

CPF BC-Yukon Branch Board Meeting – Website Minutes

January 17-18, 2015 at Richmond Executive Plaza Hotel

Board members present: Patti Holm (chair); Diane Tijman; Greer Cummings; Marguerite Kuiack; Rebecca Beuschel; Darian Pang

Staff present: Glyn Lewis; Kristy Peterson; Heather Bartlett; Ben Wong; Alicia Rooney

Minutes: Marguerite Kuiack	Action Items: Darian Pang
Timekeeper: Rebecca Beuschel	

January 17, 2014

1. 8h50 am Call to Order and Motion to approve the agenda

Motion to approve the agenda - MSC Rebecca/Darian

2. Approval of the December 4, 2014 minutes

Motion to approve the minutes as printed - MSC Darian/Rebecca

3. Reminder of our CPF mission statement and strategic plan focuses.

“Promotion and creation of FSL learning opportunities for young Canadians”

- Also reminder to review the 5 pillars of CPF national organization

4. Finance - Funding diversification proposal - Glyn, Greer, Ben

Greer gave justification of the diversified funding initiative and reviewed ways of approaching unrelated organizations that could contribute and diversify CPF funding.

Discussion:

- 70% of our funding comes from Canadian Heritage and Dept of Education; we need to diversify funding base to grow and try new projects
- Who may be appropriate funders and what might be the political or ethical considerations
- Would need to look at reporting and policy around this
- Outline priorities
- Gave examples of some community and private organizations

Glyn presented information regarding 5 pillars of our fundraising strategy:

- 1 small donations
- 2 legacy giving
- 3 corporate sponsorship
- 4 foundation grants
- 5 special projects proposals

Small donations

- 7000 members
- We are one of largest grass roots organizations
- when talking to other EDs of non-profits, they spend 60-70% of time fundraising where as the CPF ED spends less than 5% of time

What we need to succeed:

- Small “brand” recognition amongst the general public

- Comprehensive database of supporter's contact information
- Compelling media demonstrating the value of our work
- Fundraising and promotional materials
- A culture of small donations
- Donation system

What we've done so far:

- Created and distributed visibility materials to our chapters
- Raised the profile of the branch and our work through media relations, partner relations and social media
- Developed compelling media demonstrating the value of our work (ie: 37th year)
- Built a 13,000 strong email list of BC/YK members and supporters
- Significantly increased/improved our communication and engagement with our supporters and special contacts
- Inquired about the small donation fundraising services of companies

Next Steps:

- Program Implementation
- Email fundraising
- Phone calling
- Direct mail

Timeline:

Chapter representative update

Corporate goal is to increase engagement of corporate contacts and raise new revenues through corporate sponsorship of key branch project and initiatives

Motion to adopt funding diversification strategy in principle - MSC Greer/Diane.

5. Strategic Plan reporting from CPF BC & YT staff :

Heather, Kirsty, Ben, Alicia, Glyn

Projects Coordinator:

Strategic goals

Goal 1: Maintain active chapters

- Training of delegate
- Funding from BC gaming for training

Goal 2: To attract and retain

Goal 3: Increase participation and involvement in socio-cultural activities.

- The benchmark for the Ministry of Education is a minimum of 50 events across the province in order to access funds; the ability to spend what is available is an indicator of health in the chapter.
- Track the learning outcomes that students will achieve in the activity to ensure the quality of the event and outcome and this also has a cultural component to it

Goal 4: Development of partnerships

- Partnering with Parks Canada (Langley historic site) was an attempt to have a CPF day at this site and see if we can build and engage kids in different French language opportunities.
- Langley chapter is working on this to connect chapters both local and regional.

Financial and Office Assistant:

- Usually completes accounts receivable and payable.

- Using Simply Accounting
- Created a list of corporation and organizations for funding as well as finding out who advertises in different papers
- Lots of interest in the corporate data base that looks at companies that match what we do: education/children/cultural
- Regionalized in BC so there is good chance to match projects to the funding

Financial and Technology Officer

Working on efficiency; transparency and accountability

Efficiency:

- Link into our own system so less discrepancy

Transparency:

- Profile variances earlier

Accountability:

- New in last 6 months: If using BC gaming/have to follow their protocol.
- Previously the ED signed off
- Now have to get two signings on the cheques or board will all have to sign the financial papers to go to BC gaming

Technology:

Collaborating data from chapters

- Collect data from chapters into our system and look at solutions from enterprise level to open source to google.doc
- Enterprise side not possible as it is expensive
- When sole source then have to hire consultant after the fact to set up anyways
- Working with national consultants to build some functions into our website
- Ability to log into website and find out what events happening in each chapter

Outreach Coordinator:

- Working on technology reporting and getting ready to integrate it
- Trying to capture more of what's happening such as numbers of members and events
- This matches the goal of aligning chapters

Recommendation for National

- That they have the ability to track what chapters are doing and monitor the membership
- Each year we collect information from chapters and as of now we have to store individually
- Need capacity for branch and chapter to access information
- If each chapter had a place to put the data, then we could have consistent measurable targets
- There is no consistent system for tracking

b. A Year In Review: Strategic Plan Summary – April 2014 to January 2015 (Glyn)

- state of FSL
- FSL teacher shortage report
- Took state of FSL report and broke down district by district and saw what has happened. Nobody ever wants to talk about declining enrolment even if it is happening. When addressing issues we need to communicate with chapters so that the local chapters know prior to, in case there are spin backs to the chapter.
- Sometimes statistics appear as attrition from French immersion but sometimes the family just moves to another FI school/province etc.

- One of the strategic areas for Glyn is through branding.
- Started including all membership, partner communications, extra outreach necessary to tap into finding new resources.
- State of FSL report then put out question to help guide the information
- Access: last spring with Surrey being highest priority
- Movement in USA toward FI and this is a global model towards FSL education.
- Concours re-development: VIP judges; increase capacity of concours; increase travel subsidy to participants based on hours of driving etc; submitted 2 funding proposals in fall
- Jeune Artiste is to engage kids who have different interests. There may be an opportunity to pilot to see if there is a partner with Vancouver Children's Festival.
- Heather and Glyn partnering on funding projects.
- Conseil Jeunesse student engagement project; this is the revamp of Concours in order to engage more students.

c. Looking Ahead: Next Steps and Areas of Focus (Glyn)

*Renewal and/or revisions of CPF BC & YT strategic plan are on the horizon after release of the new CPF National Strategic Plan

- Phase 1 of legacy project
- Phase 2 in summer
- Hosted AGM Ottawa
- Build a budget
- Developed a policy manual
- Staff meeting to develop year ahead by looking at the strategic plan
- Glyn highlights and details will be added when staff meets next

Strategic area 1: Chapter support and Chapter development.

- A national branding will be distributed.
- Collect more ideas from chapters to feed into the fundraising.
- Goal 2 to develop and maintain active chapters
- Aspiration for more outreach
- Kristy and Heather to help chapters as they go into their AGMs and support them

Strategic area 2: advocacy

- Bring to prominence the shortage of FSL teachers. Started some advocacy as this is a key area
- Goal ensure provincial and chapter accountability
- Working with Yukon chapter to ask better questions on reporting in order to gain financial literacy.
- Socio-cultural
- Big grant proposals out right now
- Jeune artiste - will know in April and May
- Implementation of 5 year fundraising strategy
- Will require more staff work
- Heather: with static socio-cultural grant they cannot grow activities because the funding pot is the same.

- Glyn: Goal is to have legislated guaranteed access to FSL education
- Currently can leverage morally and ethically but legislated FI accessible for all is not in place.
- Is there as way to get National to promote FSL education as a right? It's a question of national identity.
- National mission is fluency in both official languages for all who call Canada home.

6. Planning for April 11 South Island Regional Conference

- Group discussion on a 1 day event: identify a theme; suggest workshops and presentation ideas. (Possible focus: resources on our CPF BT & YT website)
- Proposal to have regional conference every year and build it into the budget
- Proposal to have regional conference in Victoria on Saturday April 11
- Alternatively, hold a regional meeting - a pared down version
- Meeting builds capacity in horizontal way they can connect with each other and collaborate and address chapter needs.
- Often benefit of conferences is for that region. Networking is a valuable component .
- Did not identify a theme but likely training issues and presentation of ideas
- Proposal was submitted for a major regional conference (proposal Feb and answer will come back in May or June) and funds will be used by March 31 of the next year.
- A future board meeting will discuss further the possibility of a regional conference if a grant is received.

Action: Glyn will attend the BCLA Conference on April 10.

7. Budget review and preparation – Greer, Ben, Glyn

Prepared by Ben

- Budget proposal was presented and discussion took place about budget priorities.
- The new format makes you really examine the purpose for expenditures.
- Proposed April 10 regional conference to be deferred; waiting for the BC Gaming grant.
- November is the AGM and f2f Board meeting
- Reviewed wage proposals for this budget year

Motion to approve the 2015-2016 budget as presented - MSC Greer/Rebecca

8. Finance – Greer, Ben, Glyn

Questions, updates and other finance topics

- terms of the GIC and redeemable term deposit
- reserve fund information and discussion

Invest \$75,000 of the reserve fund into an annual/one year term and \$35000 into a one year cashable.

MSC Greer/Darian.

- Action: Ben and Glyn to review the reserve fund and come up with new figures to reflect required funds if an office shut down was required.
- Action: Glyn and Ben to review the line items in the reserve fund to ensure we have the correct details and access to an operational reserve if needed within thirty days.

Motion to align the allocation of our governance expenses to be consistent with the external auditing method (external and internal should be consistent). - MSC Greer/Darian

9. Learn how to use Google Hangout – Darian

10. 5h15 Adjournment

January 18, 2014

11. 8h45 Leadership presentation – Rebecca

(Rebecca will follow up to this presentation at our next face2face board meeting.)

- Rebecca prepared/delivered a mini workshop on leadership
- Focusing on: Motivation in mind.com with Jason CRESSEY

12. Advocacy Issues – Glyn, Marguerite, others

Objective: Review access issues in Surrey, Tofino, Whitehorse

- potential FI students being turned away
- plans, timeline and tasks
- letters or other strategies already taking place

Discussion regarding Tofino/Surrey

- Surrey sent out a survey and lots of info to drive traffic to it in order to drive access for more FI
 - Strong support for increased access
 - Will continue CPF advocacy for growth of FSL education
 - Continue advocacy in Tofino
 - Are there other ways of getting Dogwood certificates online that includes some Immersion/French programs
 - In a year from now could look at board meeting in this area and provide support at same time.
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- Branch-level actions vis-à-vis FSL teacher shortage
 - Possible MLA meetings, Teacher Regulation Branch meetings

13. Reports

<p>French for the Future Deliverable: How can the Branch be more visible and connect FFTF participants to our programs and activities</p> <ul style="list-style-type: none"> • Previous years has not kept up with CPF recognition on French for the future site. • Marion Postic is coordinating BAFF. • Students from all over the Lower Mainland and Pitt Meadows • Would ideally like to have list of community and webpage as well as main role and what do at booth. Also collect students' information as potential future members. • Dates are Thursday April 30. Grades are 11 and 12 at SFU • Students register on the website for French for the Future. • Organized by Conseil Jeunese • CPF BC-YT donated 1000\$ and will run a CPF table 	<p>Darian and a staff member</p>
<p>BC Family French Camp Objective: Review state of negotiations with BCFFC and identify next steps; Albertans' attendance.</p> <ul style="list-style-type: none"> • BC Family French Camps: Grant of \$10,000 per year to BC Family French camps • Registration opens early in year • Ross Miller, new president, some out of province registrations from Alberta • preferred enrolment for returning campers; they are able to register first • Recommendation to invite Ross to a board meeting on a conference call • Prepare a set of questions before hand and ask him to come prepared for registration information 	<p>Glyn</p>

<p>Reports from National Committees Have online access to draft bylaws and inputting comments; questions and edits etc Dianne will report about this at our next meeting</p> <p>Nation strategic planning Patti New ED is Nicole Thibault Feb review existing docs By end of May draft to go out with timeline response in June Work on in the summer and go to AGM in October</p> <p>Branding Initiative – response to National documents</p>	<p>By-laws – Diane</p> <p>National Strategic Plan – Patti</p> <p>Board discussion, Greer to submit Board feedback</p>
<p>Grants implementation Objective: Discuss upcoming grant applications (Young Canada Works, BC Gaming) and how Rebecca can provide assistance.</p>	<p>Rebecca, Glyn</p>

14. Working lunch and initial committee preparation

<p>Policy Meeting times set</p> <p>Are Chapters their own legal entity and how does this impact bylaws, incorporation etc?</p>	<p>Plans for policy review, writing long term contract policy, Employee Policy Handbook</p> <p>Need an answer to this question.</p>	<p>Diane, Rebecca</p>
<p>Teacher awards Patti will forward to CRU Chapter Rep Update to publish in a timely manner</p>	<p>Upcoming dates, publicizing in CRU</p>	<p>Diane, Marguerite</p>
<p>Bouquet de merci Patti will forward to CRU Chapter Rep Update to publish in a timely manner</p>	<p>Upcoming dates, publicizing in CRU</p>	<p>Rebecca, Marguerite</p> <p>Length of service is an important consideration.</p> <p>List of previous winners on website included -winners do not have to be involved with CPF</p>
<p>Finance</p>	<p>upcoming dates for finance</p>	<p>Greer, Darian, Patti</p>
<p>Nominations Patti will forward to CRU Chapter Rep Update to publish in a timely manner</p>	<p>upcoming dates, publicizing in CRU</p>	<p>Diane, Darian</p>

15. Follow up to action items – Have these been accomplished?

Greer	Research on financial transparency required for Yukon education funding
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16. Dropbox overview and orientation – Glyn
 More re-organization is needed. Review at a future F2F meeting.

17. Review of new action items – Darian

19. 2h40 Board evaluation - Completed

20. 3h10 Motion to adjourn: MSC Diane/Rebecca

Mission Statement: Canadian Parents for French is the national network of volunteers which values French as an integral part of Canada and which is dedicated to the promotion and creation of French-second language learning opportunities for young Canadians.

Strategic Plan focus and other topics to keep in mind

Membership	Increasing membership, meeting members' needs	
Advocacy	New programs, media, communications, political and financial partnerships, corporate and individual donations, bequests, etc.	
Education	Accessibility, new programs	
Cultural Awareness/ Benefits of FSL	Socio-cultural activities, diversity	
Partnerships/Francophone and Francophile	Maintain, monitor, improve, increase political and financial partnerships	
Organizational strength, Human Resources	Mentoring staff, overview of staff schedules, performance reviews, office budgets	
Board Handbook, Policies and By-laws	Continually updating as needed	

Board Committees:

Finance
Nominations
Bouquet de merci
Teacher awards

Policy and by-laws

Board Members:

Patti Holm	President, Finance, ex-officio on all committees
Diane Tijman	Vice President, Chair Policy and by-laws, Editor: Board Handbook, Chair Nominations, Chair Awards
Rebecca Beuschel	ED Liaison for Grants Implementation, Timekeeper, Chair Bouquet de merci, Policy and by-laws
Greer Cummings	Chair Finance/Treasurer, Diversification of funding
Marguerite Kuiack	Secretary, Teacher awards, Bouquet de merci
Darian Pang	Youth Director, Action items, Finance, Nominations