



Annual Performance Report

2018-2019



About Us

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 25,000 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 over 140 Chapters in communities nationwide.

The work of Canadian Parents for French is structured around four pillars that represent the stakeholders involved in our work.

AS AN ORGANIZATION, WE STRIVE TO:

Create and promote opportunities for **YOUTH** to learn and use French as an official language

Support a collaborative Network of **PARENTS, MEMBERS AND VOLUNTEERS**

Inform and influence **DECISION MAKERS** on the value of official language bilingualism

Work together as an **ORGANIZATION** to continue building a dynamic, strong and effective pan-Canadian Network

CANADIAN PARENTS FOR FRENCH

2018-2019

Canadian Parents for French, National continued delivery of its recognized youth and advocacy events such as the *Concours d'art oratoire* finals and the FSL Awareness Breakfast. In 2018-2019, CPF National demonstrated its leadership in response to the Teacher Supply and Demand issue surfacing across Canada.

- In winter, CPF National completed a study on the supply and demand of French as a second language teachers in Canada on behalf of the Office of the Commissioner of Official Languages. The study was released in early 2019.
- In May, CPF National circulated its updated Network position paper and hosted a Panel and Roundtable, The Current State of FSL Teacher Supply in Canada, in Ottawa with over 40 key stakeholders who shared challenges and put forward possible solutions.
- In October, CPF National published the second report in the series, The State of FSL Education in Canada – Focus on FSL Teachers. The 2018 report explores FSL teacher experience, proficiency, and retention.



Youth

Concours d'art oratoire

National Finals 2018

The 2018 CPF National Finals took place on June 2nd welcoming 39 students to Ottawa. Dr. Sharon Lapkin, Professor Emerita of OISE, U of Toronto, served as Master of Ceremonies. Students presented their winning speeches in the morning to a panel of 12 guest judges from several partner organizations including Experiences Canada, Idélo, French for the Future, OCOL, and l'Assemblée de la francophonie de l'Ontario (AFO) — all for a chance to win one of several scholarships from post-secondary sponsors and bilingual champions: University of Ottawa, Saint Boniface, Saint Anne, Saint Paul, and new this year Concordia University. Noteworthy are the 15 volunteers from the University of Ottawa who participated and lent a hand with the event.

Holding the event in the Ottawa downtown core made travel time to excursions ~~easier~~ and efficient. Students participated in a bilingual Parliament and city of Ottawa tour, an escape room experience and shopping excursions easy and efficient.

This year, Air Canada offered an extended discount on participant travel to a value of almost \$9,000 savings in airfare.

JUDGE'S EVALUATION:

« J'ai bien apprécié ma première expérience à ce concours.
Disposée à revenir l'an prochain. Félicitations aux organisateurs. »



CANADIAN PARENTS FOR FRENCH
CONCOURS d'art oratoire
Canada's French Public Speaking Contest



CONCOURS PARTICIPANT TESTIMONIALS

How has participation in the National *Concours d'art oratoire* changed your view on the importance of learning French?



"I loved how bilingual the event was – I didn't expect people to switch languages in the middle of sentences, or to have the tours in French! After leaving, I felt motivated to continue to learn and grow, so that I can maintain and improve upon the French I have now."

"It allowed me to see how important French is to other students all across Canada."

"How French can bring others together, how French really IS spoken frequently (so much in Ottawa!) and how it truly is a useful tool."

"It made me very proud to be bilingual, as my French skills allowed me to take advantage of a great opportunity. I know the French I have learned will benefit me in the future."

"Concours was a fantastic experience and I have learned a lot from it."



PARTICIPANT EVALUATIONS:

To the question: *'I would recommend National Concours as a goal for other French students'*, 2018 participants rated "Agree" (15.5%), or "Agree Strongly" (61.5%).



Parents, Members & Volunteers

CPF National Member Consultation 2018

The Annual CPF National Member Consultation took place at the beautiful Canadian Human Rights Museum in Winnipeg, MB in August 2018. Twenty-two CPF members attended and discussed trends, challenges and issues with the National Board. There was positive dialogue and feedback on addressing Chapter needs and priorities, as well as the creation a renewed “CPF Network Mindset”.



Network Volunteer and Chapter Support

Amongst many initiatives in 2018-2019, a Network Volunteer Engagement Coordinator was hired to begin to assist Branch staff who directly support CPF Volunteers and Chapters. A Chapter Development Officer education session was held in July with Branch staff and a Chapter survey and volunteer workshop at the Network Conference gauged needs and interests directly from those delegates in attendance. Calls with Branches helped us to learn more about their external communications processes (website, social media, etc.) and how CPF National can best support them with communications, and a technology audit was initiated.

Every April, CPF National recognizes 110 key volunteers as selected by the Branches during National Volunteer Week. This year, volunteers received a card signed by CPF National president Nancy McKernaghan expressing our ‘heartfelt’ appreciation and celebrating the value of volunteering.

2018 Network Conference in Halifax

For the first time, CPF National co-hosted the biennial members' conference in partnership with a CPF Branch. CPF NS welcomed over 150 delegates in true Atlantic style. His Honour Arthur J. LeBlanc, ONS, QC, Lieutenant Governor of Nova Scotia brought greetings on behalf of the province and members of Parliament, Darrell Samson and Andy Fillmore, met with delegates over the weekend.



2018 Network Conference in Halifax

Three inspiring keynotes and thirty workshops were on offer ranging from developing a relationship with the media, to social media and succession planning.

Three CPF National Awards of Recognition conferred at the conference:

CPF Distinguished Life Membership 2018: Wendy Karstad, CPF NWT

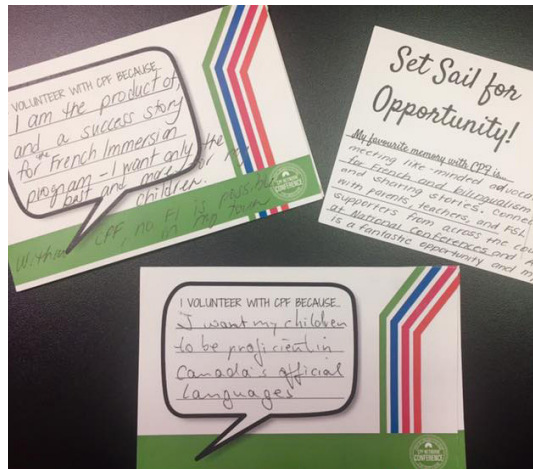
CPF National Volunteer Award 2018: Tony Orlando, CPF NS

CPF J. Elmer Hynes Excellence in Leadership 2018: Barbara Mison, CPF ON



"I think it is wonderful that you are moving the conference across the country. It is a great opportunity to showcase the power of the language from coast to coast."

"Attending this conference definitely renews one's excitement for the "cause" and reminds you of why you volunteer."



Evaluation Numbers

- Conference Satisfaction: 4.36 out of 5
- Quality of Speakers: 4.37 out of 5
- Networking Satisfaction: 4.53 out of 5



Chapter Support



“It’s because of organizations like CPF that my husband and I (both unilingual Anglophones) are able to raise bilingual children. Our seven-year-old is fluently French (and literate only in French at this point) and our 2-year-old is still sorting out the two languages but we are hopeful and working hard. This is important work, without this support we would have no chance of giving this gift to our girls.”

— Testimonial from a Victoria, BC Parent/Member

New Chapter Activity Reporting Form

A new online reporting form was launched in November with the goal of improving consistent Chapter reporting across the Network. The feedback received has been positive with 82 reports having been completed by the end of the year. The form will be simplified for the new year and a procedure guide is being developed. We are very pleased that we will be better able to communicate and report on the amazing results accomplished across the country by our volunteers and Chapters going forward.

2018 Chapter Feedback Survey

CPF National received 64 survey responses from Chapter leaders with priority areas having been identified including support with volunteer recruitment and retention, activities and fundraising, support with schools and school board liaison and desire for more sharing and networking opportunities among Chapters and volunteers. The summary is posted on the CPF National website.



Decision Makers

CPF National is On Site!

CPF National attended nearly two dozen advocacy consultations, meetings or events including the OCOL and PCH Consultations on the Modernization of the Official Languages Act, the TFO Digital Learning Consultation, the University of Ottawa EducLang Symposium, the Federal Public Service Linguistic Duality Day, the Ottawa Mayor's Breakfast with the Honourable Pablo Rodriguez, Minister of Canadian Heritage and Multiculturalism, the QCGN Awards Event, Dinner with Christopher Skeete, Parliamentary Assistant to the Premier for Relations with English-Speaking Quebecers as well as the December 1st "Ontario Resistance Manifestation" rally.



FSL Awareness Breakfast and Stakeholder Meetings



CPF National hosted its annual FSL Awareness Breakfast with the theme: 'Recognizing Bilingual Canadians' with 85 guests in attendance. CPF NB Vice President, Austin Henderson served as our Master of Ceremonies, and MP Sean Casey from Charlottetown, PEI, brought greetings on behalf of the Department of Canadian Heritage. We put the spotlight on CPF Ontario Branch and CPF Saskatchewan Branch projects and we welcomed the new Commissioner of Official Languages, Raymond Th  berge. Immediately following the breakfast, 14 follow-up meetings were held with various stakeholders, MPs and Senators.



NOVEMBER 16, 2018

Canadian Parents for French Decries Cuts to French Language Services in Ontario



“The French Language Services Commissioner has served all Ontarians, informing and educating Anglophones on the linguistic rights of the minority language community, while ensuring linguistic rights holders were protected. His leadership has been exemplary in bringing the language groups together, increasing understanding of the importance of the principle of linguistic duality to Canada ... Today, we stand in solidarity with all Franco-Ontarians and our French-speaking partner organizations in calling for the provincial government to reconsider these cuts which will have important implications on Ontario's French language minority community.”

— Nancy McKeraghan, CPF National President



CPF National Public Policy Panel and Roundtable on May 24, 2018

CPF hosted invited guest panellists (ACPI, OCOL, ACUFC, OPSBA, UBC Faculty of Ed, OCDSB) to discuss the State of FSL Teacher Supply in Canada. Experts weighed in sharing the results of commissioned reports as well as professional insights on the issue to bring forward the complexities and considerations required by stakeholders and decision makers to tackle the problem strategically. 35 guests attended in person, with 12 more listening and commenting online via Adobe Connect.

CPF continues to establish its credibility and expertise with various stakeholder groups increasing its visibility and forming strategic alliances.



The CPF State of FSL Education in Canada Report 2018

The State of FSL Education in Canada Report 2018 was released in Halifax on October 19. The report focused on FSL Teacher Supply, takes an in-depth look at research in the current millennium relating to both pre-service and in-service FSL teachers, including updates on FSL teacher supply and demand, issues relating to core French in western Canada, a professional language portfolio as a tool for reflective practice, and the potential of the Common European Framework of Reference (CEFR) to support FSL teachers.



CPF Policy Positions and White Papers

Several CPF public policy support documents were completed and posted on the CPF National website: CPF Network Position Statements, French as a Second Language Teacher Supply and Demand white paper, Recognized French as a Second Language Proficiency Levels white paper and the CPF Network Position on Modernizing Canada's Official Languages Act (OLA), which includes four key recommendations.

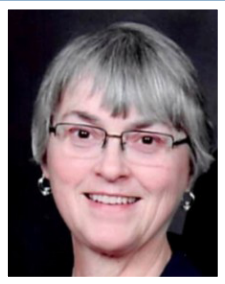
FEBRUARY 13, 2019

CPF Supports the Commissioner's Recommendations to Address FSL Teacher Supply

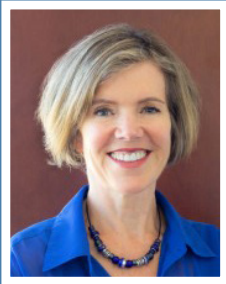
“CANADIAN PARENTS FOR FRENCH has long monitored the struggles of school jurisdictions across the country in maintaining a sufficient supply of qualified French as a second language (FSL) teachers and has promoted the benefits involved in pursuing a career in FSL teaching. CPF National was pleased to work with the Office of the Commissioner of Official Languages in the elaboration of the study, *Accessing Opportunity*, released today. “Becoming a French teacher is an amazing option, but it is not the only one for bilingual immersion graduates. Given the study findings that Core, Extended and Intensive program graduates are equally drawn to teaching French, let's encourage graduates of all FSL programs to consider this exciting career option.”

— Dr. Wendy Carr, CPF National Board Director

Board of Directors 2018-19



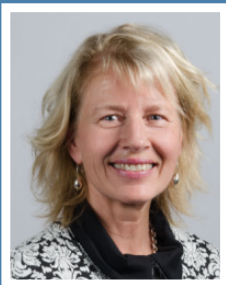
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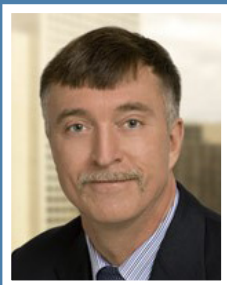
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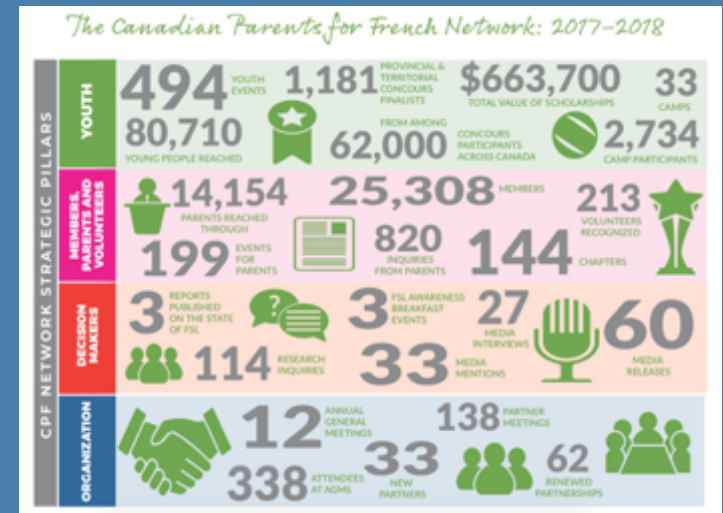
Richard Slevinsky

Organization

Network Advisory Councils, National Committees

The National Board held four in-person and three on-line meetings with generative governance discussions focused on key subjects such as the FSL teacher supply, performance measurement, linguistic duality, support for smaller CPF Branches, the orientation of CPF Network training needs, along with reviewing the CPF Network Strategic Plan implementation, monitoring financial statements and guiding committee work.

The CPF Advisory Councils (Council of Presidents and Council of Executive Directors) met regularly with collaborations focused on the use of a standardized Annual Performance Report for Branches and National, allowing better reporting of our impact and consolidation across the Network in a first published CPF Network Summary Report.



Performance Measurement Strategy

This new initiative is a large-scale Network coordination effort. All completed Annual Performance Reports are posted on Branch and National websites. We are working to streamline the process to enable sharing of reports in time for each Branch and National AGM in the Fall of 2019. The 'CPF by the Numbers' infographic is enabling us to better share the results of our impact across Canada.

Existing & New Partnerships

Office of the Commissioner of Official Languages

CPF continues its strong collaboration with the OCOL having met with the new Commissioner, Raymond Th  berge, early in his mandate, prior to the FSL Awareness Breakfast. The *Accessing Opportunity* teacher shortage study release was held in Vancouver, with the principal researchers on hand to speak with media. A dozen media interviews were completed to share the recommendations, one of which included support for a National FSL Consultation Table.



Office of the
Commissioner of
Official Languages

Commissariat
aux langues
officielles

Linguistic Duality Network

CPF created with French for the Future and Fondation Dialogue a joint initiative aimed at recognizing bilinguals and promoting linguistic duality with the general Anglophone public.

The Forum des leaders

CPF was invited to join the *Forum des leaders*, a network that brings together leaders of Francophone member organizations as guardians of a community strategic vision for an inclusive Francophone space.

Historica Canada

CPF met with Historica Canada and signed a joint project agreement to take place in 2019 featuring a youth video contest, *Me, Moi + Canada*, focused on marking the 50th Anniversary of the OL Act.

Association of Canadian Studies

CPF is set to support a multidisciplinary conference in the fall of 2019 organized with the Association of Canadian Studies and the Office of the Commissioner of Official Languages to mark the role of language learning over the 50 years of OL Act.

CNPF National Online Survey for Non-Francophone Parents Whose Children Attend Francophone Schools

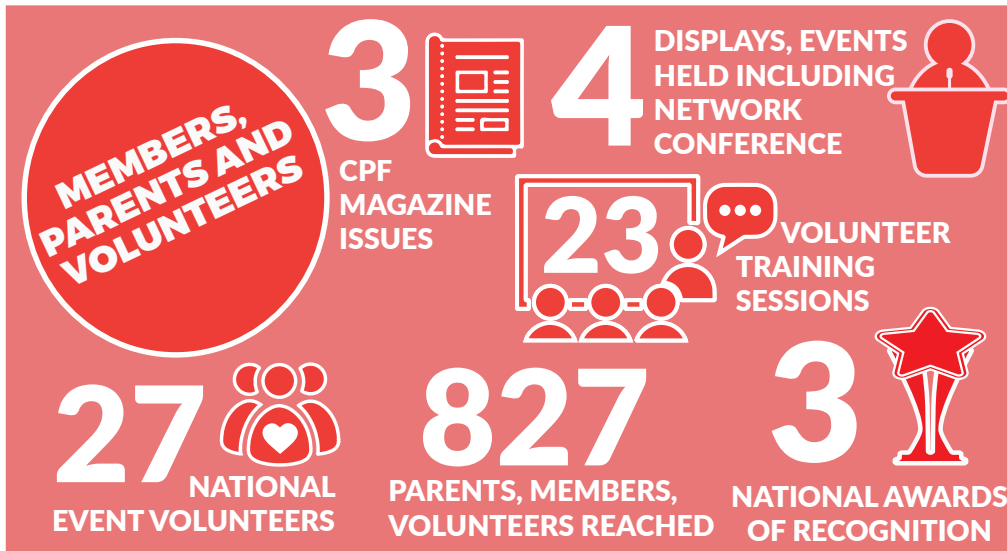
CPF promoted the completion of the survey via social media with eligible CPF members. The survey, whose principal researcher, Dr. Mary McPhee, also serves on the CPF PEI Branch Board of Directors, pertained to exogamous families and to those families who choose French Immersion instead of Francophone schools.

La F  d  ration de la jeunesse canadienne-fran  aise (FJCF)

CPF supported completion of the National Strategy for Linguistic Security project survey among CPF members, which although conceived for minority language community, is also of primary interest for FSL learners.



By the Numbers



Web & Social Media

Website	Apr 1, 2018 – Sep 30, 2018	Oct 1, 2018 – Mar 31, 2019	cpf.ca
Pageviews	89,309	100,283	6.2% increase of same reporting period over last year
Users	18,495	24,830	20.2% increase of same reporting period over last year
New Users	17,694	24,267	20.6% increase of same reporting period over last year
Sessions	25,611	34,115	20% increase of same reporting period over last year

Facebook

 @CanadianParentsForFrench

Likes:

- 6,144 (434 gained in last 6 months / 7.8% increase over last reporting period)

Total Reach average:

- Average reach of 1,733 / increase in average reach by 35% over same time period reported last year

Engagement: Reactions, Comments

- Average reactions: 22 (vs. 11)
- Average Comments: 5 (vs. 1)
- Average shares: 6 (vs. 6)

i missed this - capital on R reactions and S for shares ??? or none at all ...

Twitter

 @CPFNational

- 2,711 followers (56% increase since last reporting period)
- 62,897 impressions in last six months

Social Media Engagement



Created a partnership to support the French 'National Science Reading Day', sponsored by Natural Sciences and Engineering Research Council of Canada, "Je lis la science" campaign, Sept 20th 2018. CPF National coordinated a FB contest to win subscriptions to *Les Débrouillards* French science magazine from Bayard Presse.



Canadian Parents for French was live.
October 19, 2018 · 1.1K Views

The State of FSL Education in Canada – Report Launch was streamed via Facebook Live

20 likes, 11 comments, 16 shares, 1K views

The Summer Camp Listing was our most popular Twitter post in March, reaching over 10,000 people and receiving 1,028 engagements. Click Rate Result: 2718, or 43.3%



2018-2019 Financials

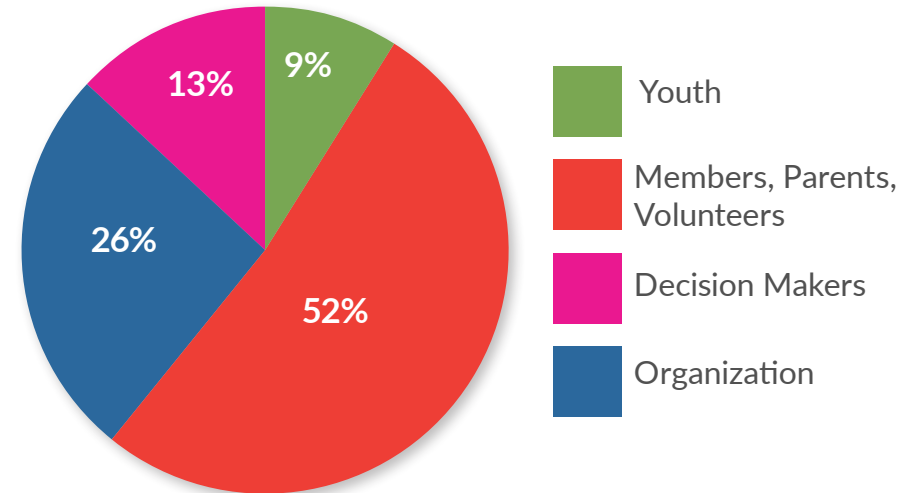
Revenue

PCH Core Program Support	1,116,000
Self-Generated Funds (advertising, membership, donations, sub-lease, etc.)	131,464
Total	1,247,464

Expenses

Salaries	452,540
Professional and Consulting Fees	108,763
Travel & Accommodation	316,733
Advertising and Promotion	127,579
Administration	107,477
Other (Rent, Insurance, Telecommunication, Staff Development, Amortization, etc.)	130,447
Total	1,243,541
Excess of Revenue over Expenses	3,923

SPENDING BY PILLAR



THE MARY JOYCE BOOTH ENDOWMENT FUND

The Mary Joyce Booth Endowment — More French S.V.P! is administered by CPF National via the distribution of \$1,000 grants to CPF Branches directly delivering opportunities for youth to learn and use French across Canada. The MJB Endowment prioritizes projects that benefit youth directly, such as camps, exchanges, extracurricular clubs, and bursaries to attend selected recognized programs provided by our partner organizations.

CANADIAN PARENTS FOR FRENCH is a registered charitable organization (Charity Reg. No. — 118835131 RR0001).
As an organization, we remain truly grateful to our donors for their ongoing generosity on behalf of the students.



Canadian Parents for French, National recognizes the important financial contribution of the **Government of Canada** through the **Department of Canadian Heritage** (Enhancement of Official Languages Program).

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

Canada

CPF National benefits from ongoing, strong collaborations with like-minded partner organizations such as **CASLT**, **ACPI**, **French for the Future**, **Fondation Dialogue des cultures** as well as project specific support with **OCOL**, **ACUFC**, **Historica Canada**, and **FCFA**.

CPF National created a partnership to support the French National 'I Read Science Day', sponsored by **Natural Sciences and Engineering Research Council of Canada** and held on Sept 20, 2018.

The CPF *Concours d'art oratoire* 2018 National Finals received support in the form of scholarships from these institutions: **University of Ottawa**, **Université Sainte-Anne**, **Université St-Boniface**, **Université Moncton**, **University of Concordia** to a value of \$663,700. **Air Canada** provided a discount on participant travel totalling nearly \$9,000 in airfare savings.



AIR CANADA

The CPF Network Conference 2018 received financial and in kind support from 12 sponsors, our advertisers, our conference exhibitors and our session presenters. Special thanks to:

Watermelon Works | Oxford Learning | Université Sainte-Anne
University of Ottawa – Régime de l'Immersion | Voilà Learning | CPF Nova Scotia



Looking Forward



Strategic Planning 2020-2025

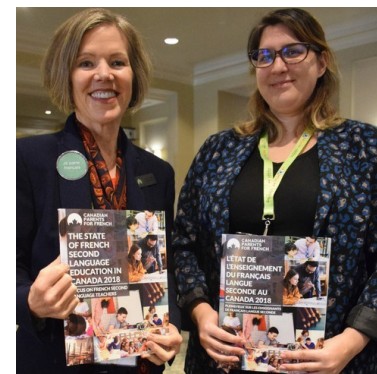
Moving in to the new year, CPF National will work with CPF Branches to evaluate progress made on the implementation of our Network Strategic Plan 2015-2020 and begin development of an updated plan for the next 5 years, 2020-2025.

Leader Capacity Building

Building on the efforts in monitoring, evaluation, and reporting, we will continue to focus on opportunities for learning and sharing across the organization. We will begin work in areas to address succession planning, governance roles and risk management as well as to continue strengthening our support for volunteers and Chapters.

Official Languages Advocacy

We continue monitoring the FSL teacher shortage issue and are planning to participate in events marking the 50th anniversary of the OL Act in 2019 with a goal of ensuring the importance of linguistic duality in a bilingual Canada is clearly on the agenda.



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

Staff Directory

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- **Member Services Coordinator:** Cheri Nixon
- **Network Coordinator, Volunteer Engagement and Support:**
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- **National Coordinator, Communications and Digital Media:**
Clémence Charruyer / Lee-Ann Lavell

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