



SIMON FRASER UNIVERSITY

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## **2008/09 OFFA FINAL MINISTRY REPORT**

Final Report on the Projects and Activities of the *Office of Francophone and Francophile Affairs* of Simon Fraser University to the British Columbia Ministry of Advanced Education for the period beginning April 1, 2008 and ending March 31, 2009.

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Prepared by  
the Office of the Associate Vice-President, Academic & Associate Provost

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# 2008/09 OFFA FINAL MINISTRY REPORT

## 1 INTRODUCTION

This report of the activities of the Office of Francophone and Francophile Affairs/*Bureau des affaires francophones et francophiles* (OFFA/BAFF) has been prepared for the British Columbia Ministry of Education, and will also be submitted to the federal Department of Canadian Heritage.

This final report summarizes the projects and activities in the year 2008-09 of operations of OFFA (see section 3.1). The report is divided into three sections. The “Background” provides a brief overview of the OFFA project. The “Activities & Project Report” summarizes the projects and activities and, in particular, details program development and delivery in both of the Faculties (Faculty of Arts and Social Sciences and Faculty of Education) involved, as well as the initiatives of the OFFA office.

## 2 BACKGROUND

A grant application for the Office of Francophone and Francophile Affairs/*Bureau des affaires francophones et francophiles*, (OFFA/BAFF), known at SFU as French Language Program Initiative, was submitted to the Department of Canadian Heritage in May 2003. Initial funding (2003-2008) was followed by a one-year extension funding (2008-2009). The project was put forward in collaboration with the Faculty of Education (FOE) and the Faculty of Arts and Social Sciences (FASS). The rationale for the initiative is contained in a study conducted by the *Fédération des Francophones de la Colombie-Britannique* (FFCB) surrounding the post-secondary education needs of the Francophone and Francophile communities. The FFCB has remained an important partner in the establishment of OFFA/BAFF and the ensuing academic program planning. It has also facilitated community liaison for outreach purposes. The initiative was supported by the BC & Yukon chapter of Canadian Parents for French (CPF).

## 3 ACTIVITIES & PROJECT REPORT

The financial structure of the project within SFU has been divided into three areas: (1) Faculty of Arts and Social Sciences, (2) Faculty of Education, and (3) OFFA Office.

**Note:** When reporting on the OFFA activities the reference to the points in the Ministry Action Plan are put into brackets followed by the acronym **MAP**.

### 3.1 Faculty of Arts and Social Sciences (FASS)

#### 3.1.1 Contributing to the development, design, implementation and delivery of a new French-language degree program (MAP 1.4)

This period focused on the delivery of the four year Program in Public Administration and Community Services (also known as FCP - French Cohort Program), taught primarily in French to the first (2004-05), fourth (2007-08) and fifth (2008-09) Cohorts.

Students in the second (2005-06) Cohort completed their studies at a francophone institution (as of May-June 2008) and students in the third (2006-07) Cohort started the usual third year exchange program in September 2008.

For the fifth 2008-09 Cohort, the FCP admitted 15 students. Students come from various regions of British Columbia and are graduates from both the French Immersion program, and the *Programme francophone*. Besides being competent in the two official languages of Canada, many also speak a third language.

A search for a limited-term Student Recruiter position was successfully held. The recruiter helps with the promotion of FCP and recruitment of students into the program.

OFFA-FASS contributes to the following teaching positions in order to offer the full range of the FCP curriculum taught in French:

- 2 tenure-track positions (Political Science and French) since September 2006;
- ½ tenure-track position (Political Science) since September 2007;
- ½ lecturer position (French) since September 2007;
- 1 sessional instructor position (as a replacement) in the department of History to deliver two courses in History in January 2008;
- 1 sessional instructor position (Political Science) in January 2008 and in January 2009;
- 1 visiting professor position (Political Science) in January 2008;
- 1 limited-term lecturer (French) since September 2008;
- ½ tenure-track position (History) since September 2008.

In addition to the academic program, students participated in activities such as a “Team-Building Event” organized by OFFA-FASS and workshops conducted by SFU Learning Commons on academic writing and learning strategies. They attended presentations by: *Institut d'études politiques, Université Robert Schuman*, Strasbourg, France Law Professor Anne Klebes-Pellisier; Thomas Kriner from the *Conseil culturel et artistique francophone de la C.-B.*; Patrice Dutil, Professor in the Department of Politics and Public Administration, Ryerson U.; York U. History professor Marcel Martel; Dr. Rod Quiney, federal Public Service Fellow with the SFU Public Policy Program; and VANOC recruiters for French speaking volunteers at the 2010 Winter Games.

Students also measured their cultural knowledge and cross-cultural skills by using a new web-based tool developed by SFU Business professor David Thomas. This tool, for assessing individual cultural competence, was utilized by the students prior to their studies abroad.

To prepare students for their third year exchange program, information and planning sessions were held and included the participation and feedback of returning fourth-year FCP students

about their own experiences. Third Cohort (2006-07) students are attending the following francophone institutions. In Quebec: University of Montreal (1 student); Laval University (3 students). In France: *Sciences Po*, Paris (4 students); Robert Schuman University / *Institut d'études politiques*, Strasbourg (2 students). In Belgium: *Université catholique de Louvain-la-Neuve* (2 students). Three students are postponing their studies abroad.

New agreements between SFU and two French universities (*Institut d'études politiques*, Aix-en-Provence and *Institut d'études politiques*, Bordeaux) were signed and will be in effect as of September 2009.

Linguistic support, outside regular classes, was provided to FCP students by tutors from the Department of French Writing Centre (held in the in Department of French language lab and in the OFFA Student Lounge).

Following consultations with the FCP students and Faculty members from the departments involved with the program, the FCP curriculum was reviewed. The changes to the curriculum will be effective September 2009, and will offer a greater variety of courses to students and more flexibility through the program.

Simon Fraser University saw the first FCP students receive their diplomas at the June and October 2008 Convocation ceremonies. One of the students from the first Cohort (2004) was selected as the Convocation speaker and delivered her speech in both of Canada's official languages.

The FCP Steering Committee, comprised of one student representative as well as one FASS Associate Dean and Faculty members from the departments of French, Political Science and History, met regularly. The current OFFA Acting Director chairs the committee.

### **3.1.2 Activities promoting the FASS French Cohort Program (FCP) (MAP 2.1)**

A comprehensive student recruitment plan is underway for the academic year 2009-2010. The ongoing recruitment includes visits to Grades 11 and 12 classes as well as some Grade 10 classes of the French Immersion program and the *Programme francophone* in the Greater Vancouver area and throughout the province. To date, the recruiter has visited 48 BC schools and met with over 1700 students. Meetings were organized with parents from Canadian Parents for French (CPF) and with the *Association des francophones* (Nanaimo and Campbell River). The recruiter has also travelled to Yellowknife (NWT) to meet with Francophone and Francophile high school students and their parents.

A newly designed promotional brochure was added to the material and distributed to target audiences (students, parents and high schools counsellors). Promotional material also includes a business-style card featuring two characters *Fred et Flo* who were developed to help promote the FCP. A Facebook webpage for *Fred et Flo* was also created. An updated PowerPoint presentation focuses on the academic program as well as the related advantages (employment and other opportunities) of pursuing postsecondary studies in a French immersion context at SFU. The bilingual OFFA-FCP website [www.sfu.ca/frcohort](http://www.sfu.ca/frcohort) is updated regularly.

A one-day event, *Journée d'accueil*, was organized at OFFA in June 2008 to inform Fall 2008 prospective FCP students and their parents about the academic program, its benefits and related activities. Student representatives from each Cohort participated in the event.

FCP students attended the *Parlement Jeunesse francophone de la C.-B. 2009* held in Victoria, organized by the *Conseil Jeunesse francophone de la C.-B.* FCP students met with BC francophone and francophile high school students and conducted workshops on the history of political parties in BC as well as shared their academic experience in the FCP.

A majority of FCP students who applied for a *Bourse pour l'étude d'une langue officielle* have received one. Some FCP students studying at Laval University participated in "Accent" – the federal part-time language assistant program. One FCP student doing the student exchange program during 2008-09 at the *Institut d'études politiques* of the *Université Robert Schuman* in Strasbourg (France) received the prestigious "BC Premier's One World Scholarship", one of five scholarships offered to BC students to study abroad.

The FCP Manager/Student Advisor attended the National Academic Advising Association Conference in Chicago, and delivered a PowerPoint presentation to a focus group on how to prepare students for studying abroad. The OFFA Acting Director responsible for FCP attended two conferences: 1) "Bilingualism in a Plurilingual Canada: Research and Implications" at the Official Languages and Bilingualism Institute in Ottawa; and 2) "*Faire vivre les identités francophones*" at the *XIIe congrès mondial de la Fédération internationale des professeurs de français* (FIPF) in Quebec city.

### **3.1.3 Develop, adapt, translate and revise educational material for the different university French-language programs and courses (MAP 2.7)**

OFFA-FASS continues to contribute to library and the extensive online resources in French for the multidisciplinary FCP courses (Political Science, History and Canadian Studies).

[www.lib.sfu.ca/researchhelp/subjectguides/fren\\_cohort/fren\\_poli\\_hist.htm](http://www.lib.sfu.ca/researchhelp/subjectguides/fren_cohort/fren_poli_hist.htm)

### **3.1.4 Explore the possibilities available for e-learning through the Réseau national d'enseignement universitaire en français (MAP 2.8)**

Most of the courses offered by the Department of French contain an integrated online component. All instructors who teach in the FCP use communication technologies in language teaching/learning.

### **3.1.5 Develop Language Intensive Field Schools (MAP 3.1)**

In Summer 2008, 8 FCP students received the Explore Summer Language Program Bursary and attended a number of Quebec universities (*Université Laval, Université du Québec à Trois-Rivières, Université du Québec à Chicoutimi, Université de Montréal*). FCP students can also attend the France Field School (Tours) offered by the Department of French.

As previously mentioned (see section 3.1.1), during the third year of studies, FCP students spend one or two semesters at a Francophone institution as part of the program.

### **3.1.6 Develop a Practicum Placement Program (MAP 3.2)**

FCP students are eligible to join the SFU Co-operative Education program and to access employment requiring French during the summer months. The registration fees seem to limit the number of student applications.

The FCP curriculum adequately prepares students to apply to the FSWP (Federal Student Work Program). A small number of students have taken advantage of this opportunity during Summer 2008.

### **3.1.7 Organize Different Summer Activities such as "Fin de semaine d'immersion en français" (MAP 3.3)**

In May 2008, one FCP student participated in the CPF BC-Yukon Youth Conference for French Immersion and Francophone Students attended by 150 Grade 7 & 8 students from BC. The two-day event, held at SFU, featured activities conducted in French.

During the weekend or the summer period, students either need to work or choose to travel and/or study. During the academic year, students from both the FCP and the Department of French have the opportunity to benefit from the activities planned by OFFA and to use the facilities of the OFFA Student Lounge.

### **3.1.8 Undertake Different Research Projects in Collaboration with the Francophone Community (MAP 3.4)**

Throughout the FCP, students are required to develop projects linked to the francophone community. In 2008, fourth-year FCP students conducted research projects within their Political Science courses:

- POL 329 Selected Topics in Canadian Government and Politics -The French Fact. Students presented a paper: *Les programmes d'immersion française en Colombie-Britannique en fonction de la politique linguistique fédérale* at the colloquium on "Bilingualism in a Plurilingual Canada: Research and Implications" at the Official Languages and Bilingualism Institute in Ottawa;
- POL 459 Selected Topics in Governance – Planning Community-based Projects. Three different studies conducted by students were presented to a panel of francophone community representatives at OFFA.

In Spring 2009, four field studies were conducted by FCP students in POL 459. The results were presented to community representatives at OFFA. Field studies were also conducted by students in POL 497 -Directed Practice in Political Science. These included organizations such as OFFA, VANOC, the *Conseil Jeunesse francophone de la C.-B.*, and the *Conseil culturel et artistique francophone de la C.-B.*

## 3.2 Faculty of Education (FOE)

### 3.2.1 Program Development Overview (MAP 2.1)

Through OFFA support, all French programs in the Faculty of Education (FOE) report successful enrollment as well as timely and efficient program delivery: Professional Development Program (PDP), Undergraduate Programs (UP), Graduate Programs (GP) and Field Programs (FP).

The OFFA-FOE teaching team consists of two Assistant Professors, one limited term full-time Lecturer, one part-time Coordinator in PDP and three Faculty Associates (2 in PDP and 1 in FP). These full-time or regular assignments are complemented by Sessional Instructors that teach additional sections of methodology courses and adjuncts that act as mentors for students in Field Programs' Graduate studies diplomas.

The OFFA-FOE Steering Committee, comprised of representatives of all four sectors of the Faculty of Education (PDP, UP, GP and FP), the Acting OFFA Director, the OFFA Manager (Administrative Services) and the OFFA-FOE Program Assistant, meets twice a year. The OFFA-FOE Associate Director chairs the committee.

In the Faculty of Education, the OFFA-FOE Associate Director attends most Faculty meetings and Faculty Forums. On an ongoing basis, OFFA-FOE provides administrative support for monthly meetings of the French Programs team (*Section des programmes en éducation française – SPEF*). OFFA-FOE also helps facilitate liaison between different sectors of the FOE regarding French Programs issues.

### 3.2.2 Activities promoting the French Programs at FOE (MAP 2.1)

Activities under this point are detailed in each of the sections (below) related to specific program areas (PDP, UP, GP and FP).

The OFFA-FOE website [www.sfu.ca/educfr](http://www.sfu.ca/educfr) is updated regularly to reflect current program offerings, admission procedures, deadlines, and special activities. Through a period of transition in FOE website design, OFFA-FOE continues to liaise with FOE staff to update the new FOE Graduate Admissions web pages with information relevant to French Programs.

### 3.2.3 Develop, Adapt, Translate and Revise Educational Material (MAP 2.7)

OFFA-FOE contributes to expand the library and online resources in French for Education programs. OFFA-FOE also distributes online information about available resources and relevant articles (such as *Actualités sciences* as well as Ministry of Education guidelines and documents) to the SFU French Education community as well as to teachers in active service through various professional networks.

### 3.2.4 Professional Development Programs (MAP 2.1, 2.2, 2.7, 3.1, 3.2)

OFFA-FOE has a support role in the promotional, administrative and cultural aspects of the PDP French Module.

A new PDP French module bookmark with reference to the OFFA-FOE website was distributed to; various departments (including French, Biology, Chemistry, Mathematics) at SFU, to Canadian colleges and universities and at events such as conferences, meetings, community and university fairs. A curriculum brochure was created for distribution to potential candidates for the Dual certification program, both in France and in Canada.

Five French-language information sessions have been held for prospective PDP candidates, both on campus and in various community locations, including a special session for the Accent program's *Moniteurs de langues* in BC.

Additional activities relating to PDP-French Module promotion/admission included: advising prospective students, liaising with FOE staff at SFU regarding the admission procedures (i.e online form, website info, and communications to applicants), and the evaluation of the PDP French module applications.

The annual meeting with UBC FOE partners was held in October 2008. The purpose of the meeting was to discuss the French competency test, known now as the French Level Appreciation (FLA), plan and coordinate group and individual appreciation sessions and verify the common linguistic standards in relation to the FLA. In addition, a one-day training session was held for the exam markers joint team. In Spring 2009, a total of 6 French Language Appreciation group sessions and 14 individual follow-up advising sessions were held at SFU.

In May 2008, as in previous years, OFFA-FOE coordinated and hosted a meeting between *Conseil scolaire francophone's* Human Resources Director and interested French module students.

#### PDP Enrollment

In September 2008, 48 students accepted the offer of admission in the French Module on Burnaby campus: Core French (15 elementary, 8 secondary); Immersion and Francophone (11 elementary, 14 secondary). At the same time, six students completed PDP in the French Module at the SFU Surrey campus: Core French (4 elementary, 3 secondary); Immersion and Francophone (4 elementary, 2 secondary). In January 2009, a new cohort of 16 PDP French Module students were admitted at the SFU Surrey campus. In addition, another four students (2 Canadian, 2 French) in the Dual certification program also joined the Surrey French Module, for a total of 20 students in that cohort. Enrolment in the PDP French module totals 67 students.

#### External and International projects in relation to PDP French Module

In order to attract more students to the French Teacher education program, and to broaden the range of professional, linguistic and cultural experiences for future French teachers, the following initiatives have been developed:

a) Laval University Summer program: Each year, the PDP French module coordinator visits with each PDP module to promote a program linked to the Explore bursary, aimed at preparing

elementary classroom generalist teachers to teach French. Participants in this program take French language methodology courses at SFU prior to leaving for Quebec City, where they attend a five-week French language course at Laval University and take part in cultural and linguistic activities. During the Summer 2008 semester, 72 student teachers (from all PDP modules) benefited from the Explore bursary and participated in this program. This initiative contributes to increasing the number of qualified teachers of French in British Columbia.

b) The Dual certification program involving SFU and *Université François-Rabelais* in Tours, France, was established to foster academic exchanges and to increase the international dimension of Education for students. This program also furthers the goal of increasing the numbers of qualified teachers of French in British Columbia. In September 2008, two SFU PDP students went to Tours to study in a *Master 1* program (Teaching French as a second or foreign language). Two candidates from Tours have entered the Surrey module in January 2009. The first student from Tours completed the PDP in December 2008, and is now a Teacher on Call for the *Conseil scolaire francophone* of British Columbia.

c) A bilateral agreement between SFU's Faculty of Education and the IUFM (*Institut universitaire de formation des maîtres*) Midi-Pyrénées in Toulouse, France, was signed in Spring 2008. Three students from Toulouse attended classes at SFU and participated in practicums in local schools under the supervision of the PDP coordinator. Some of these students intend to come back to Canada to seek employment as French teachers.

d) Cuba practicum: In November 2008, a group of 12 PDP French module students went to Cuba for a 4-week practicum, teaching French in Secondary classrooms alongside student-teachers from Instituto Felix-Varela in Santa Clara. Language training, cultural, and service learning are core aspects of this program.

### 3.2.5 Undergraduate Programs (MAP 2.1, 2.4, 2.7)

#### Undergraduate courses taught in French at the Faculty of Education

The Minor in French Education was offered for the third year, in Summer 2008. This Minor is part of a Bachelor of Education -as a second degree- within the framework of the PDP. As part of the Minor in French Education, the following French-language Undergraduate courses were taught:

<b>Courses</b>	<b>Course Title</b>	<b>Number of students</b>
EDUC 378	Teaching French with Authentic Materials	78 (1 section)
EDUC 480	Designs for Learning (DFL) Core French	89 (3 sections)
EDUC 481	DFL French Immersion	28 (1 section)
EDUC 414/474	DFL Social Studies	23 (1 section)
EDUC 415/475	DFL Mathematics	23 (1 section)
EDUC 416/476	DFL Science	19 (1 section)

The course EDUC 450 French in the Classroom, was offered to 11 students admitted to the PDP French module in Fall 2008 and to 5 students admitted in January 2009, This course provides additional language and pedagogical support to students who are close to meeting the linguistic standards required for admission into the PDP according to their results in the French Language Appreciation.

Promotional activities

Leaflets and information documents were distributed and information and advising sessions were held with PDP students about the different courses and Minor options.

**3.2.6 Graduate Programs (MAP 2.1, 2.5, 2.7, 2.8)**

Master of Education (off-campus)

All students in the Kelowna M. Ed. cohort completed the program in August 2008 and attended the October 2008 Convocation ceremony.

Recruitment for the 2009-2011 Community-based M. Ed. cohort started with a series of information sessions held in November 2008 on Vancouver Island and in Abbotsford. To provide access to the Masters of Education program to a larger number of students outside the Lower Mainland, a new online M.Ed. is being developed and will replace the Community-based M. Ed. This new online M. Ed. program, which will start in September 2009, includes courses taught in both synchronous and asynchronous modes. The number of applications received so far indicates that this program corresponds to the needs of BC teachers.

OFFA-FOE continued working with the Western Provinces French Education Consortium (*MedOuest*). As a result of this collaboration, a total of four online asynchronous courses will be offered within the online Master of Education (off-campus) program. These four courses are: EDUC 834: *Plurilinguismes et apprentissages scolaires*; EDUC 85 : *Étude de la recherche contemporaine et de ses applications en immersion et en français en milieu minoritaire*; EDUC 823: *Littérature et diversité linguistique*; and EDUC 819: *Étude des interactions en salle de classe*.

Other Graduate programs

The students in the French language cohort of the Doctorate in Educational Leadership (Ed. D.) program completed their mandatory courses and wrote their comprehensive exams in November 2008. All students are continuing on with their research and will be presenting their theses within the next year or two.

Promotion and recruitment

Promotional activities for Graduate programs featured the following:

- inclusion of a promotional bookmark for the Master in Education (off-campus) in each participant's registration kit at the BCTF Immersion and Francophone Teacher Conference (APPIPC) held October 08;
- emails to BC school administrators and teachers to promote the Master's program and to announce information sessions in selected target areas; and
- a series of advertisements in local French language newspapers and community bulletins.

In late January, a second promotion and recruitment campaign for the online M. Ed. program was held targeting schools and French language programs outside Metro Vancouver across BC, the Yukon and throughout the North Western states of the USA. Promotional material was distributed to language coordinators in all these areas.

OFFA-FOE continues to liaise with FOE staff and provide support in updating the sections of the FOE Graduate Admissions web pages relevant to French Programs.

### 3.2.7 Field Programs (MAP 2.1, 2.3)

#### Non-credit workshop series

These series meet teachers' professional development needs and also offer them an insight into the Field Programs Graduate Diploma, as well as other Faculty of Education programs such as the Master of Education. The series were offered in a number of school districts to teachers working at different levels.

School district	Topic	Level	# of students
Richmond	Core French	5-7	25
Abbotsford/Mission	Core French	5-8	24
Abbotsford/Mission	Differentiated Pedagogy	K-12	20
Delta	Core French	5-6	10
Kelowna	Core French	8-12	8
Kelowna	Immersion	K-12	12

#### Credit Programs (Graduate Diplomas)

A new program in *Pédagogie différenciée* started in summer 2008 (16 students). This is the second such program offered in collaboration with the *Conseil scolaire francophone* (CSF). A program in Immersion Pedagogy located in the Comox region continues with 19 students. Another program in Immersion Pedagogy is offered in Burnaby (19 students). The 11 students in the French Second Language program (FSL) offered in Richmond completed the program in December 2008.

#### Promotion and recruitment

The Field Programs' Faculty Associates have taught the courses and helped promote the programs to teachers and administrators in different school districts. Leaflets have been developed and distributed, email advertisements were sent to schools and individual teachers, programs have been promoted through local teacher networks, school visits and information sessions were held to recruit students, and work meetings were set up to foster collaboration on program design with school districts.

### 3.2.8 Other OFFA-FOE activities (MAP 2.1, 3.5)

Apart from the above-mentioned activities, other OFFA-FOE promotional, academic and cultural initiatives have taken place over this period, including:

Participation in FOE executive and monthly Faculty, administrative meetings and in SPEF (*Section des programmes français en éducation*) • Regular meetings with the FOE Associate Dean • Participation in the OFFA Steering committee • the Faculty of Education Summer Institute launch • FOE Graduate students portfolio presentations • the Dean of Education's farewell reception • the Interim Dean of Education's welcome reception & meeting • Open meetings for the new Dean of Education search • Participation in SFU Orientation Day for new students at the Burnaby campus • BC Campus presentation • Meetings with representatives of SFU International • Orientation meetings with students in the Dual certification program • Welcome reception for the PDP students from SFU in September 2008 academic year, and in January 2009 for the Surrey PDP French Module • Sub-committee on Grad program website • the Faculty of Education Dean's reception on Convocation Day in October • Meeting with guest speakers and participation

at the 2008 APPIPC Conference • Participation in the organizing committee for the 2009 ACELF conference • BCTF Coalition for French • Consultations for the Faculty of Education 3-year plan • Candidates interviews for the position of PDP French Module Faculty Associate.

### 3.3 OFFA Office

#### 3.3.1 The OFFA is Staffed and Operational (MAP 1.1)

The OFFA has seen one change in its administrative staff during this period. Dr. Yolande Grisé, OFFA Director since February 2005, retired on April 30, 2008. She has been replaced by Claire Trépanier who has held the OFFA Associate Director (FASS) position since September 2004. Claire Trépanier is currently the OFFA Acting Director and will be in this position until August 31, 2009. The OFFA Associate Director (FASS) position is currently vacant.

The SFU Associate Vice-President, Academic, oversees OFFA operations and meets monthly with the OFFA Acting Director.

The 2007/08 OFFA Final Ministry Report was sent to the British Columbia Ministry of Education and Ministry of Advanced Education on June 20, 2008.

As a unit within SFU, OFFA worked closely through administrative committees with various Departments and Faculties. Some committees relate directly to the operation and management of OFFA.

1) The OFFA Steering Committee membership is comprised normally of the two Associate Directors (FASS and FOE), the Associate Deans of both FASS and FOE, as well as designated members of FASS, FOE and OFFA. It meets on a regular basis to guide OFFA with the development, the coordination and the promotion of French Programs delivered by SFU. The OFFA Acting Director chairs the committee.

2) The French Cohort Program Steering Committee membership is comprised of one FASS Associate Dean, one student, Faculty representatives from the departments of French, Political Science and History in the FASS, and the OFFA Director. It meets twice a year to plan program development and course delivery. The OFFA Acting Director chairs the committee.

3) The OFFA Education Steering Committee membership is comprised of one FOE Associate Dean, Faculty members of the four program areas (PDP, UP, GP and FP) as well as designated Faculty members in French Programs, administrative representatives in the FOE, and the OFFA Acting Director and Manager (Administrative Services). It meets at least twice a year. The OFFA Associate Director (FOE) chairs the committee.

During this period, OFFA also took part in several SFU internal committees, meetings and presentations such as:

FASS/FCP search for a Sessional Instructor for the Centre for Canadian Studies • Monthly meetings in the Department of French • Monthly SFU Administrators' Meetings • The Selection Committee for the OFFA Awards given to FCP students at the *Remise des prix*, a book prize award ceremony organized by the Department of French • Meetings with the Deans and

Associate Deans of FASS and FOE • Strategy meeting with an FASS communication consultant • Presentation of the FASS Dean's medal for academic excellence • SFU President's Budget consultations • Opening of the Faculty of Health Sciences' Blusson Hall • June 2008 and October 2008 Convocation ceremonies • Meetings of the *Section des programmes en éducation française (SPEF)* FOE Committee • FASS Dean Town Hall meeting • Department of French Curriculum review committee.

### 3.3.2 The OFFA Promotional Plan (MAP 1.2)

As part of its ongoing promotional plan, the OFFA website [www.sfu.ca/baff-offa](http://www.sfu.ca/baff-offa) continues to be regularly updated in order to provide information of interest to the Francophone and Francophile communities and to current and prospective students. Transformation of OFFA sites (OFFA Office, FOE & FASS) to a new platform using the revised SFU website look and standards is ongoing. OFFA has been working with SFU Learning and Instructional Development Centre (LIDC) to improve the OFFA website, its functionality and navigation. To increase visibility and interaction among current and prospective students for the FCP the *Fred et Flo* characters (see section 3.1.2) have been incorporated in the OFFA-FASS website pages with a direct link to their Facebook webpage.

OFFA's Manager (Administrative Services) attended the University Continuing Education Association (UCEA) seminar, in Scottsdale Arizona, on social media and web marketing for post-secondary institutions.

OFFA created a webpage linking *MedOuest*, a Western Provinces consortium in Education, to the website of SFU's Masters of Education program in French.

Several new and updated promotional printed materials featuring the OFFA logo, its website and/or the new SFU logo & graphic standards were developed and distributed to target audiences. An updated version of the general bilingual OFFA brochure incorporating key elements of all programs was developed and distributed.

Advertisements for OFFA and its programs appeared in local, provincial & national Francophone & Francophile media, including:

The newspaper *L'Express du Pacifique*, BC • Magazines/newsletters (Canadian Parents for French, BC-Yukon, Ontario and National) • Event programs (*Pacifique en Chanson*; *100<sup>e</sup> anniversaire de Maillardville*, *Festival du Bois*, *15<sup>e</sup> Rendez-vous du cinéma québécois et francophone*, *Théâtre la Seizième*, *19<sup>e</sup> Festival d'été francophone à Vancouver*) • Directories (*Fédération nationale des conseils scolaires francophones*; *Fédération des francophones de la Colombie-Britannique*) • Information packages (*Association canadienne d'éducation de langue française*- national conference; *Francophones aux Crayons* – material distributed in back-packs to *Programme francophone pupils*) • Resource Guide *Réseau Femmes : Guide Essenti'elles*.

### 3.3.3 The OFFA Advisory Committee (MAP 1.3)

The Advisory Committee meets normally twice a year in June and in January. Exceptionally, the committee did not meet in June 2008. The committee met in January 2009. The Committee is comprised of 20 designated members from FASS, FOE and OFFA as well as student representatives from the SFU French Programs and members of various community organizations. The OFFA Acting Director chairs the committee. The OFFA Advisory Committee works mainly in French.

### 3.3.4 OFFA promotional, communication and cultural activities in support of programs (MAP 1.2, 2.1, 3.5)

#### **OFFA extended its communication and promotional activities by hosting visitors:**

Anne Klebes-Pelissier, Law Professor and Director of International Relations of the *Institut d'études politiques, Université Robert Schuman*, Strasbourg (France) • Representatives of the Official Languages and Bilingualism Institute, Ottawa U.: Richard Clément, Chair and Associate Dean, and Hilaire Lemoine, Director of Development and Promotion Office • Carol Chappelle, professor of TESL and Applied Linguistics, Iowa State U. • Group of Graduate students from the Department of French • Nicole Weghsteen, Seaforth Elementary School teacher accompanied by 47 Grade 4 and 5 pupils • Marie-Hélène Mercier, Project manager for the 100<sup>th</sup> anniversary of Maillardville • Jim Lacroix, Director general, *Société Place Maillardville* • Jacqueline Decoux-Béchaud, Art History specialist, Paris (France) • Catherine Black, Professor of French, Wilfrid Laurier U. • Office of the Commissioner of Official Languages – Policy and Communications Branch in Ottawa: Virginia Adamson, Assistant Commissioner; Carsten Quell, Catherine Scott, Mylène Thériault; and Deni Lorieau, Regional representative • Alexandre Garcia, Consul General of France; Richard Yung, Senator representing French citizens outside France (AFE); Dan Brignoli, *Conseiller élu* (AFE), Hadrien Laroche, *Attaché culturel* and Danielle Ziebelin, *Attachée scientifique*, Consul General of France • Paul-Arthur Huot, Chief Representative, Quebec Gouvernement Office • BC Francophone author Ying Chen • French author and publisher René de Ceccatty • Thomas Kriner, *Conseil culturel et artistique francophone de la C.-B.* • Patrice Dutil, Professor in the Department of Politics and Public Administration, Ryerson U. • York U. History professor Marcel Martel • Dr. Rod Quiney, federal Public Service Fellow with the SFU Public Policy Program • VANOC recruiters for French speaking volunteers at the 2010 Winter Games • PDP students (Surrey campus) • PDP professors Edith Weber and Ute Leoni, Strasbourg, France • Nicolas Gachon, *Conseiller pour la Science et la Technologie*, French Embassy in Ottawa • Dr. Yvon Richard, Department of French Language and Literature, McGill U.

#### **OFFA increased its communication activities by attending various receptions and events such as:**

Launching of the 2008-09 *FFCB* Directory • Celebration of CPF BC-Yukon 30<sup>th</sup> anniversary at Lord Tennyson Elementary School • *Remise des Prix* Ceremony, SFU Department of French • Yolande Grisé's award of the medal Knight of the Order of the Academic Palm from the French Ministry of National Education • BC Public Service & Oath of Employment Ceremony • Luncheon of the Canadian Club of Vancouver 'Canada Soars' Student Awards • Retirement of John Waterhouse, SFU Vice-President, Academic and Provost • Farewell for Paul Shaker, Dean of Faculty of Education • French Consulate's Bastille Day reception • Announcement of Liberal

candidate nomination Rick Peterson at EducaCentre • Farewell for Luc Serot Alméras, Consul General of France • *Conseil scolaire francophone* Grade 12 students Graduation ceremony • Vancouver International Film Festival honoring the “Spotlight on France” films • Department of French Graduate student thesis defense • Announcement of funding for health services in French by the Honorable Joan McIntyre • International Writers Festival 2008 • Launching of BC StrongStart program in French at the *École Anne-Hébert* • *Rendez-vous des Présidents et Présidents de la FFCB* meeting in Nanaimo • *Conférence des ministres responsables de TV5* reception • Launching of the *Programmation du 100e anniversaire de Maillardville* • *Société de développement économique de la C.-B.* President’s reception • Launching of the *15e Rendez-vous du cinéma québécois et francophone de Vancouver* • Reception for French Senator Claire Lepage (AFE) • *Journée de la Francophonie provinciale* in Victoria.

**OFFA participated in a number of ongoing meetings and discussions regarding Francophone and Francophile issues in B.C./in Canada with the following individuals and groups:**

*Coalition pour l’éducation en français en Colombie-Britannique* • *Fédération des francophones de la C.-B.* newly elected President Réal Roy and Executive Director Stéphane Audet • Craig Holzschuh, General and Artistic Director of *Théâtre la Seizième* • *Table des directions générales de la FFCB* • Canadian Heritage, Ottawa: Hubert Lussier, Director General, Official Languages Support Programs; Michèle Blais-Chauvin, Manager, Operations and Regional coordination; Guylain Thorne, Director Operations and Regional coordination; Pascale Roche, BC Program Officer • Britta Gundersen-Bryden, Executive Director, Measurement Evaluation & International Languages Department; Nicole Couture, Programs Director, French Programs Unit, both from the BC Ministry of Education • *Consortium des coordinateurs de langues du Bas-Fraser* • Ministry of Education ad-hoc multi-stakeholder French-as-a Second Language Committee • Joanna Champion, Executive Director and Helen Coltrinari, President of French for the Future • Graham Fraser, Commissioner of Official Languages, meetings in Ottawa and Quebec city • FFCB two-day workshop on the *Plan de développement global 2009-2014* • Régis Painchaud, *Visions Ouest Productions – Les rendez-vous du cinéma* • *Forum sur la diversité et l’immigration* organized by the office of Graham Fraser • *Étude sur la vitalité de la communauté francophone de la C.-B.* organized by the office of Graham Fraser • Suzanne Gouin, Présidente-Directrice générale TV5 Québec-Canada • Shirley Bond, BC Minister of Education • Dr. Larry Vandergrift, ILOB, U. of Ottawa.

**OFFA extended its communication and promotional activities by contributing to, or hosting several events:**

End-of-semester celebration for FCP students • Co-sponsorship of the Sixth Annual Francophone Luncheon of the Vancouver Canadian Club, featuring guest speaker Luc Lainé, Huron, Former chief and Native leader • Presentation by Claire Kramsch, professor of German and Foreign Language Acquisition, Berkeley U., Calif. • Journalism workshops by Raphaël Perdreau, Editing Director of *L’Express du Pacifique* • Sponsorship of musician Joshua Minsky and francophone storyteller Maurice Guibord at the SFU Open House 2008 • Provincial Final of the Canadian Parents for French (CPF) *Concours d’art oratoire 2008* • Receptions for a Department of French Graduate student’s thesis defense and FOE Master of Education graduates • Co-sponsorship with the Department of English, Department of French, the School of Contemporary Arts and the School of Communication of a talk by Dr. Bill Marshall, U. of Glasgow • Presentation by Sabine Bastian, Professor of French Linguistics, Leipzig U., Germany • Co-sponsorship of the

Interdisciplinary Roundtable “*Histoire de la présence francophone en C.-B.*” • One-day workshop/presentations to Dr. Peter Kirsch and Dr. Waldemar Zacharasiewicz, Canadian Studies, Vienna U., Austria accompanied by a group of 20 Vienna U. students • *Conseil Jeunesse de la C.-B.*’s workshop: “*Partager ma culture*” • *Fête de la rentrée 2008* for FASS and FOE programs • *Semaine de la francophonie 2009* .

On behalf of SFU, OFFA contributed to the first part of a study conducted by the Office of the Commissioner of Official Languages of Canada by answering an online survey on second language learning opportunities at Canada’s universities, particularly concerning courses and programs taught in French at SFU. For the second part of the study, OFFA organized focus groups that included French program administrators, Faculty members and students from FASS and FOE programs offered in French.

On October 20, 2008, OFFA welcomed representatives from the Department of Canadian Heritage (Hubert Lussier, Director General, Official Languages Support Programs; Michèle Blais-Chauvin, Manager, Operations and Regional coordination; Guylain Thorne, Director, Operations and Regional coordination; Pascale Roche, Program Officer) and representatives from the BC Ministry of Education (Britta Gundersen-Bryden, Executive Director, Measurement Evaluation & International Languages Department; Nicole Couture, Programs Director, French Programs Unit). A PowerPoint presentation by the Associate Vice-President, Academic, OFFA Acting Director and OFFA Associate Director highlighted:

- 1) OFFA programs (development and delivery) as well as activities for the period of 2003-2008;
- 2) OFFA Strategic plan and initiatives for 2009-2014;
- 3) SFU contribution to programs.

The meeting was attended by Faculty members (Associate Deans and professors) from FASS and FOE as well as students from the different programs taught in French at SFU. A reception followed and included the Deans of FASS and FOE as well as the Vice-President, Academic and Provost.

On February 27, 2009, SFU and OFFA welcomed the Honorable James Moore, Minister of Canadian Heritage and Official Languages. The Minister met with students and announced the one-year 2008-09 extension of the Canada-BC Auxiliary Agreement for the Development of Postsecondary Education in French at SFU. The meeting was well attended by SFU community members.