



CANADIAN
PARENTS
FOR FRENCH
MANITOBA



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



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2019-2020 Highlights

> Teach in French – Enseigne en français

This initiative was developed to assist in addressing the challenges relating to teacher supply. Eight (8) bilingual interactive presentations with videos were created to inspire youth to seriously consider careers teaching French and teaching in French. Promotional campaigns used the mediums of billboards, benches and city transit to share messaging with the general public. City/rural billboards and transit advertising had an estimated 8,306,712 viewings, and benches at bus stops/stations had an estimated 22,415,478 viewings!

> Concours d'art oratoire

New categories were fully implemented, giving more diverse options for FSL and FFL students to showcase their French language skills. For example, the new *Une conversation imaginaire (Duo)* category had a record number of participants. The popularity of such categories contributed to making this a record breaking year, with 6,786 students participating at the school/school divisions levels of competition and 157 participants at the provincial level of competition!

> French for Life & French: An Opportunity of a Lifetime!

CPF-MB continued to enhance recruitment, and decrease attrition in FSL programs throughout the province. The high demand for in-class promotional presentations continued. Forty (40) schools were visited and 83 presentations delivered. Students learned about the benefits of continuing their French studies and official bilingualism. They were also provided with information about FSL opportunities, careers, cultural exchanges, scholarships and bursaries. Website and social media facets improved in popularity, e.g. 5,454 website users – an increase of 93% compared to the previous year, and 1,139 Facebook likes – an increase of 19% compared to the previous year!

President's Message



As President of CPF-MB, I have had the pleasure of representing our organization at many events and meetings throughout 2019-2020. Some of my personal highlights were participating in the:

- French Toast Breakfast on the Hill in Ottawa;
- *Concours* provincial finals as Master of Ceremonies;
- Forum de la Francophonie;
- Teach in French - *Enseigne en français* launch.

I have volunteered at *Concours d'art oratoire* for many years, however I was amazed yet again, as I saw how gifted and talented our Manitoban students are!

This year, I also served as the Chairperson of the CPF Network Council of Presidents (CoP), and continued to work on the CPF National Bylaw and Policy Committee.

As I reflect upon the year, I am proud of the progress we have made as an organization at the Chapter, Branch, and National levels; the result of the continuous hard work and commitment of our dedicated volunteers. I sincerely thank, each and every one of you for being champions to your children and to your communities!

I thank my fellow board members, for their time and support. When I was unable to attend an event or activity, another Director always stepped up to ensure that CPF-MB was represented and its voice heard.

To Catherine, Janet, Stevens and Lornell - thank you! The year was both exciting and challenging. Throughout, you were steadfast and continued to triumph, as you ensured that services and activities were provided to enhance French-Second-Language (FSL) learning and highlight the benefits and importance of official language bilingualism.

I leave you with a quote from Richard Branson "**Success cannot be measured in wealth, fame or power, but whether you made a positive difference for others.**"

Rena Prefontaine
CPF-MB President

Executive Director's Statement



As you review this report, I am sure it will become apparent that all of our volunteers and staff have worked diligently during this past year. Their continual and invaluable contributions included, but were not exclusive to, assisting in ensuring that:

- all those who call Manitoba home had equal access to quality FSL programs and courses;
- our children and youth had opportunities that enhanced their French language learning and French socio-cultural experiences;
- the importance and benefits of official language bilingualism were highlighted and showcased to the general populace;
- parents were supported as they accompanied their children through the French language learning journey;
- elected and non-elected decision-makers were made aware and reminded of their social responsibilities concerning official bilingualism.

Once again, I was fortunate to work with, and have the support of, a dedicated Board of Directors and staff. I commend each of them; as all went above and beyond to keep French language learning vibrant and in the forefront.

My special thanks go to:

- our Chapter volunteers who worked arduously at the grass roots level;
- those who gave their time and expertise to make *Concours d'art oratoire* and other activities memorable experiences for all participants;
- our funders/partners/supporters and stakeholders, who continued to support our efforts and were always willing to answer questions and share expertise;
- the Branch Board of Directors, who attended many events and activities, and ensured that our organization was well administered and governed;
- our Office Manager (Janet Steinthorson), whose multiple talents and attributes kept the Branch working at optimal efficiency;
- our Project and Communications Officer (Stevens Niamien), who travelled throughout the province and successfully shared and highlighted FSL messaging;
- our Administrative and Projects Support (Lornell Reimer), who made sure that the team had up to date FSL information and useful tools.

Since 2003, CPF-MB has been an integral part of my life. I am proud of its positive impact on French language education in Manitoba. Furthermore, I continue to admire and be humbled by the long and withstanding work of its volunteers and staff. ***"Merci mille fois."***

Catherine Davies
CPF-MB Executive Director

YOUTH

Concours d'art oratoire

Classroom, school and divisional levels of this prominent and respected French speaking competition led to the provincial finals at Université de Saint-Boniface (USB).

Concours was successful in achieving its educational objectives, in that it provided language opportunities that assisted FFL and FSL students to:

- improve, develop confidence and enhance pride in their French language abilities;
- demonstrate their French language skills to peers, parents and other family members;
- come together with fellow Francophiles and Francophones as provincial finalists in the prestigious French milieu environment of *Université de Saint-Boniface* (USB).

The provincial finals event was attended by national and local dignitaries, including:

- a member of the Senate of Canada;
- a representative of the Commissioner of Official Languages;
- the Member of Parliament for St. Vital;
- the Manitoba Minister for Francophone Affairs;
- the leader of the Manitoba Liberal Party;
- a representative of *Société de la Francophonie manitobaine*.

All dignitaries presented awards, voiced their support for French language learning and the importance of official bilingualism. This added prestige and credence to the experience of participants. They also commended the work of the CPF-MB Branch and Chapters.



L to R: Dan Vandal, MP for St. Boniface & St. Vital • The Honourable Rochelle Squires, MB Minister for Francophone Affairs • Wab Kinew, Leader of the MB New Democratic Party • Catherine Davies, Executive Director, CPF-MB

▲ Dougald Lamont, Leader of the Manitoba Liberal Party

CANADIAN PARENTS FOR FRENCH

CONCOURS d'art oratoire

Canada's French Public Speaking Contest



CONCOURS PARTICIPANT TESTIMONIALS

"I am now more capable of writing and speaking in French. Concours taught me to support my ideas with facts and how to present myself to an audience."

"Personalized framed certificates were appreciated! The customized medals are wonderful! What a great touch. Thank you for doing this. It adds more class to the event."

"It is more than apparent that the Concours appealed to a broad range of students from diverse ethnic and socio-economic backgrounds."

French for Life & French: An Opportunity of a Lifetime!

These projects served to assist with the recruitment and retention of students in French Second Language (FSL) education. The benefits of the French Immersion (FI) program, French courses in the English program, and official language bilingualism were highlighted and promoted via:

- in-school presentations, with "Question & Answer" sessions;
- public promotional campaigns (billboards, benches and transit advertising);
- forums and events;
- www.frenchforlife.ca



At one time, Jayme worked for CPF-MB as an employee, and later served as a CPF-MB Board Director. She went on to become a lawyer and is featured in that capacity in the pic of the bench. It is Jayme's little boy who is climbing on the bench (next to the pic of his Mom!). Pretty cool eh?

“
It was inspiring
and made me
want to learn
more French.
”



French Immersion Drama Extravaganzas



Directed by Laura Lussier, French cultural specialist, workshops were tailored to the abilities and interests of various groups. This initiative reached students in communities outside

of Winnipeg, where access to French socio-cultural activities continue to be limited.

Interactive theatre and improvisation activities encouraged the use of French skills in a relaxed environment, while students experienced the thrill of working together en français. Students performed skits using props and costume pieces, and instantaneously improvised advertisements, movie trailers and speeches.

“ I liked that this workshop allowed us to play different games, in French, with our friends! ”

A Student

“ It was excellent! The students were so engaged. They had many opportunities to move, communicate in French, expand their vocabulary (with the mime game) and also with the other drama activities. Awesome! ”

A Teacher

Pillar Highlights



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CPF-MB is proud to support

YOUTH

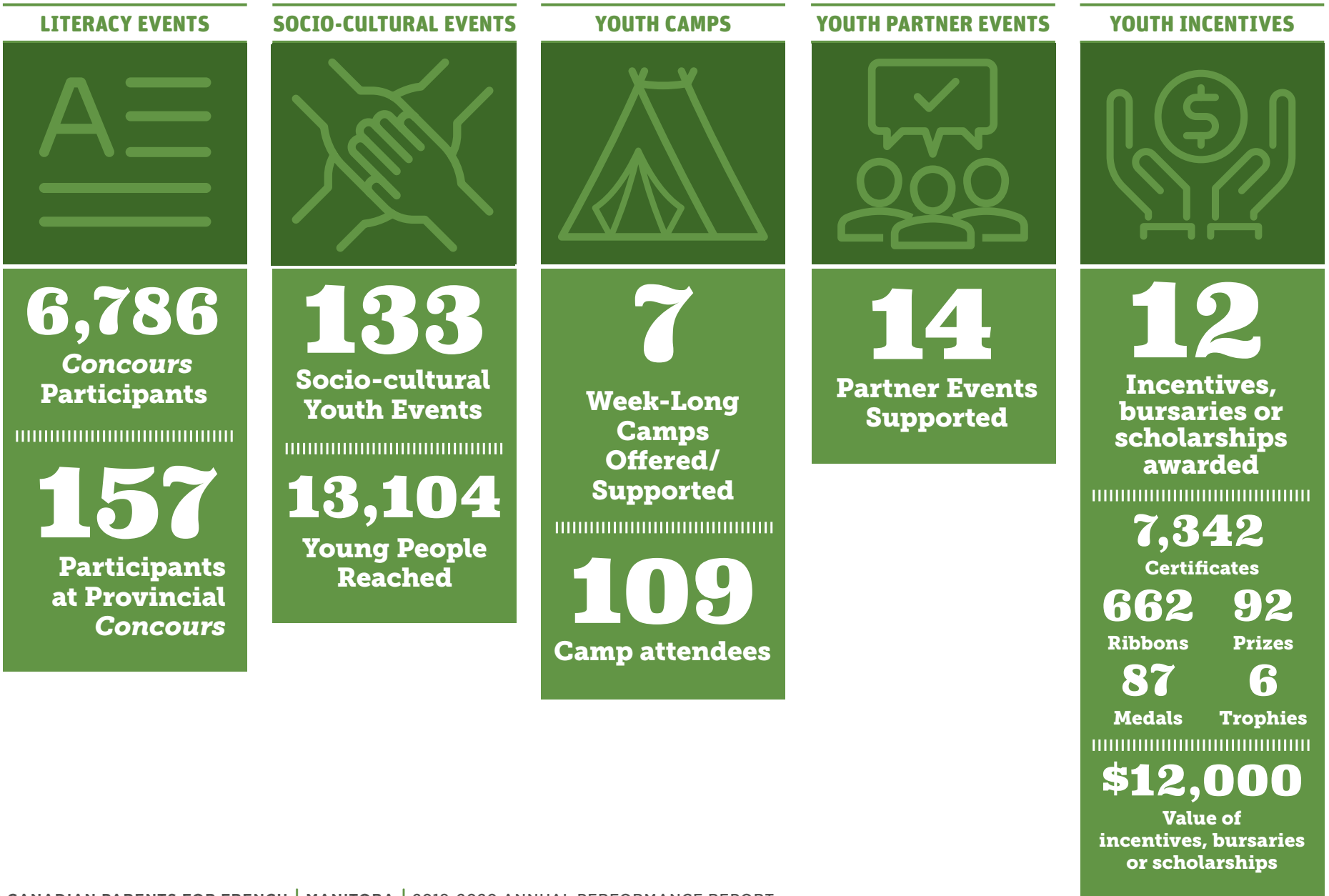
CPF-MB activities, initiatives and projects were successful in that they served to:

- > further bilingualism by promoting and creating opportunities for youth to learn and use French;
- > inform youth of the benefits of bilingualism;
- > encourage youth to continue their French language learning and use of their French through high school and beyond;
- > motivate, recognize, and reward the efforts and accomplishments of Manitoban students;
- > enhance understanding of the benefits of learning the French language and learning about its cultures/heritages;
- > raised awareness of the value of official language bilingualism and inter-cultural understanding.



YOUTH *By the Numbers*

Numbers and statistics related to youth



PARENTS, MEMBERS & VOLUNTEERS

Volunteer Information Sessions/Training

Volunteer information sessions/training opportunities were made available to Chapter representatives and Branch Board Directors attending the 2019 CPF-MB AGM & Conference. Participants were:

- introduced to the latest CPF-MB promotional initiative Teach in French – Give the Gift of Language & Culture;
- given a “tour” of the CPF-ON resource FrenchStreet.ca;
- informed as to the importance of registering on the CPF Volunteer Registry.

Guidance was provided as to how to promote all of the above, and was followed by networking and the Volunteer/Chapter Appreciation Event.

“It was interesting to hear about the work being done in this area (French teaching professions).”

Chapter volunteer



“I like hearing about the successful events other Chapters have had. I want to bring back ideas to my community. I like the swag to bring back for teachers to promote French. I like the people and the kindness of others as we work towards a common goal: promoting FSL.”

Chapter volunteer

“Event ideas are always helpful. It was good to meet face-to-face with Chapter members and hear of successes/strategies/concerns etc..”

Branch Board Director

“[It was] beneficial – hearing what Chapters are doing and getting to know people better.”

Branch Board Director

Pillar Highlights



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PARENTS, MEMBERS & VOLUNTEERS

CPF-MB services, supports, activities and initiatives were successful in that they served to:

- > increase parental understanding of multiple entry points, program models and expected proficiency results;
- > help parents understand the quality programs and opportunities that are available to develop learner proficiency;
- > support and engage volunteers and members;
- > create a stronger network that embraces diversity, and welcomes bilingual families, newcomers to Canada, new Canadians and indigenous peoples.



Chapter Support

CPF-MB FSL Initiative Incentive Fund

Chapter volunteers utilized funds allocated by CPF-MB to successfully orchestrate family-based French language and socio-cultural initiatives/activities/events. Consequently, the profile of the French Immersion program was highlighted and the sense of community spirit enhanced in rural and northern communities throughout the province. Initiatives included:

- *Nuit de jeu*
- *Petit Café*
- French Immersion Winter Festival
- BBQ/National Student Debate Seminar
- *Festival du Voyageur* Activities
- Louis Riel Day Celebration
- French Families
- French Literacy Lab



General Branch Support Provided to Chapters

- > Financial support to attend CPF Network Conferences and AGM's (every second year)
- > Financial support through the FSL Initiative Incentive Fund
- > Financial support for billeting of summer camp staff
- > Chapter Start Up Fund
- > Closed Dropbox Folder for Chapter Executives
- > Closed Facebook for Chapter Executives
- > Provision of FSL resources/information/promotional items
- > Provision of research-based advocacy materials
- > Provision of monthly Chapter membership lists
- > Periodic membership-drive support
- > Presentations/information sessions at community events/meetings
- > Guidance re: allocation of bursaries/scholarships
- > Technical support re: branding, social media etc.
- > Training/information sessions/networking opportunities
- > Chapter/Volunteer Appreciation Event

PARENTS, MEMBERS & VOLUNTEERS

CPF Beausejour Highlights *April 2019 - March 2020*

Events/Activities

Family Movie Night – 60 people attended, parents brought camp chairs, children brought comfy blankets/wore pajamas, silver collection raised \$140.00, and event generated excitement and many positive comments.

Festival du Voyageur – financial support enabled attendance of over 150 students, who basked in the joviality of French Canadian culture, which embodied great music, amazing foods and wondrous sights.

Camp Soleil – 16 campers practiced their French through the “Around the World” theme, and the week was wrapped up with a pizza lunch for families.

Facebook – exceeded goal of 100 and now have 127 Friends.

CPF Beausejour Summary Message

CPF Beausejour has plans for additional opportunities for students to speak French outside of the classroom, and for parents to engage in the French language-learning journey of their children. Thank you to CPF-MB for your continued support. The guidance and resources provided have been invaluable.



CPF Beausejour Executive

- Andrea Granger, President
- Andrea Thibault, Vice-President
- Stuart Davies, Secretary
- Jessica Byskal, Treasurer



PARENTS, MEMBERS & VOLUNTEERS



CPF Dugald Executive

- Melissa Jobb-Sheppard, President
- Jennifer Tremorin, Vice-President
- Karen Wierenga, Secretary/Treasurer

CPF Dugald Highlights *April 2019 - March 2020*

Events/Activities

TumbleBooks – renewed account/subscription as it was well received, students, teachers and families accessed online books *en français* via a link from the school website.

School Newsletter – updated parents on FSL issues and highlighted remote learning French Apps.

Camp Soleil – 20 campers demonstrated the camp had gained in popularity.

CPF Dugald Summary Message

*CPF Dugald's goals include setting up a **Petit Café**, a concert *en français*, and including older grades in **Concours d'art oratoire**. We will also strive to increase awareness of CPF and the benefits that parent involvement brings to the school.*

PARENTS, MEMBERS & VOLUNTEERS

CPF Flin Flon Highlights April 2019 - March 2020

Events/Activities

CPF Flin Flon FI Bursary – \$1,000 awarded to FI graduate.

Computer/Messenger Bags – provided to FI graduates.

Lego Club – used collaboratively by FI and English Program students, the club was awarded \$250 to add to its collection.

Certificates of Completion – presented to Grade 8 FI graduates.

Appreciation Gifts – given to FI staff.

Back to School Barbeque/Bienvenue à l'école – partnered with PAC and gave a full picture of the school and its energetic students, teachers and parent volunteers.

Culture Days – set up a booth, highlighted the group by displaying the CPF banner, served coffee, croissants and bannock to the public.

Mom's Pantry & Recipe in a Jar – raised funds to support the FI program.

Winter Fun Day – held at local ski chalet, where students had the opportunity to cross country ski, participate in organized games, and enjoy snacks and hot chocolate.

Festival du Voyageur & More – students enhanced their French skills as they learned about Canada's fur-trading past and unique heritage and culture, and toured the Royal Canadian Mint and the Manitoba Museum.

Café Français – bi-weekly meet-ups where local French speakers, FI students practiced their French.



CPF Flin Flon Executive

- Telis Keramydas, President
- April Eardley, Vice-President
- Carrie Alexander, Secretary
- Kaiti Keramydas, Treasurer

CPF Flin Flon Summary Message

CPF Flin Flon thanks its Executive for all their hard work. All volunteers contributed many volunteer hours, and raised funds to support and enhance the French Immersion program, which is an important and integral part of our community.

PARENTS, MEMBERS & VOLUNTEERS

CPF Morden Highlights April 2019 - March 2020

Events/Activities

Kindergarten Information Night – table set up with FI and CPF brochures, answered parents' questions.

Séminar National de Débats d' Étudiants BBQ – for high school students from across Canada, who competed in the French, English, and Bilingual debate categories.

Public Skating Event – with French music, snacks for children and CPF materials for adults.

Bilingual Bop Family Dance – with a craft station and Zumba presentation.

Morden Multicultural Winterfest – booth with FI information set up by grades 3-4 FI students and their parents, who then demonstrated how to weave a ceinture fléchée.

CPF Morden Scholarships – awarded two (2) \$100 scholarships to those with highest standing in both French 4OS (English Program), and French Language Arts 4OS (FI Program).

Morden Dairy Queen Partnership – enabled purchase of gift cards at 50% discount, which were provided to child-minders of parents attending Chapter meetings.

Membership Drive – with incentive gift card to Flavours of Mexico Camp Soleil – 25 campers had opportunities to building their confidence and pride in the use of the French language.

Camp Soleil – 25 campers engaged in fun activities that built their confidence and pride in their use of French.



CPF Morden Executive

- Sara Convery, President
- Cherie Fehrmoore, Vice-President
- Karma Sheppard, Secretary
- Kristy Radke, Treasurer

CPF Morden Summary Message

CPF Morden had a successful year. Looking ahead it may be challenging to host events and entertainers due to possible COVID 19 restrictions. Therefore, we are looking forward to working with CPF-MB and CPF National to determine creative ways to deliver French opportunities for our students.

PARENTS, MEMBERS & VOLUNTEERS

CPF Portage la Prairie Highlights *April 2019 - March 2020*

Events/Activities

Monthly Chapter Meetings – planned for activities that would provide French speaking opportunities for the youth in our community.

Bursary – awarded a \$500 bursary to a grade 12 student from Portage la Prairies Institute, who plans to continue her studies in French and is aspiring to be a French teacher in the future.

CPF Portage la Prairie Summary Message

CPF Portage la Prairie spent time getting organized for a number of activities this year. Unfortunately, several had to be cancelled due to Covid-19. We are looking forward to returning to normal chapter activities, once the pandemic restrictions have lifted!



CPF Portage la Prairie Executive

- Paulette Chislitt, President
- Kendra McKenzie,
Vice-President & Treasurer
- Angela Mills, Secretary

PARENTS, MEMBERS & VOLUNTEERS

CPF Stonewall Highlights *April 2019 - March 2020*

Events/Activities

Kindergarten Information Session – table set up with FI and CPF brochures, answered parents' questions.

Louis Riel Day Celebration – held at Quarry Park and was well attended by the community.

Rainbarrel Fundraiser – raised an impressive \$2,100, which will be used to establish bursaries for future FI graduates.

Camp Soleil – 15 campers enhanced their French through various activities such as music, song, crafts, and local excursions.

CPF Stonewall Summary Message

CPF Stonewall had a successful year. Thanks to everyone who gave their invaluable time and commitment.



CPF Stonewall Executive

- Corinne Lothian, President
- Vacant, Vice-President
- Shawna Legault, Secretary
- Kelly Kimball, Treasurer

PARENTS, MEMBERS & VOLUNTEERS

CPF Swan River Highlights *April 2019 - March 2020*

Events/Activities

Christmas Cash Draw – raised an incredible \$4,000.

Gymnastic Club Canteen – provided the gymnasts with refreshments and provisions.

Festival de Voyageur – donated funds that enabled more grade 7-8 students to enjoy this authentic French socio-cultural experience.

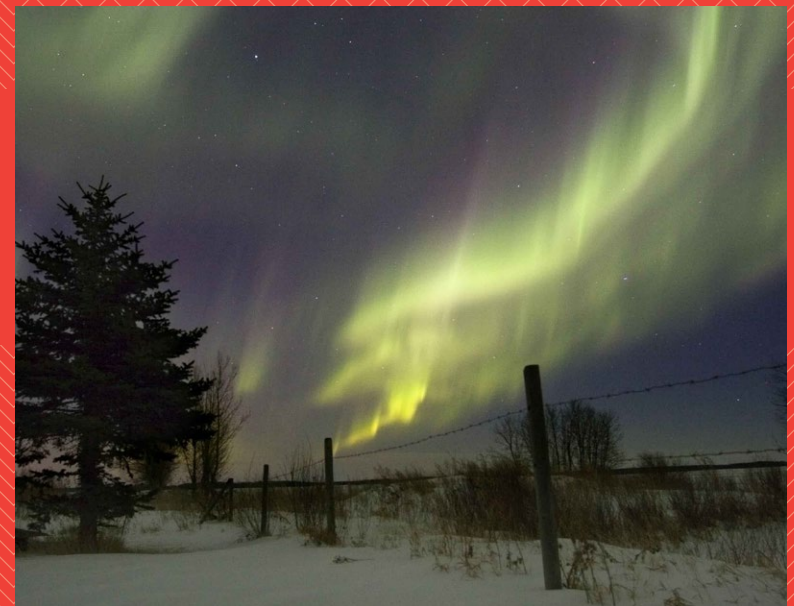
Université de Saint-Boniface Job Fair – acquired commitment from two (2) student teachers to teach FI in Swan River.

New Teachers/Educators – the Swan River community welcomed a fluent FI resource teacher, in-classroom aide, and a French high school teacher.

Future FI Resources – discussions with the Superintendent and several school trustees at the CPF Swan River AGM, resulted in commitment to work on providing more resources for the FI program.

CPF Swan River Bursaries – awarded two (2) \$500 bursaries to FI Diploma graduates.

CPF-MB Certificates of Merit – awarded to five (5) FI graduates



CPF Swan River Executive

- Lynda Parsons, President
- Amanda Bulycz, Vice-President
- Maria Kent, Secretary
- Tanya Ramsay, Treasurer

CPF Swan River Summary Message

CPF Swan River will continue to focus on teacher placement and retention, promoting/strengthening the FI program, and funding raising to support all facets of the program.

PARENTS, MEMBERS & VOLUNTEERS

CPF The Pas Highlights *April 2019 - March 2020*

Events/Activities

Cheese & Chocolate – successfully raised funds through the sale of favourite foods/treats.

Exchanges – supported *Educateur Francophone de Kelsey* French exchange activities.

Festival de Voyageur – provided support to enable students to enjoy authentic French culture.

Concours d'art oratoire – students showcased their French public speaking skills.

French Cultural Tour – students enjoyed workshops and performances provided by a prominent French entertainer.

French Literacy Lab – purchased books for reading development and the pleasure of over 150 French-second-language (FSL) students.

CPF The Pas String Bags – the bags were distributed together with a letter for parents and CPF membership information.

Camp Soleil – 17 campers participated in the only French language camp provided in this community during the summer.



CPF The Pas Executive

- Chris Keller, President
- Monique Levesque, Vice-President
- Carla Masters, Secretary
- Tara Manych, Treasurer

CPF The Pas Summary Message

CPF The Pas offers sincere thanks to all involved and who continue to be committed to ensuring strong FSL education in our community. Special thanks to Monique Levesque as she steps down from her Executive roles, after multiple years of dedicated service.

PARENTS, MEMBERS & VOLUNTEERS *By the Numbers*

Numbers and statistics related to parents, members & volunteers

PARENT / FAMILY EVENTS / ADULT FRENCH LESSONS

52

EVENTS,
ACTIVITIES

689

PARENTS/ADULT
PARTICIPANTS REACHED

MEMBER / VOLUNTEER ENGAGEMENT

103

VOLUNTEERS

23

ACTIVITIES FOR VOLUNTEERS

MARCH 2020 MEMBERSHIP – CPF MANITOBA

1,793

TOTAL MEMBERS

VOLUNTEER RECOGNITION

1

VOLUNTEER
APPRECIATION EVENT

68

VOLUNTEER
AWARDS

68

VOLUNTEERS
RECOGNIZED

CHAPTER SUPPORT

3

CHAPTER EXECUTIVE
COMMUNIQUÉS

3

CHAPTER SUPPORT
MEETINGS

8

VISITS TO CHAPTERS/
OUTREACH

10

ACTIVE CHAPTERS
OR TEAMS

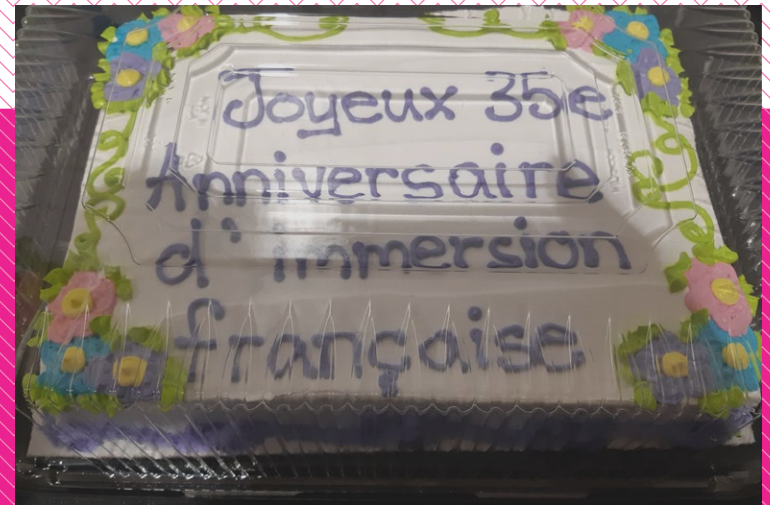


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DECISION MAKERS

Flin Flon 35th Anniversary of French Immersion

The Branch Executive Director (ED) was warmly welcomed as a special guest at this memorable anniversary celebration, in the province's most northern CPF chapter. The dedication of the parents, teachers and supporters, who despite immense challenges, successfully established the French Immersion (FI) program in this community, was commended. Moreover, the commitment of all those involved in keeping the program vibrant today, was applauded. CPF Flin Flon continues to be resolute in its endeavours to enhance the experience of the French language learning experience, by providing and supporting community-based, creative, exciting and fun activities. Congratulations Flin Flon!



The dedication of the parents, teachers and supporters, who despite immense challenges, successfully established the French Immersion (FI) program in this community, was commended.

Modernization of the *Official Languages Act* (OLA) Round Table Consultations (Winnipeg) & the 50th Anniversary of the OLA Symposium (Ottawa)

These consultations and this symposium provided opportunities that allowed CPF-MB to speak on behalf of the French Immersion and French-Second Language communities. The desire to have the language rights of these groups as an integral part of the next OLA was relayed.

Pillar Highlights



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CPF-MB *is proud to support*

DECISION MAKERS

CPF-MB services activities were successful in that they served to:

- > inform decision-makers and influence public opinion to improve decision making in support of quality programs;
- > made decision-makers aware of the need for greater access to quality FSL programs and opportunities;
- > provide research-based information to decision-makers, through a variety of vehicles, to assist in improving supportive FSL decision making.



DECISION MAKERS *By the Numbers*



PUBLIC DISPLAYS / PARENT INFO SESSIONS

17 PUBLIC DISPLAYS

600 PARENTS REACHED

369 TEACHERS REACHED



INFO / RESEARCH ENQUIRIES

47 INFO/RESEARCH INQUIRIES



ADVOCACY EVENTS & TRAINING

1 ADVOCACY EVENT

12 TRAINING OPPORTUNITIES

40 PARTICIPANTS



MEETINGS WITH STAKEHOLDERS, EVENTS, ACTIVITIES

18 MEETINGS, ACTIVITIES

6 STAKEHOLDERS EVENTS ATTENDED

224 STAKEHOLDERS REACHED



TEACHERS / EDUCATORS EVENTS, MEETINGS AWARDS

9 EDUCATION STAKEHOLDER MEETINGS

2 EDUCATOR/TEACHER MEETINGS



PARTNERS

11 EXISTING PARTNERS

7 NEW PARTNERS

6 JOINT INITIATIVES



MEDIA RELEASES AND MENTIONS

5 MEDIA RELEASES

2 MEDIA INTERVIEWS

ORGANIZATION

Due Diligence

CPF-MB met its administrative, financial, legal and governance obligations. Required reports were submitted on time to funders, the CPF-MB Board and to CPF National.

The CPF-MB Board of Directors reviewed the current (2017-2020) organizational strategic plan at its meetings, to ascertain that current Branch operational and governance activities continued to complement the said plan.

The Funding Summary provided to the Board Directors gave an oversight of funding awarded from various sources from 2003 to the present. Furthermore, the Funding Diagram provided a visual of funding sources and uses. Both documents were particularly useful to new Board Directors.

Leadership

The CPF-MB President took a leadership role in the Council of Presidents (CoP) group and encouraged her peers to be proactive in the governance of their Branches. Consequently, attendance at CoP meetings increased. The President also continued to contribute at all CPF National Bylaw Committee meetings.

The Board Directors reviewed CPF draft policies and the draft CPF Network 2020-2025 Strategic Plan. Feedback was provided to National to assist in ensuring attainable and realistic objectives for the Network as whole.

Growth and Diversification

A funding application was submitted to Canadian Heritage and funding was awarded for the CPF-MB Program of Activities for April 01, 2020 – March 31, 2023.

Nine (9) funding applications were submitted to Manitoba Education for July 1, 2019 - June 30, 2020.

Consequently, funding was awarded to support:

- > French for Life
- > French: An Opportunity of a Lifetime!
- > Teach in French - Enseigne en français

Furthermore, supplementary funding was awarded to support:

- > *Concours d'art oratoire*
- > *Camp Soleil*
- > French Cultural Tours
- > French Theatre Workshops;
- > Certificates of Merit for French Immersion & French (English Program) Students



Recognition

2019



Two (2) Directors left the CPF-MB Board in October 2019, and were awarded a framed certificate, in recognition of their service. **Alexa Young** served six (6) years in the roles of Youth Director and Director, and **Tamara Strecker** served four (4) years in the role of Director. Their contributions were of paramount importance, as respectively they raised awareness of the perspectives and challenges of FSL education in northern and rural communities.

Janet Steinhorson, CPF-MB Office Manager, was awarded a framed certificate, in recognition of her fifteen (15) years of service with CPF-MB. The President and Executive Director thanked her for relentless hard work, diligence, and commitment to our organization. Janet’s professional attributes have, and continue to be, truly appreciated and valued.



Terms of Reference

The Terms of Reference for the Council of Executive Directors (CoED), provided a supportive structure and guiding principle for the group. This, along with further collaboration, made the CoED more efficient and organized in its duties.

Pillar Highlights



CPF-MB continued to enhance its collaborations and improve:

- > links between the CPF Network entities, FSL and Francophone partners and other stakeholders, to optimize results of joint initiatives, and issues of mutual interest and importance;
- > dialogue between members of the two official language communities;
- > readiness of the CPF Network to deal with challenges to FSL Education in Canada.

ORGANIZATION

“ It was a great opportunity for Chapter representatives, other volunteers and staff members to network and share valuable information. The information shared, including successes and challenges unique to each community, certainly provided the Branch with information that will help us to create tools to support the Chapters. ”

*Janet Steinhorsen,
Office Manager*



CPF MANITOBA

Board of Directors 2019-2020

- President**..... Rena Prefontaine
- Vice President**..... Delnora Rice
- Treasurer**..... Jason Cegayle
- Directors**..... Krystyna Baranowski
- Lori Mackedenski
- Michael Hudon



Branch Committees

NOMINATING COMMITTEE

Delnora Rice and
Krystyna Baranowski

EXECUTIVE DIRECTOR PERFORMANCE COMMITTEE

Rena Prefontaine and
Krystyna Baranowski

On October 5, 2019 at the Annual General Meeting, members elected a new slate of directors and accepted the audited financial statements for the fiscal year 2019-2020 as provided by Del Halliday, Chartered Professional Accountant.

ORGANIZATION

Annual General Meeting (AGM)

CPF Manitoba held its AGM on Saturday, October 5, 2019.

- > Approval of Agenda
- > Presentation of Minutes of 2018 AGM
- > President's Report for 2018-2019
- > Executive Directors Message for 2018-2019
- > Presentation of 2018-2019 Branch Annual Performance Report
- > Presentation of 2018-2019 Chapter Reports
- > Presentation of 2018-2019 Audited Financial Statements
- > Approval of Auditor for 2019-2020
- > Acknowledgement of Retiring Directors
- > Nominations for 2019-2020
- > Welcome of 2019-2020 Board of Directors

“It was an honour to have the Commissioner as a Guest Speaker. Particularly, as it was his instigation several years ago, which inspired the creation of the CPF-MB “flagship” project French for Life. It was also wonderful to have Manitoban political entities, as well as the newly appointed Rector of USB, and representatives from SFM and CPF National, bringing words of commendation and support for all of our volunteers. Such positive affirmations made everyone feel valued and motivated to carry on with endeavours that ensure access to, and enhance quality FSL learning in communities throughout our province.”

Catherine Davies, Executive Director



▲ Raymond Théberge, Commissioner of Official Languages



▲ Sophie Bouffard, Rectrice, Université de Saint-Boniface

“Wonderful to see so many people here today, and have so many high profile special guests come out to show their support of FSL learning and all the CPF volunteers.”

Tamara Strecker, Director

Guest Speakers

- Raymond Théberge
Commissioner of Official Languages
- Adrien Sala
MLA for St. James, New Democratic Party of MB
- Dougald Lamont
MLA for St. Boniface, and Leader of the Liberal Party of MB
- Sophie Bouffard
Rectrice, *Université de Saint-Boniface*
- Myriam Leclercq
Representative
Société de la francophonie manitobaine
- Derrek Bentley
Vice-President, CPF National

Parliamentarian

- William Younger

Board Directors in Attendance

- Rena Prefontaine, President
- Krystyna Baranowski, Vice-President
- Tamara Strecker, Director
- Delnora Rice, Director
- Alexa Young, Youth Director

Chapter Representatives in Attendance

- Stuart Davies, CPF Beausejour
- Phil Fafard, CPF Dauphin
- Cathy Fafard, CPF Dauphin
- Carrie Alexander, CPF Flin Flon
- Sara Convery, CPF Morden
- Karma Sheppard, CPF Morden
- Paulette Chislitt, CPF Portage la Prairie
- Angela Mills, CPF Portage la Prairie
- Corinne Lothian, CPF Stonewall
- Shawna Legault, CPF Stonewall
- Chris Keller, CPF The Pas

Staff

- Catherine Davies, Executive Director
- Janet Steinhorsen, Office Manager
- Stevens Niamien, Project and Communications Officer

“ I am so happy to be here today. My relationship with CPF-MB goes back a long way. When I first met Catherine, I didn't have white hair! ”

*Raymond Théberge
Commissioner of Official Languages*

Guests

- Lynette Chartier
Bureau de l'éducation française
- Kassy Assie
Bureau de l'éducation française
- Sandy Dryzstek
Bureau de l'éducation française
- Derrek Bentley, CPF National
- Lilian Klausen, *Éducatrices et éducateurs francophones du Manitoba*
- René Piché
Conseil jeunesse provincial
- Lyka Capulong
Conseil jeunesse provincial
- Teresa Collins, Francophone Affairs Secretariat of Manitoba
- Michel Trudel, Francophone Affairs Secretariat of Manitoba
- Peter Dorrington
Université de Saint-Boniface
- Michael Hudon
CPF-MB Board Nominee
- Lori Mackedenski
CPF-MB Board Nominee
- Lisa, Bourdeaud'hui
Member at Large, CPF-Beausejour
- Andrea Granger
Member at Large, CPF-Beausejour
- Ken Reilly, Member at Large
- Youth Volunteer, CPF-MB

ORGANIZATION *By the Numbers*

BOARD SUCCESSION, GOVERNANCE, LEADERSHIP & LEARNING OPPORTUNITIES

8 LEARNING OPPORTUNITIES FOR BRANCH STAFF & BOARD

5 BRANCH BOARD MEETINGS

1 BRANCH EXECUTIVE MEETING

46 ATTENDEES AT BRANCH AGM

2 COMMITTEES *Nominations Committee
Executive Committee*

PARTICIPATION IN NETWORK, NATIONAL EVENTS

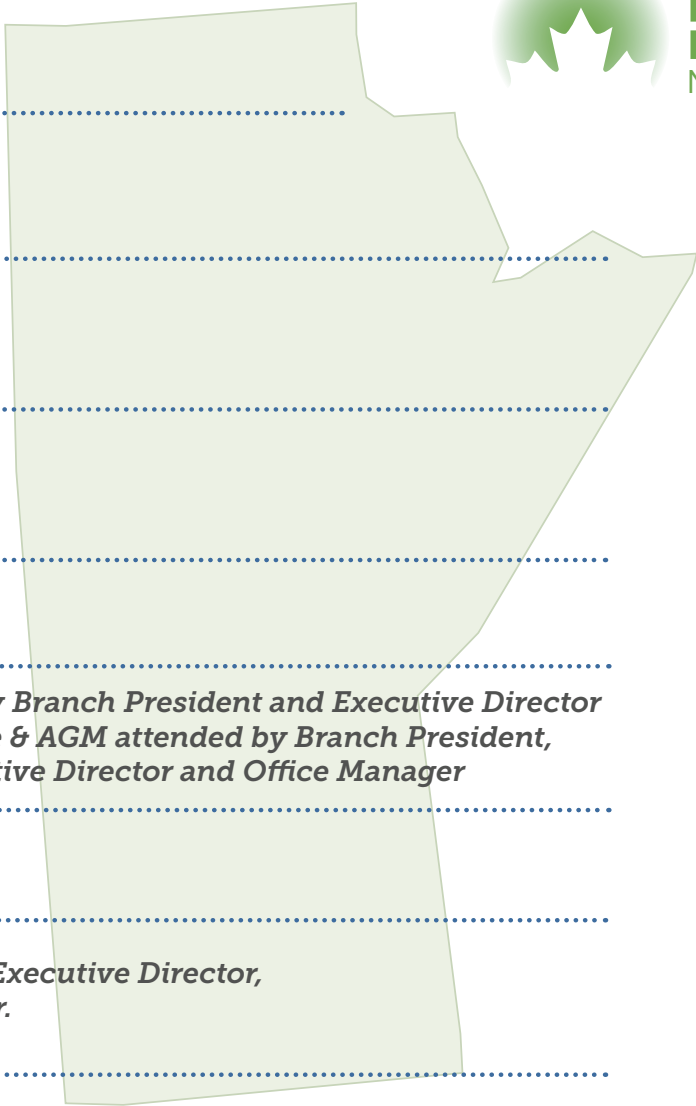
4 ATTENDEES FROM THE CPF MANITOBA BRANCH *French Toast attended by Branch President and Executive Director
CPF National Conference & AGM attended by Branch President, Branch Treasurer, Executive Director and Office Manager*

ATTENDANCE AT NETWORK, NATIONAL EVENTS

23 ATTENDEES FROM MANITOBA *Branch President, Branch Executive Director, and Branch Office Manager.*

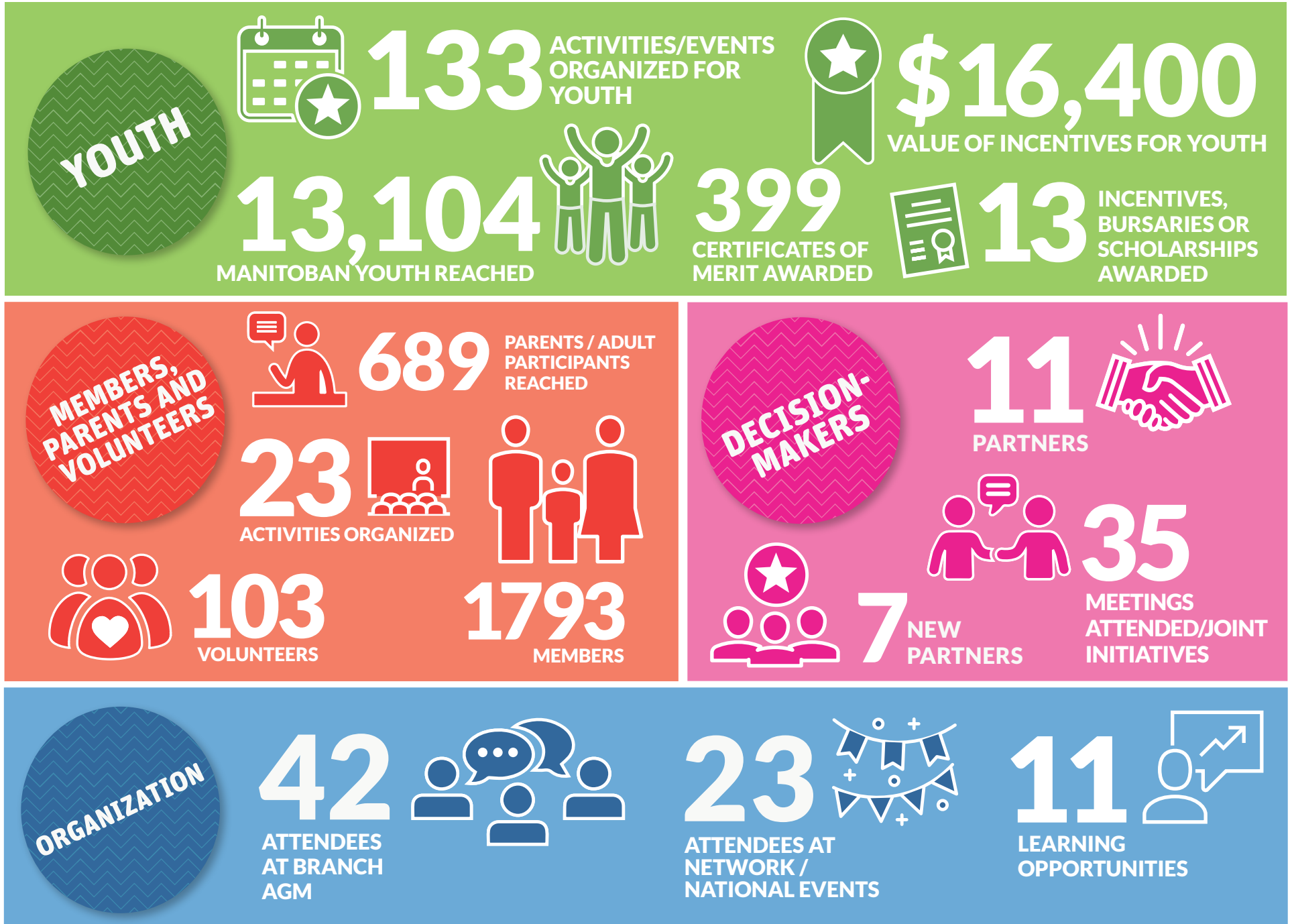


CANADIAN PARENTS FOR FRENCH MANITOBA







CPF-MB Financial Information is Provided in the Audited Financial Statements for April 01, 2019 – March 31, 2020.

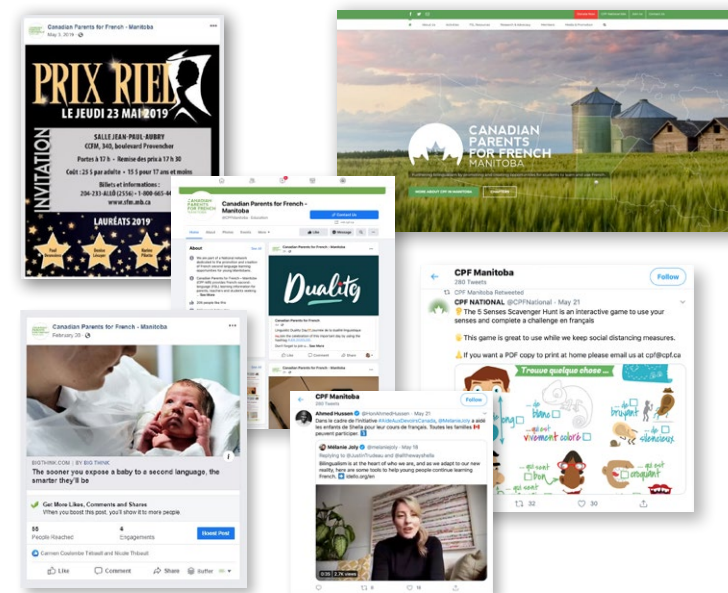
BY THE NUMBERS



WEB & SOCIAL MEDIA

Communication & Social Media Engagement

Website	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 mb.cpf.ca
Users	7,890	11,847	50% increase of same reporting period over last year
New Users	-	11,726	
Sessions	9,619	13,520	40% increase of same reporting period over last year
Page Views	18,223	24,873	36% increase of same reporting period over last year
Average Session duration (minutes)	-	00:01:13	
Twitter	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 @CPFManitoba
Followers	103	124	20% increase of same reporting period over last year
Profile Visits	-	217	
Mentions	-	15	
Tweets	-	266	
Number of impressions (likes & retweets)	-	5,894	
Facebook	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 /CPF.MB
Page Likes	147	172	17% increase of same reporting period over last year
Total Reach	-	4,170	
ENGAGEMENT	-	204	
c. Shares	-	41	
Page Followers	-	202	
YouTube	Apr 1, 2018 – Mar 31, 2019	Apr 1, 2019 – Mar 31, 2020	 /user/CPFMB
New videos posted	-	10	



COMMUNICATIONS

12

E-COMMUNIQUÉS

4

MEDIA RELEASES



Thank you ~ Merci

CPF Manitoba sincerely thanks the:

Government of Canada
Gouvernement du Canada

Canada

Government of Canada for financial support provided through the Promotion of Linguistic Duality, Enhancement of Official Languages Program

Government of Canada financial support provided through the Student Summer Placement Program

Manitoba

Government of Manitoba for financial support provided through the French Second Language Revitalization Program

Government of Manitoba for financial support provided through the Program for the Enrichment of French in Education

Bureau de l'éducation française for support in the forms of educational expertise and mentorship

Université de
Saint-Boniface

Université de Saint-Boniface for financial support in the form of Concours d'art oratoire bursaries/scholarships

Université de Saint-Boniface for general support e.g. provision of educational expertise and venues/technical support for events/activities/meetings

Société de la
francophonie
manitobaine

Société de la Francophonie manitobaine (SFM), the form of the SFM Student Achievement Award



Volunteers, members, supporters and stakeholders

for their contributions in the forms of time, donations and expertise

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

Thank you ~ Merci

EXISTING & NEW PARTNERSHIPS

- Government of Canada
- Government of Manitoba
- Office of the Commissioner of Official Languages (OCOL)
- *Bureau de l'éducation Française* (BEF)
- *Université de Saint-Boniface* (USB)
- *Société de la Francophonie manitobaine* (SFM)
- University of Manitoba (U of M)
- *Éducatrices et éducateurs francophones du Manitoba* (EFM)
- *L'Association manitobaine des directrices et directeurs d'immersion Française* (AMDI)
- Manitoba Association of Teachers of French (MATF)
- *Division scolaire franco-manitobaine* (DSFM)
- Manitoba Association of School Trustees (MAST)
- *Conseil jeunesse provincial* (CJP)
- *Alliance Française* (AF)
- Canadian Association of Second Language Teachers (CASLT)
- Manitoba Divisional Language Coordinators
- Success Skills Centre (SSC)
- CPF-National, CPF-BC & Yukon, CPF-NWT, CPF-AB, CPF-SK, CPF-ON, CPF-NB, CPF-NS, CPF-PEI, CPF-NFL

JOINT INITIATIVES

- French for Life (CPF-MB, BEF,AMDI, OCOL)
- French: An Opportunity of a Lifetime (CPF-MB, BEF, AMDI, OCOL)
- Teach in French – *Enseigne en français* (CPF-MB, BEF, USB, U of M, AMDI)
- *Concours d'art oratoire* (CPF-MB, USB, SFM, Manitoba Divisional Language Coordinators)
- CPF National *Concours Impromptu un Category Pilot* (CPF-National, CPF-MB, CPF-SK, CPF-ON)
- Linking Immigrants to French & English (LIFE) in Manitoba (CPF-MB, Success Skills Centre)

INITIATIVES SUPPORTED/ PROMOTED BY CPF-MB

- *Les Rendez Vous de la Francophonie* (Canadian Foundation for Cross-Cultural Dialogue)
- FrenchStreet.ca (CPF Ontario)
- Youth Leadership Forum (Experiences Canada)
- Where Are They Now? (CPF National)
- *Bouton d'or Acadie*
- SPEAX French
- *Alliance Française Courses*
- OCOL Messaging

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

One main area of growth

During the period covered by this plan, the rate of French Immersion enrollment in Manitoba reached an all time high of over 26,000 students. This reflected an increased confidence in parents with regards to choosing FSL options for their children. However, in some cases this demand exacerbated existing challenges related to teacher supply and retention. CPF-MB reacted to this situation by seeking and acquiring support from Manitoba Education to develop an initiative that would assist in addressing this issue. The result was *Teach in French – Enseigne en français*. Looking ahead, this project will serve to affect and influence students at an early and receptive age. It will encourage them to consider the careers of teaching in French and teaching French. It is anticipated that this will lead to students being more motivated to build on their French skills. Consequently, it is anticipated that more individuals will choose teaching in French and teaching French as careers and this will positively effect the issue of teacher supply.



Looking Forward

▶ YOUTH

Increasing FSL Youth Access and Participation

Objective: Youth have access to/participate in French language activities, understand the benefits/value of French language learning/official bilingualism, and are recognized for their achievements.

▶ PARENTS, MEMBERS & VOLUNTEERS

Building Member, Volunteer and Donor Engagement

Objective: Current/potential CPF |Members, volunteers and donors (including parents) understand the value of FSL learning/official language bilingualism/the role of CPF, and are supported in their efforts to support and enhance FSL learning and cultural appreciation.

▶ DECISION MAKERS

Advocating for Universal Access to Programs

Objective: Parents/educators/partners have access to reliable information to influence decision makers to support quality French language learning programs/make them aware of the value and importance of French language learning and official bilingualism.

▶ ORGANIZATION

Building Leadership Expertise

Objective: Strong governance with youth representation and optimized operational capacity, through collaboration with the CPF Network.

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
MANITOBA**

Staff Directory

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Office Manager Janet Steinhorsen
Projects & Communications Officer Stevens Niamien
Administrative and Projects Support Lornell Reimer

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