

Canadian Parents for French BC & Yukon Branch
Minutes
12 - 13, January 2008,
Vancouver Office Boardroom

Present: Directors: Heather Doty, Joy Haley (VP), Brittany Harris, Marcela Navarro (President),
Debra Pool (VP), Sabine Schweiger, Victoria Vaseleniuck

Staff: Rita Parikh

12 January 2008

09:07 Meeting called to order

09:08 Agenda moved by consensus with the addition of adding Olympic Games Opportunities to Other Business Sunday

09:13 In camera 12 December 2007 minutes executive minutes moved by consensus with a clarification on the reimbursement/subsidy for attending AGM - will need to be clarified for the next AGM package. 12 December Minutes moved by consensus with the correction of spelling (Board replaces Bard)

09:15 Chapter Report- Elyn - reviewed the chapter status report that was emailed to Board members. Highlighted that at this time she is still being reactive rather than proactive. The same issues are prevalent at the Chapter level - high turnover creating lack of consistency; volunteer burnout. Opened the discussion of what indicators can be used to evaluate chapter health - # of activities or the number of people involved in running those activities or the strength of the programs? There may be an opportunity to streamline/integrate the number of various ways and levels that parents can volunteer in their children's educational journey. Experimenting with new models - Vancouver chapter too large to be effective - exploring possibility of dividing district to be centered around the tree elementary schools. Other districts that are large have physical barriers that prevent them from being effective (i.e. 100 km between communities in same chapter). Estimate that 75 % of chapters are active. Chapter visits will be tailored the needs of the chapter and time of meeting - spring meetings will likely focus on the budget and planning process for upcoming years; September meeting could be tailored to inspire people to become involved in CPF. Possible visits include Cranbrook, Smithers (for secondary FI) and 100 Mile House. Marcela indicated that Nathan Cohan, the MLA for Skeena, has indicated that he is interested and available to distribute information in his riding. Elyn has a commitment to visit 11 Chapters in the Lower Mainland in 2008. Rita will be in the Kootenays and up-island this year. Marie-Chantal will be in Nanaimo in February as part of a cultural festival, and will try to get interest in starting a Chapter there.

Systems work- Dimitry - The office move has been completed. Old files are stored at BC records and we will be able to retrieve them electronically. The inventory of items for sale will be completed once per year, as recommended by the accountant. A digital camera and video recorder were purchased to document events and activities. All computer software was re-installed on computers, so that only licensed versions reside on CPF computers. Adobe Creative Suite 3 is being added. Small updates to the website continue to be completed. The on-line registration for Concours is in the beta-version, and is scheduled to be completed by February 15th. Board requested spam filters be added to email accounts, and that Board email addresses be removed from the website (ability to email Board members remains - but the sender does not physically see the email address that the email is being sent to). The Board member access only pages are still required.

Rencontre & Concours -Marie-Chantal - Concours will be held 3 May, Rencontre 17 May and Plein Air 30 May . The intention is to review activities being offered by CPF, and ensure that there are activities for all grade levels. Plein Air will therefore target grade 9-10 in May, and the October Plein Air will be expanded to include Grade 6. Information needs to be added to the Plein Air mail out indicating that CPF staff will meet students at the airport/bus station and ensure that they connect with the proper ferry to get to Plein Air. For this year, a power point presentation is being tested on students in 4 Richmond Schools to try to increase the awareness and interest in CPF events. The longer-term goal is to have a DVD that can be sent to chapters and shown to students. With the new digital camera, updated documentation can be added. With this being the 30th Anniversary of CPF BC/Yukon and 25th anniversary of Concours and the 40th anniversary of the first FI School in BC - there is much to celebrate. The staff is open to suggestions as to the format of the celebrations. By the end of February, a 30th anniversary logo will be printed on all materials sent this year, and staff are looking at various merchandise

options (rulers, vests...), as well as sponsors and prizes (trip to 400th anniversary celebration of Quebec City?). Bilingualism Rocks may be able to be tailored to promote the 30th anniversary in the fall. A plan for advertising and promotion needs to be developed for the celebration, along with templates for press releases that can be tailored to each Chapter. Board members requested a list of acronyms of partner organizations and sponsors; thanked the staff for their reports and congratulated them on the excellent turnout and organization of the office open house the previous evening. Staff left at 10:40

- 10:40 Executive Director Report - Rita - referred to the strategic plan and updates for progress made this year. Reminded Board that goal was to maintain membership levels (rather than increase them as in the past); they have actually decreased by a couple of hundred. This year can tie in advertising with 30th Anniversary - have already confirmed a set of tickets for the Cirque de Soleil. A plan will be developed this year to deal with lapsed members. CPF BC/Yukon is in excellent financial health, which is tied to meeting deadlines for reports. In the coming year, the focus will be on seeking sponsors that have an educational focus or are a francophone company. Another possibility is VanCity. VanCity will be the new bank for CPF BC/Yukon - the old bank will be kept until all cheques have been cleared (Susan is keeping track of these). All new banking will be on VanCity once the cheques arrive. Corporate credit cards are being requested, and Rita will look into a flexible GIC at Vancity for surpluses. Media correspondence lately has all been reactionary and not proactive - possible upcoming items are creating a buzz around the 30th Anniversary, release of enrollment figures expected in the spring and fall provincial election. Chapter outreach has started to email to members directly where the Chapter is not active - need to ensure that the members are receiving a service. This is not a long term strategy as chapters need to be communicating directly with their members and should be handling the local questions (where is the FI school in my district...). A CD Rom with a media kit is still being worked on. Dimitry is tracking media mention of French immersion programs through google alert - these should be added to the media file on the web site for reference. The Rencontre/Concours link to the old website still needs to be shut down, as there are forms and information on the old site that are outdated. The Chapter manual needs to be updated and available electronically - Elyn will use the recently updated Alberta Manual as a template. Chris has been prepaid to complete the website - Dimitry needs to get the information to Chris. Meeting proposed between Dimitry and Chris, with Heather to help move the process along. We cannot expect to see similar growth in the number of programs being started as in the past. Rita will email lists of Chapter visits to Board members ASAP so that Board members can attend where feasible. Rita has received notification that the multi-stakeholder committee has been approved and that the ToR are being developed, is expected to have a wide scope, include FSL learning issues, exclude teacher shortage and recruitment and will not discuss funding. The first meeting is anticipated in March, and will include 2 superintendents, 1 University, CPF, and ????. Some surprises were that many interest groups will not be included. Rita is attending the Educational Coalition Meeting (January 18) and BCFT core French discussions January 25th - this will highlight dealing with the teacher shortage. Rita to speak on panel with Wendy Carr and Britta Gundersen-Bryden. Rita and Marcela met with MoE on Jan 11th to discuss the teacher shortage. Discussions about how TILMA may affect teacher qualifications if accept Alberta standards. Larger issue is how to allow mobility of teachers to move from Quebec and New Brunswick to BC. Rita is finally starting to meet with superintendent and principles, and aims to start getting on the BCFT meeting agendas. Board is likely to hear about the socio-cultural grants where more \$\$ were allocated to chapters than there was funding, and it had to be adjusted with chapters. *Bilingualism Rocks* is still not confirmed - will depend on the % of funding approved. The Francophone partners are very excited about the project and want to be a partner.

In Camera

Out of Camera

Volunteer appreciation program - expect to spend about \$2,000 of the allocated \$3,500 budget. This form of appreciation will likely take 2-3 years to take hold. An evaluation form was sent out with the offer for the funds, and needs to be submitted prior to the funding per chapter being released. Rita's report was accepted by consensus.

- 13:00 President Report - CPF Shaw emails accounts - Marcela confirmed that Shaw email can be forwarded to individual email addresses. Dimitry is looking into a system to back-up all emails moving through Shaw. Heather suggested using G-Mail Google groups as an alternative way of tracking and corresponding between Board members.

Bouquet de Merci - Board agreed that the award is significant and should be maintained - it will continue to be an engraved vase filled with flowers. A new marketing approach is suggested to entice more nominations - "we want to thank-you - tell us where to send the flowers!"; send out a separate Chapter update to encourage Chapters to add the nomination process to their next agenda so that it will be discussed.

National is also launching a new award and submitted a proposal. National had a strategic planning committee, with ToR, however, there has been no advancement of a national strategic plan since October. The expectation was to have the framework in place by the spring. The Policy Advocacy Committee will have its first meeting in two weeks at which time the position statements will be finalized. The inclusion policymaking committee submitted a final report to the Board at the October meeting, yet this committee has been asked to continue.

Debra left the meeting at 2 pm.

14:00 AGM Evaluation - it was proposed that the name of the AGM be changed to annual conference and AGM. The Board president should be hosting the hospitality suite. To evaluate and make recommendations for the AGM, a task force was struck consisting of Heather, Marcela and Marie-Chantal. Results are expected to be reported to the Board at the end of February, and should be reported by the Board in the spring newsletter - deadline March 15th.

Board Members Manual - should become electronic - Dimitry will collate the parts of the manual that the Board provides text/approval for. Rita to organize the acquisition of new business cards for the Board members - with correct titles and positions, and professional printed.

Website update - discussed during staff presentations

Financial Committee Report - Financial auditor has been approved for 2006/2007. Susan will provide advice on alternatives for next year to reduce the costs. Rita to follow-up whether a contract has been signed with the new auditor by the end of February.

Banking move to VanCity Savings and Credit Union - VanCity allows multiple signatures but not if we want to be able to do electronic banking (one of the main features for moving banks). Currently, we have a requirement of multiple signatures only for items \$10,000 or greater (which occurs a couple of times a year). Rita to determine if VanCity has a mechanism for allowing single signature and electronic banking up to \$10,000, but requiring two signatures for \$10,000 and above. If a trigger cannot be applied for Vancity to require multiple signatures on expenditures of \$10,000 or more, then the ED will email both additional signing authorities with a request to spend over \$10,000, and receive an email from one of the signing authorities approving the expenditure.

Discussion around the cost to meeting in Vancouver and Per Diems. CPF BC & Yukon Directors are a volunteer board and should not be out of pocket for costs.

MSC Heather/Joy - Per Diem to reflect the increased cost of meal expenditures, the allowable Board meal rates shall be adjusted to: Breakfast \$15, Lunch \$15, Dinner \$30 effective 11 January 2008.

14:45 Strategic Plan Review - Victoria has sent all Board members the Strategic Plan. Marcela requested that all Board members review the plan before each meeting, and raise any items to be dealt with on an annual basis.

Rita left meeting at 15:00

Committees-Term of References -

MSC Victoria/Brittany - that the Finance Committee ToR be accepted as presented.

MSC Joy/Heather - that the Membership Committee ToR be accepted as presented.

Nominations Committee and the Awards Committee ToR be developed by the committees and circulated and approved via email by end of February.

16:45 Policy

Gov 1.1.1. - Marcela to bring this policy to the National Board to review and determine how this policy affects the Provincial Policy, as we have little jurisdiction over processing membership - perhaps we should strike this from our policies as it does not apply.

Gov 1.2. - reviewed, revised and approved as amended

Gov 4.1.2. - reviewed, revised and approved as amended.

17:00 Meeting Adjourned

January 13, 2008

08:10 Meeting called to order
IN CAMERA
09:15
OUT OF CAMERA

09:15 Set next meetings
Concours is May 3 - Board committed to have at least one Board member present at the event, to welcome and make presentations, and approach parents to hear concerns.
Next Board meeting in Vancouver: Arrive Thursday 29 May, meeting all day Friday and Saturday and ending June 1 at noon.
Conference all Wednesday 5 March 7 pm

09:30 AGM location and purpose - Discussed pros and cons of AGM in Ottawa in conjunction with National (October 17/18/19) versus in Vancouver on another weekend.

	Ottawa	Vancouver
Pros of AGM being held in	Save \$15,000-18,000 If extend by one day for BC networking/AGM - cost savings \$12,000-15,000 (can still have celebratory dinner in Ottawa with just the BC delegates) Save staff time in organizing a conference Provides big picture of CPF to the membership Allows Gala to be held outside of the "crunch period of September (recruitment) and October (AGM) Allows greater flexibility of type of 30 th anniversary events	Work for Gala could become part of the conference Expect more BC people to attend (more than one per chapter sponsored in large chapters)
Cons of AGM being held in	Only one delegate per chapter supported by National Could not have the Gala in Ottawa Gala would be an additional event and cost extra \$\$	More work for staff \$27,000 needed for the AGM/Conference - not currently in the budget - will require fundraising (last years AGM received funding for the project "taking it to the top - advocacy work) Gala requires additional \$8,000

Board agreed to have the AGM in Ottawa 16 October, adding a day to the Ottawa conference. Staff will develop a plan for the 30th Anniversary celebrations including ideas for the Gala event and local chapter initiatives. The Gala can be held in the lower mainland in June or December. Board members were encouraged to discuss with their MLAs the 10 position statements developed at the Oct 2007 AGM.

10:00 IN CAMERA
13:00 OUT OF CAMERA
All other agenda items tabled to next meeting
Joy resigns as VP.

13:30 Meeting Adjourned