

**Staff Report**  
*AGM 2019-20*

2019-20 was an interesting year for CPF NWT as far as staffing goes. Jessica Payeur was with this branch for a number of years as its Executive Director, but she chose to move on to new opportunities in February 2020. This left the Branch in a bit of a bind – insufficient funds to hire an executive director with the limited amount of money in the budget dedicated to this and with commitments to our primary funder – Canadian Heritage – to provide programming as per our contribution agreement. Working with CPF National’s executive director, Nicole Thibault, the board of directors determined that it would be in their best interests to hire an on-the-ground program coordinator to work on:

- Developing programming targeted at both youth and parents.
- Advocate for the NWT’s FSL programs with the GNWT and the school boards.
- Explore and develop partnerships with the Francophone community, French-speaking residents and other organizations who support FSL education.
- Grow CPF membership in Yellowknife, Fort Smith, Hay River and Inuvik.
- Develop CPF chapters and teams to support FSL students, parents and programs.

To successfully address these areas, supports needed to be put in place to ensure success. An agreement was reached with Michael Tryon, Executive Director of CPF Alberta, to act as the Executive Director for CPF NWT, supervise the NWT Program Coordinator and for his office to provide logistical support for CPF NWT’s operations.

Once this was in place, a search was commenced to locate a suitable candidate for the Program Coordinator position. Applications were received from around the world – literally – with the hiring committee finally interviewing four (4) candidates. Once all was said and done, Kieron Testart of Yellowknife was selected and accepted the position.

Since starting in the position, Kieron has worked with Michael to do the following:

- Locate the necessary information to submit the final report to Canadian Heritage for the CPF NWT’s 2019-20 fiscal year. This is almost complete and is on track to be submitted by the end of the month.
- Locate the financial information so that a financial review could be completed by the accountant. We are currently missing two (2) items which should be sent to the accountant this week. The financial review will then be completed, sent to your board of directors and then shared with the membership.
- Programming for youth was also started almost immediately with CPF NWT partnering with:
  - the Association Franco-culturelle de Yellowknife (AFCY) to deliver virtual French music classes to pre-schoolers and early elementary students.

- CPF NWT participating in the first ever *Concours Virtuel* which provided students of all ages an opportunity to submit 2-minute French videos that they have made on topics of their choice for a chance to win prizes.
- Sponsoring a virtual art contest for younger students earlier this year will two winners, Marlow and Vivienne Levavasseur, each receiving a \$100 gift certificate to Renaud-Bray books.
- CPF NWT also provided opportunities for members to participate in the first ever CPF Virtual Network Conference free of charge.
- We enhanced our existing advocacy efforts through increased presence in local media and social media through advertising and editorial contributions. For example, our column “Benefits of French Language Education” ran in the August 30, 2020 “Back to School” edition of News/North and well received locally and nationally as demonstrated by positive engagements on social media platforms.
- We have engaged frequently with School District staff and officials to get a better picture of the operating environment of educational activities during pandemic restrictions and to provide information to parents and members as the situation evolves.

Moving forward, plans are underway to:

- Start delivering tutoring online for French immersion students at a modest cost in January 2021.
- Start a CPF Fort Smith Team.
- Start CPF Yellowknife Team.
- Start a Hay River Team.
- Develop options for CPF activities and partnerships in Inuvik and the Northern regions of the NWT.
- Develop new virtual activities that can be hosted through digital platforms directly to our members and stakeholder groups.
- Advocate for Distance French Language Education programs in the NWT to the GNWT and Federal Governments.
- Focus on membership retention and recruitment through virtual engagement and in-person activities (where possible).
- Consolidate administrative functions and records through the new partnership arrangement with CPF Alberta to ensure consistency moving forward with new CPF NWT staff and board members, while eliminating redundancy and improving overall operational efficiency.

This concludes the 2020 staff report. We are happy to answer any questions that members may have and we are looking forward to continuing our work supporting CPF NWT.