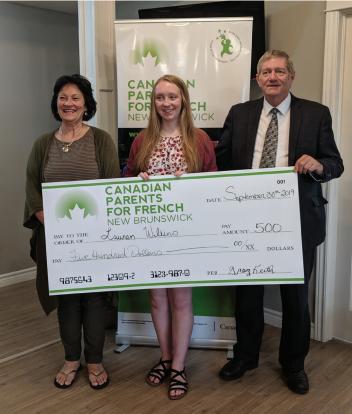
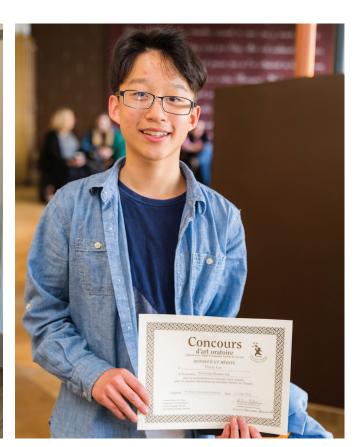


Annual Performance Report

2018-2019







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



2018-2019

- Canadian Parents for French New Brunswick (CPF NB)
 was pleased to award the first Richard Rice Memorial
 Bursaries (CPFNB RRMB) in 2018 to two French Second
 Language (FSL) graduates: Christopher Robin from
 Riverview High School, who will be attending Université
 de Moncton; and to Chloe Somers from Kennebecassis
 Valley High School, who will be attending Université SteAnne in the Fall.
- A survey was conducted following changes to entry point on enrolment for French Immersion (FI) programs proposed by the Ministry of Education. The survey reaffirms CPF New Brunswick's commitment to FSL education with respondents from across the province and country agreeing that early entry point is beneficial to youth and to ensure French education is available to all those who call the province home.



Canadian Parents for French New Brunswick promotes and creates opportunities for youth to learn and use French by offering French language extra-curricular learning opportunities. Here are four examples of opportunities offered throughout the year:

concours d'art oratoire

Canadian Parents for French New Brunswick organized the 32nd Provincial Concours d'art oratoire at the Université de Moncton on May 5th, 2018. This marked the 11th consecutive year that the University hosted this event. Two quest speakers included Lieutenant Governor, Jocelyne Roy Vieanneau, and Emily O'Donnell, a FSL graduate registered in the Groupe Pont Program at the University. CPF NB was pleased to note an increased participation among French Immersion participants in Grades 6.7 and 8. Three students attended the National finals competition held in Ottawa in June 2018.





snider mountain ranch camp (SMR)

For the 22nd year, Canadian Parents for French New Brunswick organized eight sessions of the SMR Camp from the end of May through to the end of June. Over 480 students ranging from Grade 3 to Grade 7 in French Immersion, Intensive French, Late Immersion and Post Intensive programs from 17 schools in 4 school districts. Activities offered included: horseback riding, canoeing, archery, wall climbing, ziplining to name a few. Six FSL graduates from the University of New Brunswick and the Université de Moncton were hired as camp counsellors this year. The Head Counsellor created a video depicting the students' life during their stay at the camp which was circulated via social media channels and posted on the Branch website.

Camp Istorict 2018-Nautical and sta kayak camps

During the month of July, Canadian Parents for French New Brunswick collaborates with CPF PEI and CPF NS to send campers (aged 15 years) for one week to the Magdalen Islands. The CPF NB Executive Director chaperoned five of these FSL students on the ferry trip to and from Souris, PEI and on to their destination. Two students attended Nautical Camp and 3 attended Sea Kayak Camp. This camp provides excellent French speaking monitors to challenge and enrich the students' language skills.



French tutoring and literacy camp

This year, St. Stephen Chapter organized the French Tutoring and Literacy Camp which ran throughout July and most of August. Twenty students from Grades 3 to 8 participated. Two FSL graduates were hired as counsellors and two volunteers from the Chapter supervised. CPF NB Branch offers financial support through the Mary Joyce Booth Award to the Chapter to top up counsellor's wages; as well, the Chapter was awarded two grants from Canada Summer Jobs.

Student / Youth Bursaries

- Canadian Parents for French New Brunswick promotes 19 bursaries with a total value of \$16,500 sponsored by Université de Moncton and Université Sainte-Anne for the Concours d'art oratoire. The opportunities are advertised on the Branch website and shared via social media channels. A press release identifying 1st, 2nd and 3rd place winners was circulated following the Concours d'art oratoire event.
- CPF New Brunswick offered 2 Richard Rice Memorial Bursaries of \$500 each to 2 FSL students which were presented at Concours d'art oratoire 2018 Closing Ceremony.
- Two FSL students in the Groupe Pont program were awarded \$250 each from the CPFNB/FAÉUNB bursary during their second semester.

French for the Future Forums in Fredericton and Moneton

- Canadian Parents for French New Brunswick supports this
 partner youth event each year as a committee member with the
 Fredericton Forum and as an event exhibitor at both Forums. Our
 presence at these events involving 500 students from 24 schools
 helps teachers and youth know who we are and what we do.
- FFF Fredericton-Workshops such as "Le spectacle de musique de Raphaël Butler", "Être artiste" and "La sculpture", were the most popular amongst the 13 choices.

Fttdback

Snider Mountain Ranch Camp



- Food was fantastic, staff was great, camp was clean with lots of planned activities. ??
- Not only were the students introduced to new activities, they were immersed in French and they met new friends! "?
- Positive environment to learn new vocabulary and lots of opportunities to practice French.

Parants Members & Volumbers

Canadian Parents for French New Brunswick is committed to supporting volunteers and Chapters throughout the province and to informing parents to help with their educational programming decisions.

parent information vights

Canadian Parents for French New Brunswick participated in 14 sessions in 13 different schools across the province in February and March 2019. Promotional items including over 500 copies of CPF Magazine were distributed to interested parents.

CPF NC+WORK Conference 2018

Three Canadian Parents for French New Brunswick Branch volunteers and staff attended the CPF Network Conference in Halifax, NS in October 2018. This experience allowed them to have access to a variety of training sessions like member recruitment, volunteer outreach, online resources, social media, and local advocacy, among others. Feedback from participants was positive as they were able to exchange with their peers while contributing to strengthening the CPF Network as a whole.

Member E-Communiques

Canadian Parents for French New Brunswick distributed three e-communiqués to members and stakeholders to provide updates on completed projects and encourage participation in upcoming events. Readers appreciate seeing photos of youth engaged at camp activities and receiving useful website links. This also proved an excellent method to encourage participation in the French Immersion Entry Point Survey, increasing completion of both the government's survey as well as the CPF NB survey. The e-communiqués are posted on the Branch website and circulated via our social media channels.

partn+/volunteer/ teacher/ media inquiries

Canadian Parents for French New Brunswick responded to approximately 411 inquiries this year. Many related to the online survey launched by the provincial government considering changing the Grade 1 French Immersion entry point back to Grade 3, due to the teacher shortage and the perceived lack of bilingualism success rate. Other inquiries were more personal in nature such as a parent asking for guidance in supporting a child with dyslexia and navigating the French immersion program - CPF NB was able to reach out to researchers who in turn offered research findings to inform and support the parent; as well, the office responds to general requests for information on French camps or exchange programs, French adult classes and French resources.

Mother of child with dyslexia, receiving an overwhelming amount of research findings to navigate the French Immersion program, responds:

66 I can't thank you enough for all that you are doing. It brought tears to my eyes this morning as I'm still battling with the school to even set up a meeting to discuss his diagnosis and come up with a learning plan. "?"

CHAPTER

CPF NEW BRUNSWICK
IS Proud to Support
2 Chapters
throughout the
Province!













- Efforts to recruit, train and support volunteers are ongoing throughout the year, especially in conjunction with scheduled events such as Parent Information Nights and during Concours d'art oratoire.
- Branch staff met with potential Chapter representatives in Moncton and Hampton this year.
- Among other initiatives shared with Chapters was the new online activity reporting form developed by CPF National in collaboration with the Branches.

CHAPTERS:

St. Stephen Chapter Sussex Chapter

CHAPTER ACTIVITIES INCLUDE:

- French Tutoring and Literacy Camp
- Camp Istorlet / Magdalen Island Camp
 - Parent Information Night Sessions

Decision Walers

French Immersion Program Advocacy

On February 27, 2019, the provincial Government of New Brunswick announced another review of the French immersion entry point, partially relating this back to a shortage of FSL teachers. This, after the Attorney General's report stated there should not be any more changes proposed to the program's entry point.

Canadian Parents for French New Brunswick responded with media releases and letters to the editor, one of which. Canadian Parents for French New Brunswick disappointed with GNB French Immersion Consultation, was published in the Telegraph Journal. All media releases and letters not having been published were circulated via social media and posted on the Branch website to communicate the CPF position and to counter misinformation.

Throughout, Bob Bernier, Dorothy White along with Greg Keith of the Branch Board of Directors offered their expertise in interviews for TV news and radio programs such as Téléjournal Acadie, le Réveil / Nouveau-Brunswick, CTV News and CBC Radio Shift.

Due to parental concern, CPF NB also launched an online survey to gauge the public's position on the matter. 900 responses from parents, teachers, FSL graduates and education specialists were received from across the country.

TFO French online Resources for schools

This year, Canadian Parents for French New Brunswick provided free access to 212 anglophone schools to the excellent TFO online French resources geared to FSL K to Grade 12 students. This is a key FSL program support for FSL teachers and highly appreciated by the schools across the province.

stakeholder meetings and consultations

Canadian Parents for French New Brunswick Branch Board and **staff met with key partners** such as the representative of the Office of the Commissioner of Official Languages in Atlantic Region to discuss the latest developments related to French Immersion in the province, education authorities such as the Department of Education's Assistant Deputy Minister and government officials such as the MLA for King's County.

Canadian Parents for French New Brunswick was invited to ioin Brian Gallant, former NB Premier and Leader of the Official Opposition for a roundtable discussion on how the province can best seize the opportunities of bilingualism in New Brunswick. In March, the President and Executive Director attended the first Consultation Forum coordinated by the Department of Canadian Heritage on Modernizing the Official Languages Act held in Moncton.

OFCENIZE IN

Collaboration with partners

Canadian Parents for French New Brunswick maintains strong partnership with Snider Mountain Ranch and met with Synergie Fr to discuss the possibility of summer camps in the upcoming season. The Branch supports the French for Future Forum held in Fredericton and Moncton each year. The Branch regularly corresponds with the Université de Moncton and Université Sainte-Anne as both institutions support the Branch Concours d'art oratoire with scholarships for Grade 12 student 1st, 2nd and 3rd place winners.

CPF NC+WORK COllaboration

Canadian Parents for French New Brunswick President, Greg Keith, represented the Branch on the CPF Network Council of Presidents (CoP) at three teleconference and one in person meeting. Executive Director, Hélène Pelletier, represented the Branch on the CPF Network Council of Executive Directors (CoED) at five teleconference meetings and one in person meeting. Topics focus on governance such as the implementation of the Network strategic plan and on operational initiatives such as performance measurement, CPF Chapter reporting, and Official Languages in Education Protocol agreements. The Branch was represented at the CPF Network Conference 2018, held in Halifax, which offered opportunities to meet other staff and volunteers from across the country. The Branch participated in organizational surveys to assess needs related to Chapter reporting, technology, as well as organizational positions such as the Official Languages Act.









Annual General Meeting

The Canadian Parents for French New Brunswick 2018 Annual General Meeting was held on November 24, 2018 at the Branch office.

There were three invited guests: Mr. Kevin Gillies with Turnbull and Kindred; Mme. Françoise Albert with the Office of the Commissioner of Official Languages for the Atlantic Regions and Mme Evelyne Labrecque, Senior Program Advisor with Canadian Heritage. All brought greetings from their respective organisations. Eighteen proxies were sent to Branch office from CPF NB members beforehand.

CPF Atlantic Collaboration

In January, CPF Nova Scotia hosted CPF PEI, CPF NL and CPF NB in Amhurst for a regional meeting.

Topics discussed included sharing resources. social media and communications and updates to programs. Executive Directors and two staff members from PEI and NS participated in the productive exchange.

CPF NB Branch Board of Directors

- Greg Keith, President
- Austin Henderson, Vice President
- **Bob Bernier**, Director
- **Dorothy White**, Director & Secretary
- Carole Noël, Director
- **Debbie Melanson**, Director



The Numbers







Web & Social Media

Website www.cpfnb.org

Number of Visitors:	1357
Number of Visitors:	1057
Number of Unique Visitors:	1052
Number of Page Visits:	3,678

Twitter @CPF_NB

Number of Visitors:	1357
Number of New Followers:	24
Number of Total Engagements:	136
Number of Impressions:	6701
Likes:	61
Retweets:	14
Mentions:	2

Most Popular Tweets:

- International Day of La Francophonie (M. Joly) —
 110 shares, 423 likes
- French Immersion Program, Model of additive bilingualism (Dr. N. Wise) — 74 shares, 199 likes
- Proficiency in English before enrolling in French Immersion (Dr. N. Wise) — 71 shares, 128 likes



Facebook /cpfnb

Page Followers:	243
Total Reach:	3794
Engagement:	723
Likes:	159
Shared:	172
Comments:	7

Posts with the Most Reach:

- CPF NB Survey on the French Immersion Entry Point 901
- Minister Kicks Off Language Review 431
- GNB Public Consultation on the French Immersion Entry Point - 255



Rtvtnut

PCH Core Program Support 176,478
Project and grants 86,227
Membership Fees 12,374

spending by pillar

Investments

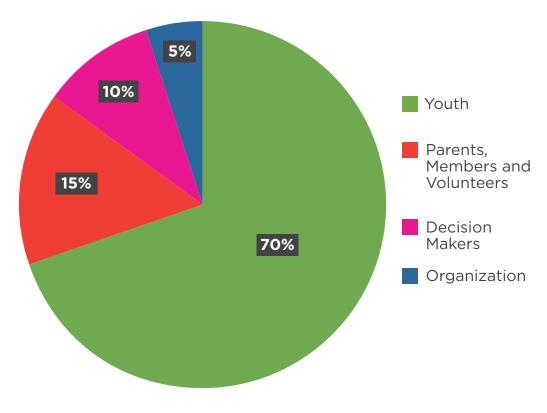
Salaries	97,673
Honoraria	4,826
Travel & Accommodation	11,070
Publicity	5,265
Administrative Costs	35,750
Other	72,271

Total 226,855

Total 275,079

Statement of operations

Revenue	275,079
Investments	226,855
Excess or deficiency of revenue	
over expenses for the year	48,224







During the year, Canadian Parents for French New Brunswick developed and maintained existing partnerships while exploring potential new partnerships. We thank our partners, our supporters, our funders. As a result, several CPF NB activities/initiatives continue to be supported by:

- Université de Moncton
- Université Ste-Anne
- Snider Mountain Ranch
- French for the Future Fredericton
- Department of Education and Early Childhood Development
- Synergie Fr
- French for the Future Moncton
- Office of the Commissioner of Official Languages for the Atlantic Provinces (OCOL):
- Office of the Commissioner of Official Languages for New Brunswick
- Société National de l'Acadie
- Bouton D'or de l'Acadie

Canadian Parents for French New Brunswick submitted funding application for 1 project to support diversification of funding efforts. A sum of \$9760 was awarded by Canada Summer Jobs for Snider Mountain Ranch counselors' wages and \$1000 Mary Joyce Booth Award.

CPF NB acknowledges the continued financial support of the Government of Canada through the Department of Canadian Heritage (Enhancement of Official Languages Program).



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



Looking Forward

Youth

In the new year, Canadian Parents for French New Brunswick is looking forward to securing further bursaries from other Francophone and Anglophone institutions such as colleges and from Town and City Councils and to reaching out to include the Francophone and Aboriginal communities in the Concours d'art oratoire.

parents, members & volunteers

CPF NB plans to pursue Chapter development in the Hampton and Moncton areas offering support and training in conjunction with scheduled activities.

Decision makers

Canadian Parents for French New Brunswick will continue to advocate for an early Grade 1 entry point to the French Immersion program, informing stakeholders and raising awareness of the research evidence while responding to parent inquiries as needed.

organization

As the CPF Network Strategic Plan 2020-2025 will be unveiled in October 2019, Canadian Parents for French New Brunswick will be reviewing and determining priorities and activities in governance and capacity building for future years.

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 NEW BRUNSWICK

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CONNECT WITH US!

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/CPF NB

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