



*People • Partnerships • Knowledge*

Human Resources and Social Development Canada

# RESULTS-BASED STATUS REPORT

for the Implementation of Section 41 of the  
*Official Languages Act*

2006 – 2007

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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## Table of Contents

Information – Summary	Page
1. Institution .....	1
2. Senior Officials, National and Regional Coordinators .....	4
3. Period Covered by the Action Plan .....	9
4. Summary of Anticipated Activities .....	9
5. Distribution Plan .....	11
6. Signature .....	11
 <b>HRSD - Accomplishments</b>	
1. Human Resources Services Branch.....	12
2. Income Security and Social Development Branch.....	12
3. Labour Program.....	20
4. Learning Branch.....	21
5. Public Affairs and Stakeholder Relations Branch .....	25
6. Skills and Employment Branch .....	25
7. Strategic Policy and Research Branch.....	41
8. Service Canada- Operations branch .....	53
9. Service Canada- Office of client satisfaction Service Canada- Citizen and Community Service Branch .....	58
10. Service Canada- Official Languages Service for Citizens and Communities .....	60
11. Service Canada- Internal Audit Branch .....	66
12. Service Canada- Policy, Partnership and Corporate Affairs and Marketing and Communication Branch.....	73
13. Service Canada- People and Culture Branch .....	74
14. Service Canada- Integrity Services Branch .....	77
15. Service Canada- Chief Financial Officer Branch .....	79
Service Canada - Regions	
17. British Columbia and Yukon .....	83
18. Alberta, Northwest Territories and Nunavut .....	87
19. Saskatchewan .....	90
20. Manitoba .....	93
21. Ontario .....	97
22. Quebec .....	101
23. New Brunswick .....	104
24. Prince Edward Island .....	108
25. Nova Scotia .....	110
26. Newfoundland and Labrador .....	113

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## STATUS REPORT 2006-2007

### SUMMARY

#### GENERAL INFORMATION

##### 1. INSTITUTION

###### **HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA**

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The Honourable Monte Solberg  
Minister of Human Resources and Social Development Canada  
The Honourable Jean-Pierre Blackburn  
Minister of Labour and Minister of the Economic Development Agency of Canada for the Regions of Quebec

The Honourable Marjory LeBreton  
Leader of the Government in the Senate and Secretary of State (Seniors)

Lynne Yelich  
Parliamentary Secretary to the Minister of Human Resources and Social Development Canada

Jacques Gourde  
Parliamentary Secretary to the Minister of Labour and  
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## OVERVIEW OF HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

The Department of Human Resources and Social Development Canada (HRSDC) vision is to build a stronger and more competitive Canada, to support Canadians in making choices that help them live productive and rewarding lives, and to improve Canadians' quality of life.

HRSD has a broad social and economic mandate which affects every Canadian. The Department is responsible for providing Canadians with the tools to thrive and prosper in the workplace through access to learning and training opportunities, safe and productive working conditions and labour-management relations, as well as for policies, programs and services that support the social well-being of individuals, families and communities, and their participation in society and the economy.

Through Service Canada, the Department provides delivery of government services, and works to ensure Canadians have quick and easy access to a wide range of federal benefits and services.

Service Canada offers citizens single-window access to a vast array of federal government programs and services, from more than 600 points of service throughout Canada.

Service Canada is committed to offering Canadians personalized and accessible single-window services, however they choose, (i.e., by telephone, by Internet or in person).

<http://www.hrsd-rhdsc.gc.ca>

<http://www.servicecanada.gc.ca/en/home.html>

## RESPONSIBILITIES UNDER SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

Human Resources and Social Development Canada is committed to enhancing the vitality of Canada's Francophone and Anglophone minority communities, to supporting their development, and to promoting English and French in Canadian society, in accordance with Part VII of the *Official Languages Act*.

Service Canada's Service Charter sets out its commitment by simplifying access to Government of Canada services. We provide citizens with service in the personalized service. The Charter explains the details of what Canadians can expect from us, and how Canadians can send us feedback on the quality of our service.

How to contact us:

Through Service Canada's network, Canadians can choose the time, place and method they prefer for accessing our services. Canadians can simply dial 1-800-O-Canada TTY 1-800-926-9105 or click on Service Canada.gc.ca or visit one of the Service Canada Centres. Canadians can also view the Service Charter on the web site : <http://www.servicecanada.gc.ca/en/about/charter.shtml#aac>.

Note:

In this document, the word *communities* refers to official language minority communities (OLMCs). The term *official language minority communities* refers to a group of persons that share a common language, English or French, distinct from the linguistic majority of the province or territory in which they live.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 3. PERIOD COVERED BY THE ACTION PLAN

This report covers the period from April 1, 2006 to March 31, 2007.

## 4. EXECUTIVE SUMMARY 2006-2007

### AWARENESS

Human Resources and Social Development Canada continued to increase awareness among staff and managers of the importance of Canada's official languages through workshops, the networks of coordinators for Part VII, conferences and events such as the *Rendez-vous de la Francophonie*. The Department ensured understanding of departmental responsibilities under section 41, Part VII of the *Official Languages Act*. Senior management was briefed on issues, priorities and obligations in relation to the implementation of Part VII of the *Official Languages Act*.

### CONSULTATION

The Department consulted regularly with official language minority communities both at the national and regional levels. These consultations improved the Department's understanding of the challenges communities face, their needs and priorities relating to our programs, and how we can best help meet those needs.

For example, in 2006, the Official Languages Service for Citizens and Communities of Service Canada, mandated the University of Moncton's Canadian Institute for Research on Public Policy and Public Administration to consult with Canada's official language minority communities with a view to gaining a better understanding of the priority needs for official language minority communities so that it would be better equipped to propose guidelines for developing a service strategy for the official language minority community segment. A specific goal of the consultations was to make recommendations on the delivery of in-person service. The final report entitled, *Service and Access Guidelines for the Official Language Minority Communities Segment*, was made public in 2007.

### COMMUNICATIONS

Communication tools, such as Human Resources and Social Development Canada's and Service Canada's web sites, mailings, fact sheets and Canadian Heritage's Bulletin 41-42 enabled official language minority communities to obtain information on the Department's programs and services.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## COORDINATION AND LIAISON

Human Resources and Social Development Canada officials were actively involved with various support groups to guide the implementation of the government's *Action Plan for Official Languages* 2003-2008 and other initiatives by coordinating activities, communication and ensuring coordination and liaison. Human Resources and Social Development Canada was active member of the network of official languages champions led by the Canada Public Service Agency and the Network of national coordinators responsible for the implementation of section 41 of the *Official Languages Act* led by Canadian Heritage. A formal Departmental Coordinators' Network for Part VII of the *Official Languages Act* was established at Human Resources and Social Development Canada to increase awareness within branches on official language minority communities' needs and priorities.

Service Canada's networks of Coordinators of Part VII and Part IV of the *Official Languages Act* joined forces to better address the changes to service delivery within the organization.

## FUNDING AND PROGRAM DELIVERY

The Department focused on funding activities designed to strengthen the ability of non-governmental organizations representing the needs of official language minority communities in areas of early learning and child care, seniors, homelessness, internships, literacy, employability and economic development and on delivering its programs to official language minority communities and their organizations.

As part of the government's *Action Plan for Official Languages*, the Department continued to monitor its five initiatives, namely: literacy, internships, Enabling Fund, child care pilot project, and development of NGO capacity in early childhood development.

Service Canada negotiated two-year agreements with Enabling Fund sponsors to enable them to implement their official language minority communities strategic planning. With these contributions, the provincial and territorial *Réseaux de développement économique et d'employabilité* and Quebec's Community Table and network of Community Economic Development and Employability Committees were able to continue playing their role as community economic development agencies and achieve many results for official language minority communities.

## ACCOUNTABILITY

Human Resources and Social Development Canada was accountable for incorporating the implementation of section 41 of the *Official Languages Act* in numerous reporting mechanisms, including their 2006-2007 Business Plan, Report on Plans and Priorities and the Departmental Performance Reports.

In general, the Department, including Service Canada, applied the official language minority communities' lens to all aspect of policy and programs development.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

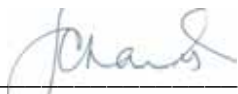
An official languages governance structure, adopted by the Management Committee in November 2006, was developed by Service Canada to demonstrate its commitment to official languages.

## 5. DISTRIBUTION PLAN

The Status Report will be made available to all staff through the departmental Intranet site. A copy of the Status Report will also be distributed to members of the Committee of Assistant Deputy Ministers on Official Languages; relevant standing committees in the House of Commons and Senate; the Commissioner of Official Languages; and key official language community organizations at national, regional and local levels.

This report will be made available, in a downloadable format, on the departmental website at <http://www.hrsdc.gc.ca>

## 6. SIGNATURE



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JANICE CHARETTE  
DEPUTY MINISTER

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 1) HUMAN RESOURCES SERVICES BRANCH

The Human Resources and Corporate Management Branch is responsible for the delivery and provision of a wide variety of essential human resources and corporate management services, and technical expertise, to departmental clients. The Branch is also responsible for the implementation of Parts IV, V and VI of the *Official Languages Act*.

Given its mandate, the Human Resources and Corporate Management Branch does not provide input to the Result-based Status Report on the implementation of section 41 of Part VII of the *Official Languages Act*. However, the Branch provided support to the organization of the 2007 event *Les Rendez-vous de la Francophonie* to promote linguistic duality.

## 2) INCOME SECURITY AND SOCIAL DEVELOPMENT BRANCH

The Income Security and Social Development Branch serves as the federal government focal point for key social sectors including seniors and persons with disabilities, while having particular responsibilities for Canada's \$59B public pension programs, including Old Age Security and Canada Pension Plan; and the management of the department's grants and contributions programs for people with disabilities, seniors, children and families, communities and the homeless.

The Income Security and Social Development Branch major grants and contributions programs include: New Horizons for Seniors Program, Understanding the Early Years, and Social Development Partnerships Program, Seniors' Secretariat, Office for Disability Issues, Homelessness Partnering Strategy and community development and partnerships.

The Branch also pursues the advancement of the government's relationship with the community sector organizations, including the development of community-based approaches that support innovation and community-focused policy development and learning networks.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## A. AWARENESS

Creation of lasting changes on federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and official language minority communities (OLMCs).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<b>Homelessness Partnering Secretariat</b>  Took into account OLMC perspectives during research activities, studies and investigations.	Range of techniques (e.g., consultations, data development) used to provide an OLMC perspective.  The Homelessness Partnering Secretariat consulted and worked with official language minority stakeholders to ensure that the specific needs of Francophone homeless people were taken into consideration in its research and analysis activities.	New evidence-based knowledge on members of OLMCs who are homeless, through the Homeless Individuals and Families Information System and other data sources.

## B. CONSULTATION

Creation of lasting relationships between the federal institution and official language minority communities (OLMCs); federal institution and OLMCs understand each other's needs and mandate.		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
Pursued activities with respect to the Initiative to Strengthen Non-governmental Organization Capacity for Official Language Minority Communities on Early-Childhood Development.	Consultations were held with the <i>Table nationale de la petite enfance</i> (National Table on Early Childhood Development) on the funding priorities for the latest Call for Proposals.	OLMC stakeholders are consulted through a formal process on a regular basis.



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p><b>New Horizons for Seniors Program Consultations</b></p> <p><b>Understanding the Early Years (UEY) initiative</b></p> <p>Implementation of the three-year contribution agreement with <i>La Division scolaire franco-manitobaine</i>, entitled UEY-Lorette.</p>	<p>Review Committees in the regions had appropriate OLMC representation. As a result, the needs of OLMCs were adequately taken into consideration during the review process.</p> <p>Organized and held a provincial forum in February 2007 on early childhood development that brought together over 140 participants from the not-for profit, including OLMC's business and education sectors, education and provincial and municipal governments.</p>	<p>OLMC stakeholders active participation in departmental calls for project proposals.</p> <p>Departmental Program Review Committees consists of bilingual employees, as well as OLMCs' representatives.</p>
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## C. COMMUNICATIONS

Official language minority community (OLMC) culture reflects an up-to-date understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services (P&S).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
Pursued various communication activities to provide OLMCs with up-to-date information about Branch programs and services through the Web site, public advertisements, presentations, consultations and mailings of outreach materials.	<p>Research projects, activities and results were disseminated in both official languages to stakeholders including OLMCs.</p> <p>All correspondence with stakeholders, Calls for Proposals, Terms and Conditions, guidelines and other official documents were provided in both official languages.</p>	<p>Range of communication vehicles with OLMCs.</p> <p>OLMCs have access to the information on results of the Branch's research activities.</p> <p>OLMCs have access to all program information and tools to conduct activities and correspond with national headquarters in the official language of their choice.</p> <p>The Branch's support to Service Canada in encouraging communities to complete funding applications and</p>

**HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA**

<p><b>Understanding the Early Years (UEY) initiative</b></p> <p>Implementation of the three-year contribution agreement with <i>La Division scolaire franco-manitobaine</i>, entitled UEY-Lorette.</p>	<p>In 2006-2007, UEY-Lorette was active in knowledge development and dissemination and community action. Results included:</p> <ul style="list-style-type: none"> <li>• the acquisition of knowledge on the development of Francophone children,</li> <li>• the production of an extensive community inventory which captures over 3,000 programs available for Francophone minority families and their children; and</li> <li>• the development of a unique kit of resources intended for people who care for and work with young Francophone children in minority settings in Canada.</li> </ul>	<p>Community Plan Assessments in the official language of their choice.</p> <p>No performance indicator.</p>
<p>Initiative to Strengthen Non-government Organization Capacity for Official Language Minority Communities on Early-Childhood Development.</p>	<p>The <i>Fédération canadienne des enseignantes et des enseignants</i> completed and produced all the components of a tool kit targeted to teachers for French minority language communities. The tool kit includes an analysis, a summary, a learning booklet, a poster, a pamphlet and a website.</p>	<p>No performance indicator.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## D. COORDINATION AND LIAISON

**Co-operation with multiple partners to enhance official language minority community (OLMC) development and vitality, and to share best practices.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Homelessness Partnering Secretariat</b></p> <p>Develop partnerships and liaise with other government institutions to promote the vitality and enhance the development of OLMCs.</p>	<p>The Homelessness Partnering Secretariat organized monthly operations conference call with the regions in which OLMCs' issues were addressed as needed.</p> <p>The Homelessness Partnering Secretariat collaborated with other federal departments and agencies to coordinate and develop research activities that meet the priorities of homeless official language minority members.</p> <p>The Homelessness Partnering Secretariat supported francophone stakeholders working in an OLMC context to attend a conference hosted by the <i>Centre de Recherche sur l'itinérance du Québec</i>.</p> <p>The Homelessness Partnering Secretariat maintained an ongoing assignment of Francophone Research Analysts to liaise, promote and encourage research on homelessness by Francophone researchers where Francophone communities exist.</p> <p>In 2006-07, the Branch was represented at two departmental coordinators' network meetings and two meetings hosted by Canadian Heritage.</p> <p>Stimulated dialogue on public policies with the federal, provincial and territorial governments in matters of early childhood development for Francophone minority communities through consultations and working groups.</p>	<p>Range of partnerships established with other federal departments and other orders of government.</p> <p>Involvement in interdepartmental and intradepartmental forums, meetings, etc.</p>
<p>Participated in the departmental coordinators' network to increase awareness within the branch of</p>		<p>Level of participation in and frequency of departmental coordinators' network</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

official language minority communities' needs and priorities.  Pursued the Initiative to Strengthen Non-governmental Organization Capacity for Official Language Minority Communities on Early-Childhood Development.		meetings or communications.
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## E. FUNDING AND PROGRAM DELIVERY

**Official language minority communities (OLMCs) are part of federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (eg. geographic dispersion, development opportunities) are taken into account.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>National Homelessness Initiative</b></p> <p>Provided funding for research projects that address issues relating to homeless members of OLMCs.</p> <p><b>Understanding the Early Years (UEY) initiative</b></p> <p>A three-year contribution agreement with <i>La Division scolaire franco-manitobaine</i>, entitled UEY Lorette, supports OLMCs in Manitoba to undertake information gathering, and community-mobilization activities, and to develop a community action plan to promote the development of young Francophone children in the province.</p> <p><b>Initiative to Strengthen Non-governmental Organization Capacity for Official Language Minority Communities on Early-Childhood Development</b></p>	<p>Supported ten National Homelessness Initiative projects in OLMCs with total funding of \$400,655 in 2006-07.</p> <p>This Understanding the Early Years project is in its second year of operation. Total funding is \$490,300 over three years.</p> <p>The project encompasses 22 Francophone</p>	<p>Level of funding earmarked for official language minority communities.</p> <p>When a need was identified, project sponsors were chosen based on the ability to meet official language requirements, e.g., bilingual staff in areas where service is required in both official languages.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>In 2006-2007, Community Development and Partnerships Directorate posted a Call for Proposals to enable national organizations to promote linguistically and culturally relevant early childhood development programs and services in communities in Canada. The proposal submitted by the <i>Commission nationale des parents francophones</i> was supported through this process.</p> <p><b>New Horizons for Seniors Program</b></p> <p>Conducted promotional activities with regard to OLMCs to increase program awareness.</p> <p><b>Children and Families component – Social Development Partnerships Program</b></p> <p>Contribution project with the <i>Université de Moncton</i> entitled <i>Identité culturelle, linguistique et sentiment d'appartenance : Piliers de l'apprentissage chez les jeunes enfants francophones en service de garde</i>.</p>	<p>school communities, involving 364 preschool children, of which 12 per cent are of Aboriginal origin.</p> <p>The <i>Commission nationale des parents francophones</i> will receive \$1,750,000 in funding from January 2007 to March 31, 2009.</p> <p>Disbursed \$1,280,040 in grant funding for 77 projects that benefited OLMC.</p> <p>In 2006-07, the number of OLMC projects funded by New Horizons for Seniors Program doubled over the previous year.</p> <p>Total funding: \$204,071  2005/06: \$89,147  2006/07: \$84,804  2007/08: \$30,120  Project duration:  September 2005 - August 2007</p>	
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## F. ACCOUNTABILITY

**Full integration of the official language minority community (OLMC) perspective and *Official Languages Act* section 41 into federal institution's policies programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMC's perspective.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Prepare a multi-year Action Plan in collaboration with departmental officials to meet Human Resources and Social Development's commitment with respect to the 1994 Accountability Framework.</p> <p>Prepare an annual Status Report in collaboration with departmental officials to evaluate the progress made in the way policies and programs have addressed the needs of OLMCs.</p>	<p>The Branch contributed to the development of a 2007-2010 Results-based Action Plan on the Implement Section 41 of the <i>Official Languages Act</i>.</p> <p>The Branch prepared and submitted input to the 2006-2007 Status Reports.</p>	<p>Integration of the Branch's work on the implementation of section 41 of the <i>Official Languages Act</i> in various planning and accountability mechanisms.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 3) LABOUR PROGRAM

The mandate can be defined in general terms, as the employment relationship between employers and employees and the work environment.

Within the federal government, the labour program mandate is entrusted to the Minister of Labour (responsible for “all matters pertaining to labour falling under the jurisdiction of Parliament”) and, organizationally, to the Labour Program within HRSDC. Together, the Minister of Labour and the Labour Program have a three-fold mandate:

- Federal jurisdiction mandate: The development and administration of labour-related legislation governing federally-regulated industries (the federal jurisdiction mandate – covering approximately 10% of the Canadian labour force). The federal labour jurisdiction is comprised of sectors of key importance to the Canadian economic infrastructure including:
  - transportation (international and interprovincial railways; shipping; port operations; truck and bus operations; airlines; airports and air navigation);
  - communications (telecommunications; broadcasting);
  - banking;
  - Aboriginal governments;
  - federal Crown corporations (such as Canada Post);
  - industries declared by Parliament to be for the general advantage of Canada, such as, grain handling and uranium mining.
- National mandate: National leadership and coordination within the network of labour jurisdictions in Canada in the interests of strengthening the Canadian economic union (the national mandate).
- International mandate: Managing Canada’s international labour affairs, including the important, relatively recent field of trade-related international labour agreements (the international mandate).

Given its mandate, the Labour Program does not provide input to the Result-based Status Report on the implementation of Part VII of the *Official Languages Act*.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 4) LEARNING BRANCH

The Learning Branch is responsible for increasing participation of Canadians in post-secondary education, and lifelong learning opportunities, especially in low-to middle-income families.

The major programs under the Learning Branch include the Canada Student Loans Program, Canada Education Savings Programs (Canada Education Savings Grant and Canada Learning Bond) and International Academic Mobility.

### A. AWARENESS

Creation of lasting changes on federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the Official Languages Act and official language minority communities (OLMCs).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>The Canada Education Savings Program has held many discussions with employees to raise awareness of Official Languages obligations and other minority groups within strategic consideration meetings to elaborate a clear communication strategy/plan for the 2006-2008 periods.</p> <p>The requirement to provide parallel services in both official languages is reinforced with Canada Student Loans Program staff on ongoing basis through team meetings, all-staff functions and day-to-day interactions.</p>		



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## B. CONSULTATION

Creation of lasting relationships between the federal institution and official language minority communities (OLMCs); federal institution and OLMCs understand each other's needs and mandate.		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Presentations to Student Financial Aid Administrator conferences are prepared in both official languages, where members of OLMCs are involved (i.e., at the Canadian Association of Student Financial Aid Administrator conference).</p> <p>Public opinion surveys and focus testing with clients and stakeholders are conducted in English and French and the results are available in both official languages.</p> <p>The Canada Student Loans Program with Learning Communications focus tested the Canada Student Loans Program Information Guide and Canada Student Loans Program Highlights brochure with French Sessions in Moncton, New Brunswick.</p> <p>Also in collaboration with Learning Communications, Canada Student Loans Program focus tested the proposed advertising mock-ups for the Plan and Pay Advertising Campaign with French sessions in Ottawa, Ontario.</p>	<p>Presentations; discussions in both official languages.</p>	<p>Service Standards:</p> <ul style="list-style-type: none"> <li>• All presentations and background material are prepared in both official languages;</li> <li>• Questions are responded to in the language of choice of the questioner.</li> </ul>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## C. COMMUNICATIONS

Official language minority community (OLMC) culture reflects an up-to-date understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services (P&S).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>All Canada Education Savings Programs communication products, program operations and delivery are available in English and in French.</p> <p>All Canada Education Savings Programs documents prepared for the operational delivery of the program that are targeted to clients are prepared and available in both official languages.</p>	<p>Forms, letters, call centre scripting, online services, etc.</p> <p>The Canada Education Savings Grant, Canada Learning Bond and Registered Education Savings Plan, brochures, fact sheets, questions and answers and backgrounders are available in both official languages.</p> <p>Canada Student Loans Program guides are available in both official languages: Investing in Your Future: Information Guide, Investing in Your Future: Highlights, Canada Student Loans Program: For Protected Persons, Canada Student Loans Program: Canada Access Grants and Canada Study Grants</p>	<p>Client satisfaction scores related to service delivery in both official languages.</p>

## D. COORDINATION AND LIAISON

Co-operation with multiple partners to enhance official language minority community (OLMC) development and vitality, and to share best practices.		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p>Given its mandate the Learning Branch does not provide input to this section.</p>		

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## E. FUNDING AND PROGRAM DELIVERY

**Official language minority communities (OLMCs) are part of federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (eg. geographic dispersion, development opportunities) are taken into account.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
Canada Education Savings Programs provided Service Canada with a \$1.7M fund to enable them to initiate outreach to communities across the country. They will subsequently be reporting on their efforts to reach OLMCs.	The program's Summative Evaluation in 2008/2009 will provide results in this regard.	

## F. ACCOUNTABILITY

**Full integration of the official language minority community (OLMC) perspective and Official Languages Act section 41 into federal institution's policies programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMC's perspective.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
The national, annual Client Satisfaction Survey for the Canada Student Loans Program, which uses the Treasury Board approved Common Measurement Tool for measuring client satisfaction, will continue to measure whether or not clients are satisfied with their ability to access services in the official language of their choice.	Annual survey.	Results of standardized Official Languages questions on the Canada Student Loans Program Client Satisfaction Survey.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 5) PUBLIC AFFAIRS AND STAKEHOLDER RELATIONS BRANCH

The Public Affairs and Stakeholder Relations Branch is responsible for supporting the achievement of the department's strategic and operational goals and priorities by communicating effectively with primary audience. It is responsible for providing information to the millions of Canadians the department serves through its programs and to Canadians in general to ensure that they are aware of HRSDC's mandate, policies, and programs. It also actively works to engage Canadians in a dialogue on social economic policy issues.

## 6) SKILLS AND EMPLOYMENT BRANCH

The Skills and Employment Branch is responsible for policy, design and delivery of employment and skills programs to ensure programs remain well suited to the needs of the Canadian workforce and labour market.

The Branch areas of responsibility include the following programs: Employment Insurance Program Parts I and II, Sector Council Program, National Office of Literacy and Learning, including the Adult Learning, Literacy and Essential Skills program, Opportunities Fund for Persons with disabilities, Labour Market Agreements for Persons with disabilities, Youth Employment Strategy, Labour Market Information, Aboriginal Human Resources Development Strategy, Apprenticeship Incentive Grant, Temporary Foreign Worker Program, Foreign Credential Recognition Program.

### A. AWARENESS

Creation of lasting changes on federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the Official Languages Act and official language minority communities (OLMCs).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<b>Active Employment Measures Directorate – Official Language Minority Communities Policy</b>  Senior management awareness of departmental responsibilities related to implementation of section 41, part VII, of the OLA, and issues facing OLMCs in Canada.  Directorate and employee awareness of the needs and issues relating to OLMCs so they take them into consideration when designing and implementing departmental policies and programs.	Briefing notes for senior management and briefing materials on departmental responsibilities.  Network of coordinators created for implementing section 41 within the Department.  Training/information session given by the OLMCP team to the coordinators in this network.	

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>Participation in the planning and organizing of <i>Rendez-vous de la Francophonie 2007</i>.</p> <p>Advice and information given to the branches and directorates during preparation of Treasury Board submissions and official language expertise provided.</p> <p><b>National Office of Literacy and Learning</b></p> <p>In promoting the use of English and French, all meetings were held in both official languages.</p> <p>Supporting documents for the meetings were printed up in both languages.</p> <p>Employees are encouraged to work in the language of their choice.</p>	<p>Coordinator Guide developed and distributed to provide network members with relevant information for carrying out their task.</p> <p>Further to a decision to transfer the corporate files to the Corporate Planning and Accountability Directorate, Strategic Policy Directorate (SPD), the network of departmental coordinators was taken over by this directorate.</p> <p>Participation in the network of departmental coordinators.</p> <p>Briefing materials distributed to participants.</p> <p>Review of Treasury Board submissions to ensure they meet the Department's requirements in terms of implementation of section 41, OLA.</p> <p>Documents relevant to meetings.</p> <p>Briefing notes and other documents produced.</p>	<p>Documents are provided in both official languages.</p> <p>Proportion of English and French used in meetings. Briefing notes and other documents produced in either official language, at the employees' preference.</p>
<p>Participation by HRSDC, in collaboration with Statistics Canada and other federal departments, in a broad international study of literacy levels among the population in a number of countries, including Canada, and in official language minority communities.</p>	<p>Reports published by Statistics Canada, two of which specifically concerned OLMCs.</p>	<p>Proportion of Canadians in OLMCs with at least the minimum literacy level required to be able to function fully in the knowledge economy.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p><b>Workplace Skills Branch (Integrated to the Skills and Employment Branch in April 2007)</b></p> <p>Presentations on the implementation of section 41 at various Workplace Skills Branch senior management meetings.</p> <p>Dissemination of information to Branch management and employees on departmental obligations and responsibilities under section 41 of the <i>Official Languages Act</i>.</p>	<p>Increased knowledge and awareness of obligations and responsibilities under section 41 of the <i>Official Languages Act</i> and better commitment to its implementation.</p>	<p>Workplace Skills Branch management and employees are informed on their responsibilities pursuant to section 41 of the <i>Official Languages Act</i>.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## B. CONSULTATION

Creation of lasting relationships between the federal institution and official language minority communities (OLMCs); federal institution and OLMCs understand each other's needs and mandate.		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Active Employment Measures Directorate – Official Language Minority Communities Policy</b></p> <p>Work and involvement on the National Committee for Economic Development and Employability, which operates in minority Francophone communities, and the National Human Resources Development Committee for the English Linguistic Minority.</p> <p>Twelve federal departments and agencies participate on the National Committee for Francophone Communities and eight on the National Committee for Anglophone Communities. Other federal departments and agencies may eventually join the committees.</p> <p>The <i>Réseau de développement économique et d'employabilité</i><sup>1</sup> represents the community party on the National Committee for Economic Development and Employability and the Community Network<sup>2</sup>, the community party on the National Human Resources Development Committee for the English Linguistic Minority.</p>	<p>Coordination of the efforts of federal officials who are members of both national committees and secretariat services in both cases.</p> <p>In partnership with federal and community members, planning meetings, preparing agendas, participation in selecting topics to be addressed, etc.</p> <p>Support and advice provided to the federal co-chair of both national committees.</p> <p>The National Human Resources Development Committee for the English Linguistic Minority met: in Ottawa in June 2006, in Rouyn-Noranda in October 2006, and in Orford in March 2007.</p> <p>Meetings of the National Committee for Economic Development and Employability: in St. John's, Newfoundland and Labrador in June 2006, in Ottawa in October 2006, and in Kelowna, British Columbia in March 2007.</p> <p>Reports prepared by participants, for each</p>	

<sup>1</sup> RDÉE Canada supports the 12 organizations in its network that work to promote economic development and employability in Francophone and Acadian communities. Its mandate is to offer these communities a variety of services in order to create business ventures and long-term employment. Officers of the RDÉE are involved in four priority areas: rural development; knowledge-based economy; tourism; and youth integration in economic development.

<sup>2</sup> Created in 1999 under a strategic development plan for English-language communities in Quebec, the RDÉE plays a key role in supporting the professional development of 11 Community Economic Development and Employability Committees (CEDECs) that represent different regions in Quebec. The RDÉE provides the CEDECs with assistance in a number of areas, including administration, community capacity building, community economic development, finance and communications

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>+</p> <p>Support to the Department of Canadian Heritage in preparing two Memoranda of Understanding between the federal government and OLMCs.</p> <p>Winter 2007, support to the Community Network in developing an accountability framework for the National Human Resources Development Committee for the English Linguistic Minority.</p> <p>Participation, since autumn 2006, on the <i>Comité permanent de renforcement des capacités de RDÉE Canada</i>.</p> <p>This committee consists of members from the community party and the federal party (HRSDC and Service Canada). This working group's objective is to develop a training plan for community development officers. The training will be geared to new officers and those whose work involves bridging the gaps between professional credentials and</p>	<p>meeting to demonstrate the commitment and activities of their department and agency in the month prior to the meeting.</p> <p>Speakers and/or departments invited to address topics of interest for the communities (e.g. small and medium-sized enterprises, agriculture).</p> <p>Minutes and record of decision prepared and distributed for each meeting of the national committees.</p> <p>MOU signed by the members of the Community Network (Anglophone communities) and in the process of being signed by federal departments and agencies.</p> <p>Memorandum of Understanding between the Government and the <i>Réseau de développement économique et d'employabilité Canada</i> under discussion</p> <p>Presentation, in March 2007, to the National Committee meeting to obtain comments and input from federal and community members.</p> <p>The accountability framework will be finalized in 2007 and will include the commitments of the various partners involved and will increase horizontality within the committee.</p> <p>The team took part in four conference calls (September, October, December and March) and one meeting (January).</p>	
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>skills to be developed.</p> <p>Involvement in the work of the Evaluation Committee for the Family Literacy Initiative of the <i>Réseau d'experts en alphabétisation</i>.</p> <p>The Family Literacy Initiative in French is intended for provinces and territories where there are minority Francophone communities.</p> <p>The governance committee is an advisory body and looks primarily at evaluation and accountability issues.</p> <p>Support to the Department's branches for the preparation of consultations with OLMCs as part of preparing Treasury Board submissions for new programs or the renewal of existing initiatives.</p>	<p>Support to the Workplace Skills Branch, in November 2006, in organizing two consultations on the implementation of the Apprenticeship Incentive Grant.</p>	
<p>Participation, in January 2007, in consultations</p>	<p>Support to the Workplace Skills Branch, in February 2007, in organizing a consultation pertaining to renewal of the Sector Council Program</p> <p>Consultations held in January 2007 with OLMCs.</p> <p>The results of these consultations will support</p>	<p>Ces consultations ont permis au ministère d'améliorer la qualité des rapports soumis.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>organized by Service Canada with OLMCs to educate them on the importance of accountability and to increase their level of understanding of the government's data requirements.</p> <p><b>National Office of Literacy and Learning</b></p> <p>Participation by HRSDC in the governance committee of the <i>Fédération canadienne pour l'alphabétisation en français</i> (FCAF) to strengthen the family literacy initiative funded through the <i>Action Plan for Official Languages</i>, including participation in the formative evaluation process for the initiative.</p> <p>Visits to literacy program recipient organizations in OLMCs to check for:</p> <ul style="list-style-type: none"> <li>• Accomplishment of activities provided for in the contribution agreement;</li> <li>• Compliance with the schedule and budget established in the contribution agreement; and</li> <li>• Delivery of results.</li> </ul>	<p>the design and implementation of a database from which reports can be generated that measure the impact of community economic development partnerships and projects.</p> <p>Formative evaluation report</p> <p>Visits made.</p>	<p>Identification of results indicators and evaluation of results obtained in terms of the indicators thus identified.</p> <p>Number of visits to OLMC organizations.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p><b>Workplace Skills Branch (Integrated to the Skills and Employment Branch in April 2007)</b></p> <p>Consultations held in November 2006 with national linguistic minority organizations on the design and delivery of the Apprenticeship Incentive Grant.</p> <p>Organized focus-tests of the draft Apprenticeship Incentive Grant information brochures with apprentices in official language minority communities.</p> <p>Methods used for Labour Market Information research at the national level (e.g. Public Opinion Research of small business labour market information needs; focus groups with small and medium enterprises to review/comment on National Occupational Classification Human Resources Guide) ensure that Francophone communities are considered and included.</p>	<p>On-going outreach and liaison, as required with national representatives for the official language minority communities.</p>	<p>Better understanding of the communities' priorities and ensuring that their needs are considered during the planning of program development and research.</p>
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## C. COMMUNICATIONS

Official language minority community (OLMC) culture reflects an up-to-date understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services (P&S).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Active Employment Measures Directorate – Official Language Minority Communities Policy</b></p> <p>Summer 2006, support to the Community Network in preparing and drafting its annual report.</p>	<p>Report launched in June 2006, in Ottawa.</p>	

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>Regular communication with stakeholders in the Community Network and RDÉE Canada to provide them with information on the Department's policies, programs and services. Where programs and policies did not exist within the Department, the team guided the communities' actions.</p> <p>Drafting and collaboration in the drafting of departmental correspondence pertaining to OLMCs.</p> <p><b>National Office of Literacy and Learning</b></p> <p>The Web site for the Adult Learning, Literacy and Essential Skills Program and all documents distributed are in both official languages. All information sent to stakeholders, including OLMCs and correspondence regarding the Call for Proposals are in both official languages.</p>	<p>Information and materials provided to OLMCs.</p> <p>Requests from the communities, requests or comments from the Commissioner of Official Languages; requests from partners; invitations to take part in events organized by the OLMCs, etc.</p> <p>Web site, documents in Call for Proposals, emails, letters.</p>	<p>Number of proposals submitted by OLMC organizations in response to the Call for Proposals.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## D. COORDINATION AND LIAISON

Co-operation with multiple partners to enhance official language minority communities (OLMC) development and vitality, and to share best practices.		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Active Employment Measures Directorate – Official Language Minority Communities Policy</b></p> <p>Participation in meetings of Canadian Heritage's Network of National Coordinators responsible for implementing sections 41 and 42 of the <i>Official Languages Act</i>.</p> <p>The team manager continues to participate in this network with <i>ex officio</i> status. This decision was made due to her role as Secretary General on the two National Committees and the team's responsibilities in terms of policies pertaining to the Enabling Fund for OLMCs.</p> <p>Participation on the Citizenship and Immigration Canada Steering Committee – as part of the initiative to foster immigration to Francophone minority communities. This committee meets twice a year. HRSDC is also represented on the Strategic Plan Implementation Committee launched in September 2006. This committee has representatives from various departments who sit three or four times a year.</p>	<p>Participation in three Network meetings.</p> <p>Participation in a meeting in January 2007 and two conferences calls in March and August 2007 for the Implementation Committee.</p> <p>Participation in a Steering Committee meeting in November 2006.</p> <p>Eighteen of the Department's programs were targeted with the aim of achieving this objective, primarily the Foreign Credential Recognition Program.</p>	

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<ul style="list-style-type: none"> <li>The Department is responsible for objective 3 in the standing committee's strategic framework: To ensure the economic integration of French-speaking immigrants into Canadian society and minority Francophone communities in particular.</li> </ul> <p>Follow-up to the work of the Tripartite Committee and the consultations held with OLMCs in 2005, collaboration with Service Canada, to review the activity and partnership reports produced by the RDÉEs and Community Economic Development and Employability Committees (CEDECs) and analysis of the results achieved after the first year of implementation of the Enabling Fund.</p> <p><b>National Office of Literacy and Learning</b></p> <p>Series of presentations made in all territories and provinces, with the exception of Quebec and Ontario, on the Canadian results of the International Adult Literacy Survey (see A), including the results for Canadians in OLMCs.</p>	<p>Analyses that will help finalize the design and implementation of a database to be administered by Service Canada and that will support efforts related to the formative and summative evaluations of the Enabling Fund.</p> <p>Production of reports measuring the impact of community economic development partnerships and projects. The data and results will be forwarded to federal and community partners.</p> <p>Presentations made to provinces and territories.</p>	<p>Number of towns (and provinces and territories) in Canada in which presentations were organized.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p><b>Workplace Skills Branch (Integrated to the Skills and Employment Branch in April 2007)</b></p> <p>The Foreign Credential Recognition Program currently has agreements negotiated with some provinces.</p> <p>The representatives of the Foreign Credential Recognition Program have been involved since January 2006 in discussions between the federal departments and the <i>Consortium national de formation en santé</i> to explore potential avenues and establishing partnerships that could result in a training project for Francophone health professionals educated abroad.</p>	<p>Potential initiatives arising from these agreements to help in adapting and developing systems for French-speaking immigrants. To date, the creation of an Atlantic credential evaluation agency is planned and should provide evaluation services to Francophones everywhere in Atlantic Canada.</p>	<p>The Foreign Credential Recognition Program's partners take OLMCs into account in their business planning.</p> <p>Tools developed by organizations and partners are made available to employers, immigrants and others in OLMCs.</p> <p>HRSDC's contribution to facilitating the integration of Francophone immigrants within OLMCs.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## E. FUNDING AND PROGRAM DELIVERY

OLMCs are part of federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (eg. geographic dispersion, development opportunities) are taken into account.

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Active Employment Measures Directorate – Official Language Minority Communities Policy</b></p> <p>Management of the Interdepartmental Partnership for Official Language Communities (IPOLC) which comes under Canadian Heritage.</p> <p>Since most projects are funded by Service Canada (which has most of the programs and funds), the team liaises between Service Canada and Heritage.</p> <p><b>National Office of Literacy and Learning</b></p> <p>In 2006-2007, \$2.0 million in grants and contributions was paid out to literacy groups in OLMCs through the Adult Learning, Literacy and Essential Skills Program and \$1.2 million in funding was provided through the family literacy initiative under the <i>Action Plan for Official Languages</i>.</p> <p>With the funding received, literacy organizations in OLMCs were able to carry out the following activities:</p> <ul style="list-style-type: none"> <li>Continuation of the work of the <i>Réseau d'experts en alphabétisation familiale</i> (set up under the <i>Action Plan for Official Languages</i>) in six areas of activity.</li> </ul>	<p>Analysis of projects based on Canadian Heritage criteria.</p> <p>Projects funded by Service Canada for OLMCs as part of the Interdepartmental Partnership for Official Language Communities.</p> <p>Annual reports submitted to HRSDC on all activities relating to OLMCs.</p> <p>Monthly, quarterly or semi-annual progress reports (depending on organization) submitted to HRSDC.</p> <p>Improvement in the organizational capacities (management, promotion, mobilization, etc.) of literacy groups.</p>	<p>Results of activities evaluated on the basis of a number of indicators, as shown in annual reports. The annual report for 2006-2007 will come out in August 2007.</p> <p>Consistency of activities reported with project objectives.</p>
	Networking and sharing of knowledge and skills	



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<ul style="list-style-type: none"> <li>Funding of projects submitted to the Adult Learning Literacy and Essential Skills Program by organizations.</li> </ul> <p><b>Workplace Skills Branch (Integrated to the Skills and Employment Branch in April 2007)</b></p> <p><u>Specialized skills transfer centre</u> The project, funded under the Foreign Credential Recognition Program, is intended for a labour force wanting to move into positions offered in Francophone colleges and CEGEPS in Canada.</p>	<p>between family literacy groups and their potential partners.</p> <p>Research and analysis regarding the impact of family literacy interventions.</p> <p>Training of literacy workers through study of the foundations of family literacy education and programs.</p> <p>Development of approaches and models for family literacy activities.</p> <p>Promotion of the spin-offs of family literacy education.</p> <p>Promotional activities and dissemination of promotional material.</p> <p>Training of literacy trainers.</p> <p>Holding of training workshops for parents in OLMCs.</p> <p>Development of Web resources enabling cultural communities to access information and tools facilitating their integration into the labour market including assessment of skill levels leading to licensure.</p>	<p>Plusieurs collèges francophones offrant des services aux communautés francophones en situation minoritaire bénéficieront des retombées de ce projet.</p>
<p><u>Regroupement des collèges du Montréal métropolitain</u> The purpose of this project, submitted by the</p>	<p>Creation of 16 professional profiles of occupations in the language industry, a labour market integration guide for new employees,</p>	<p>La clientèle étudiante et immigrante de l'ensemble des collèges francophones et anglophones du</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p><i>Regroupement des collèges du Montréal métropolitain</i> and funded under the Foreign Credential Recognition Program, is to analyse best practices and lessons learned in the area of credentials and skills recognition in Canada.</p> <p>The Sector Council Program provided funding for projects undertaken by the Language Industry Association which address economic and labour market issues faced by the industry.</p> <p>Anglophone colleges in Quebec and Francophone colleges outside of Quebec participate in the Affinity Groups (networks of individual members of the college community who have a similar position, sectoral focus or interest) and have been able to exchange and share information with their counterparts across the country and with the National Sector Councils.</p>	<p>and a study of career paths in all three industry sectors.</p> <p>This network has enabled colleges serving OLMCs to work at a national level on such things as training programs and articulation agreements.</p>	<p>Montréal métropolitain bénéficiera des retombées de ce projet qui vise essentiellement une meilleure intégration de cette clientèle au marché du travail.</p> <p>Partnerships established with the Language Industry to research retention issues in three fields of the industry (translation, education and technology).</p> <p>Affinity groups collaborate with sector councils or cross-sectoral groups on common national skills and learning issues to ensure the college system is responding to the human resource needs of industrial sectors.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## F. ACCOUNTABILITY

**Full integration of the official language minority community (OLMC) perspective and Official Languages Act (OLA) section 41 into federal institution's policies programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMC's perspective.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Active Employment Measures Directorate – Official Language Minority Communities Policy</b></p> <p>Contribution to departmental reports for the sections pertaining to official languages.</p> <p>In 2006, support to the Audit and Evaluation Directorate, Strategic Policy, in the development of an evaluation framework, data collection, results analysis and the key stakeholder consultation for the formative evaluation of the Enabling Fund.<sup>3</sup></p>	<p>Contribution to the Report on Plans and Priorities; Departmental Performance Report; and Program Activity Architecture.</p> <p>Systematic data collection.</p> <p>Formative evaluation of the Fund in progress</p>	
<p><b>National Office of Literacy and Learning</b></p> <p>Reporting on the objectives and activities of OLMC literacy organizations in connection with both the family literacy initiative under the <i>Action Plan for Official Languages</i> and the Adult Learning, Literacy and Essential Skills Program in the main departmental planning and accountability instruments.</p>	<p>Departmental mechanisms used to report on literacy activities supported by HRSDC in OLMCs.</p>	<p>Number and strategic importance of accountability mechanisms used.</p>

<sup>3</sup>HRSDC's Enabling Fund is an initiative involving \$36 million over 3 years (2005 to 2008) (from consolidated funds) that complements the Department's existing support programs. Service Canada is responsible for administration of this Fund, whereas HRSDC is responsible for program policies and authorities and evaluation of the program.

The funds for this initiative expire on March 31, 2008. The formative evaluation of the Fund is under way and will be complete by the end of 2007.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p><b>Workplace Skills Branch (Integrated to the Skills and Employment Branch in April 2007)</b></p> <p>Provided Branch input into the annual Status Report for the implementation of Section 41 of the <i>Official Languages Act</i>.</p> <p>Provided Branch input into the Departmental 2007-2010 Results-based Action Plan for the implementation of Section 41 of the <i>OLA</i>.</p>	<p>Participation in inter-departmental meetings and information sessions.</p>	<p>The Branch coordinators and staff are kept up-to-date with respect to reporting requirements.</p>
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## 7) STRATEGIC POLICY AND RESEARCH BRANCH

The Strategic Policy and Research Branch leads the work on broad, forward-looking policy development. It plays a key role in integrating work across the Department and meeting policy challenges. The Branch has special responsibilities for children and families (Universal Child Care Benefit, Child Care Spaces Initiatives, National Child Benefit and Caregivers Initiatives). It provides leadership and a focal point within the Department for human capital and social policy development and analysis. It also supports department wide leadership on the creation and sharing of knowledge by providing a focal point for knowledge management, policy research, evaluation, data development activities, and knowledge exchange and dissemination activities.

### A. AWARENESS

**Creation of lasting changes on federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the Official Languages Act and official language minority communities (OLMCs).**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Intergovernmental Relations Directorate</b></p> <p>Provided briefings to senior management officials on departmental priorities and commitments relating to the implementation of section 41 of the <i>Official Languages Act</i> as well as the adopted Bill S-3, <i>An Act to Amend the Official Languages Act</i>.</p> <p>Provided information to all employees pertaining to departmental activities/initiatives related to section 41 of the <i>Official Languages Act</i> through in-house newsletters.</p>	<p>Deck presentations and distribution of briefing material to senior management officials.</p> <p>Messages on Bill S-3 sent to all departmental employees.</p> <p>Information on Part VII of the Official Languages Act distributed to participants at two departmental events, namely, <i>Les Rendez-vous de la Francophonie 2007</i>.</p>	<p>Level of awareness and knowledge of the employees and management related to the implementation of section 41 of the <i>Official Languages Act</i>.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>Managed the departmental coordinators' network to increase awareness within branches of official language minority communities' needs and priorities.</p> <p>Organized two departmental events for <i>Les Rendez-vous de la Francophonie 2007</i> in collaboration with the Official Language Minority Communities Policy Division, Public Affairs and Stakeholder Relations and Service Canada officials.</p> <p><b>Learning Policy Directorate</b></p> <p>Between April 1st, 2006, and March 31, 2007, the Learning Policy Directorate has continued on its regular practice of undertaking research with the objective of increasing awareness of the needs and issues of OLMC in areas related to learning and literacy. This research helps inform internal policy development and decision making and is shared with a variety of stakeholders, partners and other levels of government. For example:</p> <ul style="list-style-type: none"> <li>• HRSDC has since 2000 been funding the Programme for International Student Assessment. <ul style="list-style-type: none"> <li>➤ This is an international project led by the Organization for Economic Co-operation and Development. It assesses skills in reading, mathematics and science of 15-year-old youths in more than 50 countries. In Canada the sample size of assessed 15-year-olds has been increased to obtain provincial level results. In addition, in five provinces, the sample size was further increased to be representative of their</li> </ul> </li> </ul>	<p>Meetings and coordination of input to the departmental 2007-2010 Results-Based Action Plan for the Implementation of section 41 of the Official Languages Act.</p> <p>Activities pertaining to the 2007 theme and production of promotional material on Part VII of the <i>Official Languages Act</i> distributed to participants.</p> <p>Documents including research reports, briefing notes and other related material on the learning and literacy needs of OLMCs in Canada for a variety of audiences including senior management, stakeholders and other levels of government.</p> <p>Two examples of specific reports which have been made available to the general public and help raise awareness more broadly: A report on the reading skills of New Brunswick youth (which includes information on the youth from the French-speaking minority) is available at: <a href="http://www.pisa.gc.ca/profile_report.pdf">http://www.pisa.gc.ca/profile_report.pdf</a></p> <p>A co-funded report based on the International Adult Literacy Survey on the situation of Official Language Minorities is available at: <a href="http://www.statcan.ca/english/research/89-552-MIE/89-552-MIE2006015.pdf">http://www.statcan.ca/english/research/89-552-MIE/89-552-MIE2006015.pdf</a></p> <p>Information pertaining to the survey is available at: <a href="http://www.statcan.ca/english/Dli/Data/Ftp/ials.htm">http://www.statcan.ca/english/Dli/Data/Ftp/ials.htm</a></p>	<p>Level of participation and frequency of departmental coordinators' network meetings or communications.</p> <p>Increased employee attendance at <i>Les Rendez-vous de la Francophonie 2007</i>.</p> <p>Presence of official languages minority issues within learning, literacy and post-secondary education diagnostic and analytical material.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>minority language school systems. This skills assessment project is repeated every three years, with results now available from 2000, 2003 and 2006. (More information available at <a href="http://www.pisa.gc.ca">www.pisa.gc.ca</a>)</p> <ul style="list-style-type: none"> <li>➤ The Programme for International Student Assessment project has generated accurate estimates of skills of 15-year-olds from OLMCs and has provided data which allows for comparative analysis between this population and the majority population. This information has been used to inform policy development.</li> <li>➤ In 2006, the Learning Policy Directorate signed a research Memorandum of Understanding with the New Brunswick Ministry of Education. Under this Memorandum of Understanding, the Learning Policy Directorate produced a research report profiling 15-year-olds' reading skills in New Brunswick. The report includes comparisons of the province's two parallel school systems – Anglophone and Francophone.</li> <li>• HRSDC also provides funding and cooperatively manages the International Adult Literacy Survey with Statistics Canada, the Organisation of Economic Development, Eurostat, and UNESCO.</li> <li>➤ Based on the International Adult Literacy Survey data, the Learning Policy Directorate has undertaken analysis and presented results in various regions of Canada. Results have been customized for those provinces with francophone minority communities and comparative analyses between minority and majority populations have been provided. This work has helped raise the awareness of governments,</li> </ul>	<p>The report is available at: <a href="http://www.statcan.ca/english/research/89-552-MIE/89-552-MIE2006015.pdf">http://www.statcan.ca/english/research/89-552-MIE/89-552-MIE2006015.pdf</a></p> <p>Demonstration project; presentations to employees and managers</p>	
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>stakeholders and partners regarding literacy issues affecting official language minority.</p> <p>➤ The International Adult Literacy Survey has also provided the foundation for a 2006 report on the Situation of Official Language Minorities. The document was published by Statistics Canada with financial contributions from HRSDC and Canadian Heritage.</p> <p><b>Strategic Policy Research Directorate</b></p> <p>The Strategic Policy Research Directorate undertook, and will continue to undertake, the Child Care Pilot Project, a research project on testing enriched child care services in minority Francophone communities. The Directorate's employees and managers were exposed to the viewpoint of official language minority communities through the lens of the Child Care Pilot Project.</p>		
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## B. CONSULTATION

**Creation of lasting relationships between the federal institution and official language minority communities (OLMCs); federal institution and OLMCs understand each other's needs and mandate.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Intergovernmental Relations Directorate</b></p> <p>Consulted informally with OLMCs on their needs and priorities through networking events and meetings that they hosted throughout the year. Highlights:</p> <ul style="list-style-type: none"> <li>• Participated in an interdepartmental consultation with OLMCs led by Canadian Heritage in March 2006.</li> <li>• Participated in forums, consultations and events, e.g. Presentation on HRSDC's programs at the Annual General Assembly of la <i>Fédération des aînées et aînés francophones du Canada</i> in June 2006, the Launch of the Quebec Community Groups Network Annual Report in June 2006, and a Consultation session organized by the <i>Commission nationale des parents francophones</i> in December 2006.</li> <li>• Participated as an observer to the <i>Comité tripartite suite au Sommet des intervenants en éducation dans la mise en œuvre de l'article 23 en milieu francophone minoritaire</i>.</li> </ul> <p><b>Learning Policy Directorate</b></p> <p>Between April 1, 2006 and March 31, 2007, the Learning Policy Directorate has had regular discussions with organizations representing the interests of official language minority colleges and universities. These discussions have laid the groundwork for an ongoing collaborative relationship in the area of post-secondary education and literacy related policy development. Specifically, the Learning Policy Directorate has met with organizations representing minority post-secondary institutions to discuss the federal budgets and</p>	<p>Opportunities for OLMCs to express their needs and priorities through various consultation processes.</p> <p>Reinforced working relationships between departmental officials and OLMCs.</p> <p>Meetings with organizations representing the interests of official language minority communities in the areas of learning and literacy.</p>	<p>Level of involvement of OLMCs in development of departmental strategies on issues of interest to communities.</p> <p>Participation of official language minority communities' representatives in various learning-related consultation activities.</p>



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>economic and fiscal updates that have taken place between April 1, 2006 and March 31, 2007 and have had several broad discussions on the implications of these initiatives on OLMCs.</p> <p>The Learning Policy Directorate has also had the occasion to consult with and hear the views of individuals involved in education of OLMCs through its observer status on the Human Resource Committee. This Committee operates under the framework of the overarching Tripartite Committee made up of representatives from provincial ministries of education, school councils and the Government of Canada and whose principal role is to facilitate the exchange of information related to the implementation of the Official Languages Action Plan - Article 23 (Canadian French language school system).</p> <p>As part of Budget 2006 commitments, HRSDC held an on-line consultation on post-secondary education as part of a broader consultation exercise led by Finance Canada on fiscal balance. The views of organizations representing the interests of official languages post secondary institutions were heard through submissions provided to the department during this exercise.</p> <p>Officials from HRSDC have also attended academic events and conferences hosted and/or attended by official language post-secondary institutions and/or organizations representing their interests. The department values the learning and networks which come from participating in these events and will continue to seek out opportunities to learn about the needs of OLMCs in the area of learning, literacy and post-secondary education.</p>	<p>Submissions to on-line consultation.</p> <p>Presentations delivered to OLMCs and/or to the institutions that serve them.</p> <p>OLMCs had an opportunity to express their needs and explain the challenges they face with respect to early learning and child care.</p> <p>A stronger relationship with OLMCs stakeholders was established.</p> <p>OLMCs had an opportunity to express their needs and explain the challenges they face with respect to early learning and child care.</p>	
<p><b>Social Policy Development Directorate</b></p> <p>As part of its consultations on the Child Care</p>	<p>Meetings of the Research Advisory Committee</p>	<p>The views of OLMCs were taken into account in developing the child care approach presented in Budget 2007.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>Spaces Initiative, HRSDC consulted with various stakeholders from OLMCs, including <i>La Commission nationale des parents francophones</i>, <i>L'Association francophone à l'éducation des services de garde de l'Ontario</i>, <i>la Fédération des parents de l'île-du-Prince-Édouard</i>, <i>la Fédération des conseils d'éducation du Nouveau-Brunswick</i>, <i>la Fédération des parents francophones de la Colombie-Britannique</i>, and <i>l'Association franco-yukonnaise</i>.</p> <p><b>Strategic Policy Research Directorate</b></p> <p>The Strategic Policy Research Directorate consulted minority Francophone communities through its research advisory committee for the Child Care Pilot Project.</p>		
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## C. COMMUNICATIONS

Official language minority community (OLMC) culture reflects an up-to-date understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services (P&S).		
Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<p><b>Intergovernmental Relations Directorate</b></p> <p>Supported OLMCs wishing to obtain information of the programs and services provided by the Department.</p> <p><b>Learning Policy Directorate</b></p> <p>Availability of programs and services in both official languages.</p> <p>Provided and maintained the National Child Benefit Web page in both official languages.</p> <p>The Learning Policy Directorate has had the opportunity to communicate with OLMCs as it disseminates its research. For example, results from the International Adult Literacy Survey were presented to numerous audiences including to provincial government ministries who deliver programs and services to official language minority communities. Based on the International Adult Literacy Survey, a report has been produced and has been disseminated broadly on the situation of OLMCs. The report is available at: <a href="http://www.statcan.ca/english/research/89-552-MIE/89-552-MIE2006015.pdf">http://www.statcan.ca/english/research/89-552-MIE/89-552-MIE2006015.pdf</a></p> <p><b>Social Policy Development Directorate</b></p> <p>External communications activities were undertaken to ensure that OLMCs are aware of and benefit from the Universal Child Care Benefit, which came into effect in July 2006.</p> <p><b>Strategic Policy Research Directorate</b></p>	<p>Up-to-date information provided to OLMCs on Department's programs and services.</p> <p>National Child Benefit Web page.</p> <p>A broad range of communications activities undertaken with OLMC learning related organizations (e.g. participation in conferences, workshops, roundtables, sharing or research)</p> <p>OLMCs received information on how to apply to the Universal Child Care Benefit.</p> <p>Release of the request for proposals and the news release on the departmental website; presentations to communities</p>	<p>OLMCs' satisfaction with the level of information received.</p> <p>Availability of the Web page to Canadians in the official language of their choice.</p> <p>Satisfaction levels of organizations representing OLMC post-secondary institutions related to information they have received on HRSD programs, services, research, policies, etc.</p> <p>Ads on the Universal Child Care Benefit appeared on the internet, on radio, and in over 90 daily papers, including papers serving OLMCs across Canada.</p>

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

The Strategic Policy Research Directorate informed minority Francophone communities about the Child Care Pilot Project and solicited their participation in the project by releasing both a request for proposals and a news release on the departmental website, and by presenting through meetings and phone calls the pilot project to the communities.		
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## D. COORDINATION AND LIAISON

**Co-operation with multiple partners to enhance official language minority communities (OLMC) development and vitality, and to share best practices.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<b>Intergovernmental Relations Directorate</b>  Ensured ongoing networking with other federal departments and other orders of government on issues related to OLMCs. Highlights: <ul style="list-style-type: none"> <li>• Participation in the Network of National Coordinators responsible for implementing section 41 of the <i>Official Languages Act</i>;</li> <li>• Participation in coordinating committees on the government's 2003-2008 <i>Action Plan for Official Languages</i>;</li> <li>• Consulting with representatives of Justice Canada concerning departmental obligations under Part VII of the <i>Official Languages Act</i> and on clarifications on Bill S-3, <i>An Act to Amend the Official Languages Act</i>; and</li> <li>• Coordinating, in collaboration with departmental officials, with Canadian Heritage and other involved departments, government responses to the House of Commons and the Senate Standing Committees on Official Languages.</li> </ul>	Increased contacts with departmental and interdepartmental officials on OLMCs' issues. Legal advice on issues relating to OLMCs.  Provision of input to Canadian Heritage on the Department's activities/initiatives relating to OLMCs.	Liaison with other departmental and other federal agencies/departments officials on issues relating to OLMCs.
<b>Learning Policy Directorate</b>  Between April 1, 2006 and March 31, 2007, the	A report on the reading skills of New Brunswick	Number of collaborative projects with HRSDC

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>Learning Policy Directorate has worked collaboratively with other federal departments (e.g. Canadian Heritage, Statistics Canada) and other levels of government (e.g. New Brunswick) with an interest in the area of OLMCs. For example:</p> <ul style="list-style-type: none"> <li>• The Government of New Brunswick and the Learning Policy Directorate worked cooperatively on a research plan and undertook analysis based on data from the Programme for International Student Assessment on the situation of Francophone minority community in New Brunswick.</li> </ul> <p><b>Strategic Policy Research Directorate</b></p> <p>The Strategic Policy Research Directorate participated in interdepartmental meetings of the Coordinating Committee on Official Languages Research, and in meetings of the interdepartmental working committee for the Survey on the Vitality of Official Language Minorities. The Directorate also met with other departments to present the Child Care Pilot Project.</p>	<p>youth (which includes information on the youth from the French-speaking minority) is available at:  <a href="http://www.gnb.ca/0000/publications/comm/ProfileofNewBrunswickHighSchoolStudents-TheirReadingSkills.pdf">http://www.gnb.ca/0000/publications/comm/ProfileofNewBrunswickHighSchoolStudents-TheirReadingSkills.pdf</a></p> <p>Meetings</p>	<p>other federal departments and other levels of government related to OLMC.</p> <p>Level of involvement and number of forums related to OLMC post-secondary education and literacy issues attended by the Learning Policy Directorate.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## E. FUNDING AND PROGRAM DELIVERY

**OLMCs are part of federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (eg. geographic dispersion, development opportunities) are taken into account.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<b>Strategic Policy Research Directorate</b>  The Directorate funded the Child Care Pilot Project and, with other departments, the Survey on the Vitality of Official Language Minorities.	Demonstration project; survey	

## F. ACCOUNTABILITY

**Full integration of the official language minority community (OLMC) perspective and Official Languages Act (OLA) section 41 into federal institution's policies programs and services; the reporting structure, internal evaluations, policy reviews determine how to better integrate OLMC's perspective.**

Activities carried out to achieve the expected result	Outputs	Indicators to measure the expected result
<b>Intergovernmental Relations Directorate</b>  Coordinated departmental input to the 2007-2010 Results-Based Action Plan for the Implementation of Section 41 of the Official Languages Act in collaboration with departmental officials to meet HRSDC's commitment under section 41 of the <i>Official Languages Act</i> .  Coordinated departmental input into various interdepartmental and departmental reports, namely, Department Progress Report, Report on Plans and Priorities, departmental Business Plan, etc.	Development of a 2007-2010 Results-based Action Plan for the Implementation of Section 41 of the <i>Official Languages Act</i> .  Provision of input to various reports on departmental OLMCs' activities and initiatives.	Integration of the Branch's work on the implementation of section 41 of the <i>Official Languages Act</i> in various planning and accountability mechanisms.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

<p>Reported to Canadian Heritage on results achieved to date with respect to the current initiatives that HRSDC is administering under the government's 2003-2008 <i>Action Plan for Official Languages</i>, namely: Literacy, Internships, Enabling Fund, Child Care Pilot Project, Development of NGO Capacity in Early Childhood Development.</p> <p>Ensure the availability of the 2004 National Child Benefit Progress Report in both official languages.</p> <p><b>Evaluation Directorate</b></p> <p>The Evaluation Directorate of HRSDC launched the Formative Evaluation of the Enabling Fund for OLMCs.</p> <p>The evaluation Directorate of HRSDC is a member of the Interdepartmental Action Plan Evaluation Committee organized by Canadian Heritage.</p>	<p>2004 National Child Benefit Progress Report.</p> <p>Evaluation Framework.</p> <p>Attending ongoing meetings and providing relevant evaluation findings and conclusions from evaluation of HRSDC programs targeting OLMCs.</p>	<p>Availability of the 2004 National Child Benefit Progress report to Canadians in the official language of their choice.</p> <p>Formative evaluation report in 2007-2008 that is relevant to program designers, policy makers and providing relevant input to the evaluation of the federal <i>Action Plan for Official Languages</i> carried out by Canadian Heritage.</p> <p>Extent to which the evidence-based evaluation findings and conclusions provided by HRSDC contributed to the evaluation of the <i>Action Plan for Official Languages</i>.</p>
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# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

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## OPERATIONS BRANCH

Service Canada's Operations Branch (OB) was created in 2005 to support the department's mandate to provide Canadians at home and abroad single window access to an increasingly wide range of customized government services through a multi-channel delivery network. This was accomplished by bringing together the delivery of programs that were managed separately in the past—the Canada Pension Plan (CPP) and Old Age Security (OAS) from Social Development Canada (SDC) and Employment Insurance (EI) from HRSDC. A total of 85% of all Government of Canada payments to citizens using call centers, a key service delivery channel, are made through these programs.

The OB moved away from program-based silos to an integrated payment and benefit model. In an ongoing effort to improve service delivery, the OB worked with the Innovation and Information Technology Branch to simplify and standardize processes and thereby facilitate processing automation. As a result of the new processes, over \$70 billion in benefits are delivered more accurately and efficiently. These processes also serve as a foundation for developing and implementing new faster, more efficient and cost-effective service offerings in partnership with the Citizen and Community Services Branch. This is a critical step in transforming into a world-class service delivery operation based on new citizen-centered information architecture. The OB also supports Service Canada's internal policy on official languages in order to promote linguistic duality and compliance with the OLA and support HRSDC's commitment to enhance the vitality of both English and French communities in Canadian society. This is done in collaboration with the ADM of the People and Culture Branch, who is responsible for language of work, and the ADM of the OLSCC, who is responsible for the coordination of official languages at Service Canada.

### **Awareness**

As Official Languages Champion for Service Canada, the ADM of the OB is constantly raising awareness of the OLA among employees and the OLMCs. She represents Service Canada in different forums and on different committees with regard to official languages governance within the Government of Canada. She chairs a monthly working group on official languages that brings together managers from various branches. She also participates in an annual Canada-wide working group, the members of which are responsible for coordinating the implementation of all parts of the OLA in their respective sectors or regions. The ADM of the OB is Service Canada's spokesperson and representative in forums such as Les Rendez-vous de la Francophonie, at the monthly meetings of the federal committee of departmental champions, and at the annual meeting of the government's champions for official languages.



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

During the 2006-2007 fiscal year, the OB branch organized awareness-raising activities and encouraged employees and OLMCs to participate. For example:

- Participation in Francophonie events:
- The ADM invited all NHQ operations staff to join in the celebration of “Les Rendez-vous de la Francophonie”. This activity was widely promoted and well attended.
- Scarborough Call Centre – Although not a designated bilingual region, the call centre participated in the annual Francophone fair for employees and clients.
- Sudbury Call Centre – During the Semaine de la Francophonie, the management team carried out an activity in which employees were provided with a word of the day (related to their jobs) along with its definition in both official languages. This gave employees the opportunity to learn new words in order to be able to identify and understand them when they appeared in claimants’ files.

In addition to the above the OB ensures that managers are reminded of their responsibility to ensure the equal status of French and English at staff meetings.

## **Consultation**

The OB is constantly working to provide Canadians with one-stop service in the official language of their choice and feels it is imperative to obtain Canadians’ input and feedback on this process. To make certain things are done properly, the OB consults with OLMCs across Canada in order to regularly compare service standards for services offered in each official language.

Consultations are held regularly among the Regional Executive Heads (REH), the ADM of the People and Culture Branch, the ADM of the Citizen and Community Service Branch and OLMCs across Canada. Various OLMC representatives attend these sessions, which are chaired by our ADM. The representatives have the opportunity to raise their concerns and make suggestions and requests. Their comments are noted and brought to our attention for action. For example, many regions and various OLMC groups indicated that there was a need for more points of service in OLMCs. In 2006-2007, the OB set a goal to open 17 new points of service in OLMCs. The branch was able to surpass this goal and open 33 new points of service in OLMCs, thereby responding to their request.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

In addition, the OB deemed it necessary to examine and compare service standards for services offered in both official languages. This allowed the Montreal Call Centre to identify discrepancies between the EI services offered in French and in English. Given these results, in the fall of 2006, the OB devoted a considerable amount of funding to progressively achieve service equality. For example, in August 2006, call centre clients who used Teledec and were served in English benefited from a rapid response rate of 40% as compared to 28% of clients who were served in French. This 12% gap has narrowed to 5% (72% compared to 67%) and should be reduced even further in the coming years.

## Communications

Communication is key to the successful delivery of any service and it is therefore essential that our clients understand us. The OB is committed to reaching as many Canadians as possible in the official language of their choice. In order to do so, the OB must ensure that both internal and external OLMCs have the materials and references they require. All internal and external communications with staff must comply with the official languages policy in order to ensure that the needs of the OLMCs are met.

The development and publication of all communications, directives and information for the public related to the EI program, including information posted on our Web sites, takes into account the equality of English and French.

- Service to EI appellants.
- The EI *Digest of Benefit Entitlement Principles* enables citizens to quickly and easily access information on the EI program.
- Processing and payment services – We contacted clients in Lebanon whose cheques were delayed due to the interruptions in the postal service during the war and offered them bilingual services.
- Calls to clients regarding special overpayment situations and ministerial inquiries.
- All SCCs and call centres across Canada offer all electronic services in both official languages 24 hours per day, 7 days a week.
- All EI/CPP/OAS Internet services are available in both official languages, including ROE Web, Appli-Web, Internet Reporting Service, and My Service Canada Account.
- A bilingual ROE Web helpdesk has been created to help employers use ROE Web in their language of choice.
- For instance, on January 9, 2007, members of the management team, Simplification, Standardization and Automation, were sent an internal reminder to share with their staff, which stated, “. . . we should use both official languages when we hold meetings and conference calls.”
- The Treasury Board Policy states that “. . . in regions designated as bilingual for language-of-work purposes, both official languages are the languages of work.”
- “. . . just for politeness and to ensure complete understanding of the issues, the meeting leader should make every effort to summarize, or make sure a participant can summarize, the important messages in the other language so that each

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

participant understands completely the important points of the meeting and is clearly aware of follow up actions (if any) required.”

## **Coordination and liaison**

Our close partnerships with the regions have made it possible to ensure that the OLA is implemented consistently with regard to the OLMCs.

## **Funding and program delivery**

Policies and procedures are in both official languages. All bilingual products undergo quality control. Citizen Service Agents (CSAs) must document all information on a client's file in the language of their choice. Often, unilingual CSAs receive calls but are unable to read the files since the information was documented in French. A practice has been put into place to have CSAs find a bilingual team leader and have him or her translate the information in order to assist the client.

Translation Services – There are currently four translation contracts and four specialized resources for quality control of material.

All decisions of the Board of Referees (an administrative tribunal that hears first-level client appeals) have been translated and are available in both official languages.

The Canada Enquiry Centre uses a service delivery model based on private sector resources. Our contract states that the bidder's language proficiency testing standards and procedures will ensure that team members have a high level of proficiency in English and in French (i.e. fluent delivery, virtually flawless grammar, full understanding of the database, and an appropriate vocabulary for providing a professional information service to the public).

To improve service quality and the use of official languages in service to the public, strict guidelines are enforced for call centre communications. The management team is responsible for correcting any mistakes in a timely and efficient manner.

A simple and standardized vocabulary was developed and implemented within EI/CPP/OAS communication products to ensure consistency in messages and improved understanding for clients. The vocabulary is being used by employees across Canada.

## **Accountability**

The success of the services offered depends on the quality of managers' work. The OB is committed to implementing the OLA and has made senior management accountable. As Champion, our ADM has contributed to the development of Service Canada's Integrated Official Languages Governance Framework. The purpose of this framework is to help build a culture of excellence that will make Service Canada a government model in terms of respect for official languages. The framework also enables high quality services to be delivered in French and English, helps to enhance the vitality of the OLMCs and actively promotes Canadian linguistic duality.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

Through close collaboration with partners that share common goals, Service Canada has met its objectives both at NHQ and in the regions. Official languages are an explicit component of the key commitments in Performance Management Agreements (PMAs).

Some examples of commitments found in the PMAs of senior managers follow.

- Linguistic, cultural and geographical diversity is promoted at all levels through focused recruitment, retention and development strategies, with a particular emphasis at the executive level, as expressed in the Embracing Change initiative.
- Services are provided in the official language of the client's choice by telephone.
- Services are consistently and actively offered in both official languages (in points of service designated as bilingual) and provided in the official language of the client's choice by telephone.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 9) OFFICE OF CLIENT SATISFACTION

The OCS was established as part of Service Canada's commitment to service excellence in order to improve Canadians' confidence and trust in the Government of Canada. It is a neutral organization that receives, reviews, and acts on feedback regarding the quality of service clients have received from Service Canada.

The OCS is also responsible for client surveys and other information-gathering methods that contribute to knowledge-sharing initiatives within the department. These measurement tools allow the OCS to benchmark client satisfaction levels and to track the impact of future improvements in client service.

### **Awareness**

The OCS supports Service Canada's internal policy on official languages in order to promote linguistic duality, ensure OCS compliance under the OLA, and encourage discussion with the OLSCC on common issues.

Throughout the year, the OCS participated in events and forums to promote special initiatives, such as "Les Rendez-vous de la Francophonie".

### **Consultation**

The OCS attended numerous OLSCC meetings and conferences and participated in discussions on issues of common interest. The OCS consulted with the OLMC coordinators regarding duties, responsibilities, mandate, and OLMC topics.

### **Communications**

Information from the OLMCs, such as emails, newspaper articles and newsletters, were shared with OCS employees.

### **Coordination and liaison**

Throughout 2006-2007, the OCS participated in various activities organized by the OLSCC, for example, conference calls, discussion forums, and preparatory meetings for the National Workshop for the Implementation of the *Official Languages Act* within Service Canada.

The OCS continues to work with other program areas and/or regions with regard to feedback received from the OLMCs.

### **Funding and program delivery**

N/A

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## Accountability

The OCS follows the five guidelines set out in Service Canada's OLMC service strategy, which include:

- Providing service equal in quality to that offered to the majority within a reasonable time frame.
- Providing easy-to-access service with a community presence. The OCS succeeded in following this guideline by having client feedback forms available in all SCCs and by providing a link on the Service Canada Web site where Canadians could submit their suggestions, compliments or complaints in their official language of choice.
- Developing a communication strategy that is easy to understand and available to all Canadians.
- Promoting the OLMC's official requests for information from Service Canada.
- Promoting leadership by Service Canada for a joint approach with the OLMCs.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

**10)**

## **CITIZEN AND COMMUNITY SERVICE BRANCH**

The Citizen and Community Service Branch (CCSB) enables Service Canada to apply a citizen-centred approach to serving Canadians by providing the leadership and internal services necessary to ensure that external service focuses on client needs. Service Canada meets its commitment, set out in its Service Charter, to provide “service in the official language of your choice” by making bilingual services available by telephone, mail or Internet, as required by the Official Languages Act (OLA).

OLMCs are made up of Canadian Francophones living outside Quebec and Anglophones living in Quebec. The OLMCs are made up individuals who indicated in the 2001 census that either they resided in Quebec and their first language was English or they resided in another province or territory and their first language was French. The number of Canadians who are able to use the French language is growing and any individuals who were part of the group who used “French as a spoken language” were considered potential clients. The increase in the number of Francophiles (person who supports French files) is a reality of Canada’s contemporary linguistic and demographic landscape. Service Canada is committed to take this into account by providing services in the client’s language of choice. Service Canada is also committed to ensuring that it has the means to identify and contact OLMCs.

Service Canada delivers programs on behalf of HRSDC, as well as for other departments, and must ensure that the feedback it receives from OLMC is shared with the departments on whose behalf they deliver services.

### **Awareness**

#### **Youth:**

- In order to increase the awareness of employees who deliver Youth Employment Strategy (YES) programs with regard to the employability needs of youth in OLMCs, the youth segment (a client-centred service strategy for youth) emphasizes the importance of section 41 of Part VII of the OLA by discussing it during regular conference calls and at workshops and by distributing documents in both official languages both internally and externally.
- The youth segment continued promoting Service Canada’s YES to OLMC organizations and kept its commitment, under the Action Plan for Official Languages, to offer work experiences for youth.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

- One of the new criteria under the redesigned Canada Summer Jobs Initiative, which was launched in March 2007, allows points to be allocated to OLMC projects during the evaluation process. All documents and tools related to this initiative were distributed in both official languages.
- Under the Government of Canada's Action Plan for Official Languages, Service Canada committed to increase the number of YES work experiences offered to youth in OLMCs (from 2003 to 2008).

## **Disability:**

All components of the service strategy for people with disabilities take into account the needs of the linguistic minority. Service Canada's external advisory group on services for people with disabilities meets every month and is made up of representatives from across Canada, including active representation from the Quebec Region. Service Canada ensures that both official language minority groups are represented. All communications are in bilingual format and simultaneous interpretation services are offered at each meeting. This helps to establish a more inclusive environment by creating a Canada-wide network in which OLMC representation is assured.

## **Consultation**

From May to October 2006, the OLSCC conducted a series of consultations with nearly 60 organizations from the following groups: Western and Northern Canada (Francophone communities), Quebec (Anglophone communities), Ontario (Francophone communities), L'Acadie (Francophone communities), and national organizations. The results of these consultations confirmed the trends identified and added a qualitative dimension to the analysis, particularly with regard to service delivery preferences. For example:

- Community agencies favoured a horizontal coordination approach within the federal government and a cooperative approach with the various levels of government;
- There was a demand for service and access to service (Internet, telephone and in person) equal in quality to that offered to the majority.

The youth segment maintained ongoing consultations with the OLSCC in order to ensure consistent input on issues related to Parts IV and VII of the OLA. The youth segment coordinator participated in the following consultations:

- Consultations with the Table nationale du développement de la petite enfance francophone on December 13, 2006 as part of a national strategy.



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

- Consultations with the Quebec Region on projects related to official languages in the OLMCs.
- An armchair discussion presented by PCH on February 8, 2007 on the changes related to Part VII of the OLA following the adoption of the Bill S-3.

In 2006-2007, the newcomers to Canada client segment group held consultations with newcomers' organizations and members of the voluntary sector in Vancouver, British Columbia, Toronto, Ontario, and Montreal, Quebec. Representatives from the OLMCs attended the consultation exercises, which were facilitated simultaneously in both official languages. During the planning stages of these exercises, all communication materials, such as invitations, decks, and Multi-Language Service Initiative information sheets, were provided to the participants in both official languages. Questions, feedback and comments were also made available to participants in the official language of their choice.

## **Communications**

The following procedures were followed in order to provide services and communications material to OLMCs that were of equal quality to that offered to the majority:

- Validation of the relevance and consistency of the documents posted on the Intranet and Internet sites.
- Linguistic quality control in both official languages of all widely distributed documents, such as the Applicant Guide for Skills Link and Career Focus Programs, the Skills Link Operational Directives, as well as documentation related to the Canada Summer Jobs Initiative.
- An in-depth quality control of all input required for ministerial correspondence or briefings.
- Ongoing services provided by the national and regional advisors to Canadian organizations and youth in both official languages.

In 2006-2007, newcomer organizations and members of the voluntary sector in Vancouver, British Columbia, Toronto, Ontario, and Montreal, Quebec, ensured that relevant information about Service Canada and its newcomers to Canada client segment strategy was available in both official languages and distributed to clients in the official languages of their choice.

The OLMCs have stressed the importance of ensuring easy access to Service Canada's communication tools (brochures, pamphlets, etc.). The telephone and in-person communication techniques were designed taking into account important factors, such as the existence of high rates of illiteracy in some communities, the limited language proficiency in the

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

minority language and government employees' knowledge and use of community communication tools and media. These considerations were essential to service delivery and helped to build a relationship of trust and establish effective communication between Service Canada and the OLMCs.

Many of the stakeholders who were consulted stated that citizens in the OLMCs were often unaware of their rights and were hesitant to participate or ask for more information when faced with a sometimes imposing bureaucratic system. Consequently, employees assigned to service delivery activities in the OLMCs worked with community leaders to increase citizens' awareness of their right to obtain Service Canada services in their official language of choice. Service delivery mechanisms were supported by partnerships with other departments, other levels of government and, in some cases, tripartite agreements.

## **Coordination and liaison**

In June 2006, the official languages coordinator for the youth segment attended Service Canada's annual regional-national conference on the implementation of section 41 of the OLA. The youth segment has supported the YES's commitment to the Action Plan for Official Languages on an ongoing basis through the component regarding students from the OLMCs and other youth-related issues.

To ensure Service Canada's effective leadership in a cooperative approach with the OLMCs, the following factors were taken into account:

- The use of the community infrastructure (the community's capacity to provide Service Canada programs and services);
- The importance of ensuring the federal government's physical presence in the community;
- The importance of avoiding a duplication of community organizations' efforts; and
- The assurance that the services delivered were of equal quality and supported by adequate resources.

CCSB worked with the Learning Branch to develop a training module that respects the language rights of the OLMCs and thereby contribute to a culture of excellence. The OLSCC also worked with officers from all service delivery channels in order to create mechanisms for assessing and improving the level of language level used.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## Funding and program delivery

In March 2006, the department established a three-year action plan with respect to Job Bank translation (JBT). The goal of this action plan was to improve service quality in both official languages through the use of an enhanced machine translation system. The translation system produced a preliminary translation of job offers, which were then revised by a team of post-editors.

The revision of the pre-translated texts ensured that all job offers posted on Job Bank were of high linguistic quality, since all machine-translated offers were revised before the French and English versions were posted on the Web site simultaneously. The extra review by post-editors is an efficient, cost-effective long-term solution.

During the implementation of the action plan, the JBT team achieved noteworthy results by adding new components to the automated system (for example, specialized dictionaries, a database of recurring texts, a translation memory, and spelling and grammar checker); increasing checklists for pre-translated texts; limiting free text on the Job Bank for Employers to 300 characters; and increasing the number of post-editors.

In 2006-2007, the JBT team also worked in partnership with linguistic and technical experts from the Language Technologies Research Centre (LTRC), National Research Council Canada (NRC), and the Université du Québec en Outaouais (UQO) to ensure ongoing development of an efficient and affordable automated translation system.

In the first Annual Report of the Commissioner of Official Languages (2006-2007), Graham Fraser acknowledged the ongoing improvements to linguistic quality on Job Bank. He also recognized that our department followed the September 2006 recommendations from the OCOL in a satisfactory manner. On December 1, 2006, the JBT team was invited to the Forum on Official Languages Good Practices in order to showcase the improvements made to the JBT system. Job Bank was nominated for the 2007 Public Service Award of Excellence in the category of Citizen-focused Service Delivery.

The JBT system has also been recognized by language technology industry leaders, researchers and academics as an advanced and effective automated translation solution. Specialists in the language technology industry, including MultiCorpora, Nstein Technologies, NRC, the LTRC, and UQO have similarly applauded the quality of the work being

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

accomplished at Job Bank. Thanks to these experts and others, the JBT team was able to develop a system that is recognized as being one of the best labour exchange systems in Canada.

## **Accountability**

CCSB worked very closely with our corporate partners to take on the department's various official languages responsibilities and activities. This report provides an overview of some of the ways in which the CCSB fulfills its role and evaluates the overall official languages situation within its areas of responsibility. The CCSB will continue to closely examine its various official languages activities and explore more ways in which it can correct or improve its tracking and evaluation measures.

The youth segment and the OLSCC worked together to prepare input for Service Canada to submit to PCO for use in the following Action Plan for Official Languages documents: the mid-term report, the horizontal initiatives template, the HRMAF and its associated Performance Measurement Framework, the status report and the three-year action plan for the implementation of the section 41 of the OLA.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 11) OFFICIAL LANGUAGES SERVICE FOR CITIZENS AND COMMUNITIES

The Directorate is part of the CCSB, but because its activities are directly related to the implementation of section 41, it merits its own separate part of this report.

### **Awareness**

In the wake of the significant changes made to the OLA, which increased the accountability obligations of federal institutions, the OLSCC began developing Service Canada's action plan for the implementation of section 41 taking into account the Integrated Official Languages Governance Framework, the OLMC service strategy and tools for results-based management.

Service Canada continues to make its executives, managers and staff aware of the impact of the changes to the OLA and their implementation. The strategic guide produced by PCH has been distributed to SC senior management.

On December 1, 2006, the OLSCC took part in the CPSA's second Official Languages Good Practices Forum. Service Canada set up a booth to raise awareness among participants and distributed literature on best official languages practices at Service Canada, the mandate of the OLSCC, the strategy for the OLMC segment and the Enabling Fund, and information on the Creativity and Innovation Award for the shared governance project that the OLSCC won in September 2006. The progress made by the JBT in their new approach aimed at guaranteeing the quality of all Job Bank postings was showcased. It is recognized as a best practice in the OCOL report.

The Service Canada network of official languages coordinators held a number of awareness initiatives this year. The OLSCC and the team from Service Canada's Official Languages Branch held their first national workshop on the implementation of the OLA from June 6 to 8, 2006, in Gatineau, Quebec. The workshop was the first meeting of the new integrated network of official languages coordinators responsible for the implementation of all parts of the OLA.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

The goal of the workshop was to strengthen the coordinators' knowledge and skills in order to:

- Direct the development and implementation of Service Canada's vision and initiatives in keeping with the OLA;
- Strengthen internal coordination to ensure horizontal management within Service Canada;
- Focus efforts to foster a bilingual labour force and develop human resources strategies that support the rights and obligations of employees under the policy on language of work in unilingual and designated bilingual offices within Service Canada;
- Ensure the excellence of bilingual services to citizens throughout the country;
- Provide more services in the regions for OLMC clients;
- Establish consultation mechanisms in order to share the mobilization strategy and identify the needs of the OLMCs.

Presentations were held for Service Canada official languages coordinators, managers and staff in order to broaden their knowledge of official languages.

Francophone immigrants are a community that has to be taken into account. The OLSCC increased awareness among newcomers and recommended that Service Canada be represented on the steering committee established to implement the five-year strategic framework plan that is part of the interdepartmental initiative being taken by Citizenship and Immigration Canada (CIC). The CIC initiative promotes Francophone immigration to the OLMCs. The director general of the newcomers segment is now a member of the steering committee, and OLMC-specific issues related to immigration are integrated into their client profile.

## **Consultation**

Consultations with our official languages coordinators were held throughout the year in order to take into account the needs of the OLMCs in terms of their project proposals, access to our services and our delivery methods.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

The OLSCC formed a partnership with the University of Moncton's Institute for Research on Public Policy and Public Administration to hold consultations with Francophones outside Quebec and Anglophones in Quebec. The OLSCC gave the Institute a mandate to work closely with the Fédération des communautés francophones et acadiennes du Canada (FCFA), RDÉE Canada, the Quebec Community Groups Network (QCGN) and the Community Table to:

- Develop a method for consulting the OLMCs;
- Draft a discussion paper on access to services and types of service delivery;
- Identify critical issues related to Service Canada's delivery of services to OLMCs.

A report on these consultations was distributed to the participants and several interdepartmental networks and committees, for example, the PCH network of national coordinators and the CDMOL. This report is also available to the public.

The consultations helped identify five guidelines for service delivery at Service Canada. Because the OLMCs are one of Service Canada's eight priority client segments, the consultations laid the groundwork for the OLMC service strategy developed in 2007. The five guidelines are:

- Service equal in quality to that offered to the majority within a reasonable time frame;
- Easy-to-access service with a community presence;
- Clear and easy-to-understand communication;
- Promotion of active offer by Service Canada to OLMCs;
- Leadership by Service Canada for a joint approach with OLMCs.

The strategy clearly states that all sectors of Service Canada are required to adopt these guidelines so that they have maximum effect.

The OLSCC supports the participation of Service Canada's ADM, Operations, and Official Languages Champion in the CDMOL. The mandate of CDMOL was established by the Deputy Minister of PCH. The CDMOL oversees the management of the Government of Canada's Official Languages Program (OLP). Its role is to give advice on the government's general strategic directions, promote greater collective accountability for the advancement of linguistic

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

duality, encourage the use of both official languages in the workplace, and coordinate the implementation of the OLP. The committee supports the work of the minister responsible for official languages and all ministers who have general or specific responsibilities under the OLA. The members of the CDMOL, in particular, are required to demonstrate leadership by ensuring coordination among federal partners and holding consultations with external stakeholders.

Service Canada's involvement in these meetings has resulted in internal achievements, such as participation in the steering committee for the formative evaluation of the Enabling Fund. That evaluation provided an opportunity for the OLSCC to review the design, horizontality, implementation and attainment of objectives (short and medium term) and to follow up on the findings of the evaluation of the preceding program, the 2003 Support Fund. The results will be shared jointly with HRSDC and PCH for the purpose of evaluating the Action Plan for Official Languages. Service Canada played a lead role in the RDÉE network to identify respondents.

Service Canada is also working with HRSDC on the renewal of the Enabling Fund program, which ends on March 31, 2008.

In addition, Service Canada is involved in the interdepartmental risk analysis of the Action Plan for Official Languages initiatives that is currently under way. Several of these initiatives are ongoing, such as the development of a communication and awareness strategy and of a training module to improve our long-term ability to serve the public.

The CDMOL meetings also enabled Service Canada to promote the OLMC service strategy to committee members.

Service Canada also contributes to the proceedings of departmental advisory committees on official languages and the CPSC's Network of Official Languages Champions as an expert on OLMCs.

The OLSCC also supports the work of Service Canada's national coordinator within the network of national coordinators in federal departments and agencies responsible for the implementation of section 41 of the OLA at PCH. The OLSCC facilitates access to Service Canada programs and services.

The OLSCC coordinated arrangements for the regional meetings initiated by the Official Languages Champion. The general objectives of these meetings were to create a forum in which executives responsible for official languages and Service Canada's regional executives would establish direct dialogue with provincial representatives of OLMCs and obtain



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

first-hand information about their needs. The meetings also provided an opportunity to identify means of improving local services to official-language citizens. In 2006-2007, four regional meetings were held in Halifax, Nova Scotia, Winnipeg, Manitoba, Regina, Saskatchewan, and Fredericton, New Brunswick. More meetings will be planned during the next fiscal year.

In order to make OLMC aware of the programs and services provided by Service Canada, OLSCC representatives attended meetings of the National Committee of Economic Development and Employability (NCEDE) and the National Human Resources Development Committee for the English Linguistic Minority (NHRDC). Service Canada's goal is to provide strategic and operational advice to federal representatives and inform OLMC representatives of the services available to them. NCEDE meetings were held on June 16, 2006, in St. John's, Newfoundland and Labrador; October 24, 2006, in Ottawa, Ontario; and March 22, 2007, in Kelowna, British Columbia. Meetings of the NHRDC were held on June 21 in Gatineau; October 17 in Rouyn-Noranda; and March 29, in Orford, Quebec.

## **Communications**

The bi-monthly communication tools (OL Bulletin, teleconferences, etc.) continue to be improved in order to meet the needs of coordinators. This facilitates the exchange of official languages information at Service Canada and increases the coordinators' knowledge and expertise to help them achieve service excellence.

Communication tools were developed in connection with the CPSA's Forum on Good Practices for distribution to the various stakeholders.

In addition, a communication strategy to support the OLMC segment service strategy is currently being developed. The strategy is aimed primarily at Service Canada employees and is intended to facilitate implementation of the five guidelines to service delivery underpinning the OLMC service strategy referred to above.

## **Coordination and liaison**

In January 2007, Service Canada approved the OLMC service strategy. Because the nature of this client segment is horizontal, coordination of the strategy is being done with various Service Canada sectors and regions.

Service Canada works in close collaboration with HRSDC on OL matters as part of the federal commitments on official languages. The Minister, the deputy minister, the deputy head, the associate deputy minister and all ADMs and

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

executives are regularly informed of issues, priorities and obligations related to the implementation of section 41 of Part VII of the OLA.

The OLSCC strongly supports the Official Languages Champion in her mandate and her official languages obligations to the OLMCs. Linguistic duality is therefore a key priority and a focal point for decision making at all organizational levels within the government.

Service Canada's representation on the various committees of PCH's Official Languages Secretariat demonstrates Service Canada's commitment to official languages.

To better serve our clients and meet our official languages obligations, the role of coordinators was reviewed in light of Bill S-3 and official languages integration.

The members of the network of coordinators responsible for section 41 of the OLA are required to attend OLMC annual general meetings, other meetings, conferences and forums. The OLSCC coordinates these activities horizontally with different segments, programs and regions.

Many projects or requests for project funding are submitted by the OLMCs to the OLSCC either informally or through the network of coordinators responsible for section 41 of the OLA. These projects are coordinated by the OLSCC in order to facilitate access to programs and services through its network of regional and national coordinators at NHQ. The OLSCC consults the members of the interdepartmental network of national coordinators in key federal departments and agencies responsible for the implementation of section 41 of the OLA regarding funding requests from OLMCs. Two organizations were able to fund their projects as a result of the improved access to programs.

The OLSCC represents Service Canada in the theme group on official languages for the 2010 Olympic Games which ensures that the festivities held during the Games reflect the linguistic diversity of all Canadians.

## **Program funding and delivery**

The OLSCC signed agreements related to the Enabling Fund program for implementation of its strategic plan for networks and sponsors eligible for the fund. Under those agreements, RDÉE Canada (representing the Francophone minority community) and the Community Table (representing the Anglophone minority community) were able to continue in their role as organizations dedicated to community economic development and enable OLMCs to attain many achievements.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

Stable funding was provided under the Enabling Fund for a period of three years under the new terms and conditions of the program. That three-year period ends on March 31, 2008. The OLMCs were able to carry out many projects that enabled them to contribute to community economic development in their region.

## **Accountability**

After Bill S-3 was enacted, PCH focused its management on results in order to better report to Parliament on Part VII. The development of data collection tools will begin this year in association with the development of a three-year action plan for the implementation of section 41 of the OLA at Service Canada.

This change will extend over three years so that Service Canada can report to Parliament on its results regarding Part VII of the OLA and the tangible positive measures taken under the action plan. The plan specifically calls for the adoption of measures to ensure that the services provided better meet the needs of the OLMCs, and enhance their vitality and support their development. Consultations will be held with OLMC members in the course of developing those plans.

The OLSCC ensures that the needs of the OLMCs are taken into account and integrated into the activities and priorities addressed in the organization's main accountability documents, such as the 2006-2007 Business Plan and the 2006-2007 RPP.

Service Canada's Status Report, which was based on the 2004-2006 action plan, was produced and submitted to PCH. It will be tabled in Parliament.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

**12)**

## INTERNAL AUDIT BRANCH

Although the Internal Audit Branch (IAB) does not provide any services to the OLMCs, it does provide services to its clients, Service Canada employees, under the OLA. Since its inception, the IAB has met its obligations under the OLA and supported Service Canada's official languages mandate.

### **Awareness**

The IAB introduced an unofficial office policy — Wednesday is designated as French Day and Thursday is English Day. In addition, during the Performance and Learning Agreement exercise, managers encourage employees to take the second-language training offered by the government.

### **Consultation**

In September 2006, the IAB organized a presentation to increase the awareness of IAB employees with regard to sections 41 and 42 of the OLA and to explain to them the role of the official languages coordinator.

### **Communications**

The IAB's official languages coordinator ensures that all information from the OLMCs is sent to the management team and to his colleagues as quickly as possible. The coordinator is also responsible for responding to any requests for information and dealing with concerns related to official languages within the IAB.

### **Coordination and liaison**

N/A

### **Funding and program delivery**

N/A

### **Accountability**

The IAB will support Service Canada's official languages initiatives and the OLMCs' initiatives. The IAB is currently in the process of establishing Service Canada's internal audit plan and expects to conduct an official languages audit in the coming years.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## 13) POLICY, PARTNERSHIPS AND CORPORATE AFFAIRS AND MARKETING AND COMMUNICATIONS BRANCH

The Marketing and Communications Branch (MCB) has implemented effective strategies to promote the daily use of official languages in its work environment and to promote the importance of services in both official languages across Canada, particularly in the OLMCs. These strategies are integrated into daily activities, processes and procedures throughout the MCB. Key elements regarding the MCB's efforts are outlined below.

### **Awareness**

The MCB strives to increase awareness of official languages throughout Service Canada by communicating with clients, communities of interest, the regions, and employees. Public opinion research (POR) is conducted in both official languages to find out Canadians' perspectives on various issues. This year, 13 POR projects were conducted, including four syndicated studies. All strategies and products are developed in accordance with the Communications Policy of the Government of Canada in regards to official languages, which was developed by the Treasury Board Secretariat, and take into account the needs of the OLMCs. Such strategies and products include publicity campaigns, events and announcements, brochures and reports, and communications and marketing projects.

Awareness of official languages is part of the MCB's culture. Senior executives have firmly established the practice of communicating in both official languages at meetings and in the everyday work environment.

Those responsible for internal and departmental communications help to organize "Les Rendez-vous de la Francophonie" in order to promote Canada's rich heritage of bilingualism. Awareness products and activities produced in 2006-2007 included fact sheets on the OLSCC, the Enabling Fund for Official Language Minority Communities, Service Canada's official languages best practices, and the Service Canada Award of Excellence. All of the department's internal messages to employees respect the official languages policy.

### **Consultation**

N/A

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## **Communications**

The MCB provides regular advice and support services to Service Canada's OLSCC. Efforts include the development of internal and external communications plans and strategies under section 41 of the OLA. The MCB's objective is to increase the awareness of employees and clients regarding the government's responsibilities to foster community development and to promote both official languages.

A good relationship with the minority media and a strong media monitoring capacity enables the MCB to better understand and responds to particular issues or needs in the Francophone and Anglophone communities.

The MCB's key activities in 2006-2007 included playing an active role in regional and interdepartmental meetings and official languages conferences, and in the organization of activities, such as "Les Rendez-vous de la Francophonie" (March 2007). The MCB's participation included acting as an emcee for events and developing useful tools, including a Web article on official language services for the Intranet.

Service Canada is committed to improving the placement of advertising and public notices in the minority media in order to reach as many residents as possible, both Anglophone and Francophone.

## **Coordination and liaison**

Coordination and liaison accomplishments included dealings with the OLSCC; however, this role is a key component of the everyday work environment of a communications branch. Key activities included drafting speeches, speaking notes, news releases and information documents to be posted on the Internet/Intranet for both internal and external events. In 2006-2007, the MCB produced a number of announcements. Some high priority announcements included funding to assist unemployed people in Chilliwack, British Columbia, Haldimand, Ontario, and Norfolk County, Ontario; the launch of an online service for new parents; and the opening of a year-round SCC for youth. Other efforts included organizing exhibits and kiosks, fairs and other activities within Service Canada or with partners. For example:

- Service Canada hosted the Word Congress of the World Association of Public Employment Services (WAPES) in Quebec City in May 2006;
- Service Canada participated at the Agriculture and Agri-Food Canada 2006 Leadership Conference in Ottawa in October 2006; and

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

- Service Canada played an active role in the ten Canada Pavilion activities led by Public Works and Government Services Canada (PWGSC) throughout the country.

## **Funding and program delivery**

N/A

## **Accountability**

The MCB submits a status report every year. This year, the MCB also developed its three-year action plan for the implementation of section 41 of the OLA.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

14)

## PEOPLE AND CULTURE BRANCH

### **Awareness**

The People and Culture Branch (PCB), Corporate Diversity and Official Languages, is working with PCB Corporate Learning to develop the official languages component of the National Employee Orientation for new employees.

A language of work brochure, initially developed by Human Resources Development Canada (now Human Resources and Social Development Canada or HRSDC) is still available to managers and employees. The Intranet site contains information on official languages and language of work, and provides links to relevant Web sites. Service Canada developed language of work guidelines on all related rights and obligations. This information is available on the Intranet and is covered in the training provided to new employees during their orientation program.

In May 2006, a message to all employees from the ADM, PCB, was published in *Info Service Canada* reminding employees serving the public of their obligations under the OLA and referring them to a series of links to various tools.

In June 2006, the PCB participated in the National Workshop on Official Languages. The ADM, PCB, spoke to workshop participants and explained to them Service Canada's recognition of linguistic duality as a fundamental Canadian value and as a shared responsibility for employees individually and as an organizational team. Representatives from PCB, Corporate Diversity and Official Languages, gave a presentation and practical exercise on the active offer of service, held a brainstorming session on language training tracking, and facilitated a group discussion on "Les Rendez-vous de la Francophonie" and on the regional challenges related to staffing and bilingual capacity.

In March 2007, PCB Corporate Diversity and Official Languages, participated in the department's promotional and communications activities "Les Rendez-vous de la Francophonie". Promotional tools related to language of work were given out demonstrating the PCB's commitment to linguistic duality and its willingness to be an employer that promotes and supports the recognition and use of both official languages in the workplace.



# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## **Consultation**

PCB and MCB corporate services participated in discussions with the CPSA to establish a national approach to the departmental use of media in accordance with sections 11 and 30 of the OLA.

## **Communications**

The PCB continues to ensure that employees receive documentation in both official languages.

## **Coordination and liaison**

PCB, Corporate Diversity and Official Languages, participated in meetings with OCOL representatives, the departmental Official Languages Champion, the ADM of the CPSA's Official Languages Branch, and OLSCC representatives.

PCB, Corporate Diversity and Official Languages, held monthly conference calls with the network of regional official languages representatives.

## **Funding and program delivery**

A regional human resources planning committee has been established in the Quebec Region to address the challenge of ensuring sufficient representation. This committee is part of the Integrated Official Languages Governance Framework.

## **Accountability**

At Service Canada, support of official languages is a key commitment for executives in their performance agreements.

The PCB, in partnership with the OLSCC, finalized the Integrated Official Languages Governance Framework, which sets out official languages roles and responsibilities. The action plan sets out the measures that will be taken for each part of the Act and establishes timelines for the first three years.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

15)

## INTEGRITY SERVICES BRANCH

The 2006-2007 fiscal year was one of rapid progress and transition for the Integrity Services Branch as it worked toward becoming a horizontal and holistic integrity-based organization within Service Canada. Working with partners and stakeholders in the provinces, territories, and private institutions, the Integrity Services Branch implemented policies, pilot projects and initiatives that have had a direct, positive impact on the lives of Canadians. Through these projects, the branch also raised awareness of the OLA and ensured the participation of the OLMCs in consultations with partners and stakeholders. The Integrity Services Branch also contributed to the advancement of and respect for the OLA through its internal commitment to support OLMC activities within Service Canada and to promote awareness of these activities within the branch.

### **Awareness**

The Integrity Services Branch committed to raising awareness of linguistic duality within the organization through its participation in and support of OLMC activities, including “Les Rendez-vous de la Francophonie”. Employees and managers are informed of their responsibilities under section 41 of the OLA through the branch’s internal communications initiatives and through regular reinforcement in a variety of forums, including meetings, workshops, conference calls and informal discussions.

### **Consultation**

The Integrity Services Branch is raising awareness of the OLA and the OLMCs by working with its provincial partners to implement the Newborn Registration Service in Ontario and British Columbia. The branch is thus encouraging the development of permanent links between the provinces and the OLMCs and ensuring an appropriate consultation process between the two parties.

### **Communications**

The Integrity Services Branch is committed to providing external and internal communications products of the same quality in both official languages at the same time, thus ensuring the same level of service to all OLMCs. To support this commitment and ensure the linguistic quality of all documentation produced within the branch, the Integrity Services Branch implemented a Linguistic Quality Unit within its Strategic Management Services Directorate in September 2006.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## **Coordination and liaison**

The Integrity Services Branch works with partners from all levels of government to ensure awareness of and adherence to the OLA. The Integrity Services Branch has also appointed an official languages coordinator within the branch who is responsible for maintaining close working relationships with OLA partners.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

## **Funding and program delivery**

N/A

## **Accountability**

The official languages coordinator for the Integrity Services Branch is responsible for monitoring activities related to the implementation of the OLA within the branch. The coordinator also actively contributes to the branch's input to the RPP, the Departmental Performance Report (DPR), and the departmental business plan.

# HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA

**16)**

## **CHIEF FINANCIAL OFFICER BRANCH**

### **Awareness**

The Chief Financial Officer Branch participated in the promotion of “Les Rendez-vous de la Francophonie” and the distribution of the related communications within Service Canada.

Communications that provide adequate and relevant information on the OLMCs are regularly distributed to employees.

In 2006-2007, the branch’s conferences and meetings were held in both official languages. During these events, the organization made efforts to promote the use of French and English by allowing participants to register for workshops in the language of their choice.

The branch’s translation and revision unit at NHQ translates and revises documents in both official languages so that they can be made available to the OLMCs.

### **Consultation**

In 2006-2007, the branch attended the annual regional-national conference for coordinators on the implementation of section 41 of the OLA, which was organized by the OLSCC.

### **Coordination and liaison**

Branch representatives appointed under section 41 of the OLA helped organize “Les Rendez-vous de la Francophonie” and ensured staff participation in various events and activities.

As a financial consultant, the branch supported various initiatives for the transfer of interdepartmental funds for OLMCs, for example, the Interdepartmental Partnership with Official Language Communities (IPOLC) and consultations/audits of financial data related to support for OLMCs.

## SERVICE CANADA- REGIONS

17)

### BRITISH COLUMBIA AND YUKON

Service Canada provides services to the OLMCs in the British Columbia/Yukon Region at designated bilingual SCCs, additional outreach sites in the Region, and at the regional office in Vancouver.

#### **Awareness**

“Les Rendez-vous de la Francophonie” celebrations were held in rural and urban SCCs to increase staff awareness of the francophone culture. This year’s celebrations placed a special emphasis on the theme of First Nations and French Heritage.

Activities held at the local offices in the British Columbia/Yukon Region included the following.

- The Southern Interior SCC’s diversity team coordinated “Les Rendez-vous de la Francophonie” activities for all branch offices in order to increase awareness of French heritage and to ensure participation from First Nations groups.
- In Victoria, a guest speaker from La Société francophone de Victoria explained the francophonie within Canada and internationally.
- In Prince George, local staff and volunteers from the OLMCs and the Collège Éducacentre met with SCC staff to promote the value of having French language services in the community and to attend a presentation on arrowhead sashes by a local First Nations artist.
- The regional office and the North Shore SCC coordinated a “café-croissant-fromage” event with a guest speaker from the British Columbia Métis Nation.
- The bilingual director of the Whitehorse SCC hosted a “déjeuner de crêpes” to celebrate Francophone culture.

As part of “Les Rendez-vous de la Francophonie” activities, the regional office held a trade fair at Library Square on March 21, 2007, in order to promote bilingual services. Service Canada participated in a planning committee for Les Rendez-vous de la francophonie with other federal departments and Francophone organizations to launch this event. Bilingual staff from the regional and local offices assisted at the display tables.

Orientation sessions were held for directors and managers regarding the changes Bill S-3 made to section 41 of the OLA.

## SERVICE CANADA- REGIONS

New staff from Nanaimo received training on Parts IV and VII of the OLA.

In June 2006, the official languages coordinator participated in the annual regional-national conference for official languages coordinators in Ottawa.

### **Consultation**

In Whitehorse, the OLMCs invited SCC employees to planning meetings for the Vision and Make way for youth projects. The objective of both of these projects is to attract Francophones to the Yukon and encourage economic development. Partnerships include other federal departments and the territorial government.

The Regional Director of Program Services took a proactive approach to ensure that the OLMCs participate in meetings with service providers on immigration issues and thereby obtain information on Francophone immigration.

In May 2006, departmental representatives participated in the regional committee on Francophone immigration. The OLMCs and CIC are the committee co-chairs and participants include representatives from the federal and provincial governments and service providers. Part of the committee's mandate is to ensure the economic integration of Francophone immigrants into Canadian society.

Liaison with the RDÉE is ongoing at the SCC and RHQ level.

The Northern British Columbia Service Area met with "Le Cercle des Canadiens Français de Prince George" to discuss their needs as they relate to the SCC's strategic plan.

The director of the regional office participated in the newcomer strategy consultations, which were organized by NHQ and held on January 25, 2007 in Vancouver. Immigrant service providers, including two major Francophone organizations that provide services to Francophone immigrants, participated in these consultations.

### **Communications**

Service Canada staff played an active role in special official languages events. These included the Francophone economic fair, "Franco Expo 2007", in Northern British Columbia and the Festival du sucre d'érable in Nanaimo. Staff also

## SERVICE CANADA- REGIONS

demonstrated community involvement by attending events such as the 25<sup>th</sup> anniversary celebration of the franco-columbian flag on March 29 in Nanaimo. Participation in events such as these is an important part of Service Canada's outreach efforts with the OLMCs in rural areas.

Bilingual employees from Community Initiatives and Policy (CIP) designed a marketing strategy to inform individuals and organizations in OLMCs in the British Columbia/Yukon Region about the New Horizons for Seniors Program (NHSP) and to encourage applications from the community. An announcement about the NHSP was published in French-language newspapers and a news release was provided to Radio Canada.

In conjunction with the Program Services Branch in the British Columbia/Yukon Region, Communications and Strategic Information staff helped to develop bilingual public notices for French-language newspapers and festival programs in order to promote access to Service Canada's programs and services in the OLMCs at various cultural and community events in the region.

Support for partnerships and working relationships with the OLMCs and other government departments at the regional and local level has included attendance at interdepartmental and community meetings, attendance at significant events in the OLMCs, and an awareness of information shared through the media.

### **Coordination and liaison**

The Pacific Federal Council held a forum to enable REHs or directors to meet with the heads of OLMC organizations in British Columbia. The purpose of the forum was to promote awareness and understanding of all parts of the OLA and to identify best practices. Feedback from the OLMCs indicated that this was a success.

Business Services and Development, Regional Headquarters (RHQ), provides leadership and support for the delivery of in-person services in the Region. This group also maintains ties with official languages services for the OLMCs and ensures regional representation among the executive heads.

The official languages coordinator was invited to view the signing of a Memorandum of Understanding (MOU) between Éducacentre, a private college in the OLMC in British Columbia, and the Collège Mérici in Quebec City. This was a significant event for Éducacentre in that it was able to see the result of its effort to become recognized as the only Francophone college in British Columbia and establish links with other Francophone colleges.



## SERVICE CANADA- REGIONS

The team leader and two new employees in Nanaimo established linkages with several Francophone community organizations through a visit to “La Maison de la francophonie”, where the French newspaper and other organizations have their regional offices.

### **Funding and program delivery**

In the British Columbia/Yukon Region, the SCCs and the regional CIP office supported French language and culture by developing proposals and contribution agreements with Francophone organizations.

Program officers inform the OLMCs about the services offered by Service Canada and assist in the development of agreements.

Specific funding initiatives were implemented in the Greater Vancouver area to support the opening of the Centre of Integration for African Immigrants (CIAI) and to enable La Boussole and Éducacentre to hire employment counsellors for immigrants. Through these initiatives, employment support measures were provided for Francophone immigrants. The regional director of Program Services and the youth consultant attended the open house for this project.

The total amount allocated to OLMCs in the region is \$2,564,510.00.

### **Accountability**

Directors met with the Liaison Officer for the Commissioner of Official Languages regarding the obligations of RHQ and the SCCs under Part VII of the OLA.

Information regarding expenditures for regional project activities, which are set out in Part VII of the OLA and funded through contribution agreements, is transparent and shared with the OLMCs in the Region upon request.

Feedback on activities set out under Part VII of the OLA is received through liaison with the various Francophone organizations and clients receiving services.

Active employment assistance has been provided to OLMC clients through Employment Assistance Services projects in urban and rural areas. Based on the number of clients who have since found employment, the results are positive.

## SERVICE CANADA- REGIONS

### 18) ALBERTA, NORTHWEST TERRITORIES AND NUNAVUT

#### **Awareness**

The regional official languages office distributes PCH's Bulletin 41-42 to Community Services managers in every region and sends weekly "Franco-allô" emails to employees of Service Canada and other federal departments. These emails promote awareness of linguistic duality and encourage staff participation in Francophone community events.

Section 41 was included in orientation sessions offered to staff from Income Security Programs, SCCs for Youth and call centres.

The regional official languages officer organized a treasure hunt during "Les Rendez-vous de la Francophonie", where federal employees were invited to visit organizations in the OLMC as part of their search for "treasure" (objects representative of the OLMC). Participating employees gained some knowledge of services provided by these organizations and enjoyed a successful visit to the Francophone community—a first visit for some. One of the main objectives of this activity was to enhance the relationship between the federal government and the OLMCs.

PCH and Justice Canada made presentations on Bill S-3 for Alberta official languages coordinators, REHs, managers, program officers, human resources employees and anyone else interested in the topic of official languages. The presentations increased our understanding of the amendment to Part VII of the OLA.

Three Service Canada employees attended "A Week in French," a pilot French training course that included presentations by members of the Franco-Albertan community.

Discussions on the Region's obligations under section 41 and the manner in which official languages relate to program delivery took place at various workshops and meetings throughout the year. Regular conference calls among service delivery managers and program operations consultants provided opportunities to raise awareness of this topic. In addition, the regional program workshops included official languages as a standing agenda item.

## SERVICE CANADA- REGIONS

- Canada Summer Jobs Initiative (March 2007)
- SCCs for Youth (February 2007)
- Regional programs workshop (February 2007)

### **Consultation**

Conference calls, email discussions and in-person meetings were held in the Region and at NHQ with various representatives of the Francophone communities in the Northwest Territories, Nunavut and Alberta to discuss their needs and how Service Canada programming might help them in reaching their goals.

The regional SCCs for Youth made it possible to increase efforts to connect with the OLMCs. SCCs with limited bilingual capacity solicited the assistance of the OLMCs to facilitate the hiring of bilingual staff. An increased bilingual capacity will make it possible to encourage Francophone youth to use this service.

### **Communications**

French is used to promote projects in designated bilingual areas.

Many SCCs for Youth made presentations to Francophone groups and employers.

The Community Initiatives Branch holds community information and networking sessions for service providers and ensures that the OLMCS are invited to participate.

Communications, such as letters and emails, were sent to specific groups within the OLMCs to inform them of calls for proposals regarding programs of particular interest to them. Information kits distributed during meetings were compiled with community needs in mind.

New Horizons for Seniors' staff held community engagement meetings in geographic areas in which few or no program applications had been received in the past. Organizations that demonstrated interest in the program were also contacted by phone and encouraged to submit applications.

## **SERVICE CANADA- REGIONS**

### **Coordination and liaison**

The Nunavut Federal Council uses the Association francophone du Nunavut's facility to host larger meetings. At each of these events, the Association francophone du Nunavut is given an opportunity to provide a presentation on its activities and ask questions of local departmental representatives.

The implementation of bilingual service delivery is coordinated with the provincial department of Employment, Immigration and Industry in many Alberta SCCs.

### **Funding and program delivery**

OLMC representatives are encouraged to contact Service Canada program officers to discuss potential projects. Program staff worked directly with the organizations to help them develop proposal ideas.

Agreements to provide opportunities for Francophone youth to participate in Individual Work Experience opportunities were developed, especially in OLMCs that did not have the capacity to deliver group-based programs.

The total amount allocated to OLMCs in the region is \$289,396.00.

### **Accountability**

The needs of the OLMCs are considered during business planning processes at the Iqaluit office in Nunavut.

The Calgary Community Services Branch has shown its commitment to working with the OLMCs by identifying such work as a priority in its business plan.

## SERVICE CANADA- REGIONS

**19)**

### SASKATCHEWAN

#### **Awareness**

Internal training, information, orientation, awareness and communication activities are provided in order to inform Service Canada employees and/or senior managers about linguistic duality and the OLMCs' priorities. The purpose of this training is to help Service Canada staff take into account the viewpoint of the OLMCs when conducting research, studies and investigations. This includes the work that is being done with respect to the official languages client segment to determine the best strategies for designing and delivering services for the OLMCs in Saskatchewan.

Service Canada hosted an information session, presented by Justice Canada, on Bill S-3. This initiative was successful thanks to the collaboration of the recently established regional Community of Practice.

The Saskatchewan Region also participates in a number of activities organized by the Saskatchewan Federal Council, including the official languages theme day. Representatives from the federal and provincial governments, and community organizations were in attendance. The official languages coordinator continues to work with the Community Development Support subcommittee. The Region participates in the Saskatchewan Federal Council's Committee of Official Languages Leaders and chairs the Quality Service in Both Official Languages subcommittee.

#### **Consultation**

The Region helped to organize a meeting between Elisabeth Châtillon and Donna Achimov, ADMs at Service Canada, and the OLMCs on September 12 and 13, 2006. The discussion focused on the best practices of the Franco-Saskatchewanian communities, regional needs, challenges important to the community, and current and future service delivery. In addition, extensive consultations between Service Canada and the OLMCs were held with respect to the opening of two bilingual SCCs, one in Saskatoon and the other in Gravelbourg. This consultative work was cited in the OCOL's 2006-2007 annual report.

The official languages coordinator is a member of the Saskatchewan Federal Council subcommittee and attends quarterly meetings. The Assemblée communautaire fransaskoise is also represented at these meetings. Consultations regarding the

## SERVICE CANADA- REGIONS

current situation of OLMCs are a standing item on the agenda, which makes it possible to identify needs, share success stories, and make suggestions on how to work together to find solutions to problems.

During Brown Bag lunches, Service Canada provided a bilingual tour of the Galleria to increase the OLMCs' awareness of the services available to them in the official language of their choice.

Service Canada also provided a guided tour of the Learning Resource Centre, which receives support from the Federal Council. The purpose of the Centre is to increase awareness among bilingual public servants of the bilingual resources available in the region.

### **Communications**

Brown Bag lunch participants include federal and provincial departments, Franco-Saskatchewanian communities and groups of interest. At these events, the Region took advantage of the opportunity to meet with many different segments of the Franco-Saskatchewanian community (including the Institut français at the University of Regina, Le Lien and L'Eau Vive) and to attend the IMAX in French.

The Community of Practice, a regional committee established in June 2006, provided the opportunity to meet with groups such as "La Troupe du Jour", the "Association jeunesse fransaskoise" and the "Assemblée communautaire fransaskoise".

Representatives continue to work with departments and provincial partners, such as the Office of French-language Coordination and provincial and federal departments of Immigration. They also continue to attend awareness sessions hosted by the Canada Revenue Agency (CRA) on communicating and implementing the active offer.

The Region also maintains ongoing communications with the "Assemblée communautaire fransaskoise" in order to provide Franco-Saskatchewanians with information about Service Canada's new programs, points of service, and service offerings.

### **Coordination and liaison**

The Community of Practice is made up of federal interdepartmental official languages coordinators. It was established to provide coordinators with a common forum in which to share best practices, challenges, ideas and information.

## SERVICE CANADA- REGIONS

Presentations by various segments of the Franco-Saskatchewanian community are an integral part of the committee's activities.

In June 2006, the official languages regional coordinator attended a regional-national conference for official languages coordinators.

### **Funding and program delivery**

The Region contributed to a number of Franco-Saskatchewanian community projects under the youth program, the Opportunities Fund and the NHSP.

The total amount allocated to OLMCs in the region is \$140,867.00.

### **Accountability**

Ongoing consultations are held in the Community Services Directorate regarding the needs, challenges and successes of the OLMCs, as well as the future design and delivery of regional programs and services.

The Region reviewed the global development plan created by the Assemblée communautaire fransaskoise. It then took steps to increase senior managers' awareness of the needs, challenges and culture of the Francophone community, and thereby improve the delivery of programs and services tailored meet the needs of the Francophone community.

The status report and the three-year action plan were submitted.

## SERVICE CANADA- REGIONS

**20)**

### MANITOBA

#### **Awareness**

The English and French messages have the same status in any messages sent by the REH to all staff in Manitoba.

During the “ Festival du Voyageur “, western Canada’s largest winter festival, the regional official languages coordinator held a luncheon for members of the regional management board to promote traditional Franco-Manitoban culture.

The regional official languages coordinator provides orientation and information sessions for staff throughout the Region to increase awareness of official languages rights and obligations and to promote those rights and obligations.

The Manitoba Region’s Intranet site includes an official languages page, which is updated regularly. This page features information on community activities, training opportunities and other information relating to the OLMCs.

The PCB in the Manitoba Region informs managers about French-language training courses offered by the Canada School of Public Service, and managers then pass the information on to their staff.

#### **Consultation**

The responsible program officer and official languages coordinator and the regional official languages coordinator work with the National Secretariat and the Conseil de développement économique du Manitoba (CDÉM).

The regional official languages coordinator is an active member of the “Chambre de commerce francophone”. In addition, the program officer is a member of the steering committee for the “Premier Choix” pilot project. The official languages coordinator participates in the annual trade fair for the young entrepreneurs enrolled in the entrepreneurship course at the Collège universitaire de Saint-Boniface.

The Region also attends the annual meetings of the “Association des municipalités bilingues du Manitoba” (AMBM), the CDÉM, Pluri-elles

(<http://www.pluri-elles.mb.ca/>), the “Société franco-manitobaine” (SFM) and “the Conseil jeunesse provincial ” (CJP), as well as other community meetings.



## SERVICE CANADA- REGIONS

The Region attended a consultation meeting between the leaders of Manitoba's OLMC and Janice Charette, Deputy Minister of HRSDC.

Service Canada staff responsible for official languages in the region participated in consultative meetings with the SFM, the CDÉM and the CRA (Western Region) to discuss possible funding and current and future projects.

### **Communications**

Service Canada offers services in both official languages at eight SCCs in the Manitoba Region. We also provide bilingual outreach services in three communities (St-Pierre-Jolys, St. Boniface and Notre-Dame-de-Lourdes).

Recorded messages, publications, 1-800 lines, and our automated information systems are available in both official languages.

The Region continues to advertise its programs and services in the Francophone media and the Annuaire des services en français. This includes all public service announcements on the opening of new SCCs or outreach sites.

### **Coordination and liaison**

Manitoba's REH, George Skinner, is Co-Champion of Official Languages for Service Canada at the national level. He recognizes and supports the linguistic duality of the workforce and of the OLMCs.

The Manitoba Region coordinated and implemented the pilot practicum for French-speaking candidates attending the Service Canada College. The group of 16 participants travelled to Winnipeg to work in the city's two designated bilingual SCCs (La Vérendrye and St. Boniface) and serve French-speaking clients. They also visited a number of other organizations to observe their approaches to service excellence and learn from them.

In collaboration with the Province of Manitoba, other federal departments and community representatives, the directors at the regional office serve on the Federal Council committee and subcommittees for the improvement of service quality for OLMCs.

The Region is a member of the Manitoba Interdepartmental Network of Official Languages Coordinators (MINOLC).

## SERVICE CANADA- REGIONS

### **Funding and program delivery**

Funding was made available to the following organizations, the activities of which affected the OLMC.

The Catholic Health Corporation of Manitoba: Through National Homelessness Initiative (NHI) contributions, the Catholic Health Corporation of Manitoba purchased a building to house the Centre Flavie Laurent. Located in St. Boniface, the Centre will address the needs of people who are homeless or at risk of homelessness. Two bilingual coordinators were hired to work in the OLMC. In addition, the organization received funding to pay a full-time driver/delivery person and delivery assistant to ensure timely pick up and delivery of items for clients.

Premier Choix: The purpose of this Skills Link project is to increase job opportunities for Francophone youth who are facing barriers to employment.

Volunteer Manitoba: One of the objectives of this Skills Link outreach project was the development of a bilingual Web site to connect youth to volunteer opportunities and thereby encourage them to consider a variety of different employment options. The Web site is now complete. Presentations and information sessions are part of the project activities.

Five Francophone organizations received funding under the NHSP in order to provide activities for French-speaking seniors.

Under the Summer Career Placements program, a number of Francophone organizations received funding to offer summer employment opportunities to students.

Overall, many Francophone organizations received funding for their activities.

The total amount allocated to OLMCs in the region is \$557,777.00.

### **Accountability**

An internal bilingual capacity working group was formed at the request of senior management and tasked with assessing the current bilingual capacity for serving clients effectively and future needs in this area. The group was asked to make

## **SERVICE CANADA- REGIONS**

recommendations on employee training, recruitment, retention and development. Senior management's goal to this matter will ensure that the Region is well situated to provide quality bilingual service both internally and externally.

The Manitoba Region is working on finalizing a consultative strategy to implement sections 41 and 42 of the OLA within the OLMCs in our province.

The Region prepared OLMC activity reports, which will be sent to the NCEDE.

## SERVICE CANADA- REGIONS

**21)**

### ONTARIO

Ontario has the largest Francophone population outside Quebec, which is why, over the past year; Service Canada's Ontario Region has strengthened its commitment to increasing the visibility of official languages in the Region and to meeting our official languages obligations.

This status report highlights the activities undertaken by the regional offices and the service delivery and benefits processing networks. These activities and funded projects have increased participation in and improved access to learning opportunities that support linguistic duality throughout the province.

#### **Awareness**

Regular activities were organized to remind staff of their obligation to provide service to clients in the language of their choice.

The Region increased staff awareness by distributing promotional material for "Les Rendez-vous de la Francophonie", which took place the week of March 9, 2007.

The Pensions Directorate celebrated the "Semaine de la Francophonie" in March 2007. Bilingual promotional posters were displayed in various areas of the Timmins office. Employees were invited to view French books and DVDs, which were available in the office library.

Official languages awareness sessions were provided to employees of the Pensions Directorate in the Region.

In the Quinte area, information sessions on OL were organized for the Franco-phare and the Trenton Military Family Resource Centre.

In Kingston, Service Canada staff participated in the Franco-Foire, which was organized by the "Association canadienne-française de l'Ontario" (ACFO) in order to promote federal programs and services for the OLMC in the Kingston area.

## SERVICE CANADA- REGIONS

### **Consultation**

A representative from the “Fédération des aînés et des retraités francophones de l'Ontario” (FAFO) sits on the New Horizons Regional Review Committee, the external group that recommends projects for funding to the department. This representative assists the committee in evaluating and recommending Francophone projects.

The program to encourage client participation in French training courses is ongoing. This program was designed to address the fact that fewer EI clients are being referred to and enrolled in Franco-Ontarian colleges. An eight-point action plan was created, and a number of these action items have been implemented in target regions, including Sudbury, Ottawa and Toronto.

### **Communications**

The Ontario Region ensures that all services and communications to the public are available in both official languages. French and English versions of printed communications products, such as signs and form letters, are available at the same time and are of equal quality. Third parties acting on behalf of the office must also comply with these linguistic obligations.

French language New Horizons information kits and applications were sent to Francophone organizations for seniors. Advertisements about the program were published in newspapers to encourage OLMCs with lower rates of participation to submit applications.

A French information session on Service Canada's mandate and activities was designed for use by managers and employees who make presentations in the OLMCs.

### **Coordination and liaison**

In Eastern Ontario, Service Canada employees participated in the activities of the following organizations: ACFO, the “Assemblée de la francophonie de l'Ontario” (AFO), the RDÉE, the “Coalition des jeunes francophones contre le harcèlement” (CJFH), the “Association française des municipalités de l'Ontario” and the “Association de la presse francophone” (APF). Employees were also in contact with the “Fédération des communautés francophones et acadienne du Canada” on a number of occasions.

## SERVICE CANADA- REGIONS

The Official Languages Champion represented the Ontario Region on the Ontario Federal Council's Official Language Subcommittee.

Service Canada, Ontario Region, is represented on CIC's Francophone Minority Communities Subcommittee, the mandate of which is to facilitate the recruitment, selection and reception of newcomers into OLMCs.

RHQ created a committee to develop official languages standards and guidelines with respect to Labour Market Development Agreements (LMDAs), and Labour Market Partnership Agreements (LMPAs).

RHQ conducted follow-up with NHQ to ensure that official languages requirements are included in national training for new employees so that they are aware of these requirements.

In November 2006, Service Canada and the Ontario Ministry of Training, Colleges and Universities participated in a joint meeting on the LMDA in consultation with OLMC organizations.

The co-chair of the Official Languages Advisory Committee (OLAC) represented the Ontario Region at the Ontario RDÉE's annual meeting on September 28 and 29, 2006

In November 2006, Service Canada employees represented the Ontario Region at the RDÉE's Northern Ontario roundtable.

Service Canada was represented at the annual general meeting of the Association française des municipalités de l'Ontario (AFMO), which took place from September 14 to 16, 2006.

### **Funding and program delivery**

In 2006, RHQ's Human Resources Investment (HRI) Directorate funded four projects targeting OLMC activities. These included:

- "Destination Nord de l'Ontario"- "Circuit Champlain Phase II"
- FAFO – Study on labour force retention
- CONNECT\* - French videos on trade-related occupations

## SERVICE CANADA- REGIONS

- RDÉE – Study on the Centre d'adaptation de la main-d'oeuvre en agriculture, Centre Southwest region – Phase I

Measures were established to add criteria to the call for proposals process in order to ensure official languages compliance and OLMC access to services.

The Hamilton SCC for Youth hired a bilingual student employment officer who promoted the SCC to Francophone organizations, employers, and French immersion schools.

- Bilingual outreach sites were opened in Alexandria, Belle-River, Iroquis Falls, Orleans, Rockland and Blind River.

The total amount allocated to OLMCs in the region is \$13,452,890.00.

### **Accountability**

The Ontario Region advisory committee created a strategic action plan, which was approved by the Executive Committee.

The official languages complaints protocol was updated and distributed to all directors and Executive Committee members on September 27, 2006. Corporate Affairs is now the contact for NHQ and it coordinates follow up with local and regional offices to resolve complaints.

All branches will continue to report on official languages plans and priorities through the Ontario OLAC, which is active and ongoing.

## SERVICE CANADA- REGIONS

22)

### QUEBEC

#### **Awareness**

In order to promote learning and improve the services offered to the OLMCs, the SCCs put in place a variety of activities to increase the awareness of representatives from other federal departments and agencies and community organizations regarding the needs and characteristics of the OLMCs.

SDOs at Service Canada and CEDEC directors held training sessions to help employees harmonize the activities of the two organizations and better understand the needs and responsibilities of their representatives. For example, in the Montérégie region, local SCCs held a number of meetings and forums with CEDEC members to discuss topics of interest and to inform them about the various programs and services offered by Service Canada, in particular, the new Canada Summer Jobs Initiative.

Activities were organized to encourage the OLMCs to participate in special events at which they could share their opinions on community economic development. For example, the Chaudière–Appalaches SDO helped to organize and carry out a study tour to Thetford Mines for a delegation from the Outaouais CEDEC. Similarly, in the Quebec City/Chaudière–Appalaches region, the SCC organized a guided tour of two local socioeconomic projects to help CEDEC representatives determine how they could serve the OLMC in the Beauce region.

Montérégie and Eastern Township SDOs worked with CEDEC on the Tables de concertation and the Table Jeunesse de Memphrémagog in order to promote the participation of English-speaking communities in the decision-making process.

#### **Consultation**

Service Canada/OLMCs: The Service Canada Management Board and OLMC representatives met to informally discuss community demographics and the community's opportunities and challenges, as well as to determine whether the Quebec OLMC was satisfied with the services it was receiving. What is working? What could be improved? How can Service Canada assist the OLMCs?

SCCs/CEDEC: With respect to special events in the Outaouais region, the SCC and the director of the International School for Earth Studies worked together to develop a project for First Nations youth in the region. Similarly, an SDO in



## SERVICE CANADA- REGIONS

the Montreal region participated in a community forum to identify and discuss opportunities and challenges related to improving the vitality of OLMCs in the Greater Montreal Area.

### **Communications**

The SCCs maintained close ties with the CEDEC to keep them informed of changes implemented during Service Canada's service delivery transformation process. In Montérégie, the SDO held a number of meetings with CEDEC members to discuss subjects of interest and inform them about the various programs and services offered by Service Canada, such as the new Canada Summer Jobs Initiative. Local Service Canada economists also provided them with updated socioeconomic profiles of the OLMCs.

In the same vein, at an in-service training session, the Quebec City/Chaudière–Appalaches SDO gave a presentation to CEDEC and Service Canada representatives on the study tour organized in Thetford Mines.

### **Coordination and liaison**

In preparation for the NCEDE meetings, the regional office worked with the OLSCC and with HRSDC to coordinate activities related to section 41 of the OLA in the Quebec Region so as to fulfill our respective mandates, enhance the vitality of OLMCs and actively promote linguistic duality in Canada.

Service Canada's regional coordinator in Quebec worked with Community Table and CEDEC members to improve the planning of quarterly training sessions.

The leadership and commitment initiatives of SCC SDOs made it possible to include the OLMCs in regional activities and thereby take into account the needs of all parties interested in community economic development. In the Gaspé and Magdalen Islands, members of the Entry Island Future Committee met with the local Community Futures Development Corporation to discuss and ensure follow up on funding requests related to Entry Island's development plan.

The SCC in the Quebec City/Chaudière–Appalaches region helped with preparations for Quebec City's 400th anniversary. The SCC worked with Fisheries and Oceans Canada and other government partners to ensure the participation of the OLMCs.

## SERVICE CANADA- REGIONS

The SCCs have developed partnerships in the English-speaking community to help plan and develop economic diversification projects.

### **Funding and program delivery**

Activities meeting the needs of the OLMCs were included in the strategic plans of the SCCs.

The main programs used by the English-speaking community are the YES, the NHI, and the NHSP.

The total amount allocated to OLMCs in the region is \$4,172,172.00.

### **Accountability**

SCC employees have worked hard to facilitate the rural and urban OLMCs' access to all Service Canada programs, services and expertise.

The Quebec Region ensures the inclusion of the OLMC by informing bilingual staff of new programs and services and of any changes made to the existing programs and services.

Service Canada's Quebec Regional Office ensures that activities for OLMCs are carried out, monitored and reported properly through the validation of the SCC activity reports and the production of departmental reports in collaboration with the OLSCC and HRSDC in preparation for NCEDE meetings.

The Quebec Regional Office ensures that various activities for the OLMC are carried out and that the objectives set out in the action plan and the strategic plan are met within the established time frame.

## SERVICE CANADA- REGIONS

**23)**

### NEW BRUNSWICK

New Brunswick is the only official bilingual province in Canada. Over the past year, the New Brunswick Region has taken strategic and proactive steps to enhance the vitality of targeted Francophone minority communities in which the population is predominantly Anglophone. Efforts centred on the Francophone minority population in Fredericton, Saint John and Miramichi.

#### **Awareness**

The former and new official languages coordinators participated in several activities organized by the New Brunswick Federal Council during Official Languages Week. One of the activities included a presentation by Graham Fraser, Commissioner of Official Languages.

The Region promoted “Les Rendez-vous de la Francophonie”, which took place from March 9 to 25, 2007. Posters were sent to community services managers in the OLMCs, and in-person and administrative services managers in Moncton and in the regional office in Fredericton. Offices were encouraged to organize and/or participate in activities that promoted the culture and language of the OLMCs.

#### **Consultation**

On November 15, 2006, the Service Canada Management Board met in Fredericton. The Official Languages Champion, Élisabeth Châtillon, and Board members took advantage of this opportunity to meet representatives of the New Brunswick OLMC community. The purpose of this meeting was to provide an overview of the OLMC in New Brunswick. Senior managers were clearly appreciative of the OLMC representatives’ participation and feedback. Some interesting ideas came out of the discussions and Service Canada will be following up on them.

Employees in the New Brunswick Region participated in a number of interdepartmental meetings regarding the 2009 World Acadian Congress. This major international event will take place from August 7 to 23, 2009 in the Acadian Peninsula.

The Service Canada network places great importance on being proactive and reaching out to the OLMCs to inform them of Service Canada and the programs and services available through the Government of Canada. For example, in

## SERVICE CANADA- REGIONS

Miramichi, the service delivery manager met with Radio Miracadie on a several occasions to determine what its needs were and whether there were programs that could help. The service delivery manager is a member of Team Miramichi, a group where all funding partners work together. She invited Radio Miracadie to come to a meeting and give a presentation to explain their objectives and needs. Different funding partners expressed their interest in getting involved.

In Fredericton, the local office met with the Centre communautaire Sainte-Anne to discuss strategic plans for the Centre and the new school that is being built, as well as to get an update on their progress since the last meeting. Discussions regarding Service Canada's programs and services resulted in an application for funding being submitted under Career Focus. Meeting participants also discussed potential services and the experience the local office has had with resource centres.

Service Canada representatives participate in a number of committees that aim to repatriate young Francophones in the Acadian Peninsula and Chaleur regions.

Service Canada representatives co-chair a youth partnership committee, which encourages the exchange of information among organizations dealing with youth, particularly at-risk Francophone youth.

The SDO in Edmundston sits on the newcomers' integration committee of the Carrefour d'immigration rurale inc. (CIR), an organization dedicated to helping Francophone newcomers integrate into northwest New Brunswick. Topics of discussion have included government programs and services and CIR and OLMC concerns.

The SDO also participates in the CIR's annual meeting, and in workshops and roundtables on issues of concern to the OLMCs.

The SDO also serves on the Work-Ready Workforce Committee, which (through its subcommittees) strives to help retain and bring home young people in order to meet local labour market needs and maintain the vitality of this primarily Francophone region. This participation helps to establish and maintain relationships with the major social and economic development organizations in the OLMCs. Community Services sits on the Francophone school board's alternative schools advisory committee to ensure greater impact.

## SERVICE CANADA- REGIONS

As part of its strategic planning, Community Services Edmundston designed a consultation questionnaire that was sent to partner organizations, including key OLMC partners, in order to identify their priorities and concerns.

### **Communications**

Information on programs and services, labour market products, and other topics is available in both official languages. Over the past year, the New Brunswick Region has introduced outreach services in remote areas that are predominantly Francophone, including Baie Sainte-Anne and Rogersville.

The Region has undertaken various activities to inform the OLMCs of the federal government's activities, programs and policies. For example, the Service Canada director in Saint John and representatives from other federal departments and agencies met with OLMC representatives to inform them of the implications of Bill S-3 and to develop a collective approach to reaching out to the OLMCs. As a result, PCH, the CRA and Service Canada met with the "Association régionale de la communauté francophone de Saint-Jean Inc." (ARCf) to describe available programs and services.

Through Communications, Service Canada subscribed to *Saint-Jeannois*, the Francophone newspaper that is published by the ARCf.

### **Coordination and liaison**

The Service Canada director in Saint John is an active member of the NCEDE and attends national meetings.

The regional official languages consultant sits on several committees that support the OLMCs, including the New Brunswick Acadian Community and Federal Departments Committee, the "États généraux arts et culture", the "Table de concertation sur l'immigration francophone", and many others. As a member of the Federal Council's Official Language Committee, the previous official languages consultant helped to coordinate many of the activities that were held in Fredericton during Official Languages Week. She promoted the events and encouraged Service Canada staff to participate. The region also maintains close contact with the RDÉEs and provides necessary support and liaison with other departments and partners.

At the request of and in cooperation with the Rural Secretariat, the SDO in Edmundston led a vision and planning session with the CIR, an organization dedicated to helping Francophone newcomers to integrate into northwest New Brunswick in order to maintain the demographic weight of Francophones in the region.

## **SERVICE CANADA- REGIONS**

### **Funding and program delivery**

The Service Delivery Network continues to support the vitality of Francophone communities by providing funding through various programs. Programs such as the NHSP, the NHI, the Opportunities Fund for Persons with Disabilities, Youth Awareness, Skills Link, and the Summer Career Placements program provided funding for a number of projects.

The total amount allocated to OLMCs in the region is \$2,748,310.00.

### **Accountability**

The New Brunswick Region provides a status report each year and is currently developing a three-year action plan for the implementation of section 41 of the OLA in accordance with the results-based management framework.

## SERVICE CANADA- REGIONS

**24)**

### PRINCE EDWARD ISLAND

Prince Edward Island is mainly unilingual with only 4.4% of citizens using French as a first language. On the Island, there is a vibrant Acadian population. Service Canada has an office near the Acadian region in Wellington, which is open every morning. Most of this office's clients live in the Acadian region.

#### **Awareness**

Several presentations were made to employees to explain Service Canada's obligations under Part VII and of the OLA.

A major two-day symposium on Part VII of the OLA was held in the Atlantic Region in May 2006. Many of Service Canada's senior managers and directors benefited from their participation.

#### **Consultation**

Meetings of the Francophone Resource Development Committee, its working group and its subcommittee provide extensive opportunities for consultation.

#### **Communications**

A new Francophone Resource Development Communications Committee was created to increase communications and deepen strategic partnerships and alliances between the federal and provincial governments and the OLMC.

A work plan, including key responsibilities, was developed and key linkages were established with the communities' five-year strategic plan.

#### **Coordination and liaison**

The Francophone Resource Development Committee, its working group and its subcommittee met several times to discuss strategic development plans, projects to support OLMC development, and the availability of federal services in French.

This fiscal year involved extensive planning and organization for the Atlantic Symposium on Part VII of the OLA (May 16 and 17, 2006). The information presented at various federal, provincial and community meetings increased awareness

## SERVICE CANADA- REGIONS

and communication around Part VII of the OLA and Bill S-3. This was a very successful symposium. Members of the OLMC participated in an evening event.

As official languages coordinators, the former and current chairs of the Official Languages Committee accomplished much in terms of the development and enhancement of the vitality of OLMCs. The Bilingual Network, which was established in 2005, continues to meet for weekly luncheon events, and its members are encouraged to participate in OLMC events.

### **Funding and program delivery**

A number of contribution agreements were signed with businesses and community groups in order to support the growth and development of the OLMC.

Many EI clients and students received assistance and improved their employability through skills development training and/or good work experiences in their field of interest.

The total amount allocated to OLMCs in the region is \$1,572,129.00.

### **Accountability**

Every year the Prince Edward Island Region produces a status report. The Region is currently developing a three-year action plan for the implementation of section 41 of the OLA.



## SERVICE CANADA- REGIONS

25)

### NOVA SCOTIA

Service Canada, Nova Scotia, has focused its energy on building and strengthening linkages with the community, the Office of Francophone Affairs, and other federal departments. The cooperation and participation of other federal and provincial departments in departmental and community meetings has increased understanding of respective roles and mandates and set the stage for future cooperative efforts to promote linguistic duality and the long-term economic development of the OLMCs.

This year, the implementation of section 41 of the OLA and a knowledge of the needs of the OLMCs has become a part of the organizational culture. Employees have been made aware of official languages and the OLMCs.

The delivery of programs and services supports the development of the OLMCs and enhances their vitality.

#### **Awareness**

Service Canada, Nova Scotia Region, promotes activities by putting up posters for forums and events, such as “Les Rendez-vous de la Francophonie”.

Nova Scotia employees responsible for the implementation of Part VII are in close contact with the regional office employees responsible for Parts IV, V, VI and VII of the OLA to ensure that information is shared between the two units and that senior managers are briefed on issues of interest or concern when required.

Senior management regularly reviews the progress of partnership initiatives with the community and other departments.

#### **Consultation**

Regular consultations are held with the “Fédération acadienne de la Nouvelle-Écosse” (FANE) and the “Conseil de développement économique de la Nouvelle-Écosse” (CDÉNE). Presentations have been made to the groups to inform them of Service Canada’s role, mandate and operational structure in Nova Scotia. Service Canada representatives have attended meetings organized by both PCH and FANE to promote understanding of the organizations’ respective mandates and to work with the OLMCs to identify and accommodate their particular service needs.

Port Hawkesbury and Inverness SCC managers and staff have participated in meetings, visits and events organized by the OLMCs, including meetings with board members of Francophone organizations and numerous visits to the Acadian communities in the Isle Madame and Cheticamp areas. In addition, partnerships have been established through skills development agreements with the Université Sainte-Anne - Collège de l'Acadie in Saint-Joseph-du-Moine and Petit-de-Grat, where courses are offered exclusively in French.

## **SERVICE CANADA- REGIONS**

The Yarmouth SCC manager and staff enjoy a highly productive and positive working relationship with key stakeholders in the Acadian community. Ongoing official consultation facilitates decision making. For example, staff and managers attend local and provincial events organized by the CDÉNÉ. A Service Canada outreach office was established in the Clare region in 2005 and it continues to provide service to clients in this OLMC.

Consultations with the OLMC in Cape Breton has resulted in the development of a draft MOU to formalize the collaborative networking relationship between federal departments and the community. The draft MOU has been approved by Legal Services and is now in the hands of the community and other federal departments for final approval before it is signed.

### **Communications**

Service Canada and other departments and agencies that work with the OLMC participated in meetings held by FANE, the CDÉNÉ, PCH and the Office of Francophone Affairs. Through its ongoing work with the CDÉNÉ and the RDÉE, the Nova Scotia Region has built a strong partnership with these organizations.

### **Coordination and liaison**

Service Canada, Nova Scotia Region, is an active participant on the Federal Council's official languages subcommittee. Two members regularly represent Service Canada at meetings. Other departments are then informed of community initiatives with which the Region has been involved.

The Yarmouth office serves the largest concentration of Acadians and Francophones in rural Nova Scotia. The OLMC is well organized and is generally working on multiple projects and initiatives at any given time. Coordination and liaison between all three levels of government has proven effective in better serving this vibrant community.

The manager of the Yarmouth SCC was also a part-time area account manager for the Atlantic Canada Opportunities Agency (ACOA) from April 2006 to February 2007. This dual role allowed for ongoing dialogue and consultation between the two departments on matters related to the OLMC. Through the joint service delivery pilot project, duplication of effort was reduced, gaps were identified, and services in the OLMCs in Yarmouth and Digby were improved.

The manager of the SCC in Yarmouth, the regional manager of the CDÉNÉ and representatives from the municipalities also held regular consultations with the two OLMCs in southwestern Nova Scotia. This dialogue facilitated general collaborative efforts and was particularly beneficial during the development and evaluation of funding proposals from these two OLMCs.

### **Funding and program delivery**

Through its contribution agreements, Service Canada has invested in many projects that have directly benefited the OLMCs.

The total amount allocated to OLMCs in the region is \$666,834.00.

## SERVICE CANADA- REGIONS

### **Accountability**

Service Canada, Nova Scotia Region, has identified and kept track of projects supporting the OLMCs and reported on the assistance provided to these communities.

Service Canada, Nova Scotia Region, continues to use tools and templates provided by NHQ to prepare annual status reports in order to track progress and identify future actions. The Region also participates in the regional-national conference for official languages coordinators every year.

Service Canada, Nova Scotia Region, participates in national conference calls in order to stay abreast of current issues and report on progress.

## SERVICE CANADA- REGIONS

**26)**

### NEWFOUNDLAND AND LABRADOR

There are approximately 2,200 Francophones in the Newfoundland and Labrador Region and they live mainly in the following three areas: St. John's, the Port au Port Peninsula, and Labrador West.

The SCCs in St. John's and Labrador are officially designated bilingual. While the Stephenville Centre is not designated bilingual, it is currently involved in a key pilot project that involves bilingual services for Francophones on the Port au Port Peninsula. Six other federal organizations are participating in this project — ACOA, PCH, Industry Canada, Health Canada, CRA and Fisheries and Oceans Canada.

The SCC in Stephenville has hired two bilingual employees to provide services to communities, one of whom works three days a week in the Francophone community of Mainland. Before the second employee was hired in June 2006, services to Francophone clients were provided at the office in Stephenville and the office in their local community (three days per week). However, with two full-time employees, outreach services are provided three days a week in the community, and five days a week in the office to accommodate those clients who travel to Stephenville.

#### **Awareness**

Awareness of the OLMCs is generally raised at meetings of all levels of management. The main goal is to raise awareness of the OLMCs in the Region and ensure that Francophones receive top quality services from our offices.

All employees in the Region have been informed of our efforts to support the development of the OLMCs through a number of articles that have been published in *Insight*, our internal newsletter. In addition, the pilot project on the western coast has been profiled on our Intranet site. This type of exposure has raised the profile of the OLMCs in the Region.

#### **Consultation**

The Region regularly consults with government partners and community groups through regular meetings, presentations and community events, such as the annual general meetings of OLMC organizations.

## **SERVICE CANADA- REGIONS**

### **Communications**

Over the past year, Service Canada has produced a number of communications products to promote its services to the OLMCs in the Port au Port Peninsula. These products include direct mail advertising to households, posters, and newspaper and radio advertisements. These products were developed with the help of ideas from community groups in an effort to reach a large number of residents and organizations.

### **Coordination and liaison**

The primary vehicle for coordination and liaison between federal government organizations and the Francophone communities is the “Comité d’orientation aux affaires francophones” (COAF). This group meets twice a month to exchange information and ideas on activities related to the OLMCs. The group makes a concerted effort to hold one meeting per year in either Labrador City or on the Port au Port Peninsula.

### **Funding and program delivery**

Francophone groups generally use our student summer employment programs and some employers use the Targeted Wage Subsidy program. The Francophone community also recently received funding under the NHSP.

The total amount allocated to OLMCs in the region is \$43,618.00.

### **Accountability**

Current plans in the Region address the needs of the OLMCs. As with all other Service Canada initiatives, SCC employees monitor all of the projects.

The Region is submitting its status report and has also submitted its three-year action plan for the implementation of section 41 of the OLA.