



CANADIAN
PARENTS
FOR FRENCH
SASKATCHEWAN



Annual Performance Report 2020-2021

About Us

Canadian Parents for French is a nationwide, research-informed, volunteer organization that represents 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 Chapters in local communities nationwide.

In 2020-2021, in light of the worldwide pandemic, Canadian Parents for French worked together as a national network to lead initiatives in support of Canadian parents and FSL learners, shifting our focus to virtual programming and sharing resources beyond geographical barriers. We stayed membership fees for the year, to ensure equitable access for support to all parents despite their circumstances and saw a 100% increase in membership from 25,000 to 53,000 members.



President's Message



Another successful year at Canadian Parents for French - Saskatchewan (CPF-SK) is in the books!

CPF-SK began the year with a Support Grant from PCH (Patrimoine Canadian Heritage) and a surplus carryover from the year before, mostly due to the continued restrictions to in-person programming. PCH has been very supportive and flexible during the pandemic, in terms of how their funding has been distributed and have allowed more creativity in programming. As a result, CPF-SK continues to find creative ways to use that funding.

PCH remains committed to the mandate and work of CPF across the Network and is appreciative of our efforts and cooperation that comply with their reporting practices (that's why we require Chapter reports in a timely manner!)

For those who attended any or all the Network Virtual Conference in October 2020 entitled, *Raise Your Flag for French*, I am sure you benefitted from the rich and valuable information from the workshops to the seminars to the evening concerts. As we move further into the virtual world (for some it feels as though we are falling deeper into it) we can expect to see more hybrid events to become available to our membership across the country. And although this allows more freedom to attend or watch later, there will also be an opportunity to attend in person, as health guidelines allow.

The Branch Board began the year with three Directors and has attempted to make recruitment a priority throughout the year. By December 2020, we received no response to our Call, made available on our Social Media page and the website. We have continued to keep the Call active, but with minimal response. The request for Directors remains active, and we would love to hear from you, or someone you know, as we seek candidates who are passionate about offering French Language Learning opportunities to all children across the province. Please reach out!

As the National Network continues to direct Branch Boards in various governance-related issues, Branch leaders attended a Network-sponsored virtual Leadership Training event hosted by the Canadian Society of Association Executives (CSAE). The workshop, entitled *Leading Together for Good Governance*, was very helpful in unpacking the various layers in Board and Organizational structures, including Board culture, personality types, ways to report minutes, and many more. As mentioned before, the value in a virtual model is that the content is usually recorded and available to 'watch later'. Those of us on the CPF-SK Board who were able, attended live, while the others watched the recording.

Janet Loseth
President, on behalf of the Board of Directors

Concours d'art oratoire

Concours d'art oratoire continued to be a popular program that allowed French-second-language students to practice their researching, writing and oral presentation skills in French.

It was another record year of school level participation with more than 6,800 students presenting their speeches.

On March 17, 2020, the COVID-19 pandemic forced the cancellation of any remaining school and divisional finals along with the Provincial Final.

Concours virtuel 2020

With in-person *Concours d'art oratoire* provincial finals being cancelled across the country, students were invited to participate in *Concours virtuel: Ensemble à distance*.

Saskatchewan students from kindergarten to grade 12 were invited to submit a one to three minute video of their experience at home through the beginning of the pandemic.

There were 38 video submissions from students across Saskatchewan.

Thanks to CPF-British Columbia & Yukon for administering this program.



Mary Joyce Booth Memorial Scholarships



Dr. Mary Joyce Booth was a devoted and enthusiastic educator, well known in Canadian Parents for French circles for many years before her death on March 22, 2007. She was passionate about promoting French-Second-Language (FSL) education. Dr. Booth was a professor of French in the College of Education, Department of Curriculum Studies, at the University of Saskatchewan

in Saskatoon. She endlessly supported opportunities for young FSL students. She also provided moral, professional, personal, and financial assistance to all levels of Canadian Parents for French over the years. Her interest in FSL initiatives started early; her passion for language was her life's work. This award honours her memory.

The criteria used to select the recipients is as follows:

- Each successful candidate will be enrolled in, or have completed, a grade 12 French program (or equivalent) and have the intention of entering a post-secondary program in the French language;
- The candidate should demonstrate excellence in their leadership ability; and,
- The candidate should display willingness to help others further their learning in FSL.

In a normal year, up to two \$1,500 *Mary Joyce Booth Memorial Scholarships* are provided per fiscal year. However, with expenses like travel being almost completely eliminated due to the pandemic, the Branch was able to provide three awards in 2020-2021.

Recipients included Malika Yoh from Regina, Shaelyn Vermette from Prince Albert and Nabil Brent Zanidean from Swift Current. Félicitations!

YOUTH

VIRTUAL FÊTE DU SOLEIL

Join the fun!

The COVID-19 pandemic forced CPF-SK to adapt its popular *Fête du soleil* summer camp program. In trying to keep as much of the style of in-person camps, a new virtual format was created. Each day's Episode or Do-It-Yourself Activity Guide for *Virtual Fête du soleil* still had a theme, vocabulary words, crafts, games, science experiments, exercise, and cooking activities - much like in-person camps. This new virtual format of posting videos to YouTube and the website with the theme's Activity Guide reached over 2,430 households. *Virtual Fête du soleil* was offered free of charge and open for all to access.

With 35 themes presented in July and August, there was French-language educational entertainment all summer long!



YOUTH

Additional Virtual Resources

Created to Supplement Classroom & Online Learning

With the remarkable success of the *Virtual Fête du soleil* Program, an opportunity opened up to continue developing and offering virtual resources from September through to December 2020. Enabled by the generosity and support of Service Canada and the Canada Summer Jobs Grant initiative, CPF-SK was able to retain Melissa Longworth, the Lead Bilingual Monitor, for an additional four months of employment. This extra time allowed for the creation of an additional five themed learning packages, each containing activity guides, a selection of games and video clips, for youth.

And, just in time for the Holiday Season, a Christmas Parents' Resource Package was developed and released - an immensely useful tool for families looking to do French activities with their little ones during the holidays, and beyond!



Francofièvre

Planning meetings took place with the Association jeunesse fransaskoise (AJF) to adapt *Francofièvre*, given the COVID-19 situation. *Francofièvre Remixée* went entirely virtual with artist's performances being taped and available to schools and students throughout the month of May. In addition to the recorded performances, schools also received a pedagogical kit and swag bag. This year's performers were Ponteix, C'est ma cousine and Lunch Krew.



Lunch Krew



YOUTH

FRENCH-SECOND-LANGUAGE EDUCATION WEEK

**FROM A SAFE DISTANCE, CELEBRATE FRENCH... HERE, THERE & EVERYWHERE!
D'UNE DISTANCE SÉCURITAIRE, CÉLÉBRÉZ LE FRANÇAIS... ICI, LÀ ET PARTOUT!**

More than 8,506 students actively celebrated socio-cultural activities, planned in more than 23 schools (20 French immersion, 1 core French, 2 virtual schools), taking place in areas across the province from February 1-5, 2021. Schools that submitted a report to the Branch Office outlining the activities they organized were entered into a draw for a grant to be used to hold a cultural event. Winning schools were: 1st place - École Centennial School in Swift Current received a \$500 grant, 2nd place - École Alvin Buckwold School in Saskatoon received a \$250 grant and 3rd place - École Holy Cross School in Prince Albert received a \$100 grant.



"That's wonderful news! Thanks very much for the opportunity to participate. Our school loves participating in French-Second-Language Week each year. The students will be excited that they won a prize." – Vice-Principal of École Alvin Buckwold School, winner of a \$250 grant

"It wasn't the same as in past years, but like everything this year, we did our best and still tried to celebrate our love of the French language."
– Teacher about French-Second-Language Education Week

YOUTH *By the Numbers*

Numbers and statistics related to youth

Concours d'art oratoire

6,876

School Level
Participants

Concours virtuel



850

Participants
across Canada

38

Participants
from SK

Youth Camps - Virtual Fête du soleil



35

Themes: 21 Episodes
& 14 Do-It-Yourself
Activity Guides

7,290+

Participants

2,430

Households Reached: Provincially,
Nationally & Internationally

Resources for Youth



6

Bonus videos &
Activity Guides

1

Bonus Activity
Booklet

Youth Incentives



\$20,908

Value of Incentives, Awards &
Scholarships

23,382+

Participants at Branch & Chapter
led Activities

French-Second-Language Education Week

112+

Activities

8,506+

Students

23

Schools (20 French
immersion, 1 core
French & 2 virtual)

Network Strategic Plan 2020-2025

Stronger Together

**Pillar A. Increasing FSL Youth* Access
and Participation**

***Youth Refers to Birth to Age 25**

A1. Expanding Activities, Services, and
Welcoming Spaces

A2. Understanding Advantages, Benefits and
Promotion

Areas of Action

A.1.1 Promote and increase knowledge of
CPF activities and linguistic duality / official
languages' programs for youth, resources and
supports including web based and media tools.

A.1.2 Advocate for FSL youth access to and
participation in French language activities,
services and community spaces.

A.2.1 Share resources and promote
opportunities to learn French and exchange
ideas about the value of French language
learning and supporting Canada's official
languages.

A.2.2 Inform audiences on emerging FSL
learner's issues such as linguistic security,
community belonging, bilingual identity,
careers and employability.

MEMBERS, VOLUNTEERS & DONORS

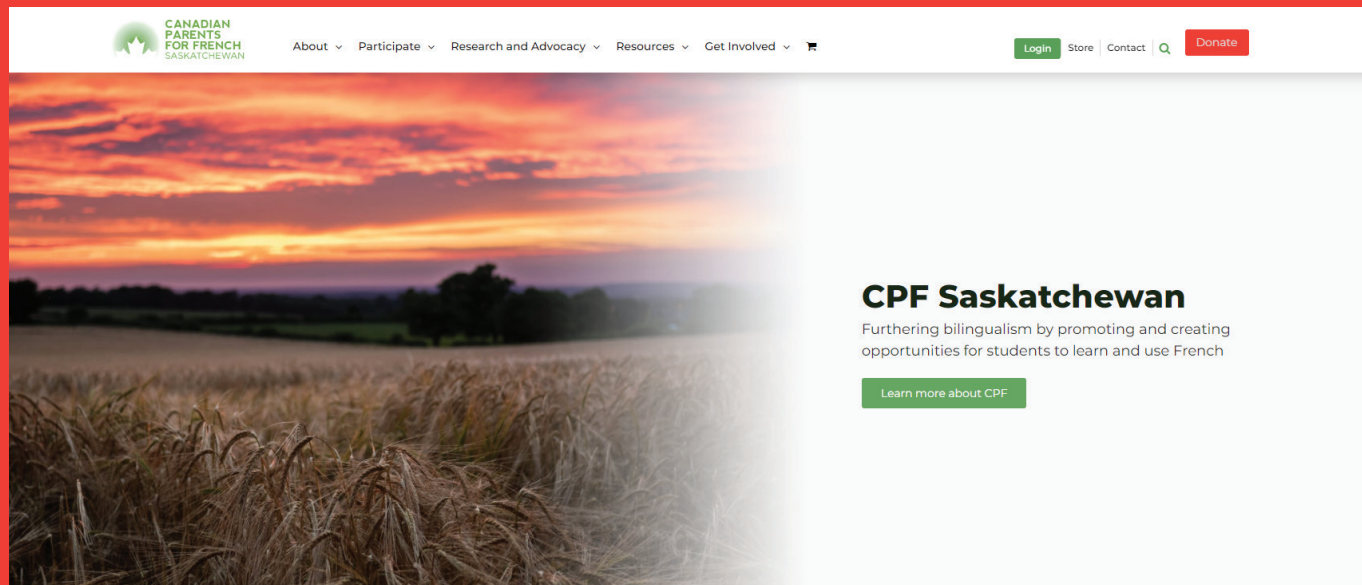
New Website

On March 17, 2021, a new website was launched!

The new Branch website is more user-friendly and easier to navigate.

Find information on:

- CPF-SK Programming;
- CPF-SK's Virtual Display;
- French-Second-Language Resources for Youth, Parents & Educators;
- Events open to the network;
- And more!



that took place included: looking at long-term solutions to challenges being felt within FSL education; sharing social media ideas; dissecting the hybrid model of online teaching and learning; understanding the literacy loop in oral language development in French immersion and core French; and, outlining strategies for implementing the CPF Strategic Plan 2020-2025.

A total of 12 delegates attended from Saskatchewan. And, a further shout out to CPF-SK... two different episodes of the Branch's *Virtual Fête du soleil* Program were aired per day, for the duration of the Conference, to delegates and their families.

With the pandemic still ever-present in October 2020, the in-person CPF Network Conference initially being organized to take place in Edmonton could not occur. Instead, the "Raise Your Flag"-themed event was adapted to a virtual format. Over a six-day period of time, the more than 359 registered delegates were treated to a variety of informative and thought-provoking sessions. Whether it was *A Fireside Chat* with Clara Hughes, a look into the future with JP Michel regarding *How To Prepare Your Teen For Jobs That Don't Exist Yet*, or global adventurer and award-winning filmmaker Elia Saikaly's take on *Empowering Students Through Adventure*, the attendees were impressed by the scope and range of workshops presented to them.

There was something for everyone!
A sampling of all the workshops



MEMBERS, VOLUNTEERS & DONORS

THANK YOU to our outstanding chapter leaders!

This was a challenging year for our volunteer chapter leaders, many of whom found themselves working from home while navigating fulltime parenting and assisting with their children's online education. While many chose to place their chapter activities on pause, others were able to participate in the Network Conference, Branch AGM and deliver virtual events for their communities.



CHAPTER HIGHLIGHTS

- Scholarships
- Grade 12 Graduation Certificates
- Bingo Night
- Baking Video Contest
- Virtual Parent Information Sessions
- Nuts for French Fundraiser



"The amount of students who took the time to make a video was amazing - they did very well, and it was great to see such a variety of students come out to participate."

- Chapter President on Baking Video Contest

Saskatchewan Chapters

- Lloydminster
- Meadow Lake
- Prince Albert
- Regina
- Swift Current



MEMBERS, VOLUNTEERS & DONORS *By the Numbers*

Numbers and statistics related to member engagement

MEMBERSHIP NUMBERS



1,770

Organizational
Members

712

Individual or
Family Members

2,482

Members as of
March 31, 2021

1,743

Members as of
March 31, 2020

PARENT / FAMILY EVENTS



1

Events, Activities

9

Parents / Adult
Participants Reached

VOLUNTEER ENGAGEMENT



49

Volunteers

834

Volunteer Hours

MEMBER ENGAGEMENT



12

All Member
Communiqués

5,770

Members Reached

37.7%

Average Opening
Rate of All Member
Communiqués

VOLUNTEER RECOGNITION



1

Volunteer
Appreciation
Event

1

Volunteer
Award

16

Volunteers Recognized

CHAPTER SUPPORT



6

Chapter Chat
Communiqués



5

Active Chapters or
Teams

Network Strategic Plan 2020-2025

Stronger Together

Pillar B. Building Member, Volunteer and Donor Engagement

B1. Understanding Members,
Volunteers and Donors

B2. Creating Informed Allies to our
Cause

Areas of Action

B.1.1 Consult to better understand
and respond to member, volunteer
and donor needs, interests and
expectations.

B.1.2 Implement improved member
recruitment retention strategies as
well as incentives for volunteers and
donors.

B.2.1 Increase understanding of the
value of FSL learning and Canada's
official languages; trends, issues and
possible solutions.

B.2.2 Create and support a strong
pool of informed official language
champions and deepen their
allegiance to our cause.

CPF ADVOCACY IN ACTION

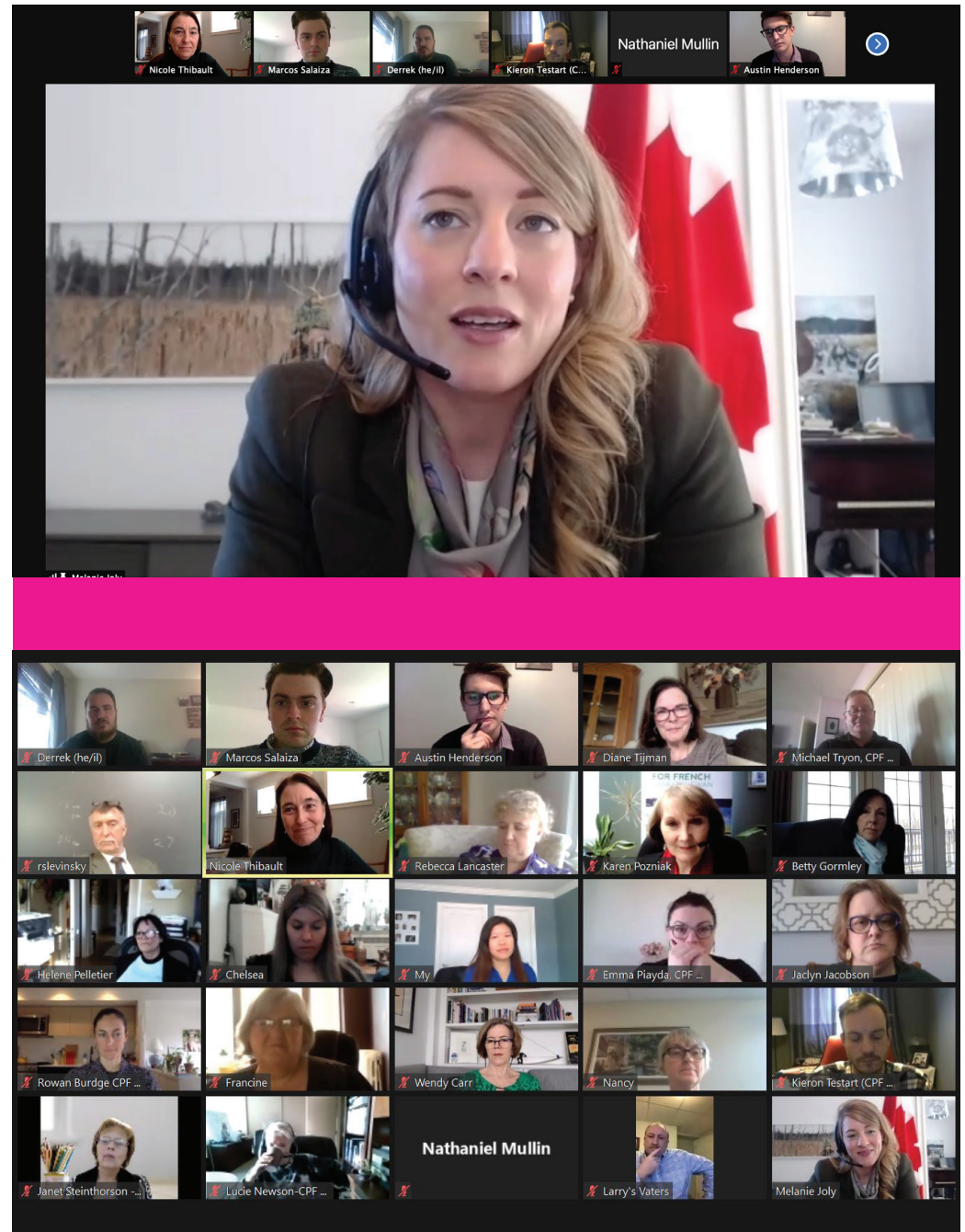
Modernizing the Official Languages Act

On February 19, 2021, Official Languages Minister Mélanie Joly released her government's plan to modernize the Official Languages Act in a reform paper titled *English and French: Towards a substantive equality of official languages in Canada*.

In its response to the PCH Vision Reform Document, CPF applauded the Government of Canada for its leadership in promoting the equality of both the status and use of English and French in Canadian society. Also recognized was the establishment of modern legislation, regulations and policy tools that would ensure equitable access and delivery of services of both official languages. CPF affirmed that everyone in Canada should have the opportunity to fully participate in the public life of our bilingual country.

The Government of Canada's approach to official languages acknowledged the diversity of Canada's linguistic landscape and need for the continued collaboration with provincial and territorial governments to increase the national bilingualism rate from 17.9% to 20% by 2036. CPF agreed that the federal government must work with provincial and territorial governments to ensure that more Canadians become bilingual in the future. Next steps and recommendations were also outlined.

Following this release, CPF National was able to secure a one-hour meeting on March 17 with the Minister to discuss the new OLA Reform Document. A total of 24 CPF volunteer and staff representatives were able to attend, including the CPF-SK Vice-President and Executive Director. Prearranged questions maximized the time spent with Minister Joly. Discussion points included: how the Act could be expanded to include more Canadians; solutions to wait lists; expansion of "rights to education" for French immersion, as it is often referred to as an optional program; strengthening powers to enforce the Act; broadening the scope of the Commissioner's role to include public education-related matters, and recruitment of French teachers.



CPF ADVOCACY IN ACTION

Advocacy Meetings

- PCH Discussion Session on Education: The Protocols for Agreements for Minority-Language Education & Second-Language Instruction 2019-2020 to 2022-2023
- Advisory Council to La Cité universitaire francophone with the University of Regina and the Faculty of Social Work
- Consultations with Association des collèges et université de la francophonie canadienne
- Conversation with Margaret Atwood, sponsored by the Embassy of France in Canada
- Advisory Committee on Francophone Affairs, Government of Saskatchewan
- Consultations for the development of a ten-year plan for the Fransaskois
- Consultations with Heritage Festival of Saskatoon
- Planning sessions with Association jeunesse fransaskoise
- Discussions with College Mathieu

Community Organizations Mid-Term Review of the 2018-2023 Action Plan

Canadian Heritage (Official Languages Branch) invited organizations to participate in a virtual discussion on February 9, 2021, as part of a mid-term review of the Action Plan for Official Languages 2018-2023: Investing in our Future. The goal of the meeting was to discuss individual experiences linked to the new investments of the Action Plan through the Official Languages Support Programs. The objective of the exercise was to enable the Department to take stock of the first two years of the implementation of the initiatives associated with the Action Plan's additional investment of \$500 million over five years.



42 SUSSEX RENDEZ-VOUS

MARGARET ATWOOD

9 mars 2021, 14h EST
March 9th 2021, 2 PM EST
<https://zoom.us/j/96405055124>

Rejoignez **MARGARET ATWOOD** pour une conversation exceptionnelle introduite par l'Ambassadrice **KAREEN RISPAL** et animée par **BIANCA WYLIE**.

Join **MARGARET ATWOOD** for an exceptional conversation with **BIANCA WYLIE**, introduced by Ambassador **KAREEN RISPAL**.

Événement en anglais. Traduction simultanée en français.
Event in english. Live translation to french.

Ambassade de France
42, Promenade Sussex
Ottawa, Ontario K1M 2C9

Margaret Atwood abordera le thème des femmes et du pouvoir dans le monde d'aujourd'hui. Poète, romancière et essayiste canadienne bien connue pour ses œuvres *La Servante écarlate* (1985), *Les Testaments* (2019), et *Dearlly*, son recueil de poésie publié en 2020 dans lequel elle partage ses idées sur les genres, la politique et l'environnement.

Cette conversation, organisée pour marquer la Journée internationale des Femmes, portera sur le leadership féminin et comment construire un futur égalitaire dans le monde post Covid-19.

Margaret Atwood will be speaking on women and power in today's world. Canada's famous poet, novelist and essayist known for works including *The Handmaid's Tale* (1985) and its sequel *The Testaments* (2019), and *Dearlly*, her poetry collection published in 2020 is also known for insights on gender, politics and environment.

The conversation held to commemorate International Women's Day will focus on women leadership and building an equal future in a Covid-19 world.

CPF ADVOCACY IN ACTION *By the Numbers*

Numbers and statistics related to advocacy

PUBLIC DISPLAYS, PARENT INFO SESSIONS



All events where the display would be present (Provincial Final of *Concours d'art oratoire*, Heritage Festival of Saskatoon, *Francofièvre* and *FrancoExpo*, etc.) were cancelled due to the pandemic. When permitted, this activity will resume as it is an important outreach strategy to the public in promoting official bilingualism and CPF-SK activities.

INFORMATION, RESEARCH, INQUIRIES

4,434

Approximate
Materials
Distributed

5-10

Inquiries
per week

12

Satisfaction
Surveys



MEETINGS OR ACTIVITIES REACH



143

Stakeholders

ADVOCACY EVENT (BREAKFAST, OR OTHER)



5

Branch Advocacy Events

PARTNERS

123

Existing FSL, FL1 &
Education Partners

3

New
Education Partners

4

Existing
Joint Projects

2

New
Joint Projects



70

Meetings,
Stakeholders Events

MEDIA RELEASES & INTERVIEWS

6

Media Releases

2

Advertisements

2

Media Interviews

39

Youth
Program
Articles

5

Interview Requests



Network Strategic Plan 2020-2025

Stronger Together

Pillar C. Advocating for Universal Access

***Decision Makers Refers to
Parents, Educational authorities,
Media, and Government
officials.**

**C1. Informing and Influencing Decision
Makers on Effective FSL Programs and
the FSL Teacher Supply Issue**

Areas of Action

C.1.1 Increase the general public's
knowledge and understanding by
sharing current, relevant and fact-based
research and new data.

C.1.2 Strengthen capacity of CPF
members, parents, educators, and
partners to advocate for quality and
accessible FSL programs and share
innovative practices.

C.1.3 Increase coordination and build
alliances with key partners and FSL
champions to highlight common
stories and positions.

CPF Network: Building Leadership Expertise

The Saskatchewan Branch and chapters engaged in learning and training opportunities with a focus on leadership, strategic planning, succession planning, philanthropy, and advocacy.

Collaboration

Council of Presidents (CoP)

The Branch's President or Vice-President participated in all CoP meetings held during the 2020-2021 fiscal year.

Council of Executive Directors (CoED)

The Branch's Executive Director participated in all CoED meetings held during the 2020-2021 fiscal year.

CoED Brainstorming Sessions

New to the CoED, the National Executive Director planned and led brainstorming sessions. Organized in such an efficient way, there was one topic per session - one pillar within the Strategic Plan. This method effectively concentrated ideas and crystallized actions. To further increase collaboration, CPF National shared the session summary notes and any reading materials with the CoP when they met.

Two brainstorming sessions occurred, with the Executive Director attending both. Topics discussed included: *Engaging Emerging and Youth Leaders in CPF* (Pillar A) and *What Measures are We Taking to Retain Members?* (Pillar B).

Chapter Development Officer Meetings

The Branch's Administration & Communications Officer participated in all Chapter Development Officer meetings.

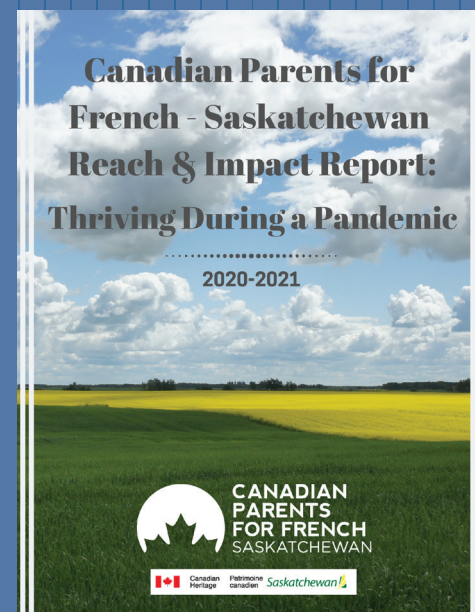
New Branch Website Development and Training

The Branch's Administration & Communications Officer led the Branch's transition to the new website, participated in all training sessions, and now manages the site.

Virtual AGM

On September 19, 2020, the Branch held a Virtual Annual General Meeting (AGM) via GoToWebinar. With 14 attendees, important business to the functioning of the Branch was completed.

Normally a Chapter Planning Meeting (CPM) would have been held in conjunction with the AGM. However given that this was the year of the larger Network Conference, the CPM did not occur. This was due to the expanded format of the CPF Network Conference - extended to six days with much more opportunity for training and informational sessions to occur.



Board of Directors



Janet
Loseth
President



Jaclyn
Reaves Jacobson
Vice-President



Marie-Anne
Corrigan
Treasurer



Stacey
Brown-Rousson
Secretary

CPF Network: Building Leadership Expertise

Participation in CPF Network Training

2021 Symposium for Chief Staff Executives and Chief Elected Officers

On February 22 and 23, a virtual training session took place in the form of a Symposium for Chief Staff Officers and Chief Elected Officers, organized jointly by CPF National and the Canadian Society of Association Executives (CSAE). Board Presidents (or their designate) and Executive Directors attended. The workshop did an excellent job in distinctly pointing out the responsibilities of each of these leadership roles within an organization so as to optimize clear communication and operational effectiveness.



CANADIAN SOCIETY OF ASSOCIATION EXECUTIVES
SOCIÉTÉ CANADIENNE DES DIRECTEURS D'ASSOCIATION



CANADIAN
PARENTS
FOR FRENCH

NETWORK STRATEGIC PLAN
2020-2025



Stronger
Together.

Impact Numbers

80,700+
young people reached

14,000+
Parents reached

23,500+
CPF members

1,925+
Active CPF Volunteers



All opportunities were taken to participate in training sessions organized by CPF National and the Branch, be it for volunteers and/or staff. Best practice and efficiency protocols were enhanced or implemented, as required, in order to keep risk management practices top of mind and in place at all times. Clear communication and information sharing were vital. Council of Executive Directors (CoED) meeting minutes were always provided to the Branch Board of Directors. The Council of Presidents (CoP) meeting minutes were always provided to the Branch Executive Director.

The Board meeting agenda was changed to have the Network Strategic Plan 2020-2025 as its central focus. As suggested in the training session provided by CSAE, the agenda was rearranged to cover major issues to start with (when Directors have just joined the meeting and have lots of energy), followed by 1) a review and adjustment of strategy; 2) policy discussions of both public and operational policy; and 3) completion of routine Board business (when the meeting is almost over and everyone is getting tired).

CPF-SK *By the Numbers*

Numbers and statistics related to the organization

PARTICIPATION IN NETWORK / NATIONAL EVENTS

12 Attendees Network Virtual Conference & AGM

6 Council of Presidents (CoP) Meetings



12 Council of Executive Directors (CoED) Meetings

11 Chapter Development Officers (CDO)

BOARD SUCCESSION, GOVERNANCE & LEADERSHIP LEARNING OPPORTUNITIES



32+ Learning opportunities (staff and Branch board)

38 Satisfaction Surveys

8 Branch Board and Special meetings

14 Attendees at Branch AGM

10 Applications for Funding



7 Committees

33 Staff Activity Reports

Branch Committees

Nominating Committee: Janet Loseth, Chair

Bylaws Committee: Janet Loseth, Chair

Policy Committee: Janet Loseth, Chair

Media Committee: Janet Loseth and Jaclyn Reaves Jacobson, Co-Chairs

Mary Joyce Booth Memorial Scholarship Selection Committee: Jaclyn Reaves Jacobson, Chair

Participation on CoED Committees

Personnel Processes & Governance Documents: Karen Pozniak

CPF Network Conference - Edmonton 2020: Karen Pozniak

Network Strategic Plan 2020-2025

Stronger Together

Pillar D. Building Leadership Expertise

D1. Cultivating a CPF Network Learning and Leadership Culture

D2. Collaborating with Emerging Leaders

Areas of Action

D1.1 Communicate and share information regularly on proven practices for effective governance and operations.

D1.2 Offer leadership learning/capacity-building opportunities to Network staff and volunteers to ensure highest levels of competence.

D2.1 Recruit FSL learners and allies to inform CPF on issues related to FSL learning, linguistic duality and Canada's official languages.

D2.2 Showcase emerging Network leaders to feature and broadly share stories based on diverse experiences, backgrounds and perspectives.

BY THE NUMBERS

WEB & SOCIAL MEDIA

Website	Apr 1, 2019 – Mar 31, 2020	Apr 1, 2020 – Mar 31, 2021	sk.cpf.ca
Number of users	4,270	2,776	35% decrease of same reporting period over last year
Number of new users	4,199	2,739	35% decrease of same reporting period over last year
Number of sessions	6,332	4,342	31% decrease of same reporting period over last year
Number of page views	12,357	8,009	35% decrease of same reporting period over last year
Average session duration (in minutes)	2:09 mins	2:23 mins	7% increase of same reporting period over last year
Twitter			
Number of followers	400	417	4% increase of same reporting period over last year
Number of profile visits	269	523	94% increase of same reporting period over last year
Number of mentions	45	22	51% decrease of same reporting period over last year
Number of tweets	12	72	500% increase of same reporting period over last year
Number of impressions (likes and re-tweets)	9,195	29,311	219% increase of same reporting period over last year
Facebook			
Number of page likes	397	456	15% increase of same reporting period over last year
Total Reach	5,648	7,678	36% increase of same reporting period over last year
Engagement (likes, comments, shares)	-	440	
Page followers	454	529	17% increase of same reporting period over last year
Instagram			
Number of followers	123	142	15% increase of same reporting period over last year
YouTube Channel			
Number of new videos posted	-	42	
Number of subscribers	-	44	

40 Canadian Parents for French - Saskatchewan
July 3, 2020 · 🌐
Virtual Fête du soleil begins on Monday, July 6! Join the fun!



2020-2021 FINANCIALS

Revenue

PCH Core Program Support	179,196
Saskatchewan Ministry of Education	138,500
Service Canada - Canada Summer Jobs	24,298
PCH Official Languages Support Grant	27,500
CPF National Project Support	1,000
Other Revenue (Memberships, Interest, Deferred Funds)	25,573
Total	396,067

Expenses

Salaries	180,309
Honoraria	7,002
Travel & Accommodation	6,638
PCH Official Languages Support Grant	25,386
Operational Costs	65,281
Other (Incentives, Awards & Scholarships)	20,908
Total	305,524

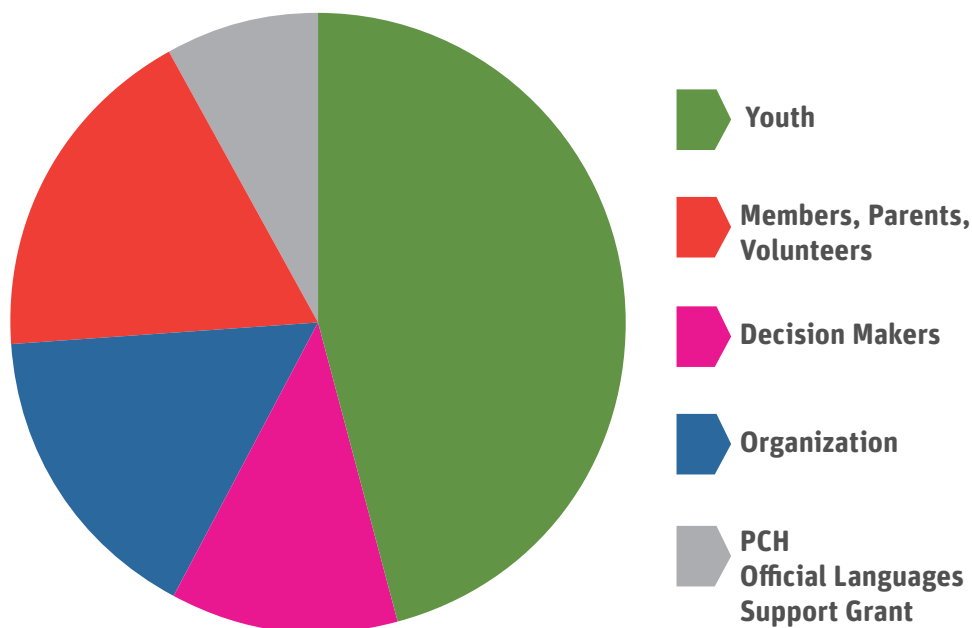
CPF National Statement of Operations

Revenue	396,067
Expenses	305,524
Excess or deficiency of revenue over expenses for the year	90,543

Expenses broken down into the pillars

% Youth	46%
% Parents, Members and Volunteers	18%
% Decision Makers	12%
% Organization	16%
% PCH Official Languages Support Grant	8%
Total	100%

Spending By Pillar



Thank you - Merci

FUNDING ACKNOWLEDGEMENTS

For the continued financial and moral support, much gratitude and appreciation go out to:

- the Department of Canadian Heritage at the Government of Canada (through the Enhancement of Official Languages Program); and,
- the Ministry of Education at the Government of Saskatchewan (through the Canada - Saskatchewan Agreement on Minority-Languages Education and the Second-Official-Languages Instruction).

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

Canada

Saskatchewan



Canadian
Heritage

Patrimoine
canadien



Employment and
Social Development Canada

Emploi et
Développement social Canada

EXISTING AND NEW PARTNERSHIPS

Partners:

- Assemblée communautaire fransaskoise
- Association jeunesse fransaskoise
- Collège Mathieu
- Conseil culturel fransaskois
- French-Second-Language Schools and School Boards
- La Cité universitaire francophone
- Office of the Commissioner of Official Languages
- Saskatchewan Polytechnic
- Saskatchewan Teachers Federation
- Students Achievement and Supports Branch at the Saskatchewan Ministry of Education
- Student Services and Program Development Branch at the Saskatchewan Ministry of Advanced Education
- University of Regina
- University of Saskatchewan

French Post-Secondary Collaboration:

- Advisory Council for the Bilingual Option of the Saskatchewan Collaborative Bachelor of Science of Nursing Program
- Dean's Advisory Committee to the Baccalauréat en éducation (BAC) Program
- Deputy Minister's Working Group on French Post-Secondary Education
- La Cité universitaire francophone Advisory Council

LOOKING FORWARD

Given that the COVID-19 global pandemic continues to have a significant impact on most every part of life - strain felt most everywhere - what the new fiscal year will look like is even more unknown at this point in time than it usually is. However, what is absolutely known is that we at CPF-SK will continue to work hard and expend all our energy to support children learning French as a second language, and their parents who have definitely had additional challenges put on them by the pandemic. As things drag on, everyone is feeling it. Students, teachers and administrators have had a particularly monumental task in adjusting to this new reality.

The Branch will continue to offer a variety of activities and programs in a way that best suits the situation we are in. Members will continue to be supported through the provision of resources. Partners and stakeholders will continue to be informed, engaged and included. The Board of Directors will continue to seek new candidates to sit on the Board, to maintain a strong oversight function. The work of CPF-SK will continue no matter what. And, this one thing will not change... it continues to be our pleasure to serve you!

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.



Executive Director	Karen Pozniak
Admin & Communications Officer	Brooklyn Barré
Lead Bilingual Monitor	Melissa Longworth
Bilingual Monitor	Nicole Gerber
Bilingual Monitor	Sarah Seifert
Bilingual Monitor	Lam Vu

**Canadian Parents for French
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