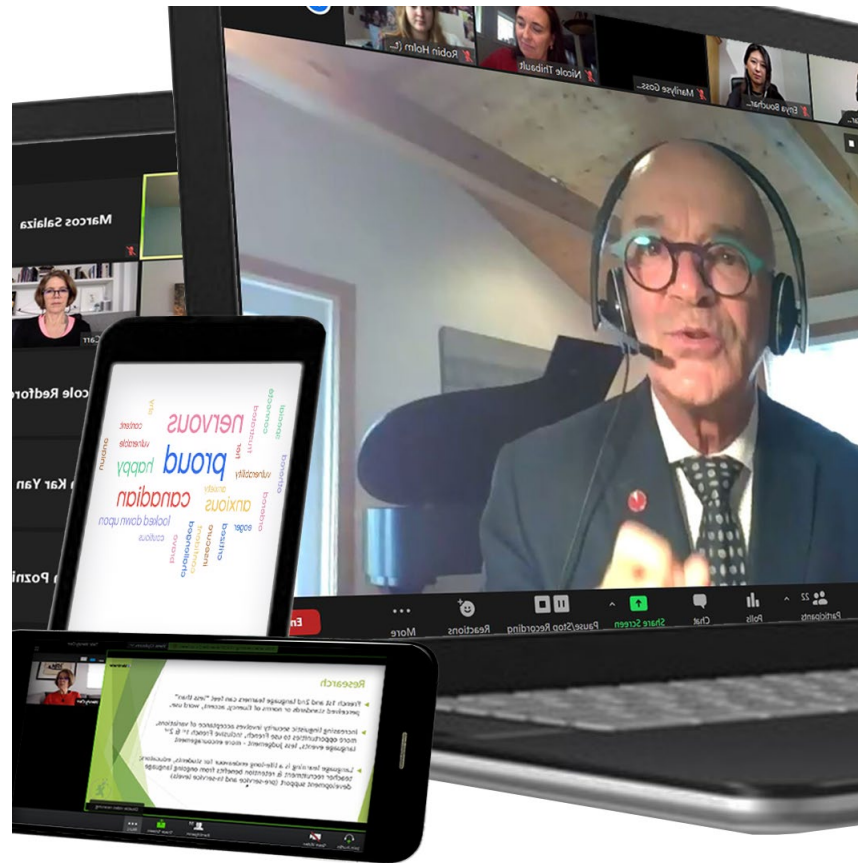
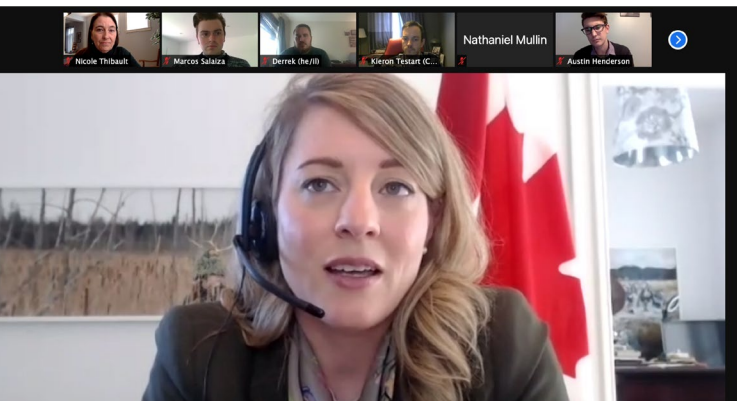




CANADIAN  
PARENTS  
FOR FRENCH



# Annual Performance Report 2020-2021

## About Us

**Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents members across Canada and champions the opportunity to learn and use French for all those who call Canada home.**

Canadian Parents for French was founded in 1977 by parents who wanted to ensure that children would have the opportunity to become bilingual in the Canadian school system.

Originally a small group of concerned parents who met in Ottawa, Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and Chapters in local communities nationwide.

In 2020-2021, in light of the worldwide pandemic, Canadian Parents for French worked together as a national network to lead initiatives in support of Canadian parents and FSL learners, shifting our focus to virtual programming and sharing resources beyond geographical barriers. We stayed membership fees for the year, to ensure equitable access for support to all parents despite their circumstances and saw a 100% increase in membership from 25,000 to 53,000 members.



## President's Message



I cannot begin this without directly acknowledging the pandemic and its impact. It has been disastrous for many people, maybe even some of you reading this message. Workers on the frontlines in the health care system, but also those in grocery stores and in schools, have been more essential than ever before. Many of us, at this point, also likely know someone who contracted COVID-19 and in some instances lost loved ones. This past year has not been easy, nor does it continue to be. So, before I continue and talk about CPF, I want us to collectively pause while reading this message and think about and thank those who have continued to serve in our communities while also remembering those that we have lost. Thank you for taking this time.

It has been an honour to have served as your National President since the fall; a time that looked different than any other in most of our lives. On all fronts, no matter who you are, things changed. Parents became teachers, youth became key supports to younger siblings, teachers became videoconference superstars, and at CPF we also had to change and adapt to meet this challenge.

We took time to reflect and reach out to families to ensure they are more aware of our efforts by removing membership fees for the year. We saw a 100% increase in membership – to over 54,000 members (from our usual 25,000). We had to shift to fully virtual programming, including our Network conference and Concours d'art oratoire, while also offering new and innovative programming such as the virtual tutoring en français which continues to be a remarkable success.

We continued to advocate for a modernized Official Languages Act – speaking up for equitable access to quality French programs for all Canadian youth. The year concluded with a Network-wide meeting with Minister Mélanie Joly on the subject. Finally, we increased CPF sharing across the Network as traditional geographical barriers were eliminated using new technologies, making our strategic plan slogan Stronger Together more important that we could have ever imagined.

As we look forward to the months to come, it is vital that we continue working to ensure that our Network is inclusive and welcoming to all those that we represent and also those we have not quite reached yet. Engaging new volunteers, considering new ways of doing/learning, and questioning how we can do better are all lessons that we need to continue learning. The CPF Network will only become stronger as we tackle some of these conversations and ideas.

When I look back... together, we made it work. We came together under ever changing circumstances and therefore, I would like to end by saying thank you to all the kids, youth, parents, grandparents, teachers, school administrators, members, volunteers, staff members, and volunteer board members throughout the Network who impressively took on new roles; this was only possible because of your dedication. Please get vaccinated and keep staying safe and healthy.

**Derrek Bentley**  
**National President**  
**CPF National**



# YOUTH

## CPF Virtual French Tutoring Program

**As students across Canada moved to stay-at-home learning and online classes, FSL students were among those most impacted. The conditions added a whole new layer of challenges to learning a new language for the learner and in supporting their child, especially for parents who do not speak French.**

The CPF Tutoring Program was developed in the spring with three pilot sites to assist in addressing immediate needs arising from the COVID-19 situation, providing students with homework support at a distance and supporting teachers who were adapting to the new realities of stay-at-home learning.

For Fall 2020 / Winter 2021, CPF National having received funding the program expanded to supporting approximately 500 students between the ages of 6 and 14 years of age, with more than 400 volunteer tutors residing in nine provinces. CPF National established protocols to offer Branches full support in screening volunteers and matching them with students who may be requesting a French speaking tutor.

Children spend one hour per week in a one-on-one session with a French speaking volunteer tutor. As sessions are virtual, a computer, camera, microphone and internet connection are required. This is not an academic program following a pre-determined curriculum. The pairs can work on whatever skills are identified as needing most improvement or the homework of the week. Also registered students have the opportunity of joining small group conversation and book clubs.



***"That was really fun! I like my French tutoring!" – Child 7***

***"Wow! This is fun, I thought it would be boring. (to their tutor) Nous sommes les amis pour la vie maintenant?" – Child 9, Alberta***

***"First time volunteering as an online tutor for Canadian kids learning French. J'adore faire découvrir ma langue, ma culture et la #Francophonie canadienne et internationale aux jeunes (et aux autres!)." – Tutor***



***"I'm honestly crying of happiness to see my son reading with Michelle. He is normally shy and with me he doesn't really want to read or practice homework. Thanks so much for this project. I really appreciate it." – Parent, BC***

***"Thank you/Merci. I loved that I get to talk about Harry Potter in French with your cool volunteers. Their French is so beautiful. I want to have beautiful French like them." – Child 14, Ontario***

- All respondents indicated that no caregiver in the home speaks French.
- 22% of families indicated that neither French nor English is their first language (this question was not worded correctly, it should have been directed at the parents only).
- 84% of respondents indicated that they were not able to financially afford a tutor (the question did not specify if this was due to recent events causing financial hardship or an on-going need).

## WIGUP - After School French Club



**AFTER SCHOOL FRENCH CLUB**

LET YOUR CHILD OR YOUR STUDENT  
**BE PART OF THE FABULOUS**

**WIGUP Club**

SPORTS  
ENTREPRENEUR  
SCIENCES & ENVIRONNEMENT  
TRADITIONS

**CANADIAN PARENTS FOR FRENCH**

**JOIN NOW!**

To complement the popularity of the Virtual French Tutoring Program, CPF National partnered with WIGUP to offer a new pilot after school French club. This is for students interested in independent learning using a wonderful and safe multimedia platform. The Club involved over 150 students between the ages of 9 and 14. They can access more than 2000 videos in French from around the world, engage with French speakers and work on tasks called "CréaCtivitéés" that range from photo projects to video interviews that can be shared on WIGUP.tv. The club is a great complement to FSL students' education as it focuses more on the creative and social aspects of learning a language.



*"Was a great opportunity for my child that was doing at home learning in English since French Immersion was not offered online."* – Parent

*"Bonjour, je m'appelle Angelina. Merci de me choisir pour gagner le prix sur WIGUP! J'aime toutes les activités. ils sont vraiment amusant à faire. Et je suis tellement excitée d'acheter les livres!!"*

– Student Participant

*"From my perspective, I have always enjoyed mentoring sessions with children. The fact that every time you open the camera and meet different adorable kids, and just after a few seconds, we strike up a conversation like we've been best friends for many years ... I want to add that communicating in many languages is a very crucial key for a better future bilingual community. Thank you WIGUP!"* – Mentor

## Stay-at-Home Resources

### The Great Canadian Virtual Roadtrip 2020:

This bilingual stay-at-home learning guide offers French learners an opportunity to explore sites and attractions all across Canada *en français* and support French engagement over the summer months.



### Stay-at-Home Youth Activity Pages:

Designed as activities to support French and to do together as a family during the quarantine.

## Concours Virtuel 2020

More than 950 youth across Canada shared their experience with social distancing, living in quarantine, and the COVID-19 pandemic in the Canadian Parents for French *Concours virtuel : Ensemble à distance – 'ton expérience face au virus'* (your experience with the virus) contest. Students submitted a short video of one to three minutes, showing how their lives changed with physical distancing measures: from remote learning, to developing new hobbies, countering frustrations and other reflections or lessons learned.

While the pandemic impacted completion of our traditional competition, we are thrilled with the response we received for *Concours virtuel* which showcased students' French speaking skills in a more natural and informal manner. We received entries from all across the country, from Victoria to Iqaluit to St-John's. Students put their French into practice, displayed great creativity as well as insights into the situation.

Congratulations to the 66 cash prize winners from Grade 6 to 12 in the core French, French immersion and Francophone categories, sharing in prizes totalling more than \$10,000. Additionally, almost \$13,000 has been committed to Food Banks Canada as a donation on behalf of entries of K-Grade 5 students.

A special thank you is extended to the CPF BC-YK Branch for their leadership with this impactful initiative in partnership with the Francophone Youth Council of British Columbia and to the 67 volunteer judges who helped make the difficult choices in selecting the winning videos.



Maika H. • Sohum K. • Xavier W. • Talib A.





# YOUTH

## Virtual Bilingual Career Fair Pilot and Expo

CPF National worked with CPF NS in offering a first edition of a Virtual French Career Fair in February. Using a new virtual platform, **the two-day program was open to approximately 225 students and their teachers in the Atlantic region who could register to follow 4 keynotes, 10 workshops and 8 exhibitor sessions.** We learned about program expectations as they differ from an in-person event and scheduling logistics with school timetabling variations. We received strong interest from the schools as well as bilingual employers to continue the development of the project. A second pilot is in the works with CPF AB for the West in spring 2021.



## Bilingual Ottawa Goodnight Bags Initiative



CPF National was awarded a micro-grant from the Association of francophone communities of Ottawa to support French language learning for military families in the National Capital Region (NCR). In February, the first 150 kits were distributed to families to the children's delight.

The CPF French Goodnight Bags are designed to support English speaking parents by developing basic literacy skills that support student success as well as reinforcing the learning link between home and school. The bags include a bilingual bedtime routine, a French story

time book, bilingual activity and colouring books, a guide for family French activities to do in the city, a stuffed animal puppet and other resources featuring local partner groups such as the *Alliance Française Ottawa* and the local CPF Chapter.



CPF National will be distributing sample bags this spring with the goal for broader distribution across Canada, in support of CPF Branch or Chapter initiatives and addressing the early childhood priority identified in the CPF Network Strategic plan.



*"JP Michel's session helped my students with a whole new way of thinking about career planning! The challenge mindset has allowed many in my class to feel less anxious. Please send him this note, and thank him on behalf of our class!"*

*"JP's Challenge Mindset approach to thinking about careers is great! After listening to his keynote, I assigned my students the 'Challenge Mindset, Challenge Accepted' project where I'm asking students to think through this approach and present their findings to the class. Students have been working hard and are all very excited about the future. Thank you to CPF and JP for the inspiration!"*

# YOUTH

## Expanding the Learning and Fun Online for National Reach

This year was the perfect time to expand the reach of successful regional projects to youth Canada wide. **O'Poésie**, our poetry writing contest for students from ages 5 to 17, was coordinated by the CPF QCNU Office on behalf of the Network. **We received over 400 entries and announced 12 winners spanning 4 provinces.**



For **National Canadian Film Day 2020**, CPF worked in collaboration with REEL Canada, a non-profit organization to mark the day that celebrates Canadian cinema and engages youth in a conversation about nation, identity and what it means to be Canadian in both official languages. Due to the circumstances surrounding COVID-19, planned movie screenings had to be cancelled. CPF National instituted a month-long movie review contest in lieu.

Students, aged 8 to 17, were invited to watch a Canadian film in French and write a review. We received hundreds of submissions which ranged from colourful opinion pieces from young students to articulate recaps from high schoolers from all across Canada and awarded 11 prize winners. To support the contest, our colourful Youth Activity Page, *"Fais une critique de film"*, designed by illustrator Marc Keelan-Bishop, guided students in writing their film review *'en français'*. As a follow up in the fall, we worked with Criterion Films to offer a virtual showing of the film *La course des tuques* to the families of our virtual programs and to our National Network Conference attendees. **289 households accessed the film.**

Over the summer, CPF sponsored a **Stop Motion Animation Studio Webinar and Video Contest** in partnership with the National Film Board of Canada. Youth were invited to create a 60-second or less, stop motion film with dialogue in French. There were 33 attendees during the live webinar presentation and 149 views

of the recorded version. **Eleven film entries from five provinces received recognition prizes.**

In the fall, CPF National sponsored **Kahoot! French Family Trivia Nights**. We emphasized this was a family activity for adults teaming up to help children. **There were 4 nights in all, with 159 families from every province participating.** This approach made it easy to participate in a CPF event, allowing busy families to enjoy an activity that requires nothing more than gathering, clicking a couple of links, and having some fun together. Such a simple way of bringing linguistic duality into the home!

The **Marathon de Lecture** (French Reading Marathon) is a fundraising project looking to make a social impact while promoting the pleasure of reading in French among young Canadians. CPF joined an initiative of the Embassy of France in Canada, with the Canadian Association of Immersion Professionals (ACPI), and the Canadian Association of Second Language Teachers (CASLT). Parents, tutors, teachers and community group organizers encouraged FSL students to read graphic novels and comics available on a digital platform free of charge through the Culturethèque website, coordinated by the Embassy of France in Canada. Students could invite family and friends to sponsor their reading efforts, by donating funds to the UNICEF Canada's "Back to school better" program, which supports children's access to education in Burkina Faso. Funds raised purchase bicycles, radios and other supplies for students to attend school.



*"My son was delighted to be one of the winners in the CPF Stop Motion Film contest. He really enjoyed the opportunity to do this creative project. In fact, he got carried away and the original film was longer, so he had to cut it down!"*

*"My son loved scripting, modelling, filming, voice-over and produced a cover sheet. He took media design studies in Grade 11 at school and will start G12 next week. He hopes to go to university to do Computer Science/mobile application development as a future career."*

# YOUTH *By the Numbers*

Numbers and statistics related to youth *April 2020 - March 2021*



**1**

Concours virtuel across Canada reaching over

**840**

students across Canada



**7**

Socio-cultural Enrichment  
Contests and Virtual Activities

**1,891**

Youth Reached



**1**

Early Childhood  
Kit Developed

**840**

Kits Distributed  
to Families



**7**

Stay-at-Home French  
Activity Pages

**280**

Email Requests for  
PDF Resource



**68,745**

Total Reach via  
Social Media

**4,534**

Twitter  
Impressions



**1,891**

CPF National Total Number of Student Contacts (year)



# MEMBERS, VOLUNTEERS AND DONORS

## CPF MEMBERSHIP EXTENSION *Membership Numbers*

The CPF National Board of Directors approved a plan to waive all CPF membership fees for April 2020 to March 2021 to offset the impacts related to Covid-19 on families across the country. The loss of membership revenue would be offset by the reduction in travel and the shift to less costly virtual program delivery. It proved to be an overwhelming positive decision as an outreach initiative. CPF Chapters and volunteers could invite neighbours to get to know the organization by trying out our many benefits and activities. We saw a 100% increase in membership!

April 1st 2020 **25,513**

April 1st, 2021 **54,080**

## Virtual Member Conference 2020 *Raise your Flag for French*



In October, for the first time ever, The CPF Network Conference took place entirely online. **The program extended over six days and offered 94 sessions** including inspiring keynotes and workshop presentations by key stakeholders such as Clara Hughes, career coach J.P. Michel, adventure filmmaker Elia Saikaly, the first and the current Commissioners of Official Languages

of Canada, Keith Spicer and Raymond Th  berge, and Senator Ren   Cormier. We saw more than **359 registered delegates** from across the country sharing ideas and contributing to the discussion of French second language education, remote learning, linguistic security, mental health and much more. This virtual format allowed a bigger reach and a broader, more diverse family friendly program. Sessions were recorded and available for access up until the end of January. French socio-cultural opportunities included bilingual magic shows, game nights, a French concert sponsored by the *Centre de la Francophonie des Am  riques* and French movies for family viewing. Feedback was overwhelmingly positive, despite missing the social and networking aspect of an in-person event.



*"My teenage daughter loved Clara's keynote, as a parent I was pleased to see that the conference could be of interest for the whole family."*

*"I learned a lot at this terrific conference and I really appreciate all of the hard work and energy that went into its planning and execution - during COVID!"*

*"I have enjoyed many sessions! My daughter is only 6 years old, but we put the virtual concert on last night while she and her mom played games. And they listened at the same time - it was really nice!"*

# MEMBERS, VOLUNTEERS AND DONORS

## CPF Volunteer Recruitment and Orientation

Every day, Canadian Parents for French recognizes the important contribution of all of its volunteers across the country on achieving our mandate. CPF National is responsible for coordinating the orientation of new volunteers to the CPF network. This involves the volunteer registration process, screening and orientation, support to branches, and evaluation of the volunteer experience. Volunteer outreach is conducted via many sector organizations such as Volunteer Canada, Volunteer Ottawa, and partner institutions such as the University of Ottawa, York University, Ryerson University, University of Moncton, and University of British Columbia.

In light of the unprecedented situation in 2020, we focused on launching our new "virtual" volunteering opportunities for tutors and mentors with great success. A call for help was issued and bilingual Canadians responded, as volunteers ready to facilitate weekly online French conversations, reading practice and homework help with students. December 5 marks International Volunteer Day and this year's theme was "Together We Can Through Volunteering", which was especially fitting as FSL teaching and learning has been greatly impacted during the school year. It has been a challenging year for everyone. It is because of our volunteer tutors that we were able to support over 500 families in every province and territory.

April 1st 2020 **195** registered volunteers  
+ 0 "virtual" volunteers

April 1st 2021 **311** registered volunteers  
+ 749 "virtual" volunteers

Total = **1,060**

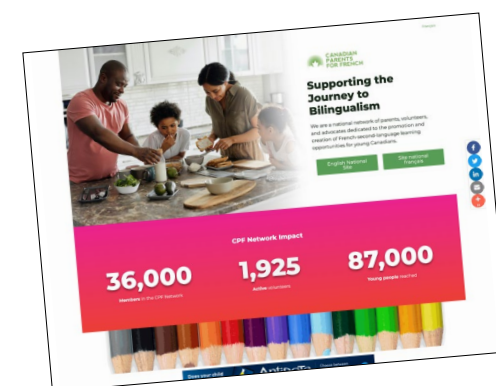
## Adult French Lessons *Virtual Approach*

While in-person lessons scheduled for spring 2020 had to shift to virtual, we discovered an opportunity to remove geographical barriers. CPF National offered 4 separate sessions, ranging from 16 to 24 one-hour class periods, reaching 66 parents in six provinces and one territory.

## CPF Network Websites *It's Finally Launch Time!*

We very proudly launched the revitalized website in the spring, as its a key information hub for our organization. Besides a new look and feel, there are many new features that will be of benefit to our members.

- **Simplified user interface and mobile compatibility** A fresher look makes it easier to navigate the website, from a computer as well as from mobile devices.
- **New structural organization** The information is now grouped by topics addressed to parents. It also includes targeted tabs, allowing us to engage with our specific audiences, whether a journalist looking for statistics or an educator looking for resources.
- **New sections** We want to celebrate the FSL Champions among us, feature the CPF Advocacy in Action across Canada, and by way of a Calendar of Events, we can highlight the amazing activities led by Chapters, Branches and National across the Network!
- **3 clearly distinct ways of getting involved with CPF** Now it will be easier than ever to become a member, to donate or to volunteer!



# MEMBERS, VOLUNTEERS AND DONORS

## CPF National Award Recipients

As part of the CPF Network Virtual Conference 2020, **Raise Your Flag for French!**, CPF recognized three individuals who have rendered significant service to the organization and who have demonstrated leadership in the advancement of French second language education and the promotion of linguistic duality.

The three recipients have gone above and beyond for CPF and for that we want to recognize them. It is because of our members and staff that we are able to thrive as an organization and deliver our mandate of creating opportunities for youth to learn and use French. All CPF members join us in congratulating the three award recipients for their leadership contributions.

These individuals often noted for their positive influence on others, have demonstrated a commitment to the CPF mission, vision and values through their leadership, partnership building, and collaboration within their respective communities and on a broader national, network scale.

Do you know a CPF member worthy of being nominated for these awards? Visit the **CPF website** for the nomination process details.



### The 2020 deserving recipients are:



**MATTHEW HAYDAY**, Historian, author and professor at the University of Guelph, recipient of the **CPF Distinguished Life Membership**, for sharing CPF's mission in a way that validates and motivates advocates in advancing the promise of bilingualism for children and in Canada and for this personal investment and willingness to share his expertise that has helped CPF prosper. His professional research has included 2 major books "Bilingual Today, United Tomorrow" (2005 McGill-Queen's University Press) and "So They Want Us to Learn French" (2015 UBC Press) on the history of language policy in Canada.



**SHANNON NELSON**, of Grande Prairie, Alberta, recipient of the **CPF National Volunteer Award**, for her more than 20 years involved in the organization, sustaining a CPF Chapter, leading at the Branch level and putting her expertise to work in obtaining successful fundraising and grant applications which allowed French to flourish in Grande Prairie, Alberta.



**CANDIS RESCH**, recipient of the **CPF J. Elmer Hynes Staff Excellence in Leadership Award**, for her professional service and financial skills at the CPF Alberta Branch, ensuring its growth and continued success by virtue of leading, beyond the expected scope of work, in event planning and management.



# MEMBERS, VOLUNTEERS AND DONORS

## CPF QCNU Office Update

CPF Quebec Nunavut worked closely with key partner organizations to adapt their programs to deliver virtual activities. In Quebec, LEARN and Voice of English Quebec (VEQ) helped promote French Goodnight Bags and virtual yoga classes for families. Carrefour Nunavut helped promote and distribute 'Silence! On Tourne' movie kits for elementary and high school students in Iqaluit. CPF QCNU coordinated the national expansion of O'Poésie on behalf of the CPF Network. Two \$500 grants were awarded to two local schools via the Mary Joyce Booth Fund.



Kaniq A. from Iqaluit participated in *Concours virtuel 2020*, he received a special mention and a gift from CPF QCNU.

### THE 2020 RECIPIENTS WERE:

**St Jude Elementary School** used the money to purchase French books for their classrooms, as they could no longer visit the library during COVID. 440 elementary school children benefited from this grant.

**Valcartier Elementary School** used their grant to host a storytelling activity with crafts and animation for their 34 kindergarten and pre-k students.



## CPF Ottawa Chapter

CPF National offers support to the CPF Ottawa Chapter as our activities delivered in the National Capital region can increase visibility to engage the support of volunteers. Individuals volunteering with the Military Family Resource Centre 'French Homework Club' and the virtual tutoring program also became involved in supporting Chapter efforts.



Nicole Thibault, CPF National executive director was the recipient of the ACFO - Ottawa, *Alliée de la Francophonie Award* in February 2021.

# MEMBER AND VOLUNTEER ENGAGEMENT *By the Numbers*

Numbers and statistics related to member engagement April 2020 - March 2021



**1** Virtual Member Conference



**94** Workshop Sessions

**452** Delegates Reached



**4** Adult French Virtual Lessons

**66** Parents Reached



**1** Chapter Support  
CPF Ottawa

**2** Teams Support  
CPF Iqaluit and  
CPF Valcartier



**1** French Virtual Concert via Facebook Live!



**4** Volunteer Appreciation Activities

**3** National Volunteer Awards

**452** Volunteers Recognized

**22,421** Total Views

We recognized:

- 25 volunteers who gave over 40 hours of their time • 3 volunteers who gave over 50 hours of service
- 1 volunteer who gave over 100 hours of service!

# CPF ADVOCACY IN ACTION *By the Numbers*

Numbers and statistics related to advocacy April 2020 - March 2021



**4** Partner Virtual Events



**30** Attended Virtual Meetings and Events



**11** Virtual Trainings Offered

**620** People Reached



**16** Existing Partnerships

**10** New Partnerships

**2** Joint Initiatives



**11** Media Releases

**12** Media Interviews

**3** Media Mentions

# CPF ADVOCACY IN ACTION

## Linguistic Duality Network Launches Public Awareness Campaign #BetterTogether

The Linguistic Duality Network was established in 2018 by three organizations: Canadian Parents for French, French for the Future and the Canadian Foundation for Cross-Cultural Dialogue, to create a unified voice for anglophones, francophones and bilinguals who want to use and fully appreciate the linguistic minority language and culture in their respective communities across Canada. A new website and the #BetterTogether social media campaign officially launched on September 10, marking the eleventh anniversary of Linguistic Duality Day in Canada with a video that encourages supporters to share their stories creating bonds between all Canadians, regardless of their ancestry.

**Visit:** [www.linguisticduality.ca](http://www.linguisticduality.ca) to subscribe as a supporter!



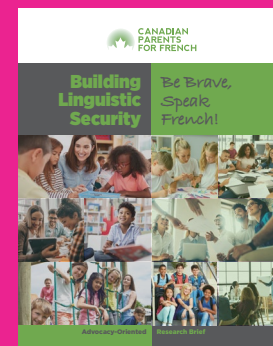
**LINGUISTIC  
DUALITY**  
NETWORK



## Building Linguistic Security *Be Brave, Speak French!*

**STAY TUNED:** The next brief, “Logging in to Learn!” addressing virtual FSL learning is in the works!

A new advocacy-oriented research brief titled “*Be Brave, Speak French*” was launched during the CPF Network Virtual Conference. The report addresses the insecurity experienced by some French language learners and speakers, its impact on students and teachers and recommendations to build linguistic security. It is designed as an advocacy tool to reach out to schools, key education and government stakeholders to bring awareness to the topic of students and teachers’ linguistic security and the importance of offering welcoming, safe and inclusive spaces to encourage use of language skills in authentic communications with French speakers.



This new tool will help CPF inform decision makers at every jurisdictional level from the school board to the federal government, calling on all stakeholders to ensure students not only have French learning opportunities but that they are welcomed to build their confidence and strengthen and continue to use their language skills broadly.

**“From speaking with youth across Canada, it is clear that the phenomenon of linguistic insecurity is experienced by many no matter if French is their first, second, or fourth language. By identifying and discussing it, we can build strategies that increase levels of linguistic security for all those who speak French.” – Derrek Bentley**



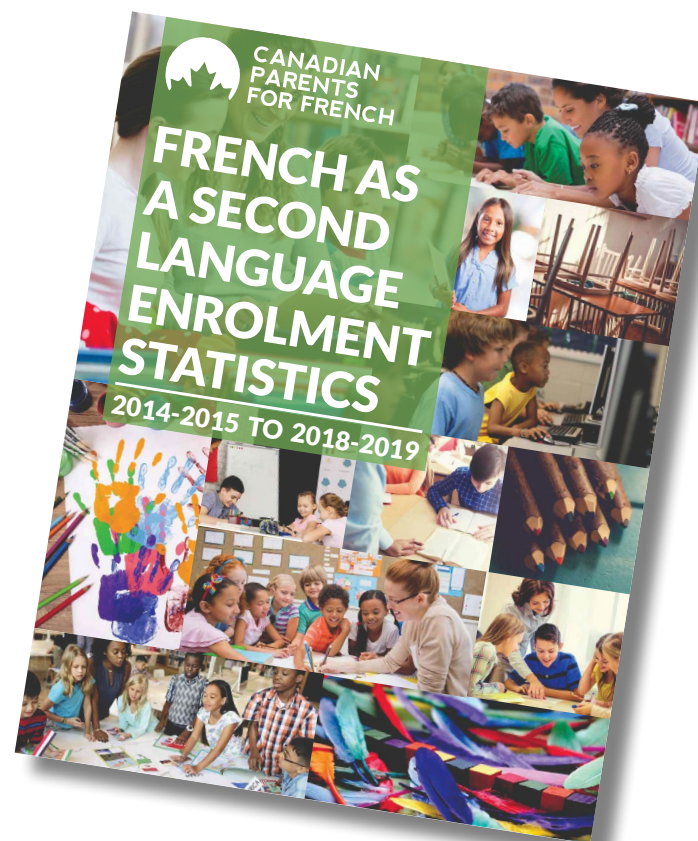
# CPF ADVOCACY IN ACTION

## French as a Second Language Enrolment Statistics for the 2018-2019 school year

This document, published by CPF every year, provides a quick analysis of national trends of enrolment in FSL programs, the data is presented by province/territory and by type of FSL program. It is important to note, these statistics reflect the period pre-pandemic – September 2018 to June 2019 – as it compiles data collected directly from ministries of education from across the country which report after the end of the academic year.

These are some of the key findings of the 2018-2019 edition:

- Overall student enrolment in FSL programs remained stagnant across Canada. Whereas, consistent growth showed in Ontario, Manitoba, Northwest Territories and New Brunswick.
- Compared to the previous year, French immersion continued to steadily grow in most provinces and territories while enrolment in core French continued to diminish across the country.



***“The numbers are consistent with the trends we have been seeing in the last few years. They are a reminder that there is still a lot of work to do to ensure every student in Canada has the opportunity to learn French. We are not yet seeing results of some efforts to address attrition in core French; and knowing the pandemic will influence the statistics for the current year, it may prove difficult to assess any such positive measures taken. We know the pandemic has really disrupted FSL learning and access. CPF is now monitoring the investments being made into remote learning support and resources, as well as projects underway addressing the usual challenges like teacher recruitment and retention.” – Nicole Thibault***

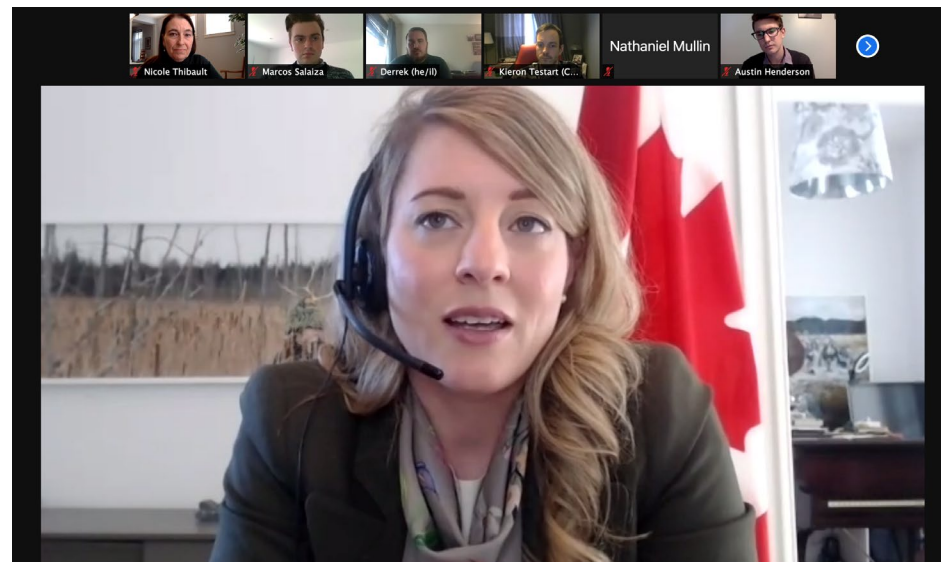
# CPF ADVOCACY IN ACTION

## CPF Advocacy In Action *Modernizing the OL Act*

The Annual CPF Network FSL Awareness Breakfast on Parliament Hill had to be cancelled in spring 2020 due to the pandemic. Nevertheless, CPF National continued a strong advocacy position standing up with CPF ON against potential school board cuts to French programs due to remote learning or lack of available teachers; and with CPF AB as the provincial government brought forward a plan to substantially cut funding to FSL and immersion programs, the Campus St Jean of the University of Alberta and lay-off education assistants and support staff.

CPF National participated in two key consultations coordinated by the Department of Canadian Heritage. The first session focused on our level of satisfaction as it relates to the P/T Departments of Education's **consultation with stakeholders on OLEP - Protocol and P/T Bilateral Agreements**; and the second was the **Mid Term Review of the Action Plan for Official languages 2018-2023**.

In February, the Official Languages Minister released her government's plan to modernize the Official Languages Act in a reform paper titled *English and French: Towards a substantive equality of official languages in Canada*. CPF was happy to see support for several of our key positions including strengthening the mandate of the Minister to work with provincial and territorial governments in the area of education, expanding the powers of the Commissioner of Official Languages, and including French language learners within the definition of Francophones. We were most pleased with the ambitious goal to address waitlists for French immersion programs which will require cooperation with provincial and territorial governments in the coming years. The CPF Network leaders gathered virtually to discuss the brief with the Minister on March 17th, 2021.



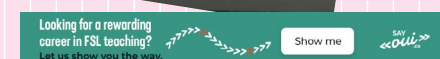
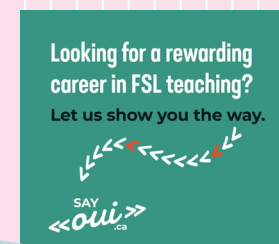


# CPF ADVOCACY IN ACTION

## FSL Teacher Recruitment and Retention Campaign

CPF National participates in the meetings of the National FSL Table. This newly established consultation forum brings together provincial and territorial partners working to lead a strategy for FSL teacher recruitment and retention. The Table is a result of a recommendation from the Accessing Opportunity, OCOL Report 2019.

**Four CPF Branches – CPF ON, CPF NS, CPF MB, and CPF AB** – launched or supported FSL Teacher Recruitment and Retention Campaign Projects during the year to attract students to consider a career as French teachers. CPF National offered financial support to expand their marketing reach while completing their own campaign to be released in summer 2021.



**BE A FRENCH TEACHER**  
**C'est ta route! >>>**



## Network Governance Education and Support

The CPF National Board has been reviewing its governance and nominating processes with a lens on diversity and inclusion. Important discussions in the light of removing barriers, valuing the lived experiences of others and outreach to underrepresented communities continue to take place.

The internal communiqués and the Virtual Network Conference sessions offered education opportunities for Network leaders including information on the role of the Treasurer; the role of the Nominating Committees; increasing attention of risk management in the areas of working remotely, technology and cybersecurity; and resiliency during the pandemic.

The Canadian Society of Association Executives (CSAE) Leadership Symposium held February 22-23, 2021 provided an opportunity to once again underline the leadership partnership expected between the CPF elected Presidents and the chief staff officers, our executive directors. CPF National sponsored the registrations for all participants. This year was the first time that all CPF Executive Directors have now completed this training.

New to the CoED, CPF National led monthly brainstorming sessions. These conversations will help guide discussions within the Branches around the implementation of the CPF Network strategic plan. The reading materials and summary notes were shared with the CoP at their regular meetings. Topics discussed link directly with the Pillars of the CPF Network strategic plan including Meaningfully Engaging Emerging and Youth Leaders; and What Measures are we Taking to Retain and Diversify Membership?



**CANADIAN PARENTS FOR FRENCH** **CPF Network Strategic Plan 2020-2025 GETTING STARTED - GUIDED REFLECTION EXERCISE**

**STEP 1: Where are we, as a Branch/Chapter? Review the CPF Mission, Vision, Values and Impact Statements**

**STEP 2: Where do we want to go to be in 5 years?**

**STEP 3: How are we going to get there?**

**STEP 4: What are we going to do and when? (Fall, Winter, Spring)**

**CANADIAN PARENTS FOR FRENCH** **IMPLEMENTING THE CPF NETWORK STRATEGIC PLAN 2020-2025 - STRONGER TOGETHER**

**BRANCH / CHAPTER ACTION PLAN TEMPLATE**

**NETWORK STRATEGIC PRIORITIES**

**BRANCH / CHAPTER ACTION PLAN TEMPLATE**

**Notes:**

# CPF Network: Building Leadership Expertise

## CPF National AGM Virtual Meeting

On Sunday, October 18, at the 44th Annual General Meeting, Canadian Parents for French announced the appointment of their new President and Vice-President to the National Board of Directors.

- Derrek Bentley to serve as National President.
- Kate Peters to serve as National Vice President.

Sincere thanks were extended to Outgoing President, Nancy McKeraghan (ON), who served three years in the position and who will continue to serve out her term as Past President, in a mentoring and support role as part of the CPF Network's succession planning initiatives.

Dr. Wendy Carr (BC), Dr. Richard Slevinsky (AB), Marc Gobeil (ON) and Diane Tijman (BC) continued their terms of service on the CPF National Board.



Derrek Bentley



Kate Peters



Nancy McKeraghan



Dr. Wendy Carr



Dr. Richard Slevinsky



Marc Gobeil



Diane Tijman

## CPF NETWORK *By the Numbers*

Numbers and statistics related to the organization *April 2020 - March 2021*

### BOARD SUCCESSION, GOVERNANCE & LEADERSHIP LEARNING OPPORTUNITIES



**20** Learning Opportunities  
for Network Governance  
Leaders

**9** National  
Board  
Meetings

**11** National  
Committee  
Meetings

**41** Attendees  
at National  
AGM

**6** Internal Network  
Communiqués

**2** Staff Operational  
Bulletins

**8** CoED Meetings

**7** CoP Meetings

## BY THE NUMBERS

# WEB & SOCIAL MEDIA

CPF National April 1, 2020 - March 31, 2021

	CPF National	Where Are They Now	French Street	Linguistic Duality Network	Definitions
Number of users	58,026	2,989	450	25,654	Website visitors
Number of sessions	75,867	3,493	N/A	13,705	Interactions by visitors
Number of page views	217,331	4,786	N/A	10,764	Pages loaded in a browser
Twitter					
Number of followers	2,788	N/A	712	434	People following an account
Number of impressions	407,000	44,381	55,467	158,137	Times a tweet is seen by users
Facebook					
Page likes	8,218	N/A	2,014	616	Number of followers
Total Reach	9,202	257,012*	238,536*	755,186*	Average number of people that saw a page or content
Engagement	1,388,905	2,986	4,422	2,036	Number of people interacting or seeing a post

\*Includes paid posts





## BY THE NUMBERS

# 2020-2021 FINANCIALS

## Revenue

PCH Core Program and Project Support	1,627,317
Other Project Support (ACFO)	22,000
CPF Own Sources (membership fees, donation, product sales, sublease rent, etc.)	176,026
<b>Total</b>	<b>1,825,343</b>

## Expenses

Salaries	677,271
Honoraria	200,366
Travel & Accommodation	72,468
Technology development	180,285
Publicity	390,882
Operational Costs	288,188
Other - Staff Development	13,272
<b>Total</b>	<b>1,822,732</b>

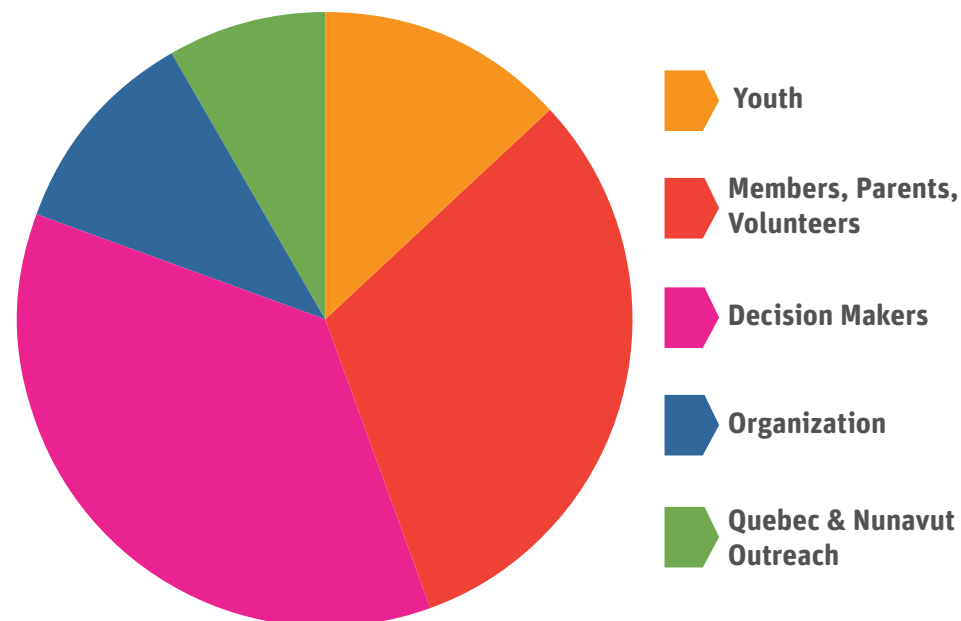
## CPF National Statement of Operations

Revenue	1,825,343
Expenses	1,822,732
Excess or deficiency of revenue over expenses for the year	<b>2,611</b>

## Expenses broken down into the pillars

% Youth	13%
% Parents, Members and Volunteers	31%
% Decision Makers	36%
% Organization	11%
% Quebec & Nunavut Outreach	8%
<b>Total</b>	<b>100%</b>

## Spending By Pillar





# Giving Tuesday Campaign Supports Mary Joyce Booth Fund, More French S.V.P!

Each year, CPF National provides \$1,000 grants to each CPF Branch and Office who make the request to support additional French youth opportunities. The Mary Joyce Booth Fund is a restricted fund for this use. CPF National distributed a total of \$11,000 in 2020-21.

Donations are primarily collected through CPF's Giving Tuesday Campaign in the late fall each year. A social media campaign with weekly promotional messages was launched with our 2020 goal of increasing the fund by \$1,000. CPF Network's Giving Tuesday Campaign reached its goal by collecting \$1,335.00 (2019 collected \$130.00).

CPF National was thankful to receive two large contributions to further bolster the Mary Joyce Booth Fund in 2020. A \$5,000 individual donation from CPF's first President, Pat Webster, and an equal organizational donation of \$5,000 from the R. Howard Webster Foundation. These additional contributions will help to ensure the sustainability of the Mary Joyce Booth Fund benefiting individual youth French opportunities via the CPF Branches for a number of years to come.

CPF is a registered charitable organization (Charity Reg. No. – 118835131 RR0001). As an organization, we remain truly grateful to donors for their ongoing generosity. A tax receipt is issued for donations of \$20 or more. To give, visit [cpf.ca](https://cpf.ca).

**Giving Tuesday 2020 = \$1,335.00 from 21 donors**  
**Average donation amount of \$63.00**

**Total donations including monthly and one time donors = \$16,183**

*S.V.P.  
More French!*

# Thank you - Merci

## FUNDING ACKNOWLEDGEMENTS

CPF National recognizes the important financial support we receive from the Government of Canada through the Department of Canadian Heritage (Enhancement of Official languages Branch).

Funded by the Government of Canada  
Financé par le gouvernement du Canada



This year, we also received support via sponsorships and prizes for our youth activities and our Network Conference. Our thanks are extended to:

- **Groupe Média TFO - Idélo**
- **Association des Collèges et Universités Francophones du Canada (ACUFC) - FSL Bursaries**
- **Druide**
- **Watermelon Works**
- **Université de Saint-Boniface**
- **University of Alberta**
- **Explorum**
- **Le Petit Ecolier**
- **YMCA Youth Exchanges - Montreal**
- **French for the Future**
- **Université de Moncton**
- **Apprentissage Illimité**
- **BLI Montreal**
- **Université Saint-Paul**
- **learn**
- **Centre Linguistique du Collège de Jonquière**
- **Ministry of Education, Odyssey Program**
- **Éditions les 400 coups**
- **Embassy of France**
- **Centre de la francophonie des Amériques**
- **Fête du Soleil - CPF Saskatchewan**

## EXISTING AND NEW PARTNERSHIPS, JOINT PROJECTS

CPF National continues to collaborate with key like-minded organizations, participating in meetings and consultations, offering assistance and submitting position briefs to support a strong voice for linguistic duality and official languages bilingualism across Canada. Our key Partners and Collaborators this year include:



## LOOKING FORWARD

Our oversight and risk management initiatives are focused on equity, diversity and inclusion as part of our succession planning; updating our human resources management practices; and technology management and cybersecurity via our second technology audit. Phase two of the revitalized websites will be launched which will include member exclusive content and a dedicated space for volunteers to locate additional internal support and resources, with the goal of completion for fall 2021.



# Canadian Parents for French across Canada

The **Canadian Parents for French** Network collaborates by working together, demonstrating strong leadership and true impact across the country.



**CANADIAN  
PARENTS  
FOR FRENCH**



<b>Executive Director</b> .....	Nicole Thibault
<b>Director of Operations</b> .....	Cathy Stone
<b>Network Manager, Member, Donor and IT Services</b> .....	Jon MacDougall
<b>Network Manager, Volunteer Engagement and Services</b> .....	Nicole Redford
<b>Network Manager, Web Project Communications and Marketing</b> .....	Paola St-Georges
<b>National Manager, Communications and Government Relations</b> .....	Marcos Salaiza
<b>Network Coordinator, Programs and Digital Media</b> .....	Eric Ibey
<b>QCNU Program Coordinator</b> .....	Chelsea Craig
<b>Network Administrator, Member, Branch &amp; Office Support</b> .....	Debbie Murphy

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 [@CPF](https://twitter.com/CPF)

