

Dear Colleagues:

Further to our recent meeting of Official Languages Champions in Ste-Adèle, Québec, I am forwarding information pertaining to the Official Languages Pilot Project of the Newfoundland and Labrador Federal Council.

Basically, this initiative is about improving communications with Canadian citizens. Specifically, the project aims to increase the capacity within Newfoundland and Labrador to meet Official Languages goals and to ensure effective communication and delivery of Government of Canada programs and services in French by well-trained employees. This initiative encompasses a balance of external citizen-focussed objectives with internal capacity-building goals to advance the Official Languages agenda of the Government of Canada. These objectives will be achieved through a collaborative, balanced approach which focuses on a series of external and internal interventions.

This project is coming to fruition as a result of the generous support around the Newfoundland and Labrador Federal Council table totaling \$111,000. These contributions were in response to a letter dated June 12, 2002 seeking financial support (see Appendix A) accompanied by a project overview (see Appendix B.)

Once the financial commitment was put in place, (see Appendix C) a PSC poster was issued for the position of Coordinator - Official Languages Initiatives (see Appendix D). It is expected that the successful candidate will be in the position at the beginning of November.

Now the formidable task is to translate the idea into reality. If the project reaches its objectives, it may be a model worth exploring in terms of providing meaningful support for the Official Languages agenda in the regions across Canada.

I encourage you to read the attached documents to get a sense of how the project is coming together. It is a work in progress so it is evolving as we speak.

Should you have any comments or questions, please feel free to contact me at (709) 772-8811.

Ellen Alcock
Official Languages Champion
Newfoundland and Labrador Federal Council

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Appendix A - Letter sent to Federal Council members soliciting support for the project.

To: Federal Council Members

From: Ellen Alcock
Official Languages Champion

Subject: Official Languages Pilot Project
Newfoundland and Labrador Region

Date: June 21, 2002

Attached please find a proposal for an Official Languages Pilot Project for the Newfoundland and Labrador Region for which funding is being sought.

I am requesting your financial support for this inter-departmental project which will clearly benefit all federal departments and agencies in the Newfoundland and Labrador Region. At a total cost of \$176,000, the project will demonstrate tangible support of the official languages agenda.

Financial commitment is needed by July 12, 2002 in order for this initiative to be up and running in the Fall 2002.

Should you have any questions, please feel free to contact me by phone at (709) 772-8811 or by e-mail at ellen.alcock@communication.gc.ca.

I look forward to hearing from you.

Appendix B - Project concept document attached to funding request letter of June 21, 2002 to Federal Council members.

Communicating in French - Official Languages Pilot Project June 2002

prepared by:

Ellen Alcock
Official Languages Champion
Newfoundland and Labrador Federal Council
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Project Title: Communicating in French - Official Languages Pilot Project

Brief Project Summary:

This pilot project aims to increase the capacity within Newfoundland and Labrador to meet official languages goals and to ensure the communication of Government of Canada programs and services in French by well-trained employees.

Background:

Currently in Newfoundland and Labrador there is no French Language Resource Centre available at a federal government facility to promote communication in French to the public or within the Government of Canada. This pilot project will address some of the challenges associated with the acquisition and retention of French language skills with a view to demonstrating concrete support for communicating in French throughout Newfoundland and Labrador region. Both within the Public Service and Newfoundland and Labrador society as a whole, there is a need to ensure that current and future generations are equipped to meet the Official Languages targets of the 21st century.

Benefits of supporting this project:

- Demonstrates a **collaborative inter-departmental approach** in the Newfoundland and Labrador Region to Official Languages priorities.
- Indicates willingness to **affect a fundamental cultural change** urged by the Commissioner of Official Languages.
- **Demonstrates that EX community and other senior officials can lead by example** in this initiative that directly supports the Official Languages agenda.
- Supports Treasury Board's objective of **making the Public Service a model of duality**. This Renewal is a three-pronged approach focussing on administrative reform (policy and capacity building), cultural change, and demonstration that Official Languages is a priority.
- **Walk the talk** - supports Speech from the Throne priority, supports the Clerk's priority, supports the DM challenge. This project is a tangible example how the Newfoundland and Labrador Region is **responding to Treasury Board's efforts to**

encourage departments to focus on pilot projects, share knowledge, build on successes, promote new methods, promote best practices and models of excellence.

- Demonstrates that departments and agencies **support the French minority community** in the Newfoundland and Labrador Region.

- **Reaffirms leadership** e.g. development of a new vision, integrating Official Languages into the training of future leaders, encourages and assists the Official Languages champion and the Official Languages Committee of Council to affect real change.

- **Supports Official Languages aspects of HR modernization.**

- **Demonstrates that Official Languages is a priority** in as many policies, programs and initiatives as possible.

Objectives:

- **increase visibility** of Official Languages in Newfoundland and Labrador.

- improve development and delivery of **citizen-focussed communications** in French throughout the province

- **build capacity** to ensure the implementation of the Official Languages Policy throughout the region

- work in partnership at regional level with other government departments and agencies to implement initiatives in **support of Official Languages priorities.**

- work with **non-governmental partners and educational institutions to promote the use of the French language**

- identify and implement creative techniques and approaches to **encourage the use of French in the workplace.**

- **share best practices** and lessons learned from the experiences of various federal organizations.

- foster an appreciation of the **value of bilingualism** to target external audiences

- **listen to Francophone/Francophile partners** to better target and deliver GoC communications in French.

- **communicate key GoC priorities**, such as Speech from the Throne themes, to the public.

- through a regional network and national programs, **increase Official Languages capacity** on the ground and **enhance the presence and visibility of French**.
- **support the right of citizens to access information in the language of their choice** on the programs and services of the Government of Canada.
- make available to GoC employees learning resources to encourage **the delivery of high-quality services in French**.
- increase knowledge within the public service of the importance of official languages in **contributing to a strong and united Canada**.
- **integrate the collective knowledge of federal players in the region** to ensure effective and targeted communications in French.
- support a learning work environment that **fosters opportunities for employees to acquire and retain language skills**.

Scope:

An initiative of the Federal Council of Newfoundland and Labrador, the project has the following key elements:

Support for Official Languages Committee of Federal Council: This project would provide support for the work of the OL Committee and enhance implementation of the Action Plan of the Committee including liaising with other committees of Federal Council e.g. communications, policy, and GOL.

Resource Centre: A French language resource centre will be established in Cabot Place (attached to the John Cabot Building a federal government building in downtown St. John's), to encourage the use of both official languages in the delivery of GoC programs and services. The services and programs of this Centre will be available to all agencies and departments in the province.

Language Training: An inter-departmental overview of the language training needs will be undertaken to obtain a picture of evolving needs for acquisition and retention of French language skills. Language Training Canada (LTC) will be consulted for expertise and advice in the areas of training and course planning for both teachers

and students as well as orientation services. This is consistent with the approach of LTC to ensure that products and services have a consistently high standard of quality across Canada.

French Language Instructors: A coordinated, inter-departmental approach to hiring French language tutors for individual or group lessons will be undertaken to determine if there are opportunities for cost-savings and capacity-building resultant from a collaborative approach. This would alleviate the problem of maintaining access to experienced teachers familiar with the needs of GoC employees. LTC expertise will be sought in this area.

Outreach: An outreach element will be designed and implemented to strengthen contact between member departments of Federal Council and the minority French language communities they serve. This would build on contacts and initiatives undertaken by departments that play a key role in delivery of the Official Languages Program.

Potential Activities:

Proposed Meeting of provincial Ministers responsible for Official Languages: October 4&5, 2002 in St. John's, Newfoundland- It is expected that Minister Dion and/or Minister Copps will attend.

The **Government On Line (GOL) Fair**, a federal council initiative slated for October 25 & 26, 2002, offers the opportunity to showcase to the public, as well as to public employees, the value and importance of the Official Languages agenda.

Student Outreach: Communicating the value of a second language in Canada.

Workshop Series

Brown Bag Luncheon Series

Visiting Speakers Bureau

On-going support for employees communicating in writing in French

Pan-Atlantic Initiatives: Follows up on the objectives of the 2001 Atlantic Symposium on Official Languages by:

- fostering cooperation between official languages committees
- promoting partnerships with linguistic communities
- sharing best practices among public employees
- identifying challenges, issues, and potential solutions

Celebrating the French Fact - Coordinated approach to 2004 events - Commemoration of three important landmarks: 500 years of French presence in Newfoundland and Labrador, 100 years since the end of French fishing rights in Newfoundland, and the 400th anniversary of l'Acadie.

French as an Economic Generator - sectoral capacity e.g. tourism, eco-tourism, new markets.

Milestones:

July 14 - Funding confirmed

August 1 - Coordinator starts work. (Temporary location could be at Communication Canada office on the 4th floor of the John Cabot Building)

August-September - Fitting up Resource Centre and development of operational plan for the year.

October - Official launch of program to run for 1 year from project start date.

Budget:

Coordinator:	\$60,000 (maximum) possible secondment
Support Person	\$40,000 (maximum) possible secondment/intern/student
Resource Centre (fit-up and rent for 1 year)	\$25,000
Communications (communications materials and launch of initiative, promotion)	\$10,000
Resource Materials	\$10,000
Travel	\$ 5,000
Misc. office expenses	\$ 3,000
Support for projects/workshops	\$20,000
Evaluation	\$ 3,000
Total:	\$176,000

Location: The proposed location for the resource centre is the 8th floor of Cabot Place which is adjacent to the John Cabot Building. While the preferred location is the John Cabot Building, there is a lack of space available at this time. The best alternative is rental of space in Cabot Place which is attached to the John Cabot Building.

Role of Coordinator: Coordinator will be an employee of the Newfoundland and Labrador Federal Council but will report to Federal Council's Champion of Official Languages who is currently Ellen Alcock, Regional Director of Communication Canada. The coordinator will have a close working relationship with the Official Languages Committee of Federal Council which will identify overarching priorities and strategic directions.

Furnishings: Efforts will be made to acquire furnishings, computers, and other necessary operating items from various federal partners.

IT Support: This support will be sought from a federal partner housed in the John Cabot Building.

In the future: Pending the outcome of the evaluation of this initiative, a long-term

approach may be implemented.

Appendix C: Contributions for Official Languages Pilot Project from members of the Newfoundland and Labrador Federal Council:

Communication Canada	\$40,000
ACOA	\$20,000
DFO	\$20,000
PWGSC	\$10,000
Industry Canada	\$5,000
Environment Canada	\$5,000
Canadian Heritage	\$3,000
Transport Canada	\$3,000
Health Canada	\$2,000
NRCan	\$1,000
Parks Canada - Eastern Nfld.	\$1,000
Parks Canada - Western Nfld.	\$1,000
Total	\$111,000

Appendix D

**TEMPORARY POSITION
ASAP TO MARCH 31, 2003
(WITH POSSIBLE EXTENSION)
BILINGUAL IMPERATIVE CCC/CCC
COORDINATOR, OFFICIAL LANGUAGES INITIATIVES
\$51,358. - \$55,495. PER ANNUM
COMMUNICATION CANADA
ST. JOHN'S, NEWFOUNDLAND & LABRADOR**

WHO CAN APPLY: Persons working and/or residing in Eastern, Southern or Western Newfoundland or in Labrador.

EDUCATION: Graduation with a university degree or a college diploma from a recognized post-secondary institution in a field relevant to the position OR an acceptable combination of education, training and/or experience.

EXPERIENCE: Experience in the development and delivery of official languages programs and activities for external and internal audiences. Experience in working with the Francophone community on projects, special initiatives and work teams. Experience in the delivery of language training programs would be an asset.

LANGUAGE: Proficiency in the use of both English and French is essential for this position. **BILINGUAL IMPERATIVE AT THE CCC/CCC LEVEL REQUIRES A HIGH LEVEL OF FLUENCY IN BOTH LANGUAGES.**

YOUR RESUME MUST CLEARLY DESCRIBE HOW YOU MEET THE WHO CAN APPLY, EDUCATION, LANGUAGE AND EXPERIENCE FACTORS.

Please clearly indicate your citizenship. Preference will be given to Canadian citizens.

NOTE:

Please note that candidates from outside the federal public service will be required to pay for their travel costs to/from assessments. Costs for relocation may be the responsibility of the candidate.

DUTIES: The successful candidate will develop, implement and maintain an Official Languages Pilot Project on behalf of the Newfoundland & Labrador Federal Council. Plans and delivers an external and internal program of activities to

**POSTE TEMPORAIRE
DQP JUSQU'AU 31 MARS 2003
(AVEC POSSIBILITÉ D'UNE DURÉE PLUS LONGUE)
BILINGUE IMPÉRATIF CCC/CCC
COORDINATEUR/COORDINATRICE, INITIATIVES LIÉES
AUX LANGUES OFFICIELLES
DE 51 358 \$ À 55 495 \$ PAR AN
COMMUNICATION CANADA
ST. JOHN'S (TERRE-NEUVE-ET-LABRADOR)**

QUI EST ADMISSIBLE: Les personnes qui travaillent et(ou) habitent dans la région est, sud ou ouest de Terre-Neuve ou au Labrador.

ÉTUDES: Diplôme universitaire ou collégial décerné par un établissement poste-secondaire reconnu dans un domaine pertinent au poste OU une combinaison acceptable d'études, de formation et(ou) d'expérience.

EXPÉRIENCE: Expérience dans l'élaboration et la prestation d'activités et de programmes liés aux langues officielles, à l'intention d'auditoires externes et internes. Expérience de travail avec la collectivité francophone dans le cadre de projets, d'initiatives spéciales et d'équipes de travail. L'expérience de la prestation de programmes de formation linguistique serait un atout.

LANGUE DE TRAVAIL: La maîtrise de l'anglais et du français est essentielle du poste. **LA DOTATION BILINGUE IMPÉRATIVE AU NIVEAU CCC/CCC NÉCESSITE LA MAÎTRISE DES DEUX LANGUES.**

VOTRE CURRICULUM VITAE DOIT ÉTABLIR CLAIREMENT QUE VOUS RÉPONDEZ AUX CRITÈRES D'ADMISSIBILITÉ, D'ÉTUDES, DE LANGUE DE TRAVAIL ET D'EXPÉRIENCE.

Prière d'indiquer votre citoyenneté. La préférence sera accordée aux citoyen(ne)s du Canada.

NOTE:

Veillez noter que les coûts des déplacements entraînés par les processus de sélection seront à la charge des candidat(e)s de l'extérieur de la fonction publique fédérale. Les coûts de réinstallation pourraient être à la charge du (de la) candidat(e).

FONCTIONS: Le ou la titulaire doit élaborer, mettre en oeuvre et entretenir un projet pilote sur les langues officielles au nom du Conseil fédéral de Terre-Neuve et du Labrador. Planifier et réaliser un programme d'activités externe et interne afin de faire progresser le programme des langues officielles,

advance the Official Languages agenda including the development of partnerships with external audiences in Newfoundland & Labrador. Establishes a French Resource Centre for internal/external use. Supports the work of the Official Languages Sub-Committee of Federal Council by playing a lead role in the delivery of the annual Action Plan. Supports the work of the Official Languages Champion of Federal Council in advancing the Official Languages Agenda in Newfoundland & Labrador. Chairs and/or participates in internal/external committees, projects and special events. Develops and implements a coordinated horizontal approach to language training based on enhancing the acquisition and retention of French language skills. Hosts teaching sessions and workshops to inform and educate internal partners on the Official Languages agenda. In this coordinating role, the position requires gaining support from Federal Council members for ideas and proposals relating to continuous improvement of delivery of Official Languages initiatives.

y compris par la création de partenariats avec des publics externes à Terre-Neuve et au Labrador. Créer un Centre de ressources francophones pour utilisation interne et externe. Soutenir le travail du Sous-comité des langues officielles du Conseil fédéral en jouant un rôle de chef de file dans la réalisation du Plan d'action annuel. Soutenir le travail du champion des langues officielles du Conseil fédéral dans ses efforts visant à faire progresser le programme des langues officielles à Terre-Neuve et au Labrador. Présider des comités, des projets ou des activités spéciales internes/externes, et(ou) y participer. Élaborer et mettre en oeuvre une approche horizontale liée à la formation linguistique fondée sur l'amélioration de l'acquisition et du maintien des compétences en français. Animer des séances et des ateliers d'apprentissage afin d'informer et d'éduquer les partenaires internes au sujet du programme des langues officielles. Dans ce rôle de coordination, le titulaire du poste devra obtenir le soutien

des membres du Conseil fédéral en ce qui a trait aux idées et aux propositions liées à l'amélioration continue de la réalisation des initiatives relatives aux langues officielles.

CONDITIONS OF EMPLOYMENT:

An Enhanced Reliability Check will be required prior to appointment.

We are committed to Employment Equity. If you require any employment-related accommodation such as provision of sign language interpreters, information in alternative formats, reader services, technical equipment and/or attendant services, please contact the **ENQUIRIES** number on a confidential basis.

CLOSING DATE: September 16, 2002

A notice of intent to submit an application will no longer be accepted.

PLEASE SUBMIT YOUR RESUME AND PSC APPLICATION FORM 3391, QUOTING REFERENCE **NO. S62982P-CIO**, TO:

Public Service Commission of Canada
Baine Johnston Centre, 1st floor
10 Fort William Road
St. John's, Newfoundland & Labrador A1C 1K4

APPLY ON LINE: <http://jobs.gc.ca>

CONDITIONS D'EMPLOI:

Vérification approfondie de la fiabilité avant l'embauche.

Nous souscrivons aux principes d'équité en matière d'emploi. Si vous avez besoin d'arrangements associés à l'emploi, comme d'interprètes gestuels, d'information sur support de substitution, de services de lecteurs, d'équipement technique et de services auxiliaires, veuillez composer le numéro des **RENSEIGNEMENTS**; votre confidentialité sera respectée.

DATE LIMITE: le 16 septembre 2002

Nous n'acceptons plus d'avis d'intention de soumettre une candidature.

VEUILLEZ SOUMETTRE VOTRE CURRICULUM VITAE ET LA DEMANDE D'EMPLOI 3391 DE LA CFP, EN INSCRIVANT LE N^o DE RÉFÉRENCE **S62982P-CIO**, À :

Commission de la fonction publique du Canada
Centre Baine Johnston, 1^e étage
10, chemin Fort William
St. John's (Terre-Neuve-et-Labrador) A1C 1K4

EN DIRECT : <http://emplois.gc.ca>

TÉLÉCOPIEUR : (709) 772-4316

FAX: (709) 772-4316
ENQUIRIES: (709) 772-2724
INFOTEL: 1-800-645-5605
TTY: (709) 772-4317

RENSEIGNEMENTS : (709) 772-2724
INFOTEL : 1-800-645-5605
ATME : (709) 772-4317

We thank all those who apply and advise only those selected for further consideration will be contacted.

Nous vous remercions de poser votre candidature; seules les personnes retenues à la présélection seront avisées.