



# CPF *Canadian Parents for French*

## *British Columbia & Yukon Branch*

### ANNUAL REPORT 2008-2009 RAPPORT ANNUEL



#### PRESIDENT'S REPORT | RAPPORT DE LA PRÉSIDENTE

Agenda Item 5

Many annual reports open with: 'this has been a year of change,' and then go on to report absolutely no change at all. But 2008-2009 was a year of change for BC & Yukon Branch: We have a new Executive Director in place since October 2008; our two long-term funding agreements with the federal and provincial governments came to an end in March 2009; a new Official Languages in Education Protocol was being negotiated by Canadian Heritage and the Council of Ministers of Education of Canada; a new Minister of Canadian Heritage (and a French Immersion graduate himself) was appointed by the Prime Minister; and the entire national CPF network was the object of an impact study commissioned by Canadian Heritage.

That's a lot for one year.

Throughout, CPF BC & Yukon Branch continued to do what it does best: Advocating for French Immersion and other FSL programs throughout BC and Yukon; organizing province-wide events like *Concours*, *Rencontre* or *Rencontre plein air*; undertaking special projects like *Bilingualism Rocks!*; and collaborating with our local, provincial and national partners. And we must be doing something right, because at the end of the year, our membership stood at

9,284 (3,735 AMO and 5,549 individual or family) compared with 7,319, 3,015 and 5,497 respectively the year before.

As President of the Branch Board of directors, I have worked very hard alongside my fellow directors, to ensure that we remain a healthy, parent-led volunteer organization. Paraphrasing our constitution, our responsibilities include:

- Upholding the mission of the organization;
- Overseeing the officers; and
- Setting and monitoring the policies, finances and internal controls of the Branch.

In 2008-2009, the Board was responsible for a special initiative designed to help the Branch meet the challenges brought on by the changes noted in the first paragraph of this report: A new three-year strategic plan. Chapter Presidents from across BC and Yukon were invited to attend an all-day strategic planning session in Vancouver and to join a strategic planning committee afterwards. Many of you took up the invitation and with the help of outside consultant Peter Abrams and Branch staff, we now have a document reflecting the priorities and needs of our membership that should take us to 2012, knowing where we want to go, how to get there and to what purpose.

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## PRESIDENT'S REPORT | RAPPORT DE LA PRÉSIDENTE, continued

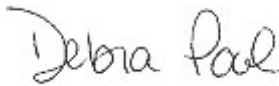
2008-2009 provided us with the opportunity for a first time face-to-face meeting with Canadian Heritage Minister Moore and his aides. We spoke to the minister as volunteers who have donated thousands of hours over the years to the cause of French Second Language education in our communities. We emphasized to Minister Moore our belief as to the importance of programs like French Immersion to the future of our children's education and to that of Canada, and requested that he support us in some of our long-term goals, particularly that of legislated guaranteed access to French Immersion where numbers warrant. In response, Minister Moore recommended that we request an appearance before the Standing House Committee on Official Languages. I hope to be able to report on this in next year's annual report.

On a more personal note, the Board said goodbye to director and former Parksville Chapter President Heather Doty, opting to leave her position vacant until the next call for Board nominations. Another departure of note was that of Interim Executive

Director Nancy Taylor, who led the organization until the Board could find a permanent replacement for departing Executive Director Rita Parikh.

I would like to end by thanking the following: Our partners at Canadian Heritage, the BC Ministry of Education and the Yukon Department of Education; the hard-working staff whose commitment makes all the difference to our work as a Board; and to my fellow directors who put in countless hours every month on governance and strategic direction.

Finally, I would like to thank you - CPF delegates and members - for your continued support and encouragement, for your willingness to work hard in your communities to provide French language learning opportunities for our children, and for all your past kindness and cooperation.



**Debra Pool**  
**President**

**Canadian Parents for French BC & Yukon Branch wishes to thank all our Chapter volunteers for their outstanding work throughout the year.**

We would also like to thank the following CPF BC & Yukon volunteers for their leadership in helping to launch a chapter in their community: Stefanie Gajdecki, Lesley Wright, Kate Gregory, Susan Ankenman, Wendy Scarlett, Elizabeth Morse, Silvia Arnold, Virginia (Ginny) Lofeudo, Eliza Stanford, Nadine Kam, Sandra Henderson, and Diane Billingsley.

Finally, our sincere thanks to the late Madeleine Helm of the Abbotsford Chapter for her pioneering work in her community.



The Finance Committee of Canadian Parents for French-BC & Yukon is pleased to report for the April 2008 - March 2009 fiscal year that CPF-BC & Yukon remains in a solid financial position. This year our income statement showed a surplus of \$5,969 for the fiscal year and our balance sheet reflects a retained earnings of \$39,810 in addition to \$116,585 in special purpose funds.

We continue to ensure that all reports are complete and submitted on time to secure funding and to provide a consistent, predictable cash flow. At no time in the past year was CPF-BC & Yukon in a position of having to borrow money or delay payments.

The Finance Committee continues to streamline and fine-tune the accounting procedures to better reflect the actual expenditures and project areas. This critical step better substantiates funding proposals and supports more accurate forecasting of budgets.

The new four-year Protocol for agreements for Minority-language education and second language instruction (2009-2013), which provides the framework for federal-provincial-territorial agreements in the area of education, should secure our provincial

funding for socio-cultural programming at the same levels (\$95,000 per annum) as in the past four years; however, changing priorities in second-language education have led the Ministry of Education to eliminate our funding to promote French Immersion (\$63,000 per annum) as of August 31, 2009. The full effect of this non-renewal of funding will be felt only in the next fiscal year, beginning April 1, 2010.

CPF continues to seek other sources of revenue through membership fees, programming, special projects, advertising, commercial partnerships and other activities. In the 2008-2009 fiscal years these sources generated \$200,873 in revenue.

Respectfully submitted,  
**CPF BC & Yukon Finance Committee**

*Victoria A.T. Vaseleniuck*

**Victoria Vaseleniuck – Chair, Board Member**

Debra Pool – President

Heather Doty – Board Member

Robert Rothern – Executive Director

Dimitry Morales – Office Manager

Susan Albion – Bookkeeper

### Statement of Revenue and Expenditures Fiscal Year April 1, 2008 – March 31, 2009

REVENUES	2008-2009	2007-2008
Canadian Heritage – Core Grant	287,105	287,105
Canadian Heritage – Other	66,600	0
BC Ministry of Education	167,248	181,158
Membership Rebates	64,618	51,563
Donations	16,029	13,550
Program Revenue	53,626	66,535
<b>Total Revenue</b>	<b>655,226</b>	<b>599,911</b>
EXPENSES	2008-2009	2008-2009
Education and Outreach	110,409	120,333
Chapter Support	236,292	231,020
Governance	64,784	63,162
Programmes	218,079	187,373
Total Expenses	629,564	601,889
<b>Excess in Revenue over Expenses</b>	<b>25,662</b>	<b>(1,978)</b>
BALANCE SHEET for the year ended March 31, 2009	2008-2009	2008-2009
Assets	266,367	255,934
Liabilities	111,464	124,693
Funds balance	154,903	131,241

As incoming Executive Director (October 2008) I inherited an organization with many strengths: A large and engaged membership; a committed Board; hard working, competent staff; a willing and helpful predecessor; and healthy finances. As I began to attend meetings and functions on behalf of CPF BC & Yukon Branch, I soon realized that we had other strengths as well: Goodwill, influence, prestige. I cannot tell you the number of times I have heard politicians, community leaders and even diplomats cite French immersion as *the* BC and Yukon educational success story, and an inspiration to the rest of the country. But that success rests on making our voice heard at the local and provincial/territorial levels, and that in turn rests on our organization attaining its strategic goals.

### Communication

Our 30th anniversary year offered us several opportunities to raise our public profile and attract media coverage. One such opportunity was an anniversary celebration at Vancouver's Lord Tenneyson School. In all, the Branch sent 21 media releases resulting in 19 articles or mentions in print, electronic and online media outlets.

Our own communications vehicles (newsletter and CRU e-bulletin) continue to thrive. The print edition of the newsletter has a circulation of 5,150, with an electronic edition slowly growing its subscriber base, while the CRU has become a valuable development tool for Chapters.

CPF also facilitates media coverage. Working in tandem with the Canadian Embassy in Paris and other interested parties, the Branch organized a visit to Lord Tenneyson School by a delegation of journalists from France's leading publications, where they met Vancouver East Chapter President Stefanie Gajdecki.

Finally, 2008-2009 being the year of many elections, the Branch directly surveyed MLA and MP candidates from the major parties on their knowledge of and attitude towards French Immersion, posting their responses on our website. The compliance rate was high: 36% for MLA candidates and 42% for MP candidates. In the same vein, the Branch also prepared a template letter for Chapters to

send to candidates for school trustee, as well as a letter of welcome for the winning candidates.

### Education

French Immersion continues to grow, limited in its potential only by the lack of qualified teachers and certain capacity issues at the school district level. In 2008-2009, 42,474 students enrolled in French Immersion programs in public schools across BC. This represents an increase of 1,472 students or 3.47% over last year. French immersion students now constitute 7.35 % of the K-12 public school population. In the Yukon, French immersion grew by an astounding 10% to reach a total of 410 students.

French Core numbers continued to drop, sitting at 254,258 students in 1,591 schools, while Intensive French posted gains as the program expanded to three school districts (Surrey, Vancouver and Mission).

We continued to administer of behalf of the province of British Columbia a socio-cultural matching grant program. Over 103 events were organized under Chapter and Branch auspices, with CPF members donating 23,300 volunteer hours. Branch-organized events were the provincial finals of *Concours* at Simon Fraser University Surrey (285 students), *Rencontre française* at Simon Fraser University in Burnaby (100 students) and *Rencontre plein air* at Powell River's *Centre de leadership et d'aventure en nature* (35 students).

In addition to our regular programmes, this year saw a special project carry the CPF banner to 25 communities: Bilingualism Rocks! Over 8,000 students and adults living in our smaller communities in British Columbia and Yukon attended performances by Québec's *La part du quêtueux*, Alberta's *Trad'badour* and Yukon's *Soir de semaine* bands.

Other first-time initiatives included a post-secondary information night organized by the Branch and hosted by the University of Ottawa. Over 125 parents and their children came to Burnaby's Metrotown to listen to presentations by the host university, Simon Fraser University, the University

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## EXECUTIVE DIRECTOR'S REPORT | RAPPORT DU DIRECTEUR GÉNÉRAL, continued

of British Columbia, the University of Victoria and Educacentre College.

Partnering with the provincial or national Francophone community is another way for CPF to provide French language learning opportunities for children. This year, for example, through the offices of the *Rendez-vous de la francophonie* and of the National Film Board of Canada, 11 BC and Yukon Chapters were able to present three different film programs for youth.

### Infrastructure

Like many, perhaps even most, not-for-profits, there was important staff turnover this past year. Chapter Support and Community Outreach Officer Elyn Dobbs departed, to be replaced in August by Glyn Lewis. Events Coordinator Marie-Chantal Lepage left in November, which provided us with an opportunity to restructure her position by hiring Office Assistant Erika Rosales in February and to advertise for a Communications and Fundraising Officer.

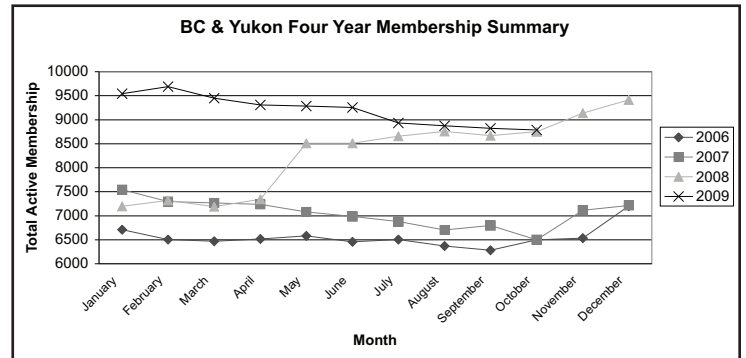
The new Branch website was unveiled at the last year's AGM and registered 53,994 hits in its first four months. The website's creator, Office and Systems Manager Dimitry Morales, also automated a number of membership services such as registration for CPF Branch events and Chapter reporting.

### Membership

Parent volunteers at the community level are the heart and soul of CPF. Consequently, over the past year the Branch has placed significant emphasis on Chapter outreach, leadership development, and volunteer recruitment. The strategic focus has been to help build our organizational capacity at the grassroots level while strengthening the ties between the Chapters and the Branch.

Branch Representatives made over 39 unique community or Chapter visits this year. Over this same period, six new CPF Chapters were created. The number of active CPF volunteers increased from 281 to 348. As the President's Report makes clear, growth in our membership kept pace with growth in the program, with BC & Yukon now accounting for over one third of the national CPF membership.

This growth is attributable in part to the Branch's requiring schools and school districts to take out associate memberships in order for their students to take part in Branch events like *Concours*.



With respect to Chapter-led or supported advocacy campaigns, there were a number of successes as well as a few setbacks. In September 2008, a dedicated group of parents in Campbell River successfully pushed back against a decision by the local school district to enforce an arbitrary minimum enrolment threshold on their Late French immersion program. The parents were successful because they effectively fostered community-wide support, collated the appropriate research, and made their case in a number of communication briefs to the school trustees. In February 2009, a community of parents in South Surrey came together to ask the school district not to separate the two French immersion streams at Laronde Elementary in an effort to support and strengthen a weakening English program. At the end of the day, French immersion parent advocates succeeded in persuading the district and the school to implement alternative methods in improving the quality and opportunities available to English stream families. The lesson for many of us here at the BC & Yukon office is that French immersion growth needs to be thoughtfully managed by all parties, and that parent involvement continues to be a key factor for the continued health of FSL programs in school districts.

### Financial Health

The Branch remains in good financial health. However, the recession and the likelihood of governments running deficits over the next few years require that we continue to look for new

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## EXECUTIVE DIRECTOR'S REPORT | RAPPORT DU DIRECTEUR GÉNÉRAL, continued

sources of revenue, if only to maintain existing levels of service, let alone plan for growth. See report from Finance Committee on page 3. See Statement of Revenue and Expenditures on page 3.

To conclude, there is much to look forward to in the next few years. As we work to fulfill our new strategic goals, we can look forward to a stronger organization with continued relevance in our

communities. It has been my pleasure to help lead such a well-respected organization, and I look forward to working together with you all in the year to come.



**Robert Rothon**  
Executive Director

## NOMINATION COMMITTEE REPORT | RAPPORT DU COMITÉ DES CANDIDATURES

Agenda Item 9

At the 2008 CPF BC & Yukon AGM and first Board meeting, the President struck the Board Nominations Committee. The Board Nominations Committee issued a call for Chapter members to sit on the Nominations Committee. Two Chapter members stepped forward. The Nominations Committee follows the nomination process as outlined in Branch Policies, Bylaws and Terms of Reference. We communicated by email and teleconference.

The role of the Nominations Committee is to give the members at the AGM a slate of candidates for the Board by:

- a) recruiting board candidates from all regions of the Branch; and
- b) ensuring that all candidates are qualified.

The guiding principles in selecting Nominees to the Board of Directors are to recruit members who demonstrate: Commitment to the specific mission of CPF; familiarity with the work of CPF; propensity to address the larger picture; eagerness to deal with values, vision and the long term; ability to participate assertively in board deliberations; willingness to allow others to make decisions; and willingness to work collaboratively with Board members.

For the 2009 election, the Nominations Committee issued a call for nominations through the CPF newsletter, the CPF web site, Chapter Representative Updates (CRU), the Strategic Planning session with the Chapter Presidents in January

and individual phone calls. One nomination from the general membership was received. The Nominations Committee puts forward three Board members for election and one nominee from the general membership.

The Nominations Committee is pleased to announce that the nominees interviewed offer complimentary skill sets to the Board and as such, we are pleased to present a slate of nominees to the Chapter members at the 2009 AGM.

*For election to a second two-year term*

**Debra Pool** (Okanagan Region)  
**Brittany Harris** (Lower Mainland)  
and Youth Director

*For election to a third two-year term*

**Sabine Schweiger** (Yukon)

*For election to the first two-year term*

**Selena Mell** (Northern Region)  
As Chair of the Nominations Committee, I would like to thank members Victoria Vaseleniuck (Board member), Gabriele Sinclair (Nelson) and Stefani Gajdecki (Vancouver East) for their commitment and dedication to Canadian Parents for French BC & Yukon. This committee performed extremely well with patience, endurance and a generosity of time that ensured a positive outcome.

Respectfully submitted,  
**Marcela Navarro**  
Chair, Nominations Committee

## ELECTIONS | ÉLECTIONS

**For election to a second two-year term**

**DEBRA POOL**  
(*Okanagan Region*)

Debra Pool has been a CPF member for twelve years. Debra joined the BC & Yukon Board two years ago, having been Vernon Chapter President for nine years. At the Chapter level, she was

involved in successfully averting a planned cap to EFI, initiating LFI and addressing FI curriculum challenges at the high school level. In addition to raising her own three children, Debra and her husband are foster parents. One foster child led Debra to support inclusion of a special needs child in FI. Debra is also involved in BC Family French Camp as a Board member for the past 11 years, served on a Ministry of Education Accreditation team, is a director of the local soccer association, and is a member of a local FASD committee. She also facilitates a Safe Babies program for the Ministry of Children and Families.



**BRITTANY HARRIS**  
(*Lower Mainland and Youth Director*)

Brittany Harris has completed one term on the CPF BC & Yukon Board as the Youth Representative. In this capacity, she has twice served as a member of the awards committee in addition to one year as secretary. She has

also been a member of two university collectives overseeing the administration of the Women's Centre and Out On Campus. She currently works for the Women's Centre and has begun volunteering with the SFU Peer Educators. A graduate of French Immersion, Brittany believes that everyone in Canada should have the opportunity to become a bilingual citizen. Brittany speaks from personal experience about the numerous travel and employment opportunities bilingualism can bring to a young person, as her sister's French language education led to her placement in the House of Commons Page program.

**For election to a third two-year term**

**SABINE SCHWEIGER**  
(*Yukon*)

Sabine Schweiger has served as a CPF BC & Yukon Board member for two terms. In this role, she has served as a member of the Finance Committee, the Awards Committee and the Nominations Committee. Recently, she was also a member

of the Strategic Plan Working Group. Sabine lives in the Yukon and works for the City of Whitehorse. Sabine believes in strong supported French Language education, and has worked to further expand French Language programming in the Yukon. Sabine also has a strong background in strategic planning, and hopes to work towards the successful completion of CPF BC & Yukon's own Strategic Plan.

**For election to a first two-year term**

**SELENA MELL**  
(*Northern Region*)

Selena Mell brings with her a wealth of educational experience. She has served as the Principal of several schools. She resides in Quesnel, BC and is currently the Principal of Parkland

Elementary. As a French Immersion teacher, Selena has a deep understanding of both the challenges and benefits of FSL Programming. She has an impressive academic background, including a Bachelor of Arts, a Bachelor of Education, a Certificate in Special Education, and a Masters of Arts in Teaching. Her studies and employment have taken her across the country from British Columbia to New Brunswick, as well as to Washington and Strasbourg, France. Additionally, Selena is currently pursuing a Doctorate in Education at Simon Fraser University.

## ELECTIONS | ÉLECTIONS, continued

**Current Board of Directors:**  
(not up for re-election, still carrying out their two-year terms)



**MARCELA NAVARRO**  
Marcela Navarro was born and raised in Mexico City, immigrating to Canada in 1982. For the past 27 years, she has worked as a Medical Laboratory Technologist. Because Marcela values French as a second language, she

enrolled her two daughters, Jennifer and Jessica, in French immersion. They have both graduated from the program and yet Marcela is passionate enough about French Immersion to continue her involvement at the provincial level. She is a firm believer that parent involvement in children's education improves student attitude and achievement. Not one to sit back and relax now that her daughters are grown, Marcela continues to be involved in her community: she volunteers with the Canadian Red Cross, CIBC Run for the Cure, Telus Tour for the Cure, and several boards of Non-profit Societies.



**VICTORIA VASENELIUK**  
Literary passion sparked Victoria's interest in languages and that passion led her and her husband to enrol their children in French immersion. Throughout her children's school life Victoria placed prime importance on French

immersion in her school district by successfully advocating for the reinstatement of a French Advisory Committee (FAC), Trustee representation on the FAC, raising the understanding of the French funding, increasing the cap to the late immersion program and fostering a relationship between immersion schools and the community. Victoria is now completing the second year of a second two-year term at CPF-BC & Yukon.

**Canadian Parents for French BC & Yukon branch wishes to thank the following for their support:**



Canadian Heritage Patrimoine canadien



Ministry of Education

### Canadian Parents for French Ontario Branch

Air Canada, Alliance Française de Vancouver, Anne Glover, Antenne du Québec à Vancouver, BC Family French Camp, Canadian Club of Vancouver, Canoe Island French Camp, Centre de Leadership et d'Aventure en Nature, Cercle des Canadiens français de Prince George, Conseil jeunesse francophone de la Colombie-Britannique, Consulat général de France, Educacentre College, Encounters With Canada, Express du Pacifique, Fédération des francophones de la Colombie-Britannique, Francophone School Authority of British Columbia/Conseil scolaire francophone de la Colombie-Britannique, French Bestsellers, Katimavik, Kids Books, National Film Board of Canada /Office national du film du Canada, Office of the Commissioner for Official Languages, Price Smart Foods, Radio-Canada Colombie-Britannique, Simon Fraser University (BAFF/OFFA), Simon Fraser University Surrey, Sophia Books, Théâtre la Seizième, Université Laval, Université Ste-Anne, University of Alberta (Campus St-Jean), University of Ottawa, Vancouver Francophone Cultural Centre/Centre culturel francophone de Vancouver

*Mimi Brown, WL Craig Campbell, Susan Coumont, Janice Duiveststein, Dr Karen Fait, Mary Fraser, Katherine Hardie, Gregory Hopps, Catherine Johnson, Zbigniew Kobilewski, Clare Lakes, Nathalie Lavallée, Brian Lewis, Johan Marais, Laurie Martz, Hava Neeman, Michelle Paulin, Rosalind Penty, Sandy Polomark, Stephen Quon, Patricia Seger, Ray Sewlochan, Cindy Sholinder, Gavin Summers, Shamina Vahedi, Barbara Vincent*