



CANADIAN  
PARENTS  
FOR FRENCH

# NETWORK STRATEGIC PLAN 2020-2025



**Stronger  
Together.**

## Impact Numbers

**80,700+**  
young people reached

**23,500+**  
CPF members

**14,000+**  
Parents reached

**1,925+**  
Active CPF Volunteers

### Mission

To further bilingualism by promoting and creating opportunities for youth to learn and use French.

### Vision

A Canada where French and English are an integral part of daily life.

### Network Impact

- > Optimize value to members and stakeholders
- > Inform and influence decision makers
- > Increase our capacity to innovate and mobilize

## CPF Network Position Statements

Issues related to French as a Second Language (FSL) education practice, policy, and/or professional development:



**Universal  
Access**



**Effective  
Programs**



**Recognized  
Proficiency  
Levels**



**Leadership  
Accountability**

## Strategic Priorities

**Pillar A.**  
Increasing  
FSL Youth  
Access and  
Participation

**Pillar B.**  
Building Member,  
Volunteer  
and Donor  
Engagement

**Pillar C.**  
Advocating  
for Universal  
Access to  
Programs

**Pillar D.**  
Building  
Leadership  
Expertise

## Pillar A. Increasing FSL Youth\* Access and Participation

*\*Youth Refers to Birth to Age 25*

### A1. Expanding Activities, Services, and Welcoming Spaces

### A2. Understanding Advantages, Benefits and Promotion

#### AREAS OF ACTION

**A.1.1** Promote and increase knowledge of CPF activities and linguistic duality / official languages programs for youth, resources and supports including web based and media tools.

**A.1.2** Advocate for FSL youth access to and participation in French language activities, services and community spaces.

**A.2.1** Share resources and promote opportunities to learn French and exchange ideas about the value of French language learning and supporting Canada's official languages.

**A.2.2** Inform audiences on emerging FSL learner's issues such as linguistic security, community belonging, bilingual identity, careers and employability.

## Pillar B. Building Member, Volunteer and Donor Engagement

### B1. Understanding Members, Volunteers and Donors

### B2. Creating Informed Allies to our Cause

#### AREAS OF ACTION

**B.1.1** Consult to better understand and respond to member, volunteer and donor needs, interests and expectations.

**B.1.2** Implement improved member recruitment/retention strategies as well as incentives for volunteers and donors.

**B.2.1** Increase understanding of the value of FSL learning and Canada's official languages; trends, issues and possible solutions.

**B.2.2** Create and support a strong pool of informed official language champions and deepen their allegiance to our cause.

## Definitions

**> Linguistic Duality** The presence of two major linguistic groups within the same country, in Canada: French and English. The recognition of equal status of these two linguistic communities is the spirit of Canada's social contract. Although CPF's direct mandate promotes learning French and furthering bilingualism in Canada's official languages, CPF supports the learning of all languages, including Canada's Indigenous languages.

**> Linguistic Security** Feelings of confidence in the mind of speakers surrounding their use of language, often linked to speech varieties or accent and may be linked to perceptions of language quality when compared to a native speaker.

## Pillar C. Advocating for Universal Access

*\*Decision Makers Refers to Parents, Educational authorities, Media, and Government officials.*

### C1. Informing and Influencing Decision Makers on Effective FSL Programs and FSL Teacher Supply

#### AREAS OF ACTION

**C.1.1** Increase the general public's knowledge and understanding by sharing current, relevant and fact-based research.

**C.1.2** Strengthen capacity of CPF members, parents, partners and educators to advocate for quality and accessible FSL programs.

**C.1.3** Increase coordination and build alliances with key partners and FSL champions to highlight common stories and positions.

## Pillar D. Building Leadership Expertise

### D1. Cultivating a CPF Network Learning and Leadership Culture

### D2. Collaborating with Emerging Leaders

#### AREAS OF ACTION

**D1.1** Communicate and share information regularly on proven practices for effective governance and operations.

**D1.2** Offer leadership learning/capacity-building opportunities to Network staff and volunteers to ensure highest levels of competence.

**D.2.1** Recruit FSL learners and allies to inform CPF on issues related to FSL learning, and Canadian linguistic duality.

**D2.2** Showcase emerging Network leaders to feature and broadly share stories based on diverse experiences, backgrounds and perspectives.

# Desired Results, by 2025

The CPF Network will have:



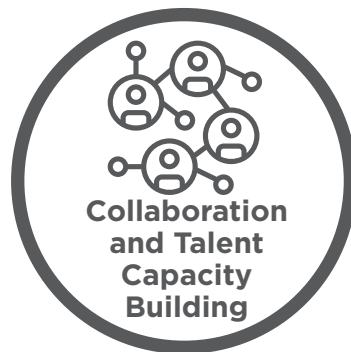
Strengthened the CPF Network brand, increased vitality and growth of local youth, parent and family focused programming.



Improved rates of attraction, engagement and retention of members, volunteers and donors, and addressed succession planning at all levels of the organization.



Coordinated Network communications and storytelling and built targeted relationships with educational authorities and the media.



Nurtured a culture of learning through collaboration and talent capacity building to implement sound governance, risk management and philanthropy practices.

## Success Indicators:

- > **500+** youth events completed reaching **85,000** young people.
- > **15,000** parents reached through **200+** parent events.
- > Improving CPF member retention rate to **45%**.
- > Increasing donorships and sponsorships by **10%** annually.
- > **100+** active Chapters/Teams reporting volunteer activities, with **250+** volunteers having been recognized for their service from among the approximate **1,000** 'registered' CPF volunteers.
- > **60+** media releases, **30+** media interviews and **35+** CPF media mentions annually.
- > **150+** partner meetings, **60+** active, existing partnerships while establishing **30+** new partnerships annually.

# CANADIAN PARENTS FOR FRENCH ORGANIZATION CHART

## Member Roles

- Share CPF beliefs and values
- Promote and initiate opportunities for youth to learn and use French
- Provide diverse voices

## Volunteer Roles

- Promote opportunities for youth to learn and use French
- Deliver local CPF supported activities
- Fundraise
- Share knowledge and expertise with others and with CPF

## Chapter Roles

- Represent the local voice of CPF
- Recruit and retain members and volunteers
- Organize local involvement in CPF supported activities and fundraising

## Branch Roles

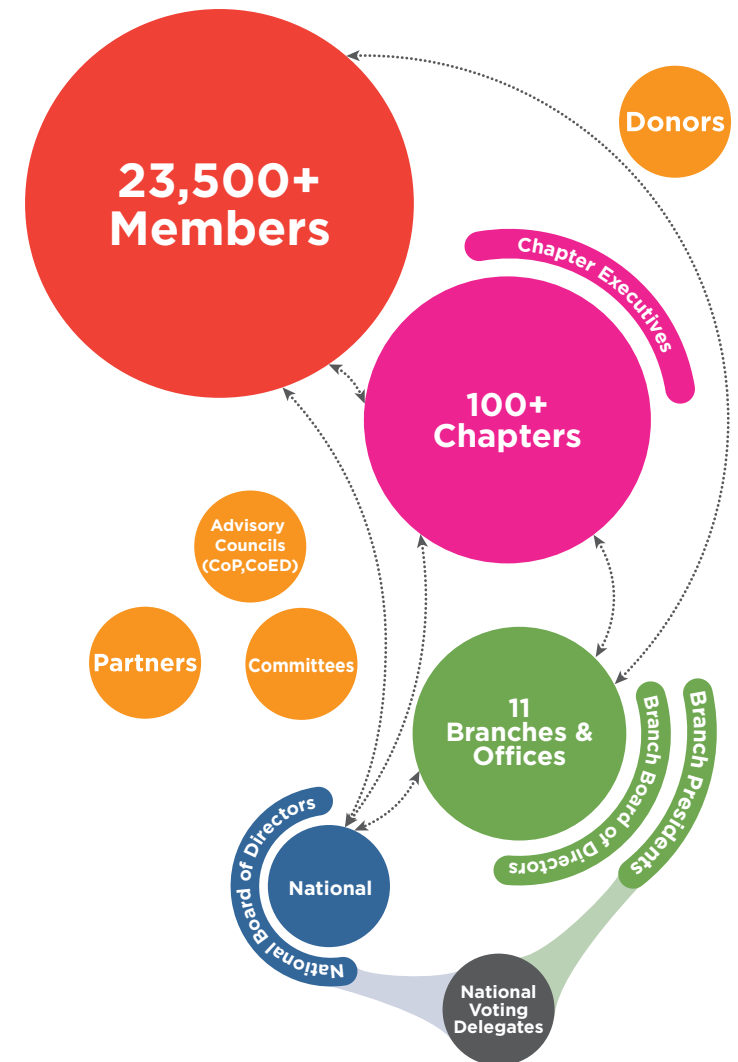
- Represent the provincial and territorial voice of CPF
- Align Branch bylaws and policies
- Oversee, develop and track strategy
- Assess and monitor financials and risks
- Advocate to key stakeholders and support strategic alliances
- Reinforce the brand in the community
- Plan for succession
- Educate members and support Chapters
- Coordinate and implement provincial/territorial activities

## National Voting Delegate Roles

- Vote at national Annual General Meetings and Special General Meetings

## National Roles

- Represent the national, united voice of CPF
- Develop National bylaws and policies
- Scan the environment for emerging opportunities and risks, develop responses
- Lead and oversee Network direction and strategy
- Maintain organizational integrity and continuity, planning for succession
- Assess and monitor financials and risks
- Advocate to national stakeholders, support strategic alliances
- Build the brand across Canada
- Coordinate projects, services and education opportunities on behalf of the Network



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As a registered charitable organization (Charity Reg. No. - 118835131 RR0001), a tax receipt is issued for donations of \$20 or more.