

## B. On the national scene

A number of important activities that took place in 1995-96 were national in scope and did not involve specific regions of Canada to the exclusion of others. These activities involved Canada's official-language minority communities in a number of areas, including

education, economics, communications and culture. Provided below are brief descriptions of these activities; others are included in the sections "Promotion of Linguistic Duality" and "Information Highway."

### Federal-Provincial/Territorial Cooperation

- The second federal-provincial/territorial meeting of ministers responsible for official languages and services to official-language minorities was held in Winnipeg, Manitoba on February 15-16, 1996. This forum, which is now held regularly, focuses on sharing information and expertise related to minority-language services. Projects to pool existing resources, create an information network on the Internet and carry out exchanges between majority and minority communities were discussed. These projects will contribute to recognition of official-language minority communities as an asset to Canadian society.
- Negotiations with the Council of Ministers of Education, Canada, with a view to concluding a new *Protocol of agreement on minority-language education and second-language instruction* continued in 1995-96. The previous Protocol, which expired in 1993, established the conditions of federal support to the provinces and territories for retaining and developing minority-language education and second-language instruction programs. In the absence of a Protocol, the Department concluded bilateral agreements with each province and territory again this year to continue extending support under the Official Languages in Education Program.

#### Since March 31, 1996

One of the main projects that resulted from the Winnipeg meeting was a series of regional economic forums (held in Manitoba for the West, in New Brunswick for the Atlantic provinces, and in Ontario). These were followed by the first *Forum national des gens d'affaires et des élus municipaux francophones du Canada*: over 300 elected municipal officials and business people met in Ville Saint-Georges in Quebec's Beauce region from October 31 to November 3, 1996. The purpose of the forum was to highlight the economic vitality of all the regions' Francophone communities and help them develop business ties with each other. This project was carried out with the support of various federal and provincial government departments, the Manitoba Association of Bilingual Municipalities, and the Beauce-Sartigan regional county municipality in Quebec.

#### Since March 31, 1996

A new Protocol was ratified by the Honourable Sheila Copps, Deputy Prime Minister and Minister of Canadian Heritage, and the Honourable Gordon MacInnis, Chair of the Council of Ministers of Education, Canada and Minister of Education of Prince Edward Island on September 30, 1996. The new Protocol covers the 1993-94 to 1997-98 period.

## Second-Language Instruction

Several nation-wide projects relating to English or French second-language instruction were carried out in 1995-96. Here are a few examples:

### Bilingual Higgins Makes First Hit

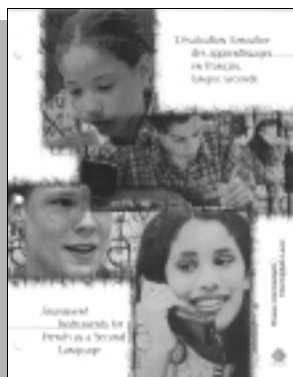
*It didn't take Matt Higgins long to win over Canadiens fans - not to mention the French media - after being the team's first pick ... at yesterday's National Hockey League entry draft in St. Louis. After donning the Habs' bleu, blanc et rouge, Higgins - a 6-foot-2, 175-pound centre with the Western Hockey League's Moose Jaw Warriors - went to meet the press. When he opened his mouth, the words came out en français, leaving the French media with a few puzzled looks. After all, this is a kid who hails from Vernon, B.C.*

*"I took French immersion from Grade 1 to 11 in Vernon", Higgins told The Gazette, in a telephone interview. "It paid off." Sure did. Making a good impression with the French media in this city doesn't hurt ...."*

*(The Gazette, Montreal, June 23, 1996)*

- The Canadian Association of Second Language Teachers began its three-year National Core French Assessment Project by developing a prototype instrument which will serve as a reference document in formative evaluation by teachers of core French at the intermediate level (grades 7 to 9 with at least three years of previous French instruction).

Beginner and advanced levels will be developed in the next two years.



The Association promoted its leadership in the field of second-language education for the last 25 years through a silver anniversary special publication. It included the achievements, history and evolution of second-language teaching as a Canadian success story.

- The Canadian Modern Language Review publishes literary, linguistic and pedagogical articles, book reviews and other materials of interest to administrators, language teaching and learning. The publication also includes: a calendar of international, national and provincial educational events; articles aimed at teachers; and practical ideas and suggestions to enhance second-language learning, items of educational interest, book reviews and biographical notes on article contributors.
- Simon Fraser University began a comparative study of language immersion approaches around the world. The study aims to show that immersion programs in other countries are often modelled on the Canadian approach. In the first year of this two-year project, a questionnaire was prepared, data was gathered, and the most relevant cases were selected for more detailed analysis.

### Since March 31, 1996

Nearly 130 researchers, academics, teachers and provincial education officials attended a Symposium on the Canadian experience in the teaching of official languages on May 22 and 23 in Ottawa. They began by taking stock of minority-language education and second-language instruction in Canada over the past 25 years. Participants then considered the challenges our country faces as a world leader in language instruction at the dawn of the 21<sup>st</sup> century.

The following topics were discussed by panels of experts and, in some cases, in workshops: the social stakes of English and French teaching in Canada over the past 25 years, evolution of the school/community/family linkages, major trends in the teaching of French and English as second languages, the challenges of English and French teaching in a minority situation, teacher training on the eve of the 21<sup>st</sup> century, and the impact of globalization and technology on language learning.

## Community Development and Cooperation with National Francophone Organizations

Numerous activities of a national scope were carried out in 1995-1996 with the support of the Department of Canadian Heritage by national organizations working for the

advancement of Francophone communities in Canada. A number of examples of these efforts are listed below, organized by sphere of activity.

### Associations and Strategies

- Within the framework of the repositioning begun in 1994, negotiations with a view to concluding a Canada-community type agreement led to the signing of a four-year agreement (1995-96 to 1998-99) with the 18 national Francophone organizations on February 9, 1996. The system set up guarantees the national organizations long-term funding and a larger role in the decision-making process.

The agreement provides for a formal meeting to be held each year at which the signatory national organizations will meet to identify the common challenges, strategic goals and development priorities of Francophone communities at the national level. A joint committee composed of representatives of the Department and the organizations is responsible for administering the agreement and making a proposal to the Minister of Canadian Heritage for the allocation of the funds provided in the agreement.

The *Fédération des communautés francophones et acadienne du Canada* (FCFA) will chair the formal meeting of the organizations and co-chair the joint committee for the first two years of the agreement.

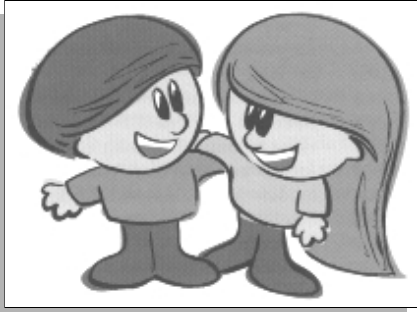
- The FCFA conducted a major promotional campaign - *Un million de voix ... ça porte loin !* - which aimed to raise majority language groups' awareness of the existence of Francophone and Acadian communities, to

highlight their concrete contributions to Canadian society in the economic, political and cultural spheres, and to present their view of the future. The *Hart Rouge* group from Saskatchewan and provincial spokespersons conveyed messages in the electronic and print media.

- The *Comité d'adaptation des ressources humaines de la francophonie canadienne*, sponsored by the FCFA and the *Conseil canadien de la coopération*, submitted its master plan to the Minister of Human Resources Development in August 1995. The plan contains recommendations preceded by a statistical and socio-economic analysis of the main Francophone regions in Canada. It puts forward a model for local economic development and labour adjustment for the benefit of Francophone communities in Canada. A *Comité national de développement des ressources humaines de la francophonie canadienne* consisting of community representatives and Department of Human Resources Development officials is being set up.

### Education

- The *Commission nationale des parents francophones* (CNPf) produced 1,000 copies of the *Modèle de francisation* kit, which contains teaching materials designed for the francization of pre-school children from mixed marriages in which English predominates. The story of the two main characters, Paul and Suzanne, is used to make learning



Paul and Suzanne, stars of the CNPF's  
Modèle de francisation

French a game. The children learn a vocabulary of 4,000 to 5,000 words from an audiocassette of songs and 2,000 pictures in 20 colourful, large-format books. The kit also includes guides and videocassettes for parents, educators and teachers. It could reach

40,000 children. The kit will be useful both at the pre-school level and in the lower grades and transition classes in French schools.

The CNPF's *Module d'expertise*, a committee of legal experts, considered the nature of and potential for constitutional reparation under section 23 of the *Canadian Charter of Rights and Freedoms*, the right to equivalence in education, and the right to additional costs. In addition, legal opinions and analyses of rulings were obtained with respect to the Northwest Territories bill, the *Public Schools Act* and the situation at *École Laurier* and *École St-Claude* in Manitoba, the situation at *École St-Edmond* in Windsor, Ontario, the bill affecting school management in Nova Scotia, and the constitutional amendments requested by Newfoundland.

A *Fonds national de francisation* was created by the CNPF for purposes of self-financing. In the future, it will fund special projects related to the learning of French by the children of eligible parents under section 23 of the *Charter*.

- The *Réseau des cégeps et collèges francophones du Canada* is setting up a virtual network to promote information sharing among colleges, establish discussion forums for staff, and showcase French-language college education. A conference on new information

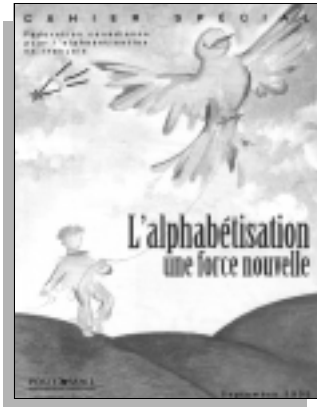
technologies and communications gave principals and presidents an opportunity to discuss the use of technology in colleges.

#### Since March 31, 1996

On November 1, 1996, at the *Forum national des gens d'affaires et des élus municipaux francophones du Canada*, the *Cégep Beauce-Appalaches* signed two cooperation agreements with two Ontario colleges - *Collège Boréal* in Sudbury and *La Cité collégiale* in Ottawa - on curriculum development, the harmonization of vocational and technical training programs, and the sharing of expertise in continuous and customized training.

- The *Association canadienne d'éducation de langue française* (ACELF) published two issues of the journal *Éducation et francophonie*. The first was entitled *L'éducation interculturelle en francophonie canadienne* and the second *Inforoutes et éducation*. Under the *Programme d'échanges à l'intention des élèves francophones*, eight Quebec schools were twinned with eight French-language schools outside Quebec, and 258 students shared their cultural wealth with each other. The ACELF convention was held in August 1995 under the theme *École, famille, communauté : partenariat et complémentarité*. Discussion centred on the ties that French-language schools can forge in local communities.

In partnership with universities, ACELF organized four regional symposiums on French schools and cultural identity in order to examine the school's role and responsibilities, and to identify the means by which teaching staff can pass on French culture and the resources they need to do so. Between 25 and 40 educators attended each symposium.



- The *Fédération canadienne pour l'alphabétisation en français* (FCAF) celebrated its fifth anniversary in the spring of 1996. It honoured its founders by presenting them with plaques and *Étoile* trophies. The Department of Canadian Heritage received an award in recognition of its support. The event also featured a cultural evening. Daniel Lavoie, special

literacy ambassador, charmed the audience with his songs, including one he had written to pay tribute to literacy educators.

After five years of existence, the FCAF assessed its relevance, its effectiveness and response to its efforts. The results were strongly positive. Among other things, the FCAF's national character emerged as a clear advantage which allows synergy among the literacy movements in Francophone and Acadian communities and Quebec.

- In October 1995, the *Réseau national d'action éducation femmes* organized the fifth *Semaine nationale de l'éducation des femmes francophones*. A new poster was mounted on wood and presented to the Minister of Canadian Heritage. The week featured exhibitions, panel discussions and conferences in all the provinces.
- The *Fédération de la jeunesse canadienne-française* updated the *Répertoire des bourses d'études nationales et provinciales*. The new edition lists over 1,600 bursaries with a total value of \$6 million. A new edition of *TOP, Tes Options Postsecondaires*, was published in April 1996. The publication lists undergraduate programs offered in French in Canada.

## Culture

- The *Coup de pouce* service of the *Fédération culturelle canadienne-française* provided support for the cultural community's activities and its efforts to obtain funding under interdepartmental initiatives. These activities include a meeting for the national distribution of cultural products, the development of the circuit of small venues in New Brunswick, the creation of theatre centres in Sudbury and Ottawa, the preparation of a directory of art galleries in Ontario, and the promotion of three records by western performers.
- The FCFA, the *Fédération culturelle canadienne-française* and the *Regroupement des arts médiatiques* filed briefs on the CBC, the National Film Board and Telefilm Canada with the Juneau Committee. A number of the recommendations and approaches contained in these briefs were included in the Juneau report.
- The *Fédération culturelle canadienne-française* launched new funding diversification initiatives. It studied the possibility of creating a profit-seeking company for the purpose of developing multimedia materials and creating Internet sites. The *Concept Art* firm was founded and is now offering its services to associations and the private sector.
- The *Association des théâtres francophones du Canada* launched a national promotional campaign under the slogan *Mon théâtre, j'y tiens*, directed at Francophone communities and at institutions in the field and intended to publicize the vitality and dynamism of professional theatre people, as well as the role they play in a culture's development.



ASSOCIATION DES  
THÉÂTRES  
FRANCOPHONES  
DU CANADA

A workshop on self-financing was offered at the annual meeting in order to help professional Francophone theatre companies operating in a minority environment broaden their knowledge of various fundraising avenues and possibilities. Fundraising methods specifically suited to theatre companies were studied.

## Communications

- The *Association de la presse francophone* (APF) completed the first two phases of the *Profil de lecture* project, which aims to increase the financial self-sufficiency of the APF and its members by improving their knowledge of their customers and helping them better target the advertising market.
- For the second year in a row, the *Alliance des radios communautaires du Canada* (ARC) joined forces with the Office of the Commissioner of Official Languages to carry out an activity designed to reach Francophone and Acadian communities, through community radio stations, in order to inform them of their language rights, provide them with information on the services of the Office of the Commissioner, and encourage them to make use of federal services in French.

Other achievements of community radio stations:



- creation of a telematic network (all of the stations have access to the Internet and the *Firstclass* electronic bulletin board);
- creation of an ARC Web site;
- *Coopérative Radio Chéticamp* on the air in October 1995;
- promotion of the *Programme de bourses pour francophones hors Québec* (Council

of Ministers of Education, Canada);

- broadcast of a series of four shows on the new generation of Francophone singers on all ARC member stations in connection with the *Festival international de la chanson* in Granby;
- a study of the listening audiences of six community radio stations, demonstrating the important role of Francophone community stations.

### Since March 31, 1996

In June 1996, the first *Festival des radios communautaires acadiennes et francophones* was broadcast in the National Capital Region and by satellite over the *Association des radios communautaires du Canada* network. The festival featured four days of original programming produced by the association's member stations.

## Youth

- The *Fédération de la jeunesse canadienne-française* designed a series of six *Initiatives impact jeunesse* projects to create businesses for young people and help them to enter the job market. Each project has five components: cooperative education, business/school, incubator, teacher training and international internships. The *Fédération* expects to create 5,000 jobs. The next stage will be implementation.
- The heads of the *Guides franco-canadiennes* in the four provinces in question - Ontario, New Brunswick, Nova Scotia and Manitoba - struck a review committee for purposes of coordination and to draft a new version of the methodology for the *jeannettes* branch, so as to continue the *Guides* movement as a homogenous female organization. Since the Girl Guides of Canada are now affiliated with the *Association des scouts du Canada*, the organization wants to ensure the future of the Francophone Girl Guide movement in Canada.



- The *Association des scouts du Canada* has implemented mechanisms for progressive self-financing. This project involves continuing the efforts already under way to implement lasting and effective measures to achieve financial independence.

## Women

- The *Fédération nationale des femmes canadiennes-françaises* (FNFCF) celebrated its 80th anniversary at its fall 1995 convention. A play dramatizing the leading role played by founder Almanda Walker-Marchand was performed. The celebration coincided with a change in direction; the organization has decided to make room for local activities and emphasize member services.
- The FNFCF is studying the viability of resuming publication of its magazine *Femmes d'action* as a national magazine dedicated to current issues, including women's issues. This activity is part of a self-financing effort.
- After consulting their memberships, the FNFCF and the *Réseau national d'action éducation femmes* (RNAEF) prepared and presented a brief on Bill C-12, the *Employment Insurance Act*, to the Standing

Committee on Human Resources Development.

- On March 8, 1996, International Women's Day, the *Réseau socio-action des femmes francophones* organized a fundraising dinner, with proceeds going to the RNAEF's *Fondation ACCéd femmes*.
- The RNAEF published the final report on an action-research project with the support of Health Canada in 1995. A popular version of this report, *Vers l'équité en éducation physique, Partenariat et création d'un milieu non sexiste pour les jeunes francophones*, was released. After this study, a training session for people in the field was held in October 1995. They proposed action strategies to create a non-sexist environment which offers girls from minority communities the same opportunity as boys to take part in and derive fulfilment from physical education courses.

## Senior Citizens

- The *Assemblée des aînés et aînées francophones du Canada* prepared a survey on the degree of inclusion of at-risk senior citizens (people who are illiterate, incapacitated or have other disabilities) in projects organized by provincial senior citizen associations and senior citizen centres.