

ANNUAL REPORT 2015-2016 RAPPORT ANNUEL



PRESIDENT'S REPORT | RAPPORT DE LA PRÉSIDENTE

Canadian Parents for French BC and Yukon has had another productive year!

Strategic Plan

Canadian Parents for French National re-visioned our organization's strategic plan, creating four strategic pillars to exemplify our organization's mission, vision and values. As a result, the BC and Yukon Branch Board and staff revised our Branch strategic plan to match the pillars of our pan-Canadian plan.

These four pillars include:

- Youth
- Parents, members, volunteers
- Decision-makers
- Organization: dynamic, strong, effective network.

Through the leadership and guidance of our Branch Executive Director, Glyn Lewis, the Board and staff continue to plan, implement and improve actions related to pillars of the strategic plan.

Chapters are encouraged to use the final version of this re-visioned plan to create their own work plans.

Policy and By-laws

During the past year, our Branch Board has again worked diligently on updating policy documents. Along with ongoing policy review, the Board completed an update to the Canadian Parents for French BC and Yukon Human Resources Policy Manual. Once again, Branch Vice-President, Diane Tijman, has effectively led the updating of policies and procedures. The Board's goal in doing this thoughtful work is to streamline and clarify processes. Thank you to Diane and the entire Branch Board for this thorough work.

Your Board at Work

The BC and Yukon Branch Board has been extremely effective. It has been a pleasure to work with the following exemplary Canadian Parents for French members:

- Vice President Diane Tijman (Richmond)
- Treasurer Greer Cummings (Vancouver Island)
- Yukon Representative and Board Secretary Marguerite Kuiack (Yukon)
- Youth Representative Darian Pang (Surrey).

As President, I am grateful to the Board members for their committed work for Canadian Parents for French.

I am completing my term as President of this exemplary Board. It has been a pleasure to serve the Branch and members.

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PRESIDENT'S REPORT | RAPPORT DE LA PRÉSIDENTE (suite)

- The board has been planning for succession; Diane Tijman has been nominated to become President of the Board of Directors.
- Greer Cummings is committed to continuing in the role of Treasurer and, in addition, is willing to serve as Vice President.
- The new roles have been submitted as part of the slate prepared by the Nominations Committee. Members will vote on the slate at the Annual General Meeting on October 13, 2016.

Youth

- Thanks to our staff, many volunteers, and hundreds of FSL and francophone students, Concours d'art oratoire was again very successful. For Concours, it is a pleasure to thank the many volunteers who put on this enormous event: Chapter volunteers and students who staff the registration tables and presentation rooms, Masters of Ceremonies from Radio-Canada, speakers and judges from other francophone partners, in particular, Dr. Renée Hamilton-Clark, our long time chief judge for Concours d'art oratoire. Thank you to Heather Bartlett, CPF BC and Yukon staff Projects Coordinator, for leading the huge venture of Concours d'art oratoire for our Branch.
- Canadian Heritage and other sponsors deserve a tremendous thanks for their funding of Concours d'art oratoire and many other events that CPF implements. Our organization greatly appreciates the financial support of Canadian Heritage and our other sponsors.
- With the financial support of Canadian Heritage, Canadian Parents for French BC and Yukon Projects Coordinator, Heather Bartlett, envisioned and enacted new bilingual performance opportunities for BC and Yukon youth. This successful inaugural venture, called Jeunes Artistes, took place in March 2016 with over 200 youth participants. Great visioning and a fantastic start to this new CPF event!
- French for the Future is an event for high school students nearing graduation. These one-day events

provide opportunities *en français* for students to interact and discover post-secondary and career options. Canadian Parents for French BC and Yukon is one of the partners with the French for the Future organization in implementing these events for students. Thank you to our BC and Yukon Youth representative, Darian Pang, who was very involved in putting on this event. This year there were two French for the Future events, one at SFU attended by Darian Pang and Patti Holm, and one at UVIC attended by Greer Cummings.

• The BC and Yukon Branch is appreciative of the BC Ministry of Education's continued financial support for our Branch's socio-cultural funding. It is with this support that CPF distributes grants to our Chapters. Chapters, we thank you for your creativity as you plan and implement activities for youth and members. Next year, we envision many activities related to Canada's 150th birthday!

Membership

- The November 2015 CPF Conference and AGM in Richmond went very well and included several helpful workshops. Kudos go to our staff led by Projects Coordinator, Heather Bartlett. Highlights of the workshops included public speaking coaching and the CPF BC and Yukon Power Point that all Chapters now have available to them for presentations.
- The Board encourages all members to be active in promoting Canadian Parents for French goals. It is important for our organization to implement our goals through activities and events, and in addition, through recognition of our members. Recognition includes nominating members for Chapter and Branch Boards, recommending members for Bouquet de merci and Teacher Awards recognitions, and volunteer recognition in Chapters.

Advocacy

• Our BC and Yukon Branch has worked hard to advance advocacy issues again this year. Thanks to our media and strategy savvy Branch Executive Director, Glyn Lewis, our Branch was able to participate in many media interviews, *en français*

PRESIDENT'S REPORT | RAPPORT DE LA PRÉSIDENTE (suite)

and in English, related to our prime advocacy issue of the shortage of FSL teachers.

- Our Branch commissioned a research study during the summer of 2014 about FSL teacher shortage issues. Glyn and Board members have effectively used this research study in media events and meetings with stakeholders, including the BC government MLAs and Deputy Ministers as well as with the French Embassy.
- Our Branch continues to work supporting Chapters in advocating for French Immersion and Core French programs. It has been a challenging year in BC with school districts attempting to reduce programs. There are also district success stories such as:
 - o the Sooke School District's commitment to ensuring Kindergarten registration spaces for all families wanting their children in French immersion, and
 - o Lower Mainland and interior school districts who work hard to ensure
 - inclusion of all students in FSL programs, and
 - concerns about attrition at middle and secondary years are monitored and improved upon where possible.

Fiscal Responsibility

- The BC and Yukon Branch Board is pleased to report that the Branch was effective in progressive actions throughout the 2015-2016 fiscal year.
- Board and staff were actively engaged in fiscal oversight as well as exploring funding diversification strategies in support of CPF's long term sustainability goal related to CPF's mission and values.
- Expenses remained well controlled and aligned with national industry (educational non-profit) practices.
- For additional financial information, see Treasurer Greer Cummings' financial report later in this Annual Report.

On behalf of the Branch board, I thank you for your support. *Merci beaucoup*,

Patti Holm Branch Board President Canadian Parents for French BC and Yukon

This past year saw us execute a number of important projects and initiatives that were many years in the making. It felt like "hitting the field" after much lead-up and preparation. It was also a year where we strategically realigned our core staffing to better meet the needs of our members and supporters.

As we wrap up the 2015-2016 fiscal year, I am pleased to report that we continue to "push the envelope" in terms of advocacy, special projects, and effective engagement. Our core funding remains stable and we even tapped into a few new corporate sponsorships and government funding envelopes. I am proud to report that we regularly hear accolades from other Canadian Parents for French Branches, partners such as the Office of the Commissioner of Official Languages, and even our main funder, Canadians Heritage. While this recognition is encouraging, we know there is more we can do to put in place support for local chapter and volunteer leadership development. We have already identified these as key areas for 2016-2017.

The following is a summary of the key new initiatives from the 2015-2016 fiscal year (April 1st – March 31st) with more examples to follow.

First, we **sparked a pan-Canadian conversation** about the shortage of French second language **teachers**. Three years ago we began hearing from educators and local school districts that the teacher shortage was quickly becoming a key consideration when looking to expand, or create, a French immersion program. The shortage of qualified applicants was putting considerable pressure on local school boards, and was a limiting factor to French immersion program growth. Obviously this set off alarm bells for our Branch. In response, two years ago we commissioned a French Teacher shortage report: Falling Behind: Addressing the shortage of qualified FSL teachers in BC & YK. Through a concerted media strategy the report findings were well publicized and generated strong buzz. The issue was now on the radar of the government and key stakeholders. This set us up well for this past year, where we took the issue directly to dozens of elected officials, bureaucrats, and representatives from the post-secondary institutions. In March President Patti Holm and I were invited to speak at a 50th Year Anniversary of French Immersion in Canada celebration on Parliament Hill. During the visit we set-up a number of meetings to address the

Teacher Shortage issue, including with: Senator **Claudette Tardif**, Chair of the Senate Sub-Committee on Official Languages; French Ambassador, **Nicolas Chapuis**; Commissioner of Official Languages, **Graham Fraser**; and two policy advisors for the Prime Minister's Office. Our meeting with the French Ambassador was particularly noteworthy. He thanked us for the report and mentioned that he would also raise the issue with the Minister of Canadian Heritage and the Prime Minister himself. This was an important gesture as it was a sign that our call would now be echoed by other powerful voices.



(Left to right: Xavier Moquet, special advisor to the Ambassador; Patti Holm, CPF BC & YK Branch President; Nicolas Chapuis, French Ambassador; Glyn Lewis, CPF BC & YK Branch Executive Director)

Shortly after our return we scheduled a series of meetings with various stakeholders from the Provincial Government, including: Linda Bedouche, French Programs Department Manager, Ministry of Education; Honourable Andrew Wilkinson, Minister of Advanced Education; Assistant Deputy Minister Scott MacDonald, Ministry of Jobs, Tourism and Skills Training and Minister Responsible for Labour; Dave Byng, Deputy Minister of Education; and a few more policy advisors for the Ministry of Advanced Education and Jobs, Skills and Training.

All of these meetings and discussions – followed with additional research and sleuthing – led us to write and disseminate an open letter to over 1,900 media, decision makers, partners and educators.

Open Letter re: Teacher Shortages In BC

Hon. Shirley Bond, Minister of Jobs, Tourism & Skills Training Hon. Andrew Wilkinson, Minister of Advanced Education Hon. Mike Bernier. Minister of Education

In response to all of the pressure from our Branch, the BC Ministry of Education, led by French Programs Department Manager, Linda Bedouche, has brought together a far-reaching stakeholder group that is currently working to gather all the necessary evidence and provide recommendations back to the Provincial Government. We've also been told by Dave Byng, Deputy Minister of Education, that their Ministry has begun collecting key teacher "labour market" data which we flagged as necessary to better understand the scope and scale of the problem.

Finally, we have continued to raise the issue on a pan-Canadian level through the Canadian Heritage Roadmap consultation process and during a recent visit by the Senate sub-committee on Official Languages. We hope to have some tangible policy initiatives and outcomes to report back in next year's Annual Report.

Second, we executed two large special projects: *Jeune Artiste* and *Where Are They Now*?

Responding to feedback from educators and language coordinators we developed a more creative and less structured approach to Concours, which we called Jeune Artiste. This was a project developed and led by Branch office Project Coordinator, Heather Bartlett. While the structure was similar to Concours, students had more flexibility in how they chose to present their idea, for example: spoken word, singer/song-writer, and documentary filmmaking. In the end, there were 245 Province wide participants from grades 6 to grades 12, with the top ten finalists making it to the final competition in Vancouver. We secured special funding from Canadian Heritage for this project. We are considering applying for Ministry of Education funding to continue this pilot project into the future.



Moreover, after 40 plus years of French second language education it dawned on us that we have very little contact with FSL graduates. We knew, anecdotally, that many had gone off and made the most of their experience learning French. Two years ago we applied for special Canadian Heritage funding to put together a project where we would identify and collect hundreds of amazing stories from FSL and Francophone program graduates. The project, "Where Are They Now" was a smashing success.

We heard stories of students like **Melissa Luther**, who learned French in Richmond, developed a love for travel and culture and is now a top Brand Strategist with Lululemon. Another student, **Zeynin Juma**, learned French in Calgary, went to France on a student exchange in university, and one day met a French man in a bank line-up who is now *continued next page*

her husband. And hundreds more like them! (**378** to be exact) We selected **25 top stories** and worked with Radio-Canada to interview them in both French and English. The vignettes are available on our website: www.WhereAreTheyNow.ca

Branch President, Patti Holm, and I were invited to help present the WATN project at the 50th year anniversary of French immersion on Parliament Hill on April 6th. Moreover, through social media outreach (466,000 reached!), emails (12,000 reached) and school-by-school mailings we reached over 35,000 students and 180 schools. The stories live on in classrooms around the province and on our website.



Evangeline Lilly, actress from Lost and The Hobbit, is a French immersion grad from W.J. Mouat Secondary School in Abbotsford.

Check out our new resource: www.WhereAreTheyNow.ca



Third, we increased our **Digital Communications capacity**. One key concern we've heard from members over the years, and from chapters, is that

the "benefits" of membership were not always clear. Part of this concern is being addressed through the CPF National rebranding process and through tighter organizational messages. Part of this is being addressed through Branch-led workshops like "Effective Communications" which was hosted by Dr. Jason Cressy at last year's AGM and Conference in Richmond, and will be continued through the Volunteer Training program. Moreover, part of this concern stemmed from our inability to effectively communicate "membership value" from the Branch. Specifically, our website had long been neglected and really great resources for parents, and opportunities for students, weren't making it on to our website, or being disseminated through social media or our e-communiqués. To address these shortcomings we spilt the full-time Chapter Outreach position into two roles: Chapter Outreach (3 days/wk) and created a new Digital Communications position (1.5days/wk). We were lucky to have two excellent new hires in Zoe Welch (Chapter Outreach) and Lisa Birell (Digital Communications).

The upside was quite noticeable. Our email communiqués became more regular, the content was greatly enhanced, and our partners found it easier to get their events and opportunities distributed through our various channels. Moreover, our website is being systematically updated. This was something we hadn't done – in a comprehensive way – in about a decade.

Moreover, Lisa Birell has been a huge help with all the rebranding. We recreated the CPF National Membership Brochure template, updated our design assets, and even provided a number of templates for the chapters.

Socio-Cultural Programming – Deepening The Roots

The year began with the 33rd annual *Concours d'art oratoire* at SFU Surrey. Province-wide attendance continues to hold strong at 10,000 with roughly **270** reaching the provincial finals. This year marked the second time we had invited "VIP Judges" to participate, which had proved a successful strategy the year before. Moreover, following the provincial finals we sent out targeted community-by-community media releases announcing the winners. The result was **34** local media stories about local Concours winners!

French students fantastique

posted May 15, 2015 at 1:00 AM

Nore than 10,000 students from across British Columbia competed, 240 made the provincial finals, and two students from Vernon took home top awards in this year's pan-provincial French public speaking competition.

This year marked the 32nd anniversary of the Canadian Parents for French BC & Yukon sponsored Concours d'art oratoire, which took place Saturday, May 2 at SFU Surrey.

Emilia Vihahos, Grade 7 early immersion Ecole Beainto Elementary, earned second place with her speach "Le karaté," while Lanaya Bandy, Grade 7 late immersion Ecole Hanwood Elementary, earned third with "Les droits de femmes en sports."

"It's an incredible feat to make it to the provincial finals – taking home a medial is a real achievement," said Concours of art onatoire chief judge, Dr. Renée Hamilton-Clark. "We congratulate everyone who participated; they are all winners. Félicitations!"



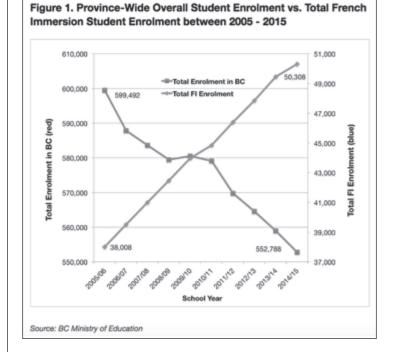
Beainsto Elementary, is presented with her second place

2015-2016 also marked the second year of our Socio-Cultural agreement with the BC Ministry of Education. Each year the province gives us **\$95,000** for socio-cultural programming. About half of this is distributed to chapters for local socio-cultural activities, which is managed in our office through Project Coordinator, Heather Bartlett.

In the past fiscal year, 2,979 volunteer hours were dedicated to planning and hosting 48 local extra-curricular activities for over 22,000 youth!

Advocacy & Research – Influencing The Debate & Building Credibility

The primary focus of the Branch office was on the FSL Teacher shortage issue, which I've outlined above. Another initiative that has proven successful is our '**Back To Schoo**I' media releases, which are targeted to local media and educators based on local enrolment statistics and trends. This helps convey the phenomenal popularity of French immersion programs and creates momentum around the programs and its associated benefits. Our community-by-community back-to-school



media releases were sent to over **12,000** members, partners, media, decision-makers and stakeholders resulting in **39** local media stories!

* - 1-	0	40.00	40.00	2000	2004	2007	2047
Topic	Question (as phrased in 2015)	1982	1989	2000	2004	2007	2015
Bilingualism	Do you support or oppose bilingualism in Canada?	no data	no data	no data	no data	57%	70%
Learning Multiple Languages	Do you agree or disagree with this statement? – "Learning multiple languages opens opportunities for youth."	no data	no data	87%	86%	88%	93%
Learning French	Do you agree or disagree with this statement? – "Learning French is an asset for young Canadians."	51%	55%	48%	66%	no data	75%
French & Our Identity	Do you agree or disagree with this statement? – "The French language is an integral component of the Canadian identity."	no data	66%				

Moreover, after the Federal election we worked with the **la Fédération des francophones de la Colombie- Britannique (FFCB)** on a public opinion poll on support for bilingualism in British Columbia. The results were very positive and indicate to us, to our funders, and to our supporters, that FSL programs are increasingly seen as a net benefit by British Columbians.

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Moreover, there were a number of local advocacy issues that we became aware of and supported through letters, strategy meetings, and media relations (where appropriate):

- Program capping in Vancouver, Surrey, Nanaimo-Ladysmith, Vernon, New Westminster, Chilliwack, and Victoria;
- Push for a new FI program in Whitehorse, Tofino and Squamish;
- Program elimination in Haida Gwaii;
- Introduction of the DELF to replace later grades in Smithers;

Finally, we are currently in the middle of a very important Canadian Heritage Roadmap Consultation and we strongly encourage local chapters to participate in the online survey.

Chapter Development

CPF BC & YK membership held steady with 7,200 active members and 37 active chapters in good health. We continue to be the largest CPF Branch in Canada in terms of membership numbers, chapters, and volunteer hours. We welcome renewed chapters in Kitimat, Langley, and Abbotsford.

Summary

Many of our partners, colleagues, and funders have consistently commended CPF BC & YK, and all of the volunteers and staff, for its collective vision and its collective strength.

I must add, on a personal note, that we've had a tremendous team in the Branch office and I want to once again thank Lisa Birell, Zoe Welch, Heather Bartlett, Ben Wong and Jensed Edwards for all their hard work and support. I feel very fortunate to work alongside these phenomenally talented and dedicated individuals.

To all the volunteers, I thank you for all your efforts. CPF is a great organization because of people like you.

Sincerely,

Glyn Lewis Executive Director CPF BC & Yukon

AWARD REPORT

Applications Received and Reviewed

Two candidates completed the application process in time of the deadline, May 15, and then the Office & Financial Administrator emailed the applications to the Award Committee. The candidates were ranked against the application evaluation criteria and the higher ranking one was chosen. The selected candidate fulfilled all of the award criteria and their strong French proficiency and community involvement will be an asset to teaching in BC/Yukon communities.

Award Process Review

The Award Committee discussed the strengths and weaknesses of each applicant as well as what documents satisfied the application requirements. The unsuccessful applicant's documents did not satisfy the requirements of the application, while the successful application fully satisfied the required documents and showed a promising future in local education based off of his academic transcripts and his many hours of volunteer service in teachingrelated positions.

Recommendations

- 1. the 2016 Award be presented to Hasheem Hakeem;
- 2. a letter be sent to Hasheem Hakeem advising their status with the Award;
- 3. awards to be released upon written confirmation from the BC/Yukon School where the successful applicant is employed as a French Immersion or Core French teacher within two years.

Respectfully submitted,

Darian Pang Diane Tijman

NOMINATION COMMITTEE REPORT | RAPPORT DU COMITÉ DES CANDIDATURES

Dear Members,

Canadian Parents for French BC-Yukon Board Directors, Greer Cummings and Patti Holm (ex-officio), had the opportunity to review nominations to the CPF BC-Yukon Board and, on July 18, 2016, interview a Canadian Parents for French BC and Yukon member for a Board of Directors position. Thank you to Chapter members, Angela Pinette (Kamloops) and Andrea Calder-Phillips (Saanich), for participating in the interview panel.

We are pleased to report the results of the Nominations Committee's efforts to prepare a slate of candidates for the 2016 Canadian Parents for French BC & Yukon Board of Directors elections.

The Nominations Committee recommends the following nominations to the CPF BC & Yukon Board:

Diane Tijman for the position of President [Current Vice-President] Richmond – first year, third term

Marguerite Kuiack for the position of Yukon Representative Yukon – first year, second term

Darian Pang [Youth Director] Metro Vancouver (Surrey) – first year, second term

New Board Member, Shawna Larade [Director] Cranbrook-Fernie – first year, first term

The following member will remain on the Board for the 2nd year of her term:

Greer Cummings for the positions of Vice-President and Treasurer [Current Treasurer] Vancouver Island (Parksville - Qualicum) – second year, second term

Resigning from the position of President, and continuing in the non-voting role as Past President:

Patti Holm [Current President] Kamloops - first year in the Past President role

Please support a motion to elect the proposed candidates to the Canadian Parents for French BC and Yukon Board of Directors for the upcoming year.

Respectfully submitted,

Greer Cummings Patti Holm Nominations Committee, Board of Directors

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FINANCE REPORT

The Finance Committee of Canadian Parents for French-BC & Yukon is pleased to present our report for the 01 April 2015 to 31 March 2016 fiscal year. This was a year of significant transformation and growth, with important progress made in the alignment of the organization's resources and strategy. Staff were very progressive making efficient use of core funding in the Branch's operations, as well as securing new project based funding sources. There was a continued emphasis on developing program infrastructure, another very successful provincial Concours, creating new opportunities for creative language development and expression through the *Jeunes Artistes* initiative, reinforcement of the the strength of existing programs through the development of online chapter support resources, as well as almost \$180,000 in socio cultural programming funding facilitated to our chapters.

Timing differences with respect to core funding, most notably, BC ministry of Education Funding for socio-cultural grants, in March of this year (vs. April of the previous fiscal year); additionally a \$35,000 operational surplus in the last fiscal year resulted in a year over year increase to assets of approximately \$100k. We continued to see opportunities to reallocate retained earnings into operations, and look forward to supporting the membership with expanded networking opportunities through regional conferences. The 2015 | 16 statement of operations highlights an operational surplus in the amount of approx. \$35,000. The balance sheet reflects net assets at Mar. 31st, 2016 of \$**344,314**.

The Branch continues to work to ensure optimal utilization of core funding to support chapters and membership, as well as to realize the Branch strategic plan. We initiated a policy of expensing assets with a market value of less than\$500 and depreciating those with a value of greater than \$500, consistent with generally accepted accounting standards for not-for-profits with operations in excess of \$500,000. For the third year, we identified opportunities to reduce contingency reserves in favour of operations, in which a a portion of retained earnings were moved into operations. It is the opinion of the Board and Finance Commitee that the Branch continues to operate in a fiscally sound and resilient fashion, constantly evolving to ensure focused and sustainable programming consistent with our funding parameters as well as complete, accurate, and timely reporting. CPF BC & Yukon Branch continues to seek ways of diversifying funding sources from individual and corporate donations, membership fees, programming, special projects, advertising, commercial partnerships and other activities.

- <u>Motion</u>: Be it resolved that the audited financial statements of Canadian Parents for French British Columbia and Yukon in the date of **2015** | **16** fiscal year reviewed by the Raber Mattuck Group of Chartered Accountants be approved.
- <u>Motion</u>: Be it resolved further that the 2015 | 16 Financial Report be approved.

We look forward to another successful year serving you.

Respectfully,

CPF BC & Yukon Finance Committee Chair, Greer Cummings – Director, Island Region Patti Holm – Board President Darian Pang – Youth Director Glyn Lewis – Executive Director Benjamin Wong – Office Manager | Bookeeper Canadian Parents for French BC & Yukon branch wishes to thank the following for their support:

Nous souhaitons remercier les suivants pour leur appui:



Canadian Patrimoine Heritage canadien BRITISH COLUMBIA The Best Place on Earth Hinistry of Education

Service Canada

Young Canada Works/Jeunesse Canada au Travail

Conseil scolaire francophone de la Colombie-Britannique/School District #93

BC Family French Camp

Centre culturel francophone de Vancouver, Educacentre College Fédération des francophones de la Colombie-Britannique National Film Board of Canada /Office national du film du Canada Radio-Canada Colombie-Britannique Simon Fraser University (BAFF/OFFA) Simon Fraser University Surrey Société de Développement économique de la Colombie-Britannique Société francophone de Maillardville Théâtre la Seizième UBC (Centre for International Communication) University of Ottawa Vancouver international Children's Festival