

**CANADA - PRINCE EDWARD ISLAND AGREEMENT
ON FRENCH-LANGUAGE SERVICES**

STRATEGIC PLAN - 2005-06 TO 2008-09

PREAMBLE

Introduction

As defined under paragraph 3.2.1 of the *Canada - Prince Edward Island Agreement on French Language Services - 2005-06 to 2008-09*, Prince Edward Island's strategic plan must include a preamble composed of 5 components namely: General Orientations, Objectives and Priorities; Link to Prince Edward Island Priorities; Integration of French Language Services; Implementation Strategy and Data Sources; Community Involvement; and Special Considerations.

General Orientations, Objectives and Priorities

In 1999, the Government of Prince Edward Island adopted the *French Language Services Act*. In April 2000, the first sections of this act were proclaimed. The Act has four objectives: define the parameters for the provision of services from the Legislative Assembly, define the parameters for the provision of services from the justice system, define the parameters for the provision of services from government, and contribute to the development and enhancement of the Acadian and Francophone community. The Act presents the provincial government vision of French language services provision. Supported by a committee of French Services Coordinators from all government departments, work continues in developing the policy framework in support of the full implementation of the Act.

Three principles guide the development of the *French Language Services Act* policy framework. Linguistic duality sees the provincial government determining the most appropriate service delivery model from the point of view of the client. The principle of accountability indicates that government institutions must fully understand the concept of French language services and must assume responsibility for providing them. Integration requires the notion of French language public services to be integrated into the process of delivering provincial services. Therefore in summary, the general orientation of the Government of Prince Edward Island in relation to the provision of French language services is to continue implementation of the *French Language Services Act*.

A major priority of the Government of Prince Edward Island relates to the population of the province. The pace of economic growth coupled with demographic and other trends are exerting pressure on the provincial labour market. Three strategies have been identified as crucial in this regard. Firstly, retain the present population, especially young people aged 15 to 29 years. Secondly, repatriate "Islanders Away". Thirdly, position Prince Edward Island as a niche destination for international migrants. The Population Secretariat was created with the objective to expand the province's population by 1.50% per annum. These three strategies coincide with the priority areas identified by the Acadian and Francophone community. Under the terms of this Agreement, the Province plans to ensure that the Population Secretariat is positioned to be able to provide French language services. The staff of the Secretariat will work with the Acadian and Francophone community to ensure that all possible federal and provincial support programs are exploited to ensure that this effort provides for an equally positive impact for all.

Another priority area is cultural tourism. A repackaging of the tourism product will highlight the wealth of cultural experiences of which visitors can partake while on Prince Edward Island. The Acadian and Francophone community has promoted their cultural specificity to visitors for a number of years. Investments in this area will ensure these communities gain the greatest benefit possible from increased marketing of these experiences.

Joint federal and provincial actions in the area of promotion of French language services can have significant positive impacts on Acadian and Francophone communities. The joint action of the members of the Management Committee of the Canada - Prince Edward Island Agreement on French language Services ensures that the full force of both federal and provincial programs is brought to bear on issues of concern to this community. This joint action can also serve to sensitize both federal and provincial public servants to the advantage of the Acadian and Francophone community. In this manner, the increased synergy increases considerably the chances of success.

Link to Provincial Priorities

Given the present fiscal situation of the Government of Prince Edward Island, fiscal restraint will continue to be a major policy driver over the foreseeable future. However, the priority of the provincial government will continue to be the provision of sustainable public services to Islanders based on needs identified through public consultation. This approach is reflected in the strategic plan's three objectives which the province will undertake to support the planning and provision of quality French language services and to support structuring initiatives for the benefit of the Acadian and francophone community: strengthen the administrative, policy and legislative framework; support service development, planning and delivery; and ensure formal communication and consultation with the community. These objectives coincide with the general approach of the Government of Prince Edward Island in terms of public policy.

Integration of French Language Services

Under the terms of this Agreement, the provincial government will continue to apply past management practices which ensures that the federal contribution serves as developmental funding not as recurring funding. When considering the funding of salaried positions, the Acadian and Francophone Affairs Division commits federal funding on a declining basis. The practice has allowed government institutions to be funded for the all-important implementation phase of French language service delivery. The

Division informs each government institution of the schedule of reductions. Monies withdrawn from these services are reinvested in new service delivery projects thereby increasing the number of French language services available to the Acadian and Francophone communities across the province. Therefore, federal funding is truly serving as a lever for increasing the provision of French language provincial government services.

A number of examples drawn from the management experience of the *Canada / Prince Edward Island General Agreement on the Promotion of Official Languages* speak eloquently to the application of this management practice.

Access PEI centres

Access PEI Centres are regional single-window access centres located across the Island. Over 80 percent of provincial government services are delivered through these centres. Federal funding not only allowed the institutionalization of French language services but also encouraged opening a centre in each Acadian and Francophone community. French language services received initially 63 percent federal funding and, on a declining basis, saw the federal contribution completely withdrawn while maintaining the service level in French. All bilingual positions are permanent.

Libraries

Perhaps the most successful example of an investment payoff is the case of French Language Library Services. In 1989, French language library services were non-existent on PEI. The collection was comprised of out-of-date, dog-eared paperbacks. That year, only 818 French books were circulated in the single French language library. In 2002-03, 57,485 French books circulated from the 3 French language libraries and 13 English-language libraries which have French collections. This number is still increasing some 12 years after the initial investment. This phenomenal interest represents a 7000 percent increase in circulation over this period. Last year, the only libraries which experienced increased circulation rates on PEI were French language libraries. 2005-06 represents the final year of federal funding for French Language Library Services.

Implementation Strategy and Data Sources

The overarching implementation strategy of this Strategic Plan is to promote a coordinated approach between all provincial government departments and agencies to maximize possible synergies between initiatives undertaken to support the implementation of the *French Language Services Act*. The attached plan will be instrumental for the development of partnerships in support of these goals.

Information will be gleaned from a number of sources in order to confirm progress in attaining the objectives detailed in the attached strategic plan. The specific data sources are indicated per action and measure in the plan. Given the increased interest in measurable performance indicators, each indicator includes a quantifiable target. These targets are based either on past measurements or on the most informed estimation of an attainable target at the end of the four year period addressed by this agreement.

Community Involvement

The Government of Prince Edward Island actively supported the development of the Vision Project. This projet details the priority areas for intervention of the Acadian and Francophone community of Prince Edward Island. These priority areas were considered during the development of this strategic plan.

The Acadian and Francophone communities on Prince Edward Island number six. Each of these communities has developed a community development plan as part of the Vision Project. These regional plans detail the priority development areas as identified through the public consultation process. Each is represented by the spokesperson, *Société Saint-Thomas-d'Aquin*. At various phases during the development of the Strategic Plan, the *Société Saint-Thomas-d'Aquin* was provided with a copy of the plan for comment.

Special Considerations

In recognition of the fundamental shift in the nature of this Agreement as compared to past agreements, the parties agree that the focus will be on support for the provision of services thereby redirecting funding previously provided to a number of community organizations. This fundamental shift will see enhanced relationships with a number of community organizations. The Government of Prince Edward Island makes use of third party service providers in a number of program areas. In particular, when the provision of services can be more efficiently provided by a third party service provider, this alternative service delivery model is appropriate, such as in the case of immigration and tourism.

Prince Edward Island's first French school and community centre opened in Charlottetown in 1990. Given the success of this initial project an additional four centres are now funded with plans for a sixth centre. These centres have had a significant impact on the vitality of the communities where they have been opened. These centres provide a number of public services to the communities they serve which vary from childcare to culture to learning. Over and above providing a truly French language space for the Acadian and Francophone community, these centres have enhanced the cohesion within these communities as well as the visibility of these communities within the larger Island society. These centres have contributed immensely to the success of French first-language schools. While school populations are generally in decline across Canada, the opposite is true in French language schools on Prince Edward Island. Also, the 2001 Census indicates that the French first-language population of Prince Edward Island has increased for the first time in over 40 years. The action of these centres has certainly played a significant role in contributing to these positive outcomes. Both the Acadian and Francophone community as well as the provincial government are convinced that these centres are the most important institutions within these communities. They have proven their important role in contributing to enhancing the vitality of the Acadian and Francophone communities of Prince Edward Island.

Strategic Plan - 2005-06 to 2008-09

| Planned Actions or Measures | Expected Results | Performance Indicator | Data Source |
|---|---|--|------------------------------|
| A. OBJECTIVE: Strengthen the administrative, policy and legislative framework | | | |
| Contributions: 2005-06(Canada: \$177,700/Prince Edward Island: \$145,400);2006-07: Canada: \$177,700/ Prince Edward Island: \$145,400 2007-08: Canada: \$192,500/Prince Edward Island: \$145,200;2008-09: Canada: \$192,500/Prince Edward Island: \$151,200 | | | |
| 1. Develop and implement a government work plan to increase adherence to those sections of <i>French Language Services Act</i> in force as well as to overcome obstacles to the proclamation of additional sections of the Act. | Increase level of awareness and shared knowledge of requirements of <i>French Language Services Act</i> and aspirations of Acadian and Francophone community. | <ul style="list-style-type: none"> • Achieve 85 percent awareness of obligations of Act within target clientele • Achieve 80 percent average participation of coordinators in meetings | Performance Measurement Tool |
| 2. Departments report on initiatives and programs undertaken in support of provision of services in French and in relation to the development and enhancement of the Acadian and Francophone community. | Increased accountability throughout government in relation to implementation of <i>French Language Services Act</i> | <ul style="list-style-type: none"> • Achieve 50 percent employee awareness • Publication of annual report | Annual survey |
| 3. Manage the Canada-Prince Edward Island Agreement on French Language Services 2005-06 to 2008-09 including undertaking appropriate measurement activities. | | <ul style="list-style-type: none"> • Results meet objectives of both governments with 90 percent satisfaction of target clientele | Survey Evaluation |

B. OBJECTIVE: Support Service Development, Planning and Delivery

Contributions:

2005-06: Canada: \$1,005,300/Prince Edward Island: \$822,500;2006-07: Canada: \$1,384,300/ Prince Edward Island: \$1,132,700;2007-08: Canada: \$1,362,500/Prince Edward Island: \$1,027,900;
2008-09: Canada: \$1,362,500/Prince Edward Island: \$1,070,500

| | | | |
|---|--|---|--|
| <p>1. Ensure that all targeted departments and agencies provide services in French by:</p> <ul style="list-style-type: none"> - enrolling staff in French language training, and/or: - staffing bilingual positions in key service areas identified as priorities by Acadian and Francophone community such as health and immigration, and/or; - making use of translation and revision services | <p>Increased level of French Language services available to members of the community including written, electronic, telephone and over-the-counter services.</p> | <ul style="list-style-type: none"> • 150 employees representing 75 percent of employees in language training have the capability to use French with the public • Achieve 90 percent alignment between priority service areas and public services provided in French • Number of bilingual positions staffed • Maintain present level of translation and revision work of one million words annually | <p>Annual survey</p> <p>Vision project;</p> <p>Services provided</p> <p>Number of words translated or revised</p> |
| <p>2. Reposition community support by means of service delivery agreements with 3rd party service providers in certain service areas such as tourism and recreation.</p> | <p>Increased level of French-language services available to members of the community</p> | <ul style="list-style-type: none"> • Agreements concluded have clear and distinct service objectives | <p>Agreements signed;</p> <p>Activity reports</p> |
| <p>3. Assist French School and Community Centres in providing services to Acadian and Francophone communities.</p> | <p>Support programming of school community centers.</p> | <ul style="list-style-type: none"> • Number of supported school community centers; • Centers maintain their levels of service to the community • Level of participation in activities • Quality of financial management | <p>Activity and financial reports</p> |

| C. OBJECTIVE: Ensure formal communication and consultation with community | | | |
|--|---|--|--|
| Contributions: 2005-06Canada: \$5,000/Prince Edward Island: \$4,100; 2006-07: Canada: \$10,000/ Prince Edward Island; \$8,200; 2007-08: Canada: \$7,500/Prince Edward Island: \$5,500;2008-09: Canada: \$7,500/Prince Edward Island: \$5,900 | | | |
| 1. Provide quality advice and assistance in support of implementation of Vision Project for Acadian and Francophone Community. | Enhanced capacity of community groups to reach expected results | <ul style="list-style-type: none"> 75 percent satisfaction rating of provincial participation by members of advisory committee | Annual survey |
| 2. Consult Acadians and Francophones on a regular basis through associative structure and hold regular meetings of the Acadian Communities Advisory Committee, including communicating with Ministers as required. | Consideration of aspirations of Acadian and Francophone community in public policy making | <ul style="list-style-type: none"> 80 percent of Acadian and Francophone community associative structure satisfied with consideration given to community concerns Number of consultative interactions with community members | Annual survey Meeting minutes; correspondence |

| SUMMARY OF PROVINCIAL AND FEDERAL CONTRIBUTIONS FOR THE YEARS INCLUDED IN THE AGREEMENT | | | | | | | | | | | | |
|---|-------------|----------------------|-------------|-------------|----------------------|-------------|-------------|----------------------|-------------|-------------|----------------------|-------------|
| | 2005-2006 | | | 2006-2007 | | | 2007-2008 | | | 2008-2009 | | |
| OBJ | Canada | Prince Edward Island | Total | Canada | Prince Edward Island | Total | Canada | Prince Edward Island | total | Canada | Prince Edward Island | Total |
| A | \$177,700 | \$145,400 | \$323,100 | \$177,700 | \$145,400 | \$323,100 | \$192,500 | \$145,200 | \$337,700 | \$192,500 | \$151,200 | \$343,700 |
| B | \$1,005,300 | \$822,500 | \$1,827,800 | \$1,384,300 | \$1,132,700 | \$2,517,000 | \$1,362,500 | \$1,027,900 | \$2,390,400 | \$1,362,500 | \$1,070,500 | \$2,433,000 |
| C | \$5,000 | \$4,100 | \$9,100 | \$10,000 | \$8,200 | \$18,200 | \$7,500 | \$5,500 | \$13,000 | \$7,500 | \$5,900 | \$13,400 |
| Total | \$1,188,000 | \$972,000 | \$2,160,000 | \$1,572,000 | \$1,286,300 | \$2,858,300 | \$1,562,500 | \$1,178,600 | \$2,741,100 | \$1,562,500 | \$1,227,600 | \$2,790,100 |
| Special Projects | \$182,500 | \$60,850 | \$243,350 | \$182,500 | \$60,850 | \$243,350 | 0 | 0 | 0 | 0 | 0 | 0 |
| Grand Total | \$1,370,500 | \$1,032,850 | \$2,403,350 | \$1,754,500 | \$1,347,150 | \$3,101,650 | \$1,562,500 | \$1,178,600 | \$2,741,100 | \$1,562,500 | \$1,227,600 | \$2,790,100 |

NB: At the time of signing special projects had only been approved until March 31, 2007.