

**Report on the Session to Promote the Initiatives  
Established in Ste-Adèle**

**December 5, 2002  
Ottawa, Ontario**

## **Goals**

Promote the initiatives set up at the Retreat of Departmental Official Languages Champions held on September 26 and 27, 2002, in Ste-Adèle.

Strengthen co-operation among the departmental official languages Champions.

Recruit new co-workers.

Create momentum and share the enthusiasm generated in Ste-Adèle.

## **Co-Chairs**

**Diana Monnet**, Assistant Secretary, Official Languages Branch, Treasury Board of Canada Secretariat.

**Michel J. Cardinal**, Acting Chair, Council of the Network of Departmental Official Languages Champions.

## **Presenters**

**Donald Arsenault**, Canadian Heritage.

**Michel J. Cardinal**, Council of the Network of Departmental Official Languages Champions.

**Lise Cloutier**, Department of Justice Canada.

**Nicole Fortier**, Treasury Board of Canada Secretariat.

**Diana Monnet**, Treasury Board of Canada Secretariat.

**Françoy Raynauld**, NAFTA Secretariat, Canadian Section.

## **Participants**

See Appendix 1.

**Presentation of the Initiatives to the Champions who were unable to attend the Ste-Adèle Retreat on September 26 and 27, 2002**

**Educating Public Service Managers:** better equip them in the area of official languages.

Team members: Sandra Webber and Yolande Cloutier.

Persons in charge: Dawn Edlund and Mario Dion.

Presenter: Lise Cloutier, replacing Mario Dion of the Department of Justice Canada.

Three training sessions on language of work have been given, and ten more sessions are to come. The process followed is:

- √ A letter is sent to the members of the Department of Justice executive committee offering them a training session in the area of the official languages.
- √ Training sessions are given on language of work in terms of managers' obligations and employees' responsibilities. Also, profiles of each division are prepared on the basis of the recent data from a survey on the official languages, and examples of what could be done are proposed.
- √ The Person Responsible for Official Languages also offers tools to the managers on an individual basis – e.g.: how to hold bilingual meetings.
- √ One year later, the progress is measured using the data from a second survey on the official languages.

**Social marketing:** identify ways to promote official languages as a fundamental value in departments and agencies.

Team members: André Thivierge, Richard Gagné and Chantale Cousineau-Mahoney.

Person in charge: Diana Monnet.

Presenter: Diana Monnet.

- √ Announcement of the hiring of a Director of Marketing and Promotion in the Official Languages Branch of the Treasury Board of Canada Secretariat. The new Director is scheduled to take up the position on January 6, 2003.

Note: Anne Duguay, recently appointed Director of the Marketing and Promotion Division, replaces Nicole Fortier, Director of the Programs and Liaison Division, as person responsible for the departmental official languages

Champions portfolio in the Treasury Board of Canada Secretariat's Official Languages Branch.

- √ Solicit support from various organizations to advance the file.

**Creation of the Council of the Network of Departmental Official Languages**

**Champions** : assist the key agencies (Treasury Board Secretariat, Intergovernmental Affairs and Privy Council, Canadian Heritage, Public Service Commission and others) in guiding the work of the Champions in their efforts to revitalize the Official Languages Program.

Team members: François Côté, Lyse Ricard, Marcel Gibeault, Paul Engel, Nicole Fortier, Arnold Zeman and Barry Stemshorn.

Person in charge: Michel J. Cardinal.

Presenter: Michel J. Cardinal.

- √ The Council is established provisionally until the meeting to be held in Edmonton.
- √ Michel J. Cardinal is acting as interim Council chair.
- √ The advisability of officially establishing the Council will be on the agenda for the Edmonton meeting next February; this item will also include a presentation on the work done by each of the working groups formed in Ste-Adèle.
- √ Topics discussed at the meeting on November 21, 2002: mandate and role of the Council; financial support; work plan; Edmonton conference and *Strategy for Action*. [Full report of meeting](#).
- √ A third meeting is to be held on January 30, 2003.

**Active presence of the Champions on departmental executive committees:** better ensure leadership in the area of the official languages.

Team members: Lyse Ricard, Suzanne Laporte, Bill Elliott, Michel J. Cardinal and Rita Tremblay.

Persons in charge: François Côté, François Raynauld and Diana Monnet.

Presenter: Diana Monnet.

- √ A conference call was held on November 28, 2002 so that the working group members could analyse the draft letter prepared by the Official Languages Branch of the Treasury Board of Canada Secretariat.

- √ The draft was revised to reflect the comments received from the working group members.
- √ A second conference call will be held in late January 2003 so that the working group members can approve the letter.
- √ The letter will be sent to the deputy ministers once the working group members approve it.

**Wealth of Cultural Diversity Underlying Bilingualism:** enhance the appreciation of the cultural aspect of language learning.

Team members: Françoys Raynauld, Bill Elliott, Barry Stemshorn, Sharon Watts and Yolande Cloutier.

Person in charge: Michel Roy.

Presenter: Françoys Raynauld, working group representative.

- √ Group finding: Canada's two official languages have international stature. English and French have an enviable past in diplomatic and economic circles.
- √ Committee objective: contribute to the development of this Canadian treasure of bilingualism by proposing the adoption of measures to promote equal status for our two official languages in everyday life. [Full report of presentation](#).

**Creating a Framework of Collaboration:** enhance collaboration between official languages Champions and the regional operations of departments and agencies.

Team members: Louis Vigneault, Chantale Cousineau-Mahoney, Ellen Alcock, Nicole Fortier, Lorraine Cameron and Denis Racine.

Person in charge: Donald Arsenault.

Presenters: Donald Arsenault and Nicole Fortier.

- √ Objective of the framework of collaboration: strengthen the cooperation between the Official Languages Champions and the regional operations of federal departments and organizations so that head offices can support the regions and take regional needs and particularities into account when implementing the Official Languages Program.
- √ The revised framework of collaboration will be presented to the Champions in Edmonton. [Draft Framework of Collaboration](#).

**The Official Languages Branch of the Treasury Board of Canada Secretariat undertook the following measures:**

**Liaison with the members of the National Joint Council's Official Languages Committee:** inform the members of the National Joint Council's Official Languages Committee on the Champions' role in the departments and the results of the retreat in Ste-Adèle.

- √ Diana Monnet and Michel J. Cardinal will make a presentation on February 4, 2003, to the members of the National Joint Council's Official Languages Committee on progress in the initiatives arising out of Ste-Adèle.

**Redesign of the Publiservice site of the Treasury Board Secretariat's Official Languages Branch:** highlight the departmental Champions' sub-site, add more tools and permit information management in support of the Champions' role.

- √ The Champions' site has been accessible since November 5, 2002.
- √ The address is <http://publiservice.tbs-sct.gc.ca/ollo/champions>.

Note: The OLLO site will make it possible to keep the Champions' network informed through updates provided by the team in charge of each initiative. Also, the Champions will be able to contribute to the *Best Practices* section of the *OLLO Toolbox*.

- √ An update on developments in these initiatives will be presented at the *Seventh Conference of Departmental Official Languages Champions*, February 19 and 20, 2003, in Edmonton.

**SESSION TO PROMOTE THE INITIATIVES SET UP IN STE-ADÈLE**  
**SESSION DE PROMOTION DES INITIATIVES MISES EN PLACE À STE-ADÈLE**  
**DECEMBER 5, 2002 / LE 5 DÉCEMBRE 2002**  
**HÔTEL LORD ELGIN**  
**OTTAWA**

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