will make a point of discussing the bylaws with the new Executive Director from the NWT Branch while in person this weekend. All bylaws should be completed by the deadline of March 31, 2018 if not before. All National policies are being reviewed and moving along. These will be used as a template for Branches and Chapters.

5. GENERATIVE GOVERNANCE: PLANNING, NEXT STEPS

- National Committees – Number, New Mandates and Directions
- Karen Lynch suggested deferring this item to the Board of Directors Meeting on Sunday, October 15, 2017
 - New PCH Micro-Grant Initiatives
- Nicole shared that the PCH Micro-Grant Initiatives offer grants directly to individuals, marketing through social media. This type of proposal can have an impact on CPF projects and smaller organizations – circumvent our organizations and deliver directly to taxpayers.
- PCH wants us to promote this initiative, which has more of a political focus. The advantage for us to demonstrate our strength in grass roots networks, as a 'pervayer' of this information. We will move forward to promote it well and report on how we helped. Chapters can apply, but Branches and the National office cannot.
 - CPF Policy EXL 06 – Travel and Business Expense Policy (for approval)
- Karen Lynch asked what is new and it has been reorganized. There need to be separate procedures from the policies. Brief discussion.

MOTION

- Nancy McKeraghan moved for acceptance and Valerie Pike seconded the approval of the Travel and Business Expense Policy.

CARRIED

- CPF Orientation Guide – Draft 2 circulated
- A second review of the updated Orientation Guide is requested. Some reworking of language completed. Request to complete by December, for posting to Network Feedback in Winter 2018.

ACTION

- Debbie Murphy to send copy of Orientation Guide to all board members. Review in Fall 2017. Finalize for posting in January 2018.

NATIONAL OFFICE / DIRECTORS – FALL 2017

- CPF National Staff Organization Chart – Position Responsibilities
- Moved to in camera, Executive Director Report.

- CPF National Communications Strategy – Draft 2
- The National Communications Strategy has much improved. Wendy Carr suggests including schools and districts as external stakeholders. We need to be sure that everybody sees his or her point of entry.
- Some clarification on how we collect testimonials and where we use them. Request to see the metrics for website, social media activities would be interesting and informative at an upcoming board meeting.
- Karen Lynch is concerned with the communication plan focusing on funding. There is a need to identify the outcomes for having a plan and the impact of an engaged membership. A public policy on the communication plan is important. The Impact Study is really tied to our network work (internal), but there should also be focus on the external Stakeholders (and not just funding). The CPF's goal of value and benefits should be clearer to our membership. The approach to communication needs to be focused on and enhancing our communication.
- The tactics should be included and timelines are very important. There is a need to focus on where public policy fits under #3, Strategies. Identify the impacts of resources such as the FSL report, magazine, etc and projects or events such as Laurier, Breakfast, Conference, etc.

ACTION

- Nicole Thibault will share communications metrics with Board at a future meeting. Share types of testimonials received.

NATIONAL OFFICE – WINTER / SPRING 2018

- Potential Research Study with OCOL – FSL Teacher Graduate Mobility
- OCOL are looking at mobility of recent teacher graduates and is hoping to fund a study as to what motivates teachers to go to different locations, for example, how to get Quebec graduates to move to other parts of the country. The study would begin in December and needs to be completed by the end of this fiscal year. Robert Talbot will be in the audience at the Leader Network Event.

6. CLOSING

- Business Arising from the Board Meeting
- Overall, very productive year, we did not get off track with our focus on CPF business. It was a loss losing Kurt Inder at the beginning of the year. Karen Lynch's leadership was applauded. She provoked deep, generative thinking and encouraged us to think bigger. It has been a good time of reflection to see our strengths and areas in need of growth.
- A few outstanding items were discussed –
 - Karen Lynch to send a letter to thank Kurt Inder for his work on Public Policy paper.
 - Karen Lynch asked about some outstanding letters (to MP re Summer student employment and restoration of COLA). National office will complete.
 - Nicole Thibault to discuss with CoED reminder for outstanding reports.
- Important Dates, Upcoming Board Meeting Schedule 2017 -2018/Planning (*Cathy Stone*)
 - (Winter) Date: Friday, January 26 – Saturday, January 27, 2018
 - (Spring) Date: Thursday, May 24 – Saturday, May 26, 2018
 - (Summer) Date: Thursday, August 09 – August 11, 2018
 - (Fall) Date: Thursday, October 18, 2018
- Board Meeting Effectiveness Check (*Karen Lynch*) – online completion requested (attached)

ACTION

- Karen Lynch to send a letter to thank Kurt Inder for his work on Public Policy paper after the weekend.
- Karen Lynch asked about some outstanding letters (to MP re Summer student employment and COLA). National office will complete.
- Nicole Thibault to discuss with CoED reminder for outstanding reports, and speaking the same language.
- Debbie Murphy to send board meeting information 2 weeks prior to board meeting as per policy.
- Debbie Murphy to send board meeting dates to incoming Directors, Kate Peters and Richard Slevinsky.

KAREN LYNCH / NATIONAL OFFICE – OCTOBER 2017

- Wrap up In-Camera (*Karen Lynch*)

MOTION

- Sharon Lapkin motioned to move in-camera and Nancy McKeraghan seconded at 11:45pm.

CARRIED

- With Executive Director present
- Without Executive Director present – Review Staff Organizational Chart

7. MOTION TO ADJOURN

- The CPF National Board of Directors meeting adjourned at 12:55pm

First Draft — Second Draft– Final Draft

Minutes of National Board Meeting October 12, 2017

Karen Lynch, President _____ Date Approved _____

Wendy Carr, Secretary W. Carr _____ Date Approved _____