

CPF BC-Yukon Branch Board Meeting Website Minutes March 3, 2015 – 6 pm by teleconference

Board members present: Patti Holm; Diane Tijman; Greer Cummings; Marguerite Kuiack; Darian Pang

Regrets: Rebecca Beuschel

Staff present: Glyn Lewis

Guests: BC Family French Camp Board members: Ross Miller, Michelle Ramsden, Steve Goh, Jim Hinton

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

6h05 Guests from BC Family French Camp –

How many out of province participants are there at the BC Family French Camp?

- There were 252 families attending 3 camps and 22 to 25 from outside of BC (note however that for Shuswap part of the records were lost)
- 2015 about 200 families (about 20 from outside the province mostly from Alberta)

Do BC families have priority registration?

- Priority registration not needed because camps haven't been full in any one of these camps in several years.
- Struggling with attendance so need to make the camps financially viable.
- Camps are at about 60% capacity. Need to be at about 85%.
- Myth is that the camp is always full; this is not the case.
- Dispel this myth in CPF CRU. Add Board to Board communication.
- For registration, one must be CPF members and enter CPF ID number.

To promote the camp: flyers through school districts, word of mouth.

- There are about 400 individual email addresses. From hits to website there are hits from everywhere worldwide.
- What does capacity look like; what percentage of enrolment potential is attending?
- Shuswap can take 140 families over the 2 weeks . In 2014 they had about 84.

How is the camp promoted and how accessible is it?

- French camp families have to be CPF members
- Big advertising campaign last year
- How are potential campers instructed to send in their membership? (Is this a barrier to registering?)
- On the BCFFC website there is a downloadable pdf of CPF membership form.
- There should be a direct link for applying to become member.
- Payment system can't get to the end of the application system without CPF membership requirement. Invoiced later and a check for proof of CPF membership is completed.

How is CPF represented through BCFFC?

- On BCFFC, no link to CPF web site, but there is a link on BCFFC to a downloadable PDF CPF form.
- Can send in the CPF membership form when sending in the cheque to BCFFC.
- Promotes CPF through ensuring membership in order to attend camp.

Are there are additional means of increasing the visibility/benefits to CPF for our annual \$10,000 sponsorship?

- BCFFC website video about French Camps. CPF logo on BCFFC website (couldn't find it) and on brochure.
- Distribution of brochures and posters:
- Advertise through school districts – some difficulty *Patti Holm offered to email out info as widely as she could through school districts.
- How can we collaborate to successfully get out the information?
- Advertise through CPF Chapter contacts – collaborate and use CPF BC & YT database
- CPF Board members or staff could visit camps to promote CPF.
- Greer's suggestion of communicating through FAC.
- Is there a link on the CPF BC & YT re: BCFFC?
- What can be done before April in regards to promotion?

Other information

- Lots of changes at BCFFC board level
- Should there be a small surcharge for out of province participants?
- Diane complimented the BCFFC Board on the successful French camps model and the hard work in place.

Let's communicate and collaborate more! BCFFC will try to add a CPF BC & YT liaison person to their board.

2. 6h37 Call to Order and Motion to approve the agenda

Motion to approve the agenda: MSC Greer/ Diane to adopt agenda as printed

3. Approval of the January 17-18, 2015 minutes

Motion to approve the minutes: MSC Diane/Marguerite

4. Reminder of our CPF mission statement and strategic plan focuses p. 4

- Valuing French as an integral part of Canada
- *"Promotion and creation of FSL learning opportunities for young Canadians"*

5. 7h05 Finance – Updates – Greer, Darian, Glyn

- Third quarter update
- Finance Committee Q3 report - motions from the Finance Committee meeting on Feb. 16, 2015:
 - approved re-allocation of unrestricted surplus (surplus resulted while reviewing the amount set aside for an office closure if this should ever be needed)
 - update on investment of surplus funds – VanCity investment to earn interest
 - approximately \$25,000 of surplus funds
- funding diversification: two new grants coming, some work on funding diversification pillars – outreach to companies Nov/Dec
 - testing small donation timing for November December to take advantage of year end
- April 1 to March 31 projecting a modest surplus
- budget preparation – All is progressing well.

6. Advocacy Issues – Glyn, Marguerite, others

Objective: Review access issues in Surrey, Tofino, Whitehorse

- plans, timeline and tasks
- draft letters or other strategies already taking place

Whitehorse

- Co-operation with Department of Education
- Have gone to a lottery system for K with a commitment to add another classroom.

Surrey

- Mobilized parent w/ online survey
- Which programs of choice should take priority?
- Overwhelmingly, parents in Surrey want more choice programs
- May make a decision on single track schools
- Registration period open longer in Surrey
- Pushed hard in Jan with media, Twitter, survey participation, etc.
- Continuing to monitor survey.
- No clear idea of registration numbers. Lottery has taken place.
- Early March parents will receive an email about their child being able or unable to enter FI

Tofino

Kristy made contact with the chapter

- Continue to advocate with school district; presentation to School Board might happen in April 2015.
- Greer might be available to attend/help. She is interacting with the current Chapter President of Pacific Rim.
- Pacific Rim is a separate CPF chapter from Port Alberni, although it is the same school district.
- Potential FI students being turned away

Castlegar is initiating an early immersion program; some concern how this will impact the Russian program

- Nelson and Castlegar are two different districts

Branch-level actions vis-à-vis FSL teacher shortage

- Teacher shortage ...big theme of advocacy project
- Possible MLA meetings and Teacher Regulation Branch meetings, ie Skills and Training, etc: Diane, Greer, Glyn, maybe Patti.
- Teacher Regulation Branch meeting to schedule.
- Commissioner of Official Languages would like to meet Monday, March 23rd
- make connection to teacher shortage
- ED has meetings with officials of French language and cultural initiatives over next few weeks: French Consulate in Ottawa (ACPI) and French Consul in Vancouver; visit some schools

7. 7h30 Reports

French for the Future – brief update How can the Branch be more visible and connect FFTF participants to our programs and activities -recruiting volunteers -registration is taking place -plans for CPF visibility: logo, table, Darian	Darian	
Reports from National Committees National By-laws: -slow going, meetings continuing	By-laws – Diane	

-tweaking by-laws National Strategic Plan Moving along; recommended adding the word “creating” National Board – Is there a rubric for what is being looked for in new National Board members? Branding Initiative – response to National document #2 Add “creating” to the National Mission Statement.	National Strategic Plan – Patti **Greer will send in Board response by March 15: add “creating”, other Board feedback before March 15.	
Grants implementation Objective: Discuss new grants received and applied for and their implementation (Young Canada Works, BC Gaming). •Support chapters with social cultural idea and collaborate on ideas •Diversification strategies: Young Canada Works or Service Canada •Two for YCW have been approved and Service Canada is a maybe	Glyn, Rebecca	

8. Committees

Policy	Plans for policy review, writing long term contract policy, Personnel Policy Handbook review dates – March 16, April 11 •Can help via Google doc.	Diane, Patti, Glyn, Greer, Rebecca
Teacher awards	upcoming dates, publicizing in CRU - done	Diane, Marguerite
Bouquet de merci	upcoming dates, publicizing in CRU - done	Rebecca, Marguerite
Finance	upcoming dates for finance – met Feb. 16	Greer, Darian, Patti
Nominations	upcoming dates, publicizing in CRU - done	Diane, Darian
	DEADLINE for all committee reports to the Annual Report – July 20, 2015	

9. CPF National President’s request for input on where our Branch/Board needs support from CPF

National - Philip Fenez

- Requesting input where regions need support
- FSL Teacher shortage
- Member training
- Transferability of teacher qualifications between provinces

10. Confirm dates for next meetings:

- F2F – May 23-24 in White Rock
- Conference call/Google Hangout – March 31 **6pm**

- **Google Hangout test 5pm March 30 Darian will implement the test and the March 31 call.**

11.8h20 Follow up to action items from previous meetings

Glyn	Arrange meetings with Teacher Regulation Branch and Skills Ministry
Glyn	Do a Dropbox presentation for the board – June F2F
Greer	Research on financial transparency required for education funding Contact with BC other provinces or federally that might support us in getting clarity on the funding

12. Action items from March 3, 2015 meeting - Darian

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| ACTION: Patti to circulate meeting minutes to BCFFC |
| ACTION: Board Members to think of ideas for surplus funds |
| ACTION: Darian to refine wording in committee minutes with Greer |
| ACTION: Marguerite to continue liaising with Yukon government around advocacy |
| ACTION: Greer to follow up on Pacific Rim chapter president around advocacy |
| ACTION: Glyn to continue arranging a meeting with teacher regulation branch |
| ACTION: Diane to look into legal state of chapters through National By-laws committee |
| ACTION: Glyn – clarity re: French immersion proclamation – Could this be broadened for Yukon’s desire to recognize a broader definition of FSL programs? Ie. French Immersion Week vs French Celebration Week or French Second Language Learning Week. |
| ACTION: Glyn to draft email template for fundraising email based on timeline for April |
| ACTION: Darian to follow up on the volunteer surveys for judges to add question about ‘what would make you more likely to come back?’ |
| ACTION: Glyn to talk to Heather about pre-concours media boost for judges |
| ACTION: Marguerite to talk to Heather & Glyn about Yukon role in Concours |
| ACTION: Greer to get Board of Education meeting schedule for Tofino, Port Alberni, Ucluelet |
| ACTION: Kirsty to visit the above three communities. |

13. 8h35 Any other business

- Yukon branch would like CPF BC/Yukon to consider if we could be more inclusive of French Language Learners by changing declaration of French Immersion Week.
- French Immersion Week vs French Celebration Week or French Second Language Learning Week.

Reminder of Concours d’art oratoire – May 2, 2015

Patti requested that Marguerite send minutes and Darian send action items to Patti within two weeks, by March 17. Merci!

15. 8h50 Motion to adjourn: MSC Patti/Marguerite 8:29

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 foci 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

Dates	Agenda items	Location
April 10-13	<p>April 10 – announcements at BCLCA, meeting with Linda at MoE</p> <p>April 11-12 – policy work and ED performance review and initial discussion of contract renewal</p> <p>April 13 – visits with MLAs</p>	<p>Victoria</p> <p>Victoria?</p> <p>Victoria</p>
May 2	Concours	SFU, Surrey Campus
<p>May 23-24</p> <p>PROPOSED DATE CHANGE TO May 29-31</p>	Strategic plan review, policy work, funding diversification follow up, possible regional conference planning, leadership presentation	Ocean Promenade Hotel, White Rock

meet Friday night, 7:30, continue through until Sunday 3:00 pm	follow up– Rebecca, committees follow up to reports, Dropbox orientation	
Sept.	Board meeting: Sept. with staff reports and staff luncheon	
Nov. AGM		Richmond

Finance Committee Meetings

Quarter 1 April-June	Aug. 17	5h30
Quarter 2 July-Sept	Nov. 3	5h30
Quarter 3 Oct-Dec	Feb. 16	5h30
Quarter 4/ Year end March 31/ Auditors' report	June 8	5h30