



SIMON FRASER UNIVERSITY

2010/11 OFFA FINAL REPORT

Final Report on the Projects, Activities and Expenditures of
the *Office of Francophone and Francophile Affairs* of
Simon Fraser University
for the period beginning April 1, 2010 and ending March 31, 2011.

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

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2010/11 OFFA FINAL 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 Office of the Associate Vice-President, Academic, at Simon Fraser University.

This final report summarizes OFFA/BAFF projects, activities and expenditures incurred between April 1, 2010 and March 31, 2011. The report is divided into two 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) 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 current “Canada-British Columbia Agreement on Minority Language Education and Second Official Language Instruction” provides federal and provincial funding from 2009-2010 to 2012-2013 for two projects:

1. Postsecondary Education in French at Simon Fraser University
2. Postsecondary Education in French – Graduate/Undergraduate Programs

The projects are put forward in collaboration with the Faculty of Arts and Social Sciences (FASS) and the Faculty of Education (FoE).

3 ACTIVITIES & PROJECT REPORT

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

3.1 Faculty of Arts and Social Sciences (FASS)

3.1.1 Delivery of French Cohort Program (FCP)

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 third (2006-07), fourth (2007-08), sixth (2009-10) and seventh (2010-2011) cohorts.

Students in the fifth (2008-09) cohort started the required third year exchange program in September 2010. Some have returned to SFU in December 2010; most of them will return in May/June 2011.

The FCP admitted 21 students for its seventh cohort (2010-11). The students are from various regions of British Columbia and are graduates from both the French Immersion program, and the *Programme francophone*. For the first time, students from other Canadian provinces (Alberta and Quebec) have enrolled in the FCP. Students are competent in the two official languages of Canada. Many also speak a third and a fourth language.

In January 2011, a number of courses were offered within the “COOL Option”, a pilot project for SFU and International students who wish to take courses taught in French in different subjects. 14 students enrolled in courses in Political Science, International Studies, Canadian History and Quebec History.

A limited-term Student recruiter was hired. The recruiter helped with the promotion of FCP and recruitment of students. A FCP-MAAS (Manager, Academic & Administrative Services) was hired to replace the retiring former FCP-MAAS.

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);
- 2 visiting professors (Political Science);
- $\frac{3}{8}$ lecturer position (French);
- $\frac{1}{2}$ tenure-track position (History).

OFFA-FASS continues to contribute to library and online resources in French for the multidisciplinary FCP courses (Political Science, History). <http://www.lib.sfu.ca/help/subject-guides/french/french-cohort/home>

In addition to the academic program, FCP students participated in a workshop (“True Colors”) conducted by a communications specialist. They attended presentations by: Dr. Marie-Josée Hamel, U. of Ottawa; Graham Fraser, Commissioner of Official Languages. Two students attended the week-long program, *Université d’été sur la francophonie des Amériques*, held at both Laval University and *Université du Québec en Outaouais*. FCP students along with Dr. Kina Chenard presented: “The French Fact in BC” to a group of visiting European Union students and the members of the *Coalition pour l’éducation en français en C.-B.* A fourth-year FCP student participated in a French language simulated trial organized by the *Association des juristes d’expression française de la C.-B.*

To prepare students for their third-year exchange, information and planning sessions were held. These included the participation of SFU International and returning fourth-year FCP students who contributed feedback about their own experiences. Currently students are attending the following francophone institutions: in Quebec: Laval University (3 students); University of Montreal (2 students); in France: *Sciences Po*, Paris (2 students); *Institut d'études politiques* in Aix-en-Provence (2 students); *Université François-Rabelais* in Tours (1 student). One student is postponing his studies abroad.

Linguistic support, outside regular classes, was provided to FCP students by francophone instructors/tutors. Sessions were held in the Department of French language lab and in the OFFA Student Lounge.

Five FCP students received their diplomas at the June 2010 SFU Convocation ceremony and one at the October 2010 ceremony. A small reception was held at OFFA to congratulate the graduates.

The FCP Steering Committee, comprised of one student representative, one FASS Associate Dean as well as Faculty members from the departments of French, Political Science and History, met in June 2010 and December 2010 for its regular meetings. Other meetings were held to discuss the FCP cohort specific FREN courses, the exchange credits and the FCP POL courses planning. The current OFFA Director chairs the committee.

3.1.2 Activities promoting the French Cohort Program

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 (55 schools). During this period, recruitment was also done in the Northwest Territories (3 schools) and Alberta (10 schools). Presence at events such as the SFU Academic Option Day, SFU Global Opportunities Fair, *Journée Rond-Point Fair (École Gabrielle-Roy)*, *Fédération des parents de C.-B. Fair (École Jules-verne)* helped promote the FCP.

A newly designed promotional brochure "A West Coast Experience - French Cohort Program, a unique program in Canada" was distributed to target audiences (students, parents and high schools counsellors). The PowerPoint presentation focusing on the academic program and the related advantages (student exchange program, employment and other opportunities) of pursuing postsecondary studies in a French immersion context at SFU was revised. The bilingual OFFA-FCP website www.sfu.ca/frcohort and Facebook webpage are updated regularly.

A one-day event, *Journée d'accueil*, was organized at OFFA in May 2010 to inform Fall 2011 prospective FCP students and their parents about the academic program. Student representatives from each cohort and FASS Associate Dean, Dr. Jane Fee, participated in the event.

3.1.3 FCP Students' Research Projects in Collaboration with the Francophone Community

Throughout the FCP, students are required to develop projects linked to the Francophone community. Fourth-year FCP students participated in research projects within a Political

Science course: POL 329 Selected Topics in Canadian Government and Politics: The French Fact.

3.2 Faculty of Education (FoE)

3.2.1 Program Development Overview

OFFA support for French programs in the Faculty of Education (FoE) resulted in achieving most enrolment targets and program delivery in all areas: 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 Lecturer (0.75), one Coordinator in PDP (0.5) and one Faculty Associate in FP. These full-time or regular assignments are complemented by Sessional Instructors who teach sections of methodology (designs for learning) courses (UP) and adjuncts who act as mentors for students in Field Programs' Graduate studies diplomas and supervise student teachers in the PDP French Module.

The OFFA-FoE Steering Committee, comprised of representatives from all four sectors of the Faculty of Education (PDP, UP, GP and FP), the current OFFA Director, the OFFA Manager (Administrative Services) and the OFFA-FoE Program Assistant, met in June 2010 and December 2010. The OFFA-FoE Associate Director chairs the committee.

In the Faculty of Education, the OFFA-FoE Associate Director attends Faculty meetings, Faculty forums and represents French Programs in some Faculty committees. 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 academic issues.

3.2.2 Activities promoting French Programs in the FoE

The OFFA-FoE website www.sfu.ca/educfr is updated regularly to reflect current program offerings, admission procedures, deadlines, and special activities. OFFA-FoE continues to liaise with FoE staff to update the Faculty of Education web pages with information relevant to French Programs.

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

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

3.2.3 Professional Development Programs (PDP)

OFFA-FoE has a support role in the promotional, administrative and cultural aspects of the PDP French Module. In October 2010, OFFA-FoE welcomed author Jacques Pasquet who addressed the PDP French module students on questions of literature and literacy. In January 2011, OFFA hosted Riverside High school French Immersion students *Mini-opéras*, which were attended by PDP students.

PDP Enrollment

Burnaby campus

In August 2010, 44 students completed the PDP in the French Module at the SFU Burnaby campus and were recommended for certification by the BC College of Teachers.

In September 2010, 34 students were admitted in the French Module on Burnaby campus. The composition of this module is as follows: Elementary, 19; Secondary, 15 (25 Core French; 9 Immersion and Francophone). It is to be noted that in spite of intensive recruitment efforts, enrolment has dropped from 46 students in 2009 to 34 in 2010. This follows a general trend throughout PDP at SFU, and has been linked to the economic downturn in 2009.

Surrey campus

In December 2010, 18 Surrey students completed their PDP (one withdrew).

In January 2011, a new cohort of 22 PDP French Module students started: Elementary, 8; Secondary, 14 (12 FLS; 10 Immersion and Francophone), including 6 students in the Dual Certification program.

External and International projects in relation to PDP French Module

In order to attract 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

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 2010 semester, 72 student teachers (from all PDP modules) benefited from the Explore program. This initiative contributes to increasing the number of qualified teachers of French in British Columbia.

b) The Dual Certification

This program involving SFU, the *Université François-Rabelais* in Tours, and the *Université du Maine* in Le Mans, 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. OFFA-FoE met with representatives of partner universities: Véronique Castellotti (Tours) and Gina Ioannitou (Le Mans). The goals of these meetings were to review students' progress and to update our common promotional tools. In September 2010, 3 SFU PDP students went to Tours to study in a *Master 1* program (Teaching French as a second or foreign language). Reciprocally, three French students have joined the Surrey French module of PDP in January 2011.

c) Bilateral agreement

Signed in Spring 2008, between SFU's FoE and the IUFM (*Institut universitaire de formation des maîtres*) Midi-Pyrénées in Toulouse, France, this agreement has given the opportunity to one student from Toulouse to attend classes at SFU in the Summer 2010 semester and participate in practicums in BC schools under the supervision of the SFU PDP coordinator.

d) MIEL

A pilot project known as MIEL (*Module International d'Éducation en Langue française*) involving an international practicum option to Mali (October 2-November 8, 2010) was conducted during this reporting period. 6 PDP students (plus one post-PDP student) participated under the supervision of one SFU Faculty Associate. One Faculty member also visited the site for one week, meeting with local officials to work on the establishment of institutional partnerships. Upon their return, participating students gave several presentations to fellow PDP students as well as local Vancouver African Francophone community groups.

Promotion and recruitment

The PDP French module promotional bookmark, referencing the OFFA-FoE website, was distributed at events such as professional conferences, meetings, community events and university fairs. A descriptive leaflet aimed at potential candidates for the Dual Certification program, both in France and in Canada, was revised and distributed. A similar leaflet and webpage was produced, informing newly admitted PDP students of the MIEL option. During this period, an ad was created and posted in Facebook to target potential PLP and PDP candidates.

Twelve French language information sessions have been held for prospective PDP candidates on Burnaby campus. Two information sessions for an eventual French cohort of the Professional Linking Program (a part-time option for PDP) were held.

Additional activities relating to PDP-French Module promotion/admission included: advising prospective students, liaising with FoE staff at SFU regarding 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 FoE partners at UBC was held in October 2010. The purpose of the meeting is to discuss the French competency test, known now as the "French Level Appreciation" (FLA), and to coordinate group/individual language evaluation sessions. The correctors' handbook has been revised collaboratively, updated and distributed. Ten group and 23 individual French Language Appraisal sessions were held at SFU. 21 students have also met individually with the OFFA-FoE Associate Director for results review and advising sessions.

3.2.4 Undergraduate Programs (UP)

Undergraduate courses taught in French at the Faculty of Education

The Minor in French Education was offered, for the fourth year, in Summer 2010. 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:

Summer semester 2010

Courses	Course Title	Number of students
EDUC 480	Designs for Learning (DFL) Core French	106 (4 sections)
EDUC 481	DFL French Immersion	27 (1 section)
EDUC 414	DFL Social Studies - secondary	21 (1 section)
EDUC 474	DFL Social Studies - elementary	24 (1 section)
EDUC 415/475	DFL Mathematics	26 (1 section)
EDUC 416/476	DFL Science	29 (1 section)
EDUC 454 (Q)	Assessment in environmental education	21 (1 section)
EDUC 382	Diversity in Education: theories, policies and practices	22 (1 section)

Fall semester 2010

Courses	Course Title	Number of students
EDUC 450	French in the Classroom	3
EDUC 380	Introduction to teaching French in Canadian contexts	16

Spring semester 2011

Courses	Course Title	Number of students
EDUC 450	French in the Classroom	4
EDUC 380	Introduction to teaching French in Canadian contexts	18

Promotion and recruitment

Leaflets and information documents were posted or distributed and information and advising sessions were held with PDP students about the different courses and Minor options. OFFA-FoE staff also liaised with Department of French staff to promote Education courses taught in French.

3.2.5 Graduate Programs (GP)

Master of Education (online)

The online M.Ed. program started in September 2009, offering synchronous and asynchronous courses. Nine students are currently enrolled and will be completing the program in July 2011. Recruitment for the next cohort of the program, due to start in September 2011 is underway.

Other Graduate programs

The students (9) in the first cohort (2007) of the French language Doctorate of Educational Leadership (Ed.D.) program are currently working on thesis writing. A program evaluation has been conducted in partnership with the SFU Research and Evaluation Unit, yielding information regarding various administrative aspects and delivery of the program.

In January 2011, a second cohort (9 students) started. Students come from BC and other provinces (Alberta, Saskatchewan, and Manitoba) and represent diverse communities. Admission to the program has been left open in order to attract more students to join the cohort in Summer 2011.

Promotion and recruitment

Promotional activities for Graduate programs featured: nine online and on campus information sessions; inclusion of a promotional leaflet for the Master in Education in each participant's registration kit at the BCTF Immersion and Francophone Teacher Conference (APPIPC) and the FNCSF conference and a full page ad in the ACELF Conference program. Ads were created for

both the M.Ed. on-line and the Ed.D. hybrid programs and posted on Facebook to target potential candidates.

OFFA-FoE continues to liaise with FoE staff, providing support in updating the sections of the FoE Graduate Admissions web pages relevant to French Programs.

3.2.6 Field Programs (FP)

Non-credit workshop series

These series meet teachers' professional development needs while offering an insight into other FoE programs such as the Master of Education and the graduate Diploma. The following series were delivered:

School district	Topic	Level	number of participants
Coquitlam #43	Core French	6-12	35
Nanaimo #68	French Immersion	K-12	12
Abbotsford #34/Mission #75 & Maple Ridge #42	French immersion (elementary)	K-7	9

Credit Programs (Graduate Diplomas)

Twenty-four students are currently enrolled in a French as a Second Language (FSL) program, which started in September 2009 (Central Okanagan, SD #67, #22, #23). In January 2011, another cohort of 16 students started (Burnaby SD # 41, Maple Ridge SD #42), with a focus on Teaching and Learning in French Immersion. In general, demand for FSL programs has declined while other topics, namely Early childhood education and Special education, seem to meet more pressing needs in school districts.

Promotion and recruitment

The Field Programs' Faculty Associate coordinated program development as well as recruitment, and taught courses and workshops in the 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, professional conferences and school visits.

3.2.7 Other OFFA-FoE activities

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

Attendance and Participation in FoE events and projects: Faculty meetings • Meetings with: new Dean of Education; FoE Associate Dean, Administration; FoE Associate Dean, Academic; Director of Undergraduate Programs; Director of International Education • Participation in Graduate Programs and Professional Programs committees • Coordination with Undergraduate Programs for EDUC 404 scheduling and Minor in French Education revision • Administrative coordination with Graduate Programs staff • Orientation meetings with students in the Dual Certification program • Attendance at the FoE Dean's reception on Convocation Day in June and October 2010 • Attendance at Dual Certification student's thesis defence (Beddouche) • Opening of new Education Galleria location at SFU Surrey • Master of ceremony for the Cohort #2 French Language Ed.D. Launching Event/Dinner • Review of admission files for PDP French Module, Burnaby • Review of admission files for PLP Surrey • FoE Forum on Teaching and Learning • FoE Faculty retreat.

OFFA and SFU commitments: OFFA-FoE Steering committee, OFFA Steering committee and OFFA Advisory Committee • Collaboration for the French section of EECOM 2010 Conference (Vancouver) • SFU President Stevenson's farewell gala dinner • Academic Women receptions • Attendance at President Petter's Teaching and Learning Support Services Community Event/Luncheon and SFU Teaching & Learning social event • Participation in planning OFFA *Printemps de la francophonie 2011* activities • Participation in organizing committee for *La Commune de Paris à Vancouver* activities • Welcoming Federal MP Raymonde Folco (SFU Harbour Centre) • Meeting with Michael Tryon, Director, Canadian Parents for French (Alberta) • Meeting with Marc Pinelli, Education consultant,

Program-related activities: FLA French language appraisal sessions (10) • FLA Annual coordination meeting • FLA results review with PDP candidates (21) • FLA Coordination of marking • Meeting with *Conseil scolaire francophone de la C.-B.* personnel regarding student teachers placements • Coordination MIEL project • OFFA *Printemps de la Francophonie 2011* • Interview workshop for PDP students • Contribution towards class activities • Presentation on Francophone culture in BC to UP EDUC 480 students • Invited speakers' visits to PDP French module • Academic year end (April 2010) and welcome (September 2010 and January 2011) celebrations for PDP French module.

Professional activities: Participation in: French for the Future regular Board meetings and sub-committees as well as Annual General Assembly (Toronto, Ottawa) and National Youth Forum (Quebec city) • BCTF Coalition for French • *Société historique francophone de Colombie-Britannique* Colloquium • Attendance at: BC Language Coordinators Association Annual Conference; AFCEDE Conference • CILS Colloquium at UBC • Canadian network for Environmental Education and Communication (EECOM) Conference • Congress of Humanities and Social Sciences and CAAL Conference 2010 (Montreal) • Metropolis Conference • Supervision of M.Ed. student in directed readings course • Participation in a CUSB Masters' student thesis committee.

Community involvement: Meetings with: Carolyn Glover, Aireen Luney and Louise Van Winckle, Destination Canada international • Raymond Lemoine, CSF school principal • Sophie Aubugeau, President and Pierre Touzel, Director, *Français du Monde à Vancouver* • Yvon Laberge, Director, *Collège Éducentre*; Cédric Frin, *Éditions Didier HMM* representative • Jean-Sébastien Attié, Director, *Alliance française de Vancouver* • French for the Future Local Forum organizing committee • FFCB *Comité de mise en œuvre, Immigration* • Sub-committee for a CIC grant submission project • Judge, CPF Provincial *Concours d'art oratoire* • In partnership with the *Consulat général de France à Vancouver*, guided tour of CSF school for visiting French Senators and civil servants • Information display, *Français du Monde à Vancouver* Annual General Assembly • Presentation of BC French post-secondary education options, BCTF French Coalition • Workshop, *Forum de la Fédération de la jeunesse canadienne-française* • *Journée Rond-Point, Conseil scolaire francophone* • Participation/information display, *Célébrations de la Francophonie 2011*, VPL Main Branch • Attendance at: *Le Repère Francophone's Café de l'intégration*; *Réseau-Femmes C.-B.* Forum; *Association des juristes d'expression française de la C.-B.* event; *Journée de la Francophonie 2011* (Victoria).

3.3 OFFA Office

3.3.1 OFFA is Staffed and Operational

During this period, OFFA has maintained three administrative positions: 1) Claire Trépanier formerly OFFA Director Pro Tem was officially appointed OFFA Director on January 1, 2011 after a selection process which began in 2010; 2) the OFFA Associate Director (FoE); and 3) The OFFA Manager (Administrative Services). The OFFA Associate Director (FASS) position is currently vacant.

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

The 2009/10 OFFA Final Ministry Report for the period of April 1, 2009 through March 31, 2010 was sent to the British Columbia Ministry of Education on September 8, 2010.

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

- 1) The OFFA Steering Committee membership is comprised normally of the OFFA Director, 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, coordination and promotion of French Programs delivered by SFU. The OFFA 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 Political Science, French and History in FASS, and normally the OFFA (FASS) Associate Director. It meets twice a year to plan program development and course delivery. The OFFA Director currently 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, the OFFA Director and Manager (Administrative Services). It meets 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: Monthly meetings in the Department of French • SFU Administrators' Meetings • Directors/Chairs Meetings • Faculty of Education Administrative & Managers' 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 • The Selection Committee for the OFFA Award given to one *Conseil scolaire francophone* graduate • HST & Budget presentations • SFU President's Budget consultations • June 2010 and October 2010 Convocation ceremonies • Meetings of the *Section des programmes en éducation française (SPEF)* FoE Committee • SFU Recruitment Community Update event • Student Success and KARO Design Group Presentation • SFU International Presentation: Internationalization and Immigration...What's the connection? • FASS Annual General Meeting • FASS Vision Working

Group • FASS Dean search candidates' public presentations • Associate VP, Students Open Forum.

In order to encourage and support the use of the French language at SFU, a multi-media Student lounge featuring a small French language library is available to Francophone and Francophile students. The Student lounge as well as the OFFA meeting room, both managed by OFFA, are used for program related activities and for cultural activities.

3.3.2 OFFA Promotional Plan

As part of its ongoing promotional plan, the bilingual OFFA website www.sfu.ca/baff-offa continues to be regularly updated in order to improve ease of use and provide information to the Francophone and Francophile communities, and to current and prospective students. OFFA regularly attends several SFU and other external marketing and communications meetings and information sessions. Several new and updated printed promotional materials featuring the OFFA logo, its website(s), FCP Facebook characters "Fred & Flo" & webpage were created and distributed to target audiences.

A 30 second commercial ad showcasing the FCP was produced by OFFA and SFU's LIDC. With the generous support from TV5 Quebec-Canada, it aired nationally from September 2009 to August 31, 2010 (362 air dates). TV5 Quebec-Canada has valued this air time at \$ 25,000 (at no cost to OFFA or SFU). The commercial ad is now used as a promotional tool on the OFFA website, other external websites and at presentations. The video can also be found on YouTube <http://www.youtube.com/watch?v=9bPmWEIpNaM>.

Online ad campaigns were created for OFFA-FoE programs (Ed.D. hybrid format M.Ed. online and PDP/PLP site). Each advertisement was featured on Facebook to target potential candidates. Increased traffic to the OFFA-FoE resulted in these ads.

The bilingual FCP information brochure was reformatted and the content revised.

Advertisements for OFFA and its programs appeared in local, provincial & national Francophone & Francophile media, including: The newspaper and website *L'Express du Pacifique*, BC • Magazines/newsletters (Canadian Parents for French, BC-Yukon, Alberta, Ontario and National editions); *Le journal du Conseil scolaire francophone*; *Association francophone des Kootenays Ouest* • Event programs (*Jeux francophones de la C.-B.*; *Pacifique en chanson*; Vancouver International Writers Festival; *21^e Festival d'été francophone à Vancouver*; *Conseil jeunesse francophone de la C.-B. - Parlement jeunesse francophone*; *Théâtre la Seizième*; *Festival du Bois de Maillardville*; *17^e Rendez-vous du cinéma québécois et francophone*) • Directories (*Fédération nationale des conseils scolaires francophones*; *Fédération des francophones de la Colombie-Britannique*) • National Conferences (*20^e Congrès de la Fédération nationale des conseils scolaires francophones*; *63^e Congrès de l'Association canadienne d'éducation de la langue française*).

3.3.3 OFFA Advisory Committee

The Advisory Committee meets normally twice a year. The committee met in June 2010 and January 2011. The committee is comprised of 20 designated members from FASS, FoE and OFFA, student representatives from the SFU French language programs and members of various community organizations. At the January meeting, the OFFA Advisory Committee welcomed the *Collège Éducacentre* as a new member. The OFFA 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 OFFA extended its communication and promotional activities by hosting visitors:

Graham Fraser, Commissioner of Official Languages • Dr. Veronique Castellotti, *Université François-Rabelais* (Tours) • Dr. Gina Ioannitou, *Université du Maine* (Le Mans) • Dr. Guy Poirier, U. of Waterloo • Valérie Martel, Indian and Northern Affairs Canada • 30 European Union students/professors delegation: Study Tour & Internship Program “Thinking Canada” • Jacques Pasquet, Author • Dr. Marie-Josée Hamel, U. of Ottawa • SFU President Andrew Petter • Raymonde Folco, Federal MP • Dr. Mark Power, U. of Ottawa • Marc-André Ouellette, IGRS, BC Government • Dr. François Pétry, Laval U. • Dr. Raymond Mougeon, Glendon College, York U. • Nora Azouz, Editor, *L'Express du Pacifique* • Monique Genuist, Ying Chen, André Lamontagne, BC Authors • Dr. Marc Lapprand, UVic • Dr. Rosena Davison, SFU • Dr. Robert Papen, UQAM • France-Emmanuelle Joly, Executive Director, *Réseau-Femmes C.-B.* • Juvénal Barankenguje, co-Director, *Le Repère Francophone* • Carolyn Glover, *Citoyenneté et Immigration Canada* • Dr. Donald Fyson, Laval U. • Saint-Pierre, Musicians • Jean-Pierre Makosso, Storyteller • Chris Clarke, SFU student.

OFFA increased its communication activities by attending various receptions and events:

Paulette Bouffard, *Collège Éducacentre* Director, Farewell Reception • Phyllis Lambert, Architect, Film and Reception (*École Jules-Verne*) • Annual Canadian Club of Vancouver French language Luncheon • *Institut des langues officielles et du bilinguisme* Conference (Ottawa) • Promoting CEFR and ELP use in Canada's Language Classrooms Symposium (UBC) • Consulate General of France - Dinner in honour of Daniel Coste • Congress of Humanities and Social Sciences and CAAL Conference (Montreal) • *Centre de la francophonie des Amériques* Reception (Montreal) • *Cérémonie provinciale de remise des diplômes du CSF* • *Société de développement économique de la C.-B.* Reception • July 14 *Fête nationale française* • Consulate General of France in Vancouver - Hadrien Laroche, Cultural attaché, Farewell Reception • Consulate General of France in Vancouver - Danielle Ziebelin, Scientific attaché, Farewell Reception • French Foreign Affairs Inspectors Welcoming Reception • *Société historique francophone de la C.-B.* Colloquium • *Collège Éducacentre* Graduation Ceremony • *Conseil fédéral du Pacifique - Immigration francophone et Développement économique en C.-B.: État des lieux et discussion* Forum • *Annuaire des services offerts en langue française en C.-B.* Launch/Reception • Swiss Film Festival Opening Reception • CPF - The State of 2nd Language Education in Canada 2010 Breakfast/Launch (Ottawa) • *Association française d'éducation comparée et des échanges* Colloquium (Montreal) • Vancouver International Writers Festival Opening Reception • 2010 Cormack Teaching Symposium • Consulate General of France in Vancouver - Authors Marc Levy & Susie Morgenstern Welcoming Reception • *Fédération de la jeunesse canadienne-française* Forum (Vancouver) • Master of ceremony at the *Conseil fédéral du Pacifique* Forum (Vancouver)

• *Réunion annuelle des présidents et présidentes de la FFCB* • Marie-Eve Savard, Director, *Comité des langues officielles du Conseil fédéral du Pacifique*, Farewell Reception • Consulate General of France in Vancouver – French delegation for the establishment of joint degree Reception • Association *Le Repère francophone's Café de l'intégration* • Nolwenn Pianezza, *Théâtre la Seizième* Director of communications and administration, Farewell Reception • FoE Directors Festive Lunch • Cohort #2 French Language Ed.D. Launching Event/Dinner • Consul General of Switzerland in Vancouver - Walter Deplazes, Farewell Reception • Association *Français du Monde à Vancouver* Reception • *Réseau-Femmes C.-B.* Forum • *17^e Rendez-vous du film québécois et francophone de Vancouver* Opening Reception/Film • FFCB Communications Workshop • 2011 *Célébrations de la Francophonie* (Vancouver) • 2011 *Journée de la Francophonie* (Victoria) • Association for Canadian Studies Symposium: The Quiet Evolution of Language and Cultural Relations in Canada – A tribute to the Work of Wallace Lambert (Montreal).

OFFA attend various SFU receptions and events:

EnVision SFU Launching Event/Luncheon • *Remise des prix, Dép. de français*, SFU • SFU Academic Women Receptions • President Stevenson & wife Jane Whitford's Farewell Gala Dinner • FASS Dean, Dr. Lesley Cormack Farewell Reception • FoE Summer Institute: Instigators and Instruments of Educational Change • Grand Opening of SFU's Contemporary Arts • SFU Interdisciplinary Centre for Public Opinion and Political Representation Opening/Reception • SFU President Andrew Petter's Teaching and Learning Support Services Community Event/Luncheon • SFU Engaging Diaspora in Development Launch/Reception and Public Dialogue Event • FoE Staff Appreciation Breakfast.

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 C.-B. • Dr. Enrica Piccardo, OISE • Dr. Diana Cooper-Richet, Director, International Relations, *Université Versailles-Saint-Quentin-en-Yvelines* • FASS Dean Open Forum • *Société historique francophone de la C.-B.* AGM • *Fédération des francophones de la C.-B.* AGM • Dr. Tim Nesbitt, Acting Dean, Continuing Studies • Dr. Gerry Sinclair, former Executive Director of the Masters of Digital Media Program & CEO of the Centre for Digital Media • Dr. Anne-Marie Boucher, Education consultant (Montreal) • *Comité de mise en œuvre du plan d'action régional pour favoriser l'immigration francophone en C.-B.* • Cloé Daguét, *Association des juristes francophones de la C.-B.* • Dr. Nabyl Merbouh and Dr. Zuo-Guang Ye, Chair, SFU Chemistry Dept. • Dr. John Craig, FASS Acting Dean • Yvon Laberge, Director, *Collège Éducacentre* • Dr. Alison Beale, Director, School of Communication • Federal Government Civil servants, *Conseil fédéral du Pacifique* • Elisabeth Lefrançois, *Attachée aux affaires publiques, Antenne du Québec à Vancouver* • Eric Desaulniers and Jean-Pierre Joly, Director, *Collège des T.N.-O.* • Jean-Sébastien Attié, Director, *Alliance Française* in Vancouver • Dominique Gross, Masters in Public Policy • *FFCB Comité de mise en œuvre pour favoriser l'immigration francophone en C.-B.* • BCTF Coalition in French • Pierre Touzel and Sophie Aubugeau, *Français du Monde à Vancouver* • Micheal Tryon, CPF (Alberta) • Dr. Ghizlane Laghzaoui and Dr. Danièle Moore, FoE • Louise Van Winkle, Erib Looney and Carolyn Glover, Canadian Immigration Canada • Jane Jenson and Dr. Eric Montpetit, U. of Montreal (Montreal) • Dr. Mark Power, U. of Ottawa • Marc Pinelli, Education consultant • Gabriel Huard, Director, *Portail linguistique du Canada*.

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

French for the Future Local Forum 2010 • EECOM 2010 Annual National Conference at SFU, (French Program) • Marie Bourgeois, *Maison de la Francophonie* Director, Retirement Reception • OFFA-FASS and OFFA-FoE events such as: Reception for FCP Graduates; Sept. 2010 and Jan. 2011 FoE-PDP *Activité carrousel*; FASS-FCP *Fête de la Rentrée 2010* • Department of French Christmas Luncheon • Riverside Secondary School French Immersion students *Mini-opéras* • Réseau-Femmes C.-B. Forum: *Femmes et Politiques* • French Connection workshop (history of Francophone presence in Vancouver) • Season tickets for 5 high school immersion students to attend *Théâtre la Seizième* • *Printemps de la francophonie 2011 à SFU* Event (see Annex 1).

ANNEX 1

SFU UNIVERSITÉ SIMON FRASER
AVEC LE MONDE EN TÊTE

LE PRINTEMPS DE LA FRANCOPHONIE

du 2 mars au 5 avril 2011

Université Simon Fraser - Campus de Burnaby - Édifice Cornerstone - 8960, rue University High

MERCREDI 2 MARS 2011
14 h 30 à 15 h 20 : Conférence
Le protocole et le gouvernement de la C.-B.
Marc-André Ouellette, IGRS
Salle 198-B, Édifice Cornerstone

15 h 40 à 16 h 30 : Conférence
Les sondages et la démocratie
François Pétry, U. Laval
Salle 198-B, Édifice Cornerstone

LUNDI 7 MARS 2011
15 h 30 à 17 h 00 : Conférence
Variation lexicale en milieu scolaire franco-ontarien
Raymond Mougeon, Collège Glendon
Salle 198-B, Édifice Cornerstone

MARDI 8 MARS 2011
9 h 00 à 10 h 30 : Atelier
Écrire pour être lu(e)
Nora Azouz, L'Express du Pacifique
Salle 198-B, Édifice Cornerstone

10 h 30 à 12 h 20 : Conférence
Nootka, vérité historique et fiction
Monique Genuist, auteure
Salle 198-C, Édifice Cornerstone

11 h 30 à 13 h 00 : Conférence
Les coulisses de la Pléiade
Marc Lapprand, UVic
Salle 198-B, Édifice Cornerstone

19 h 00 à 20 h 30 : Table ronde
Les romanciers, l'histoire et la différence culturelle
Ying Chen, Monique Genuist et André Lamontagne, auteurs
Studio 16, Maison de la Francophonie

MERCREDI 9 MARS 2011
12 h 30 à 14 h 00 : Déjeuner musical
avec **Saint-Pierre**
Salle 198-B, Édifice Cornerstone

JEUDI 10 MARS 2011
9 h 30 à 11 h 20 : Présentation
Traduction : de la théorie à la pratique
Chris Clarke, étudiant
Salle 198-B, Édifice Cornerstone

14 h 30 à 16 h 20 : Film
2 Frogs dans l'Ouest
de Dany Papineau
Salle 198-B, Édifice Cornerstone

17 h 00 à 18 h 15 : (sur invitation)
Derrière le décor : une répétition ouverte de l'Enfant-problème
Théâtre la Seizième

VENDREDI 11 MARS 2011
10 h 30 à 12 h 20 : Film
2 Frogs dans l'Ouest
de Dany Papineau
Salle 198-B, Édifice Cornerstone

14 h 30 à 16 h 20 : Atelier-spectacle
Contes africains
Jean-Pierre Makosso, conteur
Salle 198-B, Édifice Cornerstone

Partenaires :
Accord de coopération Qc-C.-B.
Université de Montréal
Université Simon Fraser

Contribution :
Département de français de SFU

Participation :
Société historique francophone de la Colombie Britannique (SHFCB)
Maison de la Francophonie
Visions Ouest Productions
Départements de français, de science politique
et d'histoire de SFU

LUNDI 14 MARS 2011
11 h 30 à 12 h 30 : Conférence
Le mémoire comme témoin de l'histoire ?
Rosena Davison, SFU
Salle 198-B, Édifice Cornerstone

15 h 30 à 16 h 45 : Conférence
Sur le français 'standard' du Québec (du Canada ?) : état de la question
Robert Papen, UQAM
Salle 198-B, Édifice Cornerstone

MERCREDI 16 MARS 2011
14 h 30 à 15 h 50 : Conférence
Femmes et immigrants francophones en C.-B.
France-Emmanuelle Joly, Réseau-Femmes et Juvénal Barankenguje, Le Repère Francophone
Salle 198-B, Édifice Cornerstone

16 h 30 à 17 h 45 : Conférence
Le mitchif : la langue métissée des Métis
Robert Papen, UQAM
Salle 198-C, Édifice Cornerstone

MERCREDI 30 MARS 2011
14 h 30 à 15 h 20 : Conférence
L'immigration francophone en C.-B.
Carolyn Glover, Citoyenneté et Immigration Canada
Salle 198-B, Édifice Cornerstone

MARDI 5 AVRIL 2011
14 h 30 à 16 h 20 : Conférence
Une brève histoire des accommodements raisonnables au Québec
Donald Fyson, U. Laval
Salle 198-B, Édifice Cornerstone

COLUMBIE-BRITANNIQUE
Le meilleur endroit sur terre

Québec

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