



CANADIAN  
PARENTS  
FOR FRENCH  
ALBERTA



2019-2020



Annual Performance Report

# About Us

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 25,000 members across Canada and champions the opportunity to learn and use French for all those who call Canada home.

Canadian Parents for French was founded in 1977 by parents who wanted to ensure that children would have the opportunity to become bilingual in the Canadian school system.

Originally a small group of concerned parents who met in Ottawa, Canadian Parents for French has evolved into a proactive National Network with 12 Branches and offices and over 140 Chapters in communities nationwide.

*The work of Canadian Parents for French is structured around four pillars that represent the stakeholders involved in our work.*

## AS AN ORGANIZATION, WE STRIVE TO:

Create and promote opportunities for **YOUTH** to learn and use French as an official language

Support a collaborative Network of **PARENTS, MEMBERS AND VOLUNTEERS**

Inform and influence **DECISION MAKERS** on the value of official language bilingualism

Work together as an **ORGANIZATION** to continue building a dynamic, strong and effective pan-Canadian Network



CANADIAN  
PARENTS  
FOR FRENCH  
ALBERTA

## 2019-2020 Highlights

### > French Family Fun Weekends

CPF Alberta continues to draw families to their two (2) French Family Fun Weekends. These family-oriented weekends provide French immersion students an opportunity to spend a better part of the weekend using their French outside of school. Parents participated in an education session on Saturday morning and Franco-Albertan performers entertained the families on the Saturday evening. Events were once again held in Canmore in October and Jasper in February

### > Alberta's FSL Programs

CPF Alberta President, Victoria Wishart, and Treasurer, Shannon Nelson meet with the Honourable Adriana LaGrange – Alberta's Minister of Education. Discussion was focused on establishing and implementing proficiency benchmarks by the Ministry of Education for all students in Alberta's FSL programs.

### > Petit déjeuner avec nos MLAs

The first "Petit déjeuner avec nos MLAs" with Alberta's UCP government took place on November 20, 2019. Alberta's Education Minister and six MLAs joined CPF members, staff and our FSL education partners at this year's event.

### > CPF Alberta Advocacy

CPF Alberta continued to advocate for quality French second language programs for Alberta's students. Numerous meetings, phone calls and a number of letters were exchanged between CPF Alberta staff and staff with Alberta Education. CPF Alberta provided feedback in regards to the proposed "Choice in Education" legislation along with provincial budget cuts.

# President's Message



**W**ow! What a year 2020 has been. Some highlights and some hard times, and a year we will undoubtedly never forget. Throughout all the mayhem, Canadian Parents for French Alberta has been there to support our students and our parents. Our Alberta Branch staff and board members along with our many, many volunteers have continued to show their dedication to our common belief in the importance of French education in Alberta. We thank all of you who have weathered the storm and are still actively participating in the pursuit of a bilingual Canada. *Merci beaucoup!*

Things sure have been busy on the advocacy front this year. We have had numerous meetings and consultations with decision-makers including the Minister of Education to address the needs of our French second language learners. Likely the biggest issue on the minds of our parents is the return to school this fall, the quality of instruction if they opt for on-line learning and the safety of their children if they decide to be in the classroom. We know that our teachers will do their best to provide a healthy and productive learning environment and we want to support students, parents and teachers alike as we all navigate this unique school year. We are actively doing everything we can to ensure that our students are successful, and we will continue to advocate on their behalf.

I hope that you are finding the help and support that you need for the success of your student(s). Ask questions, attend the CPF National conference, call your local Chapter or Provincial Branch, consult the many resources already posted on the CPF Alberta website, and read the very well-written guide "Yes! You Can Help" (<https://education.alberta.ca/media/563591/yesyoucanhelp.pdf>). Let's all remember that French Immersion is a commitment; it takes trust and perseverance and it is so worth it in the end!

Thanks to all of you for supporting CPF and for believing that your child deserves a French education. Let's continue to work together and support one another in this effort to foster a Canada where French and English-speakers live together in mutual respect and where linguistic duality forms an integral part of our society

**Victoria Wishart**  
**President**  
**CPF Alberta Branch**

# Executive Director's Message

Canadian Parents for French (CPF) Alberta Branch has been exceptionally busy this past year. The total number of students in French immersion has risen to almost 47,000, while the number of students in French second language (FSL) classes are at close to 147,000. The number of chapters has declined, but with the advent of our new "CPF Teams" model, we are hoping that we will actually be able to increase our representation across Alberta. We have - and continue to - advocate for teacher recruitment and retention, French immersion (FI) distance (home-based) learning programs, and increased financial support for FI and FSL programs across the province

Our support for student activities this past year included the two (2) traditional French Family Fun Weekends; the addition of a third weekend in July called *Camping en Français*, the Alberta Francophone Games; *Concours d'art oratoire* (Alberta had a 2nd place finisher at the National level); a continuation of *Hello, Bonjour!* with the Office of the Commissioner of Official Languages and our 17th year of partnering with the *Association Canadienne Française de l'Alberta* for *Projet ACCENT*.

CPF Alberta continues to offer parent information sessions as part of our French Family Fun Weekends, during our chapter and school visits, and as part of the Alberta School Council Association Annual Conference. Teacher education sessions also continue to be offered through the various teachers' conventions and organizations around the province. Through ongoing representation on various committees, we are ensuring that your perspectives are represented province wide. We currently sit on the Alberta French Language Education Consortium, Alberta Education's Diploma Exam Review Committee, Faculty Saint-Jean's Faculty Council, the *Centre Collégial de l'Alberta's* Executive Committee and continue to provide both the government and the official opposition feedback on FSL education. Your CPF Alberta President had an opportunity to meet the new Minister of Education to share our thoughts on language proficiency benchmarks at the beginning of November. Less than two weeks later, the Minister and six other MLAs were hosted at CPF Alberta's *Petit déjeuner avec nos MLAs* where they were given information around the issues of teacher recruitment and retention, the need to make FI a permanent program instead of a program of choice, and the need to engage stakeholders and decision makers about FSL education and its benefits. Finally, staff have been working to increase CPF Alberta's presence on social media, providing you, the members, with more up-to-date information faster.

**Federico Fellini – an Italian Film director and screenwriter from 1940-1990 – stated :**

*Une langue différente est une vision différente de la vie.*

A different language is a different vision of life.

Congratulations on providing your children with a different vision of life.

**Michael Tryon**  
**Executive Director**  
**CPF Alberta Branch**



# YOUTH

## CPF Alberta Continues Key Support

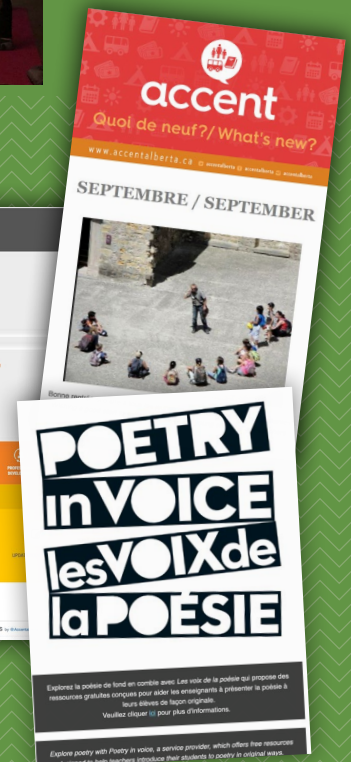
CPF Alberta continues to be a key supporter of *Les Jeux Francophone de l'Alberta*. With the support of CPF Alberta, there were 203 French immersion and FSL students in attendance, which was 44% of the total number of participants.

203



## Projet ACCENT

The *Association Canadienne Française de l'Alberta* and CPF Alberta have partnered for their 17th year of *Projet ACCENT* – a bilingual directory designed for school communities so they can find recreational, cultural and educational resources and activities that are available in French for students in Alberta. Under the auspices of this project, professional development is also provided for teachers so that they can understand and use the tool to select appropriate opportunities for their students and artists so that they can identify and promote the appropriate curricular links for their performances and work.



CANADIAN PARENTS FOR FRENCH  
**CONCOURS** d'art oratoire

Canada's French Public Speaking Contest

# Concours d'art oratoire

- 21 students participated at the Provincial level
- 3 students went to the National *Concours d'art oratoire* Competition
- 1 participant finished in the top-three



Enjoying family activities at Pyramid Lake, Jasper National Park.



Testing survival skills and enjoying a snack.



Grade 4/5 students from École JH Picard help lead the Franco-Albertain flag raising celebrations at the Alberta Legislature.



**CPF Alberta proudly supports and hosts numerous youth educational and socio-cultural events around the province.**

# YOUTH *By the Numbers*

Numbers and statistics related to youth

## LITERACY EVENTS



**1**

Branch  
Concours Event

|||||  
**21**

Participants  
at Provincial  
Concours

## SOCIO-CULTURAL EVENTS



**80+**

Socio-cultural  
Youth Events

|||||  
**9,850**

Young People  
Reached

## YOUTH PARTNER EVENTS



**11**

Partner Events  
Supported

|||||  
**678**

Young People  
reached

## YOUTH INCENTIVES



**17**

Incentives,  
bursaries or  
scholarships  
awarded

|||||  
**\$1,200**

Value of  
incentives, bursaries  
or scholarships

|||||  
**54**

Awards and  
Certificates of  
Achievement and  
participation  
given out

# PARENTS, MEMBERS & VOLUNTEERS



## CPF Alberta Recognizes Its Volunteers

CPF Alberta annually recognizes its volunteers at all levels. Not only do we support the CPF National volunteer recognition initiative that takes place during National Volunteer Week, but we accept nominations to recognize the CPF Alberta Volunteer of the Year. For 2019-20, CPF Alberta recognized Melissa McKenney who was one of the founding members of CPF Jasper, has been a board member and Vice President of CPF Alberta and who was the impetus behind our French Family Fun Weekends.



Melissa McKenney receives the "Friends of CPF Alberta Branch Award" for her volunteerism and development/support of our French Family Fun Weekends.



## CPF Alberta's Signature Events

CPF Alberta's signature events are centred around the family. 2019-20 was the fifth year of both our "Falling into French Family Fun Weekend" (October 25-27, 2019) and "French Family Fun Weekend" (February 28 – March 1, 2020). With 100 youth participating in the French socio-cultural activities and 90 adults in the parent education sessions/social activities, these weekends have become a staple of the CPF Alberta menu of activities. All participants come together on Saturday evening to enjoy performances by some of Alberta's top Francophone performers.



# PARENTS, MEMBERS & VOLUNTEERS

## CPF Alberta Engagement Activities

CPF Alberta hosts and participates in a number of parent, member and volunteer engagement activities every year. Activities held in 2019-20 included:

### RESOURCE ALLOCATION:

- 2,495 brochures
- 1,071 Promotional items
- 15 banner loans and resource rentals



“ I really enjoyed being able to chat with other parents from different school regions to learn their experiences and what has worked for their children.”  
Parent participant

# Chapter Support

**M**any of our chapters are in small locations with limited resources and supports. One of CPF Alberta's mandates is to support our chapters in whatever fashion and manner required. Assistance is provided with advocacy issues, training and parental education sessions. These services are integral to the smooth functioning of our local chapters. CPF did make **10 chapter visits** this year.

## CPF Alberta's Signature Events

**T**here are currently 27 active chapters of Canadian Parents for French in Alberta who – along with CPF Alberta – all plan, organize and host activities for youth and students. These events include:

- Winter carnivals
- Festival of trees
- Movie nights
- Artists in residence
- Exchanges
- Field trips
- Trips to French-speaking locations
- Concours d'art oratoire
- Contests & competitions
- School Open houses
- Book fairs



French Ambassador Awards, Cochrane Chapter.



Bon homme de neige visiting the Strathmore Chapter.



## Support for FSL Students

**I**n total, CPF Alberta and its chapters raised \$157,524.53 to support Alberta's French second language students, programs and schools.

# PARENTS, MEMBERS & VOLUNTEERS *By the Numbers*

Numbers and statistics related to parents, members & volunteers

## PARENT / FAMILY EVENTS / ADULT FRENCH LESSONS

**93** EVENTS, ACTIVITIES  
**2,000** PARENTS/ADULT PARTICIPANTS REACHED

## MEMBER / VOLUNTEER ENGAGEMENT

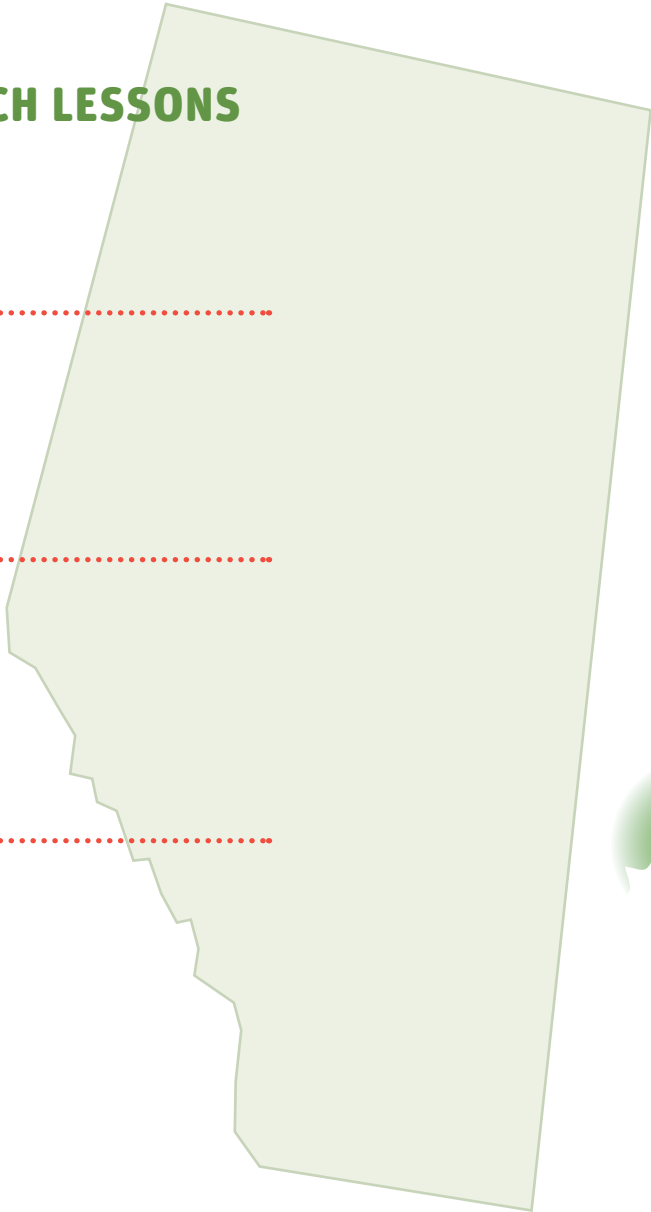
**1,100** VOLUNTEER HOURS

## VOLUNTEER RECOGNITION

**4** VOLUNTEER APPRECIATION EVENTS  
**1** VOLUNTEER AWARD

## CHAPTER SUPPORT

**10** VISITS TO CHAPTERS/ OUTREACH  
**28** ACTIVE CHAPTERS OR TEAMS



# DECISION MAKERS

## *Petit déjeuner avec nos MLAs*

CPF Alberta hosted its third “*Petit déjeuner avec nos MLAs*” in Edmonton on November 20, 2019. **Six (6)** MLAs, **one (1)** cabinet minister, and a variety of senior government officials were in attendance at this very successful event. With almost **30 participants**, this event allowed CPF members to share a uniform message with friends and new friends of French-Second-Language education in Alberta.



## Meeting with the Minister of Education

On November 7, 2019, CPF Alberta's President, Victoria Wishart, and long-time CPF Alberta Board member, Shannon Nelson, met with the Honourable Adriana LaGrange, Alberta's Minister of Education. Discussion focussed on the establishment of language proficiency benchmarks and their inclusion in the Alberta curriculum of studies. The Minister was receptive to the idea, but no indication of if or when this would occur was given.

## Other CPF AB Activities

In addition to the "Petit Déjeuner avec nos MLAs" and the meeting with Alberta's Minister of Education outlined previously, CPF Alberta activities with decision-makers included:

- Permanent co-chair of the Alberta French Language Education Consortium.
- Permanent member of the "conseil facultif" of Faculté Saint-Jean.
- Permanent member of the executive committee of the Centre Collegiale de l'Alberta.
- Permanent member of Alberta Education's Diploma Exam Review Committee.
- Regular meetings with Alberta's education stakeholders, Alberta Education staff, the Alberta Francophone Secretariat, Officer of the Commissioner of Official Languages, and a variety of our Franco-Albertain organizations.



## Feedback

**“ We need to start looking at sharing resources between all school boards, all programs, whether we're talking about a private school, whether we're talking Francophone schools, public or Catholic. ”**

*Michael Tyron, Executive Director, CPF Alberta*

**“ School authorities should be working with their parents to ensure their distance-learning education programs are meeting the unique needs of their students. If these needs are not being met, we would encourage parents to contact their locally-elected trustees. ”**

*Colin Aitchison, Press Secretary to the Education Minister*

**“ I can confirm that French Immersion programming will be available for students in Kindergarten to Grade 9 who have chosen online learning for the first quarter. ”**

*Megan Normandeau, EPS Spokesperson*

# DECISION MAKERS *By the Numbers*



## ADVOCACY EVENTS & TRAINING

**1** ADVOCACY EVENT

**1** ADVOCACY TRAINING FOR STAFF/VOLUNTEERS



## MEETINGS WITH STAKEHOLDERS, EVENTS, ACTIVITIES

**73** STAKEHOLDERS, EVENTS, MEETINGS OR ACTIVITIES

**9** STAKEHOLDER ORGANIZATIONS REACHED



## TEACHERS / EDUCATORS EVENTS, MEETINGS AWARDS

**12** EDUCATION STAKEHOLDER EVENTS, MEETINGS

**1,269** EDUCATORS REACHED



## PARTNERS

**8** EXISTING PARTNERS

**3** JOINT INITIATIVES



## MEDIA RELEASES AND MENTIONS

**4** MEDIA RELEASES

**7** MEDIA INTERVIEWS

**7** MEDIA MENTIONS

# ORGANIZATION

## Canadian Parents for French Alberta Branch Endowment Fund

This Fund was formally put into place in the fall of 2017. The intent and purpose of the Fund is to help individuals to achieve success in learning through opportunities at all educational levels, giving highest priority to those that promote and support educational opportunities for young Canadians to learn and use the French language. The Fund is still in its growth phase and the plan is to continue to do so until it can become self-sustaining with its support to Alberta's FSL community.

## Partnership between CPF Alberta and ACFA

CPF Alberta and the *Association Canadienne Française de l'Alberta* have been working together since the incorporation of CPF Alberta in 1978. Since then, representatives have participated in each others' events and activities, with the highlight being an initiative established in 2003 called "Projet ACCENT". This initiative assists in identifying socio-cultural activities which can aid in the transmission of language and culture of Francophones and French-second-language students.

As a result of this long-term partnership, CPF Alberta and ACFA entered into a formal partnership agreement on October 14, 2017, to develop closer ties in order to promote the importance of French language, Francophone cultures in Alberta and the advantages of official bilingualism.

## Other Initiatives

One of CPF Alberta's most important initiatives is to regularly meet with Alberta's Francophone community to advocate for FSL learners and speakers. With almost 47,000 French immersion students, 147,000 core French students and 187,000 non-Francophone Albertans who speak French, CPF Alberta is their only non-educational based advocate



CPF National Treasurer, Kate Peters, and her daughter, Anne.

# ORGANIZATION

The CPF Alberta AGM held on Saturday, October 26, 2019 with fifty (50) members participating. The AGM has been part of the Falling into French Family Weekend for the past 5 years. No issues were brought to the floor.

## CPF ALBERTA

### Board of Directors 2019-2020

<b>President</b> .....	Victoria Wishart
<b>Vice President</b> .....	Emma Piayda
<b>Treasurer</b> .....	Sarah Clark
<b>Secretary</b> .....	Erin Quiring
<b>Directors</b> .....	Patti Bonhomme
.....	Emilie Josh
.....	Rhonda Stewart

**Working together to continue building a *dynamic*, strong and effective pan-Canadian Network.**



## Branch Committees

### BYLAW COMMITTEE

Emilie Josh & Rhonda Stewart.  
No changes done to Bylaws during this fiscal year.

### NOMINATING COMMITTEE

Sarah Clark & Patti Bonhomme

### POLICY COMMITTEE

Erin Quiring & Emma Piayda. No changes done to Policies as the Branch is still awaiting the draft from CPF National.

**CPF Alberta representatives sit on the and support the following CPF National committees and Network activities:**

- Council of Presidents
- Council of Executive Directors
- Chapter Development Officers Committee
- Research Brief & Public Policy Direction Working Group
- Strategy Planning Committee – Implementation
- 2019 National Concours d'art oratoire
- 2020 Network Conference Committee
- 2020 Concours Virtuel Committee



# ORGANIZATION *By the Numbers*

## BOARD SUCCESSION, GOVERNANCE, LEADERSHIP & LEARNING OPPORTUNITIES

**4** LEARNING OPPORTUNITIES (STAFF & BRANCH BOARD)

**7** BRANCH BOARD & SPECIAL MEETINGS

**50** ATTENDEES AT BRANCH AGM | **3** COMMITTEES

## PARTICIPATION IN NETWORK, NATIONAL EVENTS

**5** ATTENDEES / WHO WORK ON BEHALF OF BRANCH *President & Vice President*



CANADIAN  
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## ATTENDANCE AT NETWORK, NATIONAL EVENTS

**1** ATTENDEE  
*Council of Presidents,  
5 meetings, President*

**1** ATTENDEE  
*Council of Executive Directors,  
9 meetings, Executive Director*

**2** ATTENDEES  
*Chapter Development Officers Committee, 5 meetings,  
Chapter Development Officer & Branch Outreach Coordinator*

**1** ATTENDEE  
*Research Brief & Public Policy Direction Working  
Group, 1 meeting, Executive Director*

**1** ATTENDEE  
*Strategy Planning Committee – Implementation,  
1 meeting, Executive Director*

**1** ATTENDEE  
*2019 National Concours d'art oratoire,  
1 meeting, Executive Director*

**1** ATTENDEE  
*2020 Network Conference Committee,  
3 meetings, Executive Director*




**1** ATTENDEE  
*2020 Concours Virtuel Committee,  
6 meetings, Executive Director*

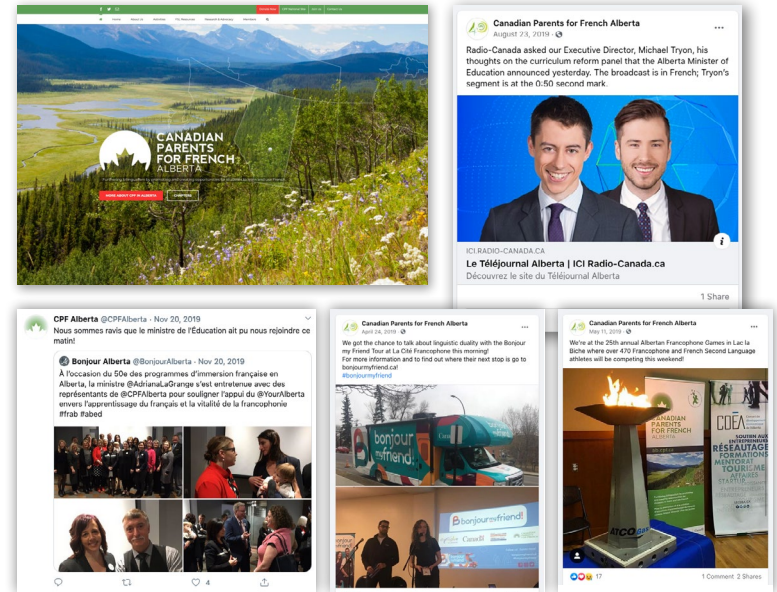
# BY THE NUMBERS



# WEB & SOCIAL MEDIA

## Communication & Social Media Engagement

Website	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 ab.cpf.ca
Unique Visitors	15,905	15,178	4.6% decrease of same reporting period over last year
Sessions	18,721	17,741	5% decrease of same reporting period over last year
Page Views	29,009	28,069	3% decrease of same reporting period over last year
Twitter	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 @CPF_Alberta
Followers	458	482	5% increase of same reporting period over last year
Profile Visits	-	441	
Mentions	-	48	
Tweets	58	135	133% increase of same reporting period over last year
Number of impressions (likes & retweets)	603	25,695	4,161% decrease of same reporting period over last year
Facebook	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 @CPFAB
Page Followers	705	137	81% decrease of same reporting period over last year
Page Likes	741	741	No change from same reporting period over last year
Total Reach	27,270	62,748	130% increase of same reporting period over last year
Engagement (likes, comments, shares)	-	7,456	



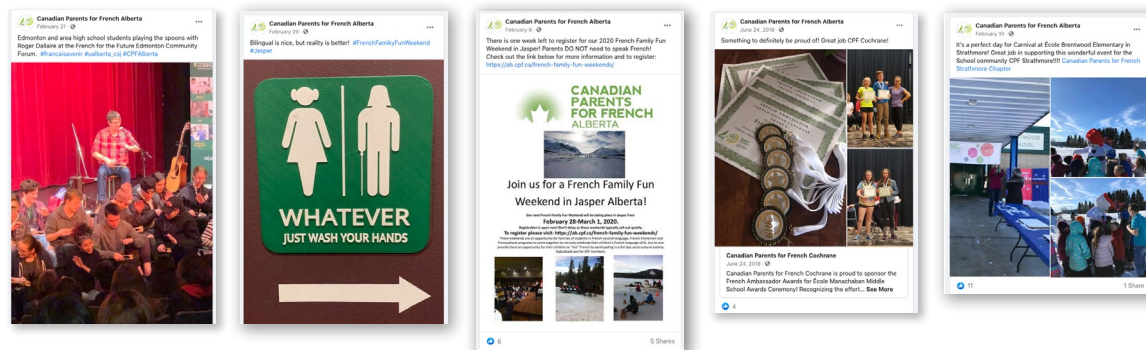
### COMMUNICATIONS

MEMBER COMMUNIQUE  
SENT **12x** PER YEAR

CHAPTER LEADER COMMUNIQUE  
SENT **12x** PER YEAR

MEMBER SUBSCRIBERS  
**710**

CHAPTER SUBSCRIBERS  
**189**



# 2019-2020 FINANCIALS

## Revenue

PCH Core Program Support	227,148
Project or Other Support	18,480
Membership Fees	7,923
Donations	164
Other Revenue (product sales, rent, contracts)	29,920
<b>Total</b>	<b>283,635</b>

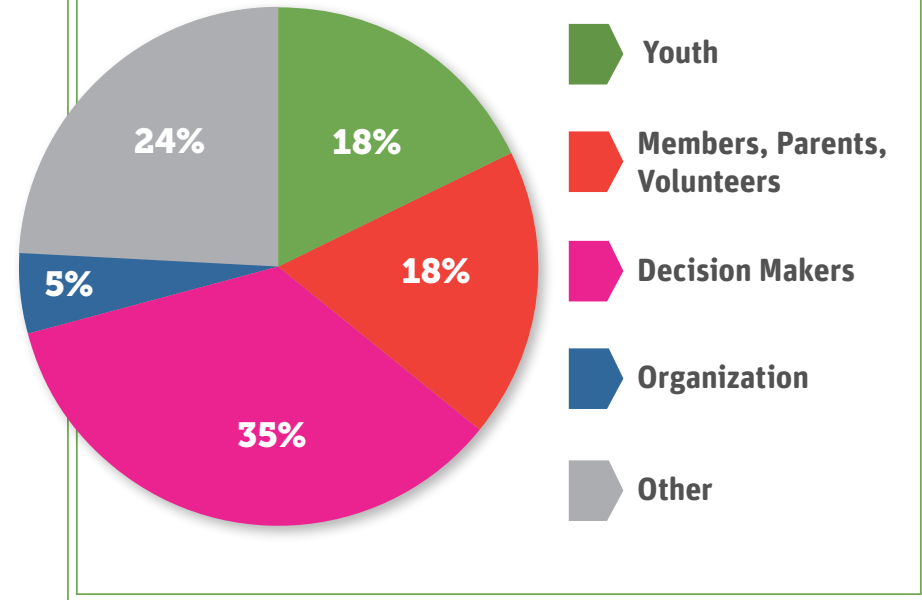
## Expenses

Salaries	162,488
Travel & Accommodation	69,126
Publicity	6,719
Operational Costs	20,956
Other	34,148
<b>Total</b>	<b>293,437</b>

## Statement of Operations

Revenue	283,635
Expenses	293,437
Excess or deficiency of revenue over expenses for the year*	<b>(10,146)</b>

### SPENDING BY PILLAR



Thank you ~ Merci

Funds are used for our two French Family Fun Weekends to supply promotional material to chapters and to support provincial FSL initiatives (i.e. French for the Future, *Les Jeux Francophones*). Canadian Parents for French Alberta continues to be supported by a casino every 18 months which brings in approximately \$70,000.

### **Canadian Parents for French Alberta wishes to thank:**

#### **PARTNERS**

- Alberta Education, French Education Services
- Alberta French Language Education Consortium  
– Permanent Co-Chair
- Alberta Francophone Secretariat, Government of Alberta
- *Association Canadienne Française de l'Alberta*  
– Formal partnership agreement & *Projet ACCENT*
- *École Holy Cross*, Edmonton Catholic Schools
- *Faculté Saint-Jean (FSJ) & Centre collégial de l'Alberta (CCA)*, University of Alberta – French Immersion Student Attrition Research Project; Faculty Council Member (FSJ); Executive Committee Member (CCA).
- *Fédération du sport francophone de l'Alberta*  
– Partner for *Les Jeux Francophones de l'Alberta*
- Francophonie Jeunesse de l'Alberta
- French for the Future – Contract coordinator of the two (2) Calgary Community Forums.
- Institute for Innovation in Second Language Education, Edmonton Public Schools – Partner in Teacher Retention & Recruitment Project
- Office of the Commissioner of Official Languages - Alberta, British Columbia, Northwest Territories and Yukon Region  
– Partner in *Hello – Bonjour! Project*

#### **OUR DONORS**

- Shannon Nelson
- Valerie Gowan
- Anonymous

#### **ALL FUNDERS & MAJOR DONORS**

- Government of Canada (Department of Canadian Heritage)
- Alberta Gaming and Liquor Commission
- French for the Future

***We thank the Government of Canada through the Department of Canadian Heritage (Enhancement of Official Languages Program) for their continued financial support.***

Funded by the Government of Canada  
Financé par le gouvernement du Canada

Canada 

**Our Vision**  
A Canada where French and English  
are an integral part of daily life.

**Canadian Parents for French  
Network Strategic Plan  
2015-2020**

**A. Youth**  
**Create and promote opportunities for youth to learn and use  
French as an official language**  
French language learning programs, exchanges and other socio-cultural activities

**Strategic Directions**

- A.1. Value of language learning and intercultural awareness
- A.2. Quality programs and opportunities to develop learner proficiency (pre-schools, elementary, secondary, post-secondary)

**Outcomes**

- A.1.1. Increased understanding of the benefits of learning French and related cultures / heritages
- A.1.2. Larger percentage of diverse, actively engaged and supported youth learning French
- A.2.1. Universal access to quality programs and opportunities through multiple entry points and program models

**B. Parents, members and volunteers**

**Support a collaborative Network**  
Recruitment, research and services, volunteer training, national support to branches and chapters, Network collaboration

**Strategic Directions**

- B.1. Enhanced volunteer engagement and capacity
- B.2. Membership growth and knowledge development

**Outcomes**

- B.1.1. Increased understanding of value of CPF membership and initiatives
- B.1.2. Actively engaged and supported volunteers working as part of a collaborative network
- B.2.1. Increased and diversified membership, activities and funding
- B.2.2. Improved volunteer and member satisfaction

**C. Decision-makers**

**Inform and influence parents, stakeholders and government officials**  
Dissemination of research-based information to the public, government and media, public relations, championing our cause

**Strategic Directions**

- C.1. Broadened knowledge and deepened understanding of the value of official language bilingualism
- C.2. Effective working relationships with external stakeholders and public

**Outcomes**

- C.1.1. Increased engagement and improved decision making in support of quality French language learning programs
- C.2.1. Increased presence and visibility of CPF as informed leader

**D. Organization**  
**Lead a dynamic, strong and effective Network**  
Governance, CPF Network leadership development, operational excellence, effective communication, revenue diversification

**Strategic Directions**

- D.1. Strengthened and effective organization
- D.2. Growth and increased expertise of Network leadership

**Outcomes**

- D.1.1. Best practices in transparent and accountable governance and operational models
- D.1.2. Diversified revenue and growth
- D.2.1. Collaboration and effective communication throughout the Network
- D.2.2. Informed and effective Network leaders

# Wrap-up of Strategic Plan 2015-2020

Popular events such as the *Petit Déjeuner avec nos MLAs*, our sold-out French Family Fun Weekends, along with our continued partnership with the Office of the Commissioner of Official Languages *Hello, Bonjour!* Program – offered to grade 7 and 8 students to encourage them to stay in French – kept us successful and busy throughout the past year.

We have also met some major challenges: budget cuts to all school programs – including French immersion; continued challenges in recruiting qualified and quality French-speaking teachers; cuts in support of inclusion in French second language education; increases in transportation fees for French immersion students in additional jurisdictions; and the lack of resources to support students and teachers in remote learning environments. These challenges have meant that it has been necessary to not only hone and fine-tune our advocacy skills, but learn to stay on top of each and every item that is released by the provincial ministry of education.

# Looking Forward

## ▶ YOUTH

Advocate for the inclusion of FSL youth in accessing and participating in French language services and programs. With the future of Campus Saint-Jean in jeopardy, the almost total decrease in opportunities for FSL students to partake in distance learning courses, and the cut to OLEP funding for FSL programs, French second language programs are under threat. Increased advocacy will be required on an ongoing basis.

## ▶ PARENTS, MEMBERS & VOLUNTEERS

Work collaboratively as a Network to recruit and retain members, develop an effective member renewal process, and deliver effective member campaigns. CPF Alberta recognizes that there has been a significant decline in both membership and chapters over the past couple of years. Alberta will establish and implement an annual membership campaign, as well as develop a retention campaign including the development and delivery of an exit survey for members who choose not to renew their memberships.

## ▶ DECISION MAKERS

Share research and facts about FSL education through accessible communications approaches to reach and to inform a broader audience. CPF Alberta is currently partnered with researchers at Campus Saint-Jean to discover and understand the reasons that parents are withdrawing their children from French immersion programs. The results of this research will help determine the future of French immersion programs across Alberta.

## ▶ ORGANIZATION

Offer mentoring and collaboration opportunities to facilitate the sharing of expertise, key lessons and promising practices to develop strategy, mitigate risk and reinforce the CFP Network plan. To ensure the future success of CPF across Alberta, the branch must move in a new direction to support its members and chapters. This will include, but will not be limited to, the utilization of technology to offer them timely training and resources and the implementation of the new "team" model.

# Canadian Parents for French across Canada

The **Canadian Parents for French** Network collaborates by working together, demonstrating strong leadership and true impact across the country.



**CANADIAN  
PARENTS  
FOR FRENCH**  
ALBERTA

**Executive Director**..... Michael Tryon  
**Finance Administrator**..... Candace Resch  
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