

University  
of Regina

Institut français



INSTITUT FRANÇAIS  
Annual Activity Report

12  
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The Institut français thanks the

- Government of Canada
- Government of Saskatchewan

whose respective contributions enabled the achievement of the results presented in this report.



The background is a solid blue color with several overlapping, 3D-rendered shapes in various shades of blue. These shapes include circles, ovals, and elongated forms, some appearing to be stacked or layered, creating a sense of depth and movement. The lighting is soft, casting subtle shadows and highlights on the surfaces of the shapes.

# IF

The Institut français is the driving force of French university education in Saskatchewan. At the centre of a predominantly English-speaking campus, the Institut offers a wide range of programs, services and activities in French. The Institut directs and supports research projects related to Francophones in minority situations, as well as unique university-community initiatives that contribute to the development of the Fransaskois community.



# Director's Message

## The Institut français Looks to the Future

Since its creation, the Institut français (IF) has played a major role in the development of French-language education in Saskatchewan and has contributed wholeheartedly to the development and vitality of the Fransaskois community. A showcase for Saskatchewan's Francophone community, the IF offers a French-speaking environment on the University of Regina campus.

The 2012-2013 year was a turning point for the future of the Institut français. A Task Force on the future of the Institut français, organized by the President of the University of Regina and made up of members of the Fransaskois community and the University of Regina, opened up a dialogue with the community. The creation of the task force is a pledge and a commitment to the development of French-language education at the University of Regina. Senior administration knows and believes that a strong Institut français plays a part in achieving the University of Regina's strategic goals.

Over the last year, the Institut français presented some innovative programming. In addition to the student lecture series, the conference on the inclusion of immigrant students and the conference on the Arab Spring, the Institut took part in organizing the very first French-language multidisciplinary science fiction symposium to be held in Saskatchewan. This event attracted researchers from Canada, Europe and the United States, ensuring international visibility for the Institut français.

One of the Institut français's great strengths lies in its collaboration with the Fransaskois community. This year, as part of the Year of the Fransaskois, and to advance intercultural dialogue among the founding peoples of the West, the Institut français launched the *Métissage* project on the University of Regina campus: a visual arts exhibition that brought together works by Fransaskois, Métis and First Nations artists.

The Institut français is proud to have achieved these projects and those you will read about in this report, and wishes to thank its partners for their valued collaboration.

Sheila Petty  
Acting Director

# Programs

## Credit Programs

- *Baccalauréat en éducation*  
The “Bac,” offered by the Faculty of Education, is intended to train future teachers for Francophone and French immersion schools. Students, who do their second year of studies at Laval University, prepare to contribute to the diversity of Saskatchewan’s knowledge, languages and cultures.
- Bachelor of Francophone Studies  
The only program of its kind in Canada, the BFS is offered by the Institut français and the Faculty of Arts. This multidisciplinary bilingual four-year bachelor’s program is centered on humanities and social sciences and is intended to train the young Francophone leaders of tomorrow.
- Bachelor of Arts in French  
Studying French means discovering the culture and literature of many Francophone countries and regions. Offered by the Faculty of Arts, the Bachelor of Arts in French is a jumping-off point for careers in education, translation, international relations and any other field in which knowledge of French is an asset.
- Certificate in French as a Second Language  
The CFSL, offered by the Institut français in collaboration with the Department of French and the Faculty of Arts, is an intensive two-semester program designed to give students a strong intermediate level of proficiency in French, both oral and written.
- *Maîtrise en éducation française*  
The *Maîtrise en éducation française* at the University of Regina is offered in partnership with the Faculty of Graduate Studies and Research and the Faculty of Education. The first program of its kind to be offered by a Saskatchewan university, the master’s program is also a product of the *Consortium des établissements universitaires de l’Ouest canadien pour l’offre de programmes de maîtrise en éducation française*, of which the Institut français is a founding member. The consortium also includes the *Université de Saint-Boniface, Campus Saint-Jean* at the University of Alberta and the *Bureau des affaires francophones et francophiles* at Simon Fraser University.
- Master of Arts in French Studies  
This M.A. program offered by the Faculty of Arts allows students to advance their knowledge of their field of specialization, whether literature, French language, cultural studies or translation.

# Continuing Education

The Institut français (IF) offers students, public servants, judges and professionals a wide range of language training programs in French as a second language (FSL). These programs, made up primarily of non-credit courses, are offered both on and off the University of Regina campus.

During the 2012-13 university year, the Institut français's teaching team provided course instruction to 226 students at the beginner, intermediate and advanced levels.

## Oral Communication Courses

The Institut français offers a wide range of continuing education courses in the fall, winter and spring sessions as part of the FSL program. The courses are varied and are designed primarily to develop students' oral communication skills within an interaction-based framework of activities.

The oral communication courses are generally the courses which generate the highest enrolment numbers. In 2012-2013, the Institut français had 166 enrolments in its oral communication courses, of which 103 were new students.

## Summer Immersion

Each year, the Institut offers an immersion program aimed at adults who wish to learn or improve their French during the summer. This intensive program, which includes 35 hours of training per week, is designed to improve participants' abilities in comprehension and oral expression through courses and cultural and social activities that take place in a French-speaking environment.

The Institut français offers one or two weeks of immersion per summer, depending upon demand and enrolment numbers. In 2012-2013, 39 participants took part in this enriching experience.

## French as a Second Language Program (F2LP)

The IF is the provider designated by the Canada School of Public Service (CSPS) to offer language training to federal public servants at the provincial level.

 **1,350**

In 2012-2013, the Institut français provided more than 1,350 hours of training as part of the French as a Second Language Program.

In 2012-2013, the Institut français provided more than 1,350 hours of training to 15 public servants as part of the French as a Second Language Program, representing almost twice as many teaching hours as the previous year.

As part of an agreement with the Office of the Commissioner for Federal Judicial Affairs, the IF offers customized language training services to Court of Queen's Bench and Court of Appeal judges in Regina. During the 2012-2013 year, the Institut français provided 190 hours of training to federal judges under this agreement.

## Explore Program in Gaspé

For the fourth consecutive year, the IF offered, in July 2012, the Explore summer immersion program in Gaspé, sponsored by the Council of Ministers of Education, Canada (CMEC). The program allowed 42 young Anglophones aged 16 and 17, from various provinces and supervised by a ten-person team, to learn French while taking part in outdoor activities in Gaspé, Quebec.

## Franco Club

The Franco Club is a new initiative from the Institut, set up to encourage regular French practice in a relaxed social environment. Free and open to the public, the conversation group has met four times since its creation in March 2013 and has attracted the interest of almost 40 participants. Its smooth operations are ensured by a volunteer facilitator who animates discussions and facilitates interaction among participants. The Franco Club welcomes people of all levels of ability in French.

## 2012-2013 *Consortium national de formation en santé (CNFS)*

As an associate member of the CNFS, the IF oversees the Saskatchewan component of this national initiative. Its role is to promote the Consortium's French-language healthcare training to students and to collaborate with the *Réseau santé en français de la Saskatchewan* in delivering workshops that allow healthcare professionals to meet the cultural and linguistic challenges facing the Francophone community with respect to healthcare. During the 2012-2013 year, the CNFS project consultant for the IF implemented the provincial action plan. Among the projects carried out, we can mention:

- French terminology workshops for healthcare professionals in Regina and Saskatoon in which a total of 27 people took part.
- Mini medical school in Regina and Saskatoon. In total, 45 people took part in the spring 2012 workshop, and 37 others enrolled in the fall 2012 workshop.



The Franco Club is a new initiative from the Institut, set up to encourage regular French practice in a relaxed social environment.

- Intercultural training workshops to increase health workers' awareness of the concept of culture and cultural diversity, in which 29 people took part.
- *Suicide Support* training, in collaboration with the *Réseau santé en français de la Saskatchewan*, in which 15 people took part.
- Broadcast of Professional Excellence Program lectures, in which approximately 20 professionals took part.
- Broadcast of two videoconferences from the *Association francophone pour l'avancement du savoir* (ACFAS), in which 17 people participated.
- Participation in open house days at École Monseigneur de Laval, Campbell High School and SIAST (Saskatchewan Institute of Applied Science and Technology).
- Presentation on career possibilities with the CNFS in 14 Francophone and immersion schools.





**The cultural and linguistic mandate of the Institut français is realized by offering university students and staff a series of French-language activities and resources on campus throughout the year.**

# Student Services

## ***Student Services Centre***

The Institut français's Student Services Centre continues to provide essential resources and services in both official languages to help students succeed. Conscious of the fact that students often need all the support they can get to enrich their university experience, the Services Centre offers them personalized services, no matter what their program's language of instruction. For this reason, students have access, throughout the university year, to the following services:

- academic guidance
- exchange programs and internships
- French tutoring service
- bursaries
- services relating to bilingual employment (preparation of résumés and cover letters)
- workshops for first-year students
- access to a databank of prospective employers
- access to a French-language professional counselling and mentoring service
- access to the UR Guarantee program.

## **Tutoring Services**

The Student Services Centre offers two types of tutoring: a free service for students enrolled in at least one French course in a given semester, and a user-pay service for non-university students. The user-pay service is available throughout the year and is also available to the general public.

During the 2012-2013 university year, the two services provided more than 1,200 hours of tutoring.

## **Internships**

The Student Services Centre works in collaboration with the Department of French in the Faculty of Arts and the *Bac en éducation française* in the Faculty of Education to arrange certain internships to be performed by students in the Francophone community. The Centre is responsible for finding internship placements and, if necessary, host families.

1,200

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During the 2012-2013 university year, more than 1,200 hours of tutoring were provided.

As part of the French as a Second Language Certificate program, nine students were placed in Saskatchewan Francophone work environments to perform one-week internships. The internship is designed to provide students with an opportunity to practice their French in a real work environment and to build relationships with the Fransaskois community.

## Bursaries

The Services Centre promotes, coordinates and administers bursaries on behalf of the University of Regina. In 2012-2013, six bursaries totalling \$6,500 were awarded to students enrolled in study programs in French. The Institut français provided funding for \$3,500 of these bursaries.

### 2012-13 Recipients

Program	Bursary	Name
Major in French	Jennifer M. Fudge Memorial Bursary	Alexandra Mortensen
French as a Second Language Certificate	Gladys Arnold Bursary	Vanessa Wolfram
<i>Baccalauréat en éducation</i>	Bernard & Rita Wilhelm Bursary	April Stanton
Bachelor of Francophone Studies	Bachelor of Francophone Studies Bursary	Stéphanie Montpetit
<i>Baccalauréat en éducation</i>	Laura & Paul Van Loon Bursary	Valeska Porras
<i>Baccalauréat en éducation</i>	<i>Baccalauréat en éducation</i> Entrance Bursary	Tyra Padget

## Guarantee Program

The Student Services Centre is responsible for providing support in French to students registered in the *UR Guarantee* program. Students taking part in this U of R initiative register in a program of extracurricular activities that foster greater engagement in their studies and university experience.

# \$3,500

The Institut français awarded \$3,500 of the bursaries provided to students enrolled in study programs in French.

# Community Engagement

The IF places great importance on building constructive relationships between the University of Regina and the province's Francophones. With this commitment in mind, the community engagement sector plays a central role in achieving this relationship. During the 2012-2013 year, it undertook a number of innovative projects and unique sociocultural activities to strengthen the Institut français's engagement to Fransaskois community development. In particular, it provided its support for the community consultations undertaken by the *Assemblée communautaire fransaskoise* (ACF) throughout the province in 2011 and 2012.

In order to promote French language and culture, the Institut français makes available to students, University of Regina staff and the general public an impressive quantity of French-language resources. Films, magazines, comic strips and books are in increasing demand, with an average of over 50 items borrowed weekly.

## *Métissage* Exhibition

As part of the Year of the Fransaskois, and to advance intercultural dialogue among the founding peoples of the West, the Institut français launched the *Métissage* exhibition on the University of Regina campus. For six weeks, this historic exhibition displayed works by Fransaskois, Métis and First Nations visual artists on four sites around campus (the Rotonde, FNUC, Fifth Parallel Gallery and the University Club). Almost 250 people took part in the opening night of the exhibition and more than 500 people were able to admire the works in the show between September 4 and October 26, 2012.

## Science Fiction Symposium

In the fall of 2012, the Institut français was a partner in organizing the very first French-language multidisciplinary science fiction symposium at the University of Regina: *Pow! In the Eye of the Moon*. This event, unique in Saskatchewan, attracted a dozen researchers from Canada, Europe and the United States, who came together to share their knowledge and discuss French-language science fiction. The symposium's main objective was to emphasize the contribution of French science fiction to literature, comic strips and cinema. This one-of-a-kind event attracted the interest of approximately fifty people.

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The Institut took part in organizing the very first French-language multidisciplinary science fiction symposium in Saskatchewan.



**Almost 250 people took part in the opening night of the Métissage exhibition and more than 500 people admired the works between September 4 and October 26, 2012.**

**Work of artist Joe Fafard**

## The Regina Edible Campus: An Initiative in Sustainable Development

The Institut français initiated an urban agriculture project on the University of Regina campus to encourage community engagement in sustainable development on the part of students and staff. Last year, 70 volunteers (employees and students) participated in the initiative in the three Edible Campus gardens. In May 2012, a new 5,500 square foot garden was inaugurated. Nearly 1,500 pounds of vegetables were donated to a Regina soup kitchen (Carmichael Outreach).

## Sociocultural Activities

The cultural and linguistic mandate of the Institut français is realized by offering university students and staff a series of French-language activities and resources on campus throughout the year.

### *2013 Rendez-vous de la francophonie*

In order to celebrate and highlight the Francophonie on the University of Regina campus, wide-ranging and innovative programming was offered at the Institut français during the *Rendez-vous de la francophonie*. From March 8 to 24, 2013, the Institut organized a bilingual talk by filmmaker Hyacinthe Combarry, a noon-hour performance by student musicians, free French lessons, a dance and the screening of a number of French-language movies. Over 400 people in all took part in the festivities at the Institut français.

### *5 à 7 Social Mixers at the Institut*

The 5-to-7 happy hours at the Institut français have a reputation among students, professors and the community as fun monthly get-togethers that provide an opportunity to network and speak French. In 2012-2013, the Institut held six theme gatherings that attracted over 500 people in total. The group Fatal Fox highlighted the return to classes in September 2012 with a performance attended by almost 90 people. Through the happy hours, the IF seeks to strengthen a feeling of belonging to a vibrant Francophone community.



**The urban agriculture project produced nearly 1,500 pounds of vegetables that were donated to a Regina soup kitchen (Carmichael Outreach).**

# The Centre canadien de recherche sur les francophonies en milieu minoritaire (CRFM)

The Institut français's *Centre canadien de recherche sur les francophonies en milieu minoritaire* (CRFM) is an original research centre that is part of a pioneering university-community engagement approach.

Founded in 2005, the CRFM, using a multidisciplinary and inter-institutional approach, directs an innovative research program that makes the experience of the Fransaskois community its priority, while also being open to other Canadian and international Francophone populations. The CRFM also promotes research that allows for comparison of this Francophone experience with that of other ethnocultural groups seeking to affirm themselves in a minority environment.

## Public Events

For the seventh consecutive year, the CRFM presented a series of academic lectures for the general public entitled *Les Conférences de l'Institut*. These presentations deal with current issues specific to Francophone minority communities. In 2012-2013, the following lectures took place at the Institut:

### November 16, 2012 to December 13, 2012

#### Student Lecture Series

For the first time, the CRFM organized a series of student lectures in the Rotonde at the Institut français. The lecture series attracted strong interest on the part of students and researchers from the University of Regina and the University of Saskatchewan.

Here is a list of the student lectures organized by the CRFM:

Student's Name	University	Subject
Michelle Gagnon	U. of Regina	It hurts! Pain in later life.
Naomi Fortier-Fréçon	U. of Regina	Sorry I don't understand! Teaching history in a French immersion class.



Dave Lawlor	U. of Regina	Linguistic mechanisms of spoken humour; an analytical approach to the corpus.
Dustin McNichol	U. of Sask.	"No Place for a Frenchman": history, law and imagination of the French fact in Western Canada.
Abdoulaye Yoh	Simon Fraser U.	Organizational change and decision-making processes: A case study of the project to integrate three Francophone entities at the University of Regina.
Fadila Boutouchent	U. de Moncton	Learning and maintaining French as a second language: A conceptual framework for the comparative analysis of bilingual development models in majority and minority contexts.
Nesrine Tarchoun	U. of Sask.	The Canadian Wheat Board (CWB): the transformation of a wheat and barley marketing monopoly into a free market agent.
Ijeoma Madueke	U. of Regina	<i>L'Africain</i> and <i>Onitsha</i> by J.M.G. Le Clézio: a testimony of escapist writing.

## March 1-2, 2013

### "Innovation in the Heart of the Prairies"

A conference organized by Acfas-Sk and the University of Saskatchewan, March 1 and 2, 2013 in Saskatoon. The CRFM and the *Consortium national des formations en santé* (CNFS) organized a student roundtable during the conference, entitled "The Challenges Faced by Francophone Students in a Minority Setting."

- **Fadila Boutouchent**, Université de Moncton
- **Sylvia Ijeoma Madueke**, University of Regina
- **Naomi Fortier-Fréçon**, University of Regina
- **Nesrine Tarchoun**, University of Saskatchewan

## April 4, 2013

### "The Arab Spring and the Problem of Change"

A conference held in April 2013 in the Rotonde of the Institut français.

With the participation of:

- **Mohamed El-Dariby, Ph. D.**, Professor at the University of Regina
- **Brahim Ben Bouazza**, Researcher at the University of Regina
- **Sultan Alshehri**, Doctoral Student at the University of Regina
- **Amr Henni, Ph. D.**, Professor at the University of Regina
- **Nilgun Onder, Ph. D.**, Professor at the University of Regina
- **Sheila Petty, Ph. D.**, Acting Director, Institut français and Dean of the Faculty of Fine Arts

### Retransmission of Tele-Lectures

These lectures, broadcast in our room equipped with a videoconferencing system, were open to the public.

- **“Sociocultural Integration of Young Immigrants in the Francophone Minority School Environment.”**  
Marianne Jacquet, Associate Professor, Faculty of Education, Simon Fraser University.
- **“How to Evaluate Innovation in Community Governance.”**  
Marc L. Johnson, Sociologist, Universalia Consulting.
- **“Governance of Francophone Networks in the Field of Immigration.”**  
Caroline Andrew, Ph.D., School of Political Studies, University of Ottawa, and Mireille Paquet, Doctoral candidate, Université de Montréal.
- **“The Secrets of the Saskatchewan Party’s Success.”**  
David McGrane, Ph.D., Professor of Political Science, St. Thomas More College, University of Saskatchewan.
- **“Immigration to New Brunswick: Learning to Work Together for Better Welcome Services.”**  
Nathalie Bélanger, Full Professor, Faculty of Education, University of Ottawa, and Diane Farmer, Associate Professor, University of Toronto.

### Publications in Progress

- **Le statut du français dans l’Ouest canadien : la cause Caron**  
(The Status of French in Western Canada: the Caron Case)

This book is a follow-up to the conference of the same name that took place February 19-20, 2010 in Regina, the product of a partnership between the Institut français and the Saskatchewan Association of Francophone Jurists.

 **4/04**

On April 4, 2013, more than 50 people gathered at the Rotonde for a conference on the Arab Spring, organized by the Institut français.



LCD  
MULTIMEDIA PROJECTS

The work is intended to shed light on the historical, legal and social issues raised by the Caron case, as well as its potential repercussions on the future of the Francophonie in Western Canada. The final revision of the manuscript is presently being carried out by Peter Dorrington, Ph.D. and Sophie Bouffard, Ph.D., co-editors of the work, in preparation for publication by Les Éditions Yvon Blais.

- **CRFM Research Fiches**

Research fiches are available on our website and are published through other media in order to make known to as many people as possible the results of our research projects, funded since 2005 through our annual research grant competition.

### CRFM Research Grant Competition

Through its annual research grant competition, the CRFM at the Institut français provides funding to original research projects that will further understanding of the Francophone minority experience.

In 2012-13, on the recommendation of its independent selection committee, the CRFM awarded grants to six original research projects that tie into the CRFM's principal research areas:

- Innovative thought on issues surrounding cultural diversity and immigration
- Community development alternatives
- Issues facing young adults in the Canadian Francophonie

The CRFM offers grants to individual researchers, as well as to research teams, in five categories:

- Research:
  - o University researchers
  - o Graduate students
  - o Community organizations
- Publication:
  - o University researchers
  - o Community organizations

**\$29,827**

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Through its annual research grant competition, the CRFM provided \$29,827 to researchers from across Canada.

### A list of the projects funded as part of the 2013 competition:

- Laurie Carlson Berg, Ph.D., University of Regina: “The Canadian Francophonie in all its colours and the challenge of inclusive education”
- Dustin McNichol, doctoral student in history, University of Saskatchewan: “They want more, faster!: Political activism in Francophone Saskatchewan, 1982 to 1991”
- Michelle Landry, Ph.D., Shippagan Campus, Université de Moncton: “Governance structure and inclusion of diversity: A comparative study of the *Assemblée communautaire fransaskoise* and the *Société de l’Acadie du Nouveau-Brunswick*”
- Lynne Bowker, Ph.D., University of Ottawa: “Francophone newcomers and the public library: could machine translation improve their experience?”
- Carmen D’Entremont, Université de Moncton: “Practical jokes: a way of life in Acadia”
- *Fédération de la jeunesse franco-ontarienne*, Christine Dallaire, Ph.D., University of Ottawa: “The legacy and impact of work at FESFO”
- Mireille McLaughlin, Ph.D., University of Ottawa: “Occupation and linguistic borders: the role of the labour market in Acadians’ language transfers”
- Sathya Rao, Ph.D., University of Alberta: “The structure of the field of French-language theatre in Alberta from 1970 to the present”
- Elsa St. Onge, Université du Québec en Outaouais: “Assessment of health hubs as a citizen engagement model in French-language healthcare in northern Ontario”

### Partnerships and Collaborations

In 2012-13, the CRFM also took part in the following projects:

- **Acfas-Sk and the University of Saskatchewan**

The CRFM organized the rebroadcast of the Annual General Meeting of Acfas-Sk on October 16, 2012.

- **“Tastes and Traditions: Trinité Region” Terroir Project**

The CRFM established a partnership with the Institut français’s community engagement sector and the Local Development Centre of the Regional County Municipality (RCM) of Charlevoix to submit a grant application to the *Programme d’appui à la francophonie canadienne* from the Government of Quebec’s *Secrétariat aux affaires intergouvernementales canadiennes* (SAIC). The goal of the grant application was to fund the conference on food sovereignty and the launch of the “Tastes and Traditions: Trinité Region” publication, which will take place in October 2013.



Of the nine winning research projects, three have a specific connection to Saskatchewan.

- **“Pathways to Prosperity” Project funded by SSHRC**

The CRFM is a partner in the “Pathways to Prosperity” project which receives \$2.5 million in funding from SSHRC to support the settlement and integration of immigrants across Canada. The project extends over a seven-year period.

- **Office for Research, University of Regina**

Increased collaboration with the University of Regina’s Office for Research, Innovation and Partnership: in particular, consultation on issues related to the 2012 and 2013 research grant competitions and questions of ethics.

- ***Agence universitaire de la francophonie (AUF)***

The University of Regina has now been a member of the *Agence universitaire de la francophonie (AUF)*, the leading university network of the Francophone world, for three years. This university network was the first official institution of what is now known as the Francophonie.

Because the Institut français represents the University of Regina to the public in Francophone contexts, it is the Institut that represents the University within the AUF and publicizes its initiatives on campus.

## **CRFM Associate Members**

All researchers who receive a grant from the CRFM become associate members of the Centre for the period in which they hold the grant, as well as for the following year. Here is a list of members affiliated with the CRFM:

- Yamina Bouchamma, Université Laval
- Lynne Bowker, University of Ottawa
- Laurie Carlson Berg, University of Regina
- Chedly Belkhodja, Université de Moncton
- Davy Bigot, Concordia University
- Florent Bilodeau, Independent Researcher / *Assemblée communautaire fransaskoise (ACF)*
- René Blais, Université de Moncton
- Christine Dallaire, University of Ottawa / Principal Researcher / FESFO
- Carmen d’Entremont, Université de Moncton
- Janique Dubois, University of Toronto
- Laurier Gareau, Independent Researcher / ACF – Trinité
- Suzanne Harrison, Université de Moncton

- Catherine Levasseur, Université de Montréal
- Michelle Landry, Université de Moncton
- Fangfang Li, University of Lethbridge
- Toni Lietchy, University of Regina
- Anifa Luyinga Kalay, University of Ottawa
- Mireille McLaughlin, University of Ottawa
- Dustin McNichol, University of Saskatchewan
- Annie Pilote, Université Laval
- Sathya Rao, University of Alberta - Campus Saint Jean
- Elsa St-Onge, Université du Québec en Outaouais

# Marketing, Recruitment and Communications

During the 2012-2013 year, the Institut developed recruitment and visibility strategies at the provincial, national and international levels. The marketing and recruitment officer visited 30 Francophone, immersion and core French schools in Saskatchewan in order to promote the programs and services offered in French at the University of Regina.

In total, the Institut français reached 884 students during the 2012-2013 recruitment campaign: 680 from immersion and core French schools, 101 from the Conseil des écoles francsaskoises, 70 in Francophone and immersion schools in Manitoba and 33 in Francophone and immersion schools in Alberta.

Promotion of programs, services and activities in French was also carried out within the University of Regina itself. In total, 536 students attended presentations designed and presented by the recruitment and marketing officer in French courses. Presentations to 61 students in non-credit courses also took place in the winter of 2013 with the goal of encouraging repeat enrolments.

Information kits on the *Maîtrise en éducation française* (2nd cohort in Saskatoon during the summer of 2013) were sent to 20 schools in northern Saskatchewan. The Institut français was able to recruit 12 candidates.

Over the course of the 2012-2013 year, the IF also took part in the following varied promotion and recruitment activities:

- Student Services Showcase (May 2012) - 40 participants
- Open House (May 2012) - 900 participants
- UR Update (September 2012) - 90 participants
- Orientation for new students and adult students (September 2012) - 1,250 participants
- UR International Global Showcase (September 2012) - 1,350 participants
- Recruitment Showcase (September 2012) - 30 participants
- UR Connected (October 2012) - 850 participants

 **884**

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In total, the Institut français reached 884 students during the 2012-2013 recruitment campaign.



- See Your Future (November 2012)
- Regina – 1,000 participants
- Saskatoon – 1,200 participants
- Winter Orientation (January 2013) – 20 participants
- Pavillon Secondaire des Quatre-Vents Open House Evening (January 2013) – 50 participants
- Booths on campus during Francophonie Weeks – 20 participants

In order to promote non-credit courses and the immersion weeks, the Institut français offered information sessions open to the public. This new recruitment initiative attracted 35 people, a number of whom subsequently enrolled.

## International Recruitment

Recruitment also took place at the international level. As part of the promotions organized by the AUFC for its members, the Institut français, represented by Sheila Petty, Acting Director, took part in the Edu-Canada education fair in Morocco in October with a number of other AUFC member institutions.

In total, 71 people were met with during the two-day fair. In addition, the Acting Director of the Institut français visited high schools in Casablanca and Rabat, during which time she met 54 students.

In response to an invitation from the AUFC, the Institut français, represented by its Acting Director, took part in the *Journée du Canada* organized by the Canadian Embassy in Paris, at which approximately 50 individuals from Canadian and French universities and colleges were present.

## Francofièvre 2013

*Francofièvre* is a unique musical show that brings together students in grades 7 to 12 from Francophone and immersion schools across Saskatchewan. Besides promoting the French language and Francophone culture, *Francofièvre* helps motivate young people to learn French and develop their cultural identity. For this reason, the IF has been a major partner with the ACF in organizing this activity.

Being involved as a partner in the seventh edition of *Francofièvre* allowed the Institut français to promote its programs to almost 800 young Francophones from all parts of Saskatchewan, while also benefiting from the visibility of the media coverage which the event received.



In order to promote non-credit courses and the immersion weeks, the Institut français offered information sessions open to the public. This new recruitment initiative attracted 35 people, a number of whom subsequently enrolled.



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## Communications

The communications sector works in close collaboration with all sectors of the IF, the University of Regina's External Relations Office, the province's English- and French-language media, and a number of key organizations in the Fransaskois community. In order to increase the visibility of French-language programming, the communications sector publicizes news, achievements and initiatives from the IF through the media, social networks, its website and e-newsletters.

To make the Institut known and to ensure a high-quality presence on social platforms, the communications officer updates Facebook and Twitter accounts daily to encourage interaction with its followers, create discussion threads and publish its news. In April 2013, the Facebook account had 435 followers and the Twitter account 188. The daily administration and dedicated maintenance of the website have led to increased hits to the site, numbering 24,330 from May 2012 to April 2013.

In 2012-2013, the communications officer published the e-newsletter "*Quoi de neuf?*" each month to keep subscribers up to date on what's new at the IF. The bilingual newsletter, available on line, has 349 subscribers.

The communications sector seeks to be innovative in its methods of conveying its messages by using new trends in technology. In 2012-2013, the communications sector created eight bilingual video briefs to promote the Institut français's programs and services. To expand the reach and increase the number of views of the briefs, they have been added to the Institut's website and posted on a YouTube channel. Since being put on line in October 2012, the briefs have already been viewed over 1,100 times.

Thanks to this media administration and promotion work, the communications sector has provided the Institut français with ever-increasing visibility at the provincial, national and international levels.



24,330

The IF saw a substantial increase in the number of visits to its website totalling 24,330 hits in 2012-2013.

# Advisory Committee

The mandate of the IF's advisory committee is to advise and support the director and to provide liaison between the IF and the community at large. In 2012-2013, the advisory committee members were:

- Emmanuel Aïto, Ph.D., Head, Department of French, University of Regina
- Lace Brogden, Ph.D., Director, *Baccalauréat en Éducation*, University of Regina
- Denis Simard, Executive Director, *Assemblée communautaire francosaskoise*
- Naomi Fortier-Fréçon, Doctoral Student in History, University of Regina
- Yamina Bouchamma, Ph.D., Université Laval
- Bruno Dupeyron, Ph.D., Johnson-Shoyama Graduate School of Public Policy, University of Regina
- Sheila Petty, Ph.D., CRFM Director, University of Regina.

# Institut français Team

## Full-time staff

- Sheila Petty, Acting Director, Institut français, and CRFM Director
- Abdoulaye Yoh, Manager, Administration and Finance
- Frédéric Dupré, Manager, Community Engagement
- Kenneth Bos, Manager, Continuing Education, and Instructor
- Ariadna Sachdeva, Administrative Assistant
- Véronique Gauthier, Communications Officer
- Léa Beaulieu Prpik, Marketing and Recruitment Officer
- Karin Dupeyron, CRFM Coordinator
- Sebastien Potvin, Advisor/Coordinator, Student Services
- Rachel Courchesne, Cultural Coordinator
- Angeline Dubois, CRFM Coordinator (on maternity leave since January 2013)
- Cynthia Blais, Administrative Assistant (to April 2013)
- Julien-Pier Boisvert, Advisor/Coordinator, Student Services (to December 2012)

# Affiliations

- *Agence universitaire de la francophonie (AUF)*
- *Association des universités de la francophonie canadienne (AUGC)*
- *Coalition for the Promotion of French Language and Francophone Culture in Saskatchewan (Bonjour Saskatchewan)*
- *Consortium des établissements universitaires de l'Ouest canadien pour l'offre de programmes de 2<sup>e</sup> cycle en éducation*
- *Consortium national de formation en santé (CNFS)*
- *Réseau d'enseignement francophone à distance du Canada (REFAD)*
- *Réseau de la recherche sur la francophonie canadienne (RRF)*

# Partners

## Saskatchewan

- *Assemblée communautaire fransaskoise (ACF)*
- *Action Emploi Saskatchewan*
- *Association canadienne-française de Regina (ACFR)*
- *Association jeunesse fransaskoise (AJF)*
- *Bouquinerie Gravel*
- *Canadian Parents for French – Saskatchewan (CPF)*
- *Conseil culturel fransaskois (CCF)*
- *Conseil des écoles fransaskoises (CÉF)*
- *Corporation du Collège Mathieu and the Service fransaskois de formation aux adultes (SEFFA)*
- *Les Éditions de la Nouvelle Plume*
- *Gabriel Dumont Institute*
- *Radio-Canada Saskatchewan*
- *Réseau Santé en français de la Saskatchewan (RSFS)*

- *Société historique de la Saskatchewan*
- *La Troupe du Jour*
- *Conseil de la coopération de la Saskatchewan (CCS)*

## National and international

- *Campus Saint-Jean, University of Alberta*
- *Canada School of Public Service*
- *Dominican University College*
- *Glendon College, York University*
- *Institut universitaire de formation des maîtres des Pays de la Loire*
- *Laurentian University*
- *Observatory of Youth and Society*
- *Regroupement des éditeurs canadiens-français*
- *Royal Military College of Canada*
- *Saint Paul University*
- *Simon Fraser University*
- *Université de Bretagne-Sud*
- *Université de Hearst*
- *Université de Moncton*
- *Université Laval*
- *Université Sainte-Anne*
- *Université de Saint-Boniface*
- *Université Toulouse-Le Mirail II*
- *University of Ottawa*
- *University of Sudbury*