



Institut français

University
of Regina

INSTITUT FRANÇAIS
Annual Activity Report

13
14

Table of Contents

Director's Message	02
Programs	03
Continuing Education	04
Student Services	09
Community Engagement	14
<i>The Centre canadien de recherche sur les francophonies en milieu minoritaire</i>	19
Marketing, Recruitment and Communications	28
Institut français Team	32
Affiliations	34
Partners	34

The Institut français would like to thank the Government of Canada and the Government of Saskatchewan whose respective contributions have enabled us to achieve 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 with dark blue shadows underneath, creating a sense of depth and movement. The shapes are scattered across the page, with some larger and more prominent than others.

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

In 2013-14 the Institut français experienced some important changes. In particular, the year was marked by the announcement of the recommendations of the Task Force on the Future of the Institut français. Appointed by the president of the University of Regina and made up of members of the Fransaskois community and the University of Regina, the task force delivered a report with 35 recommendations for the development of French-language education at the University of Regina.

After receiving agreement in principle from the president, a working committee was selected to do a feasibility assessment and develop an action plan to put the recommendations in place. Implementation of the recommendations began specifically with the hiring of a new director, who will take over the reins of the Institut français in July 2014.

One of the great strengths of the Institut français lies in its collaboration with the Fransaskois community. This year, immigration in a Francophone minority environment and sustainable development were two of the themes that formed the foundation of our 2013-2014 programming. The Institut français is proud of the accomplishments presented in this report and, in particular, of the launch of the second edition of the *Saveurs et Savoirs* publication and the "Toward Interdependence: Terroir, Food Sovereignty and Tourism in Saskatchewan" conference, two initiatives that contributed to the Terroir and Fransaskois Rural Development program.

It is with a feeling of pride that I complete my term as acting director of the Institut français. Over the past two years, I have had the chance to work as part of a vibrant and passionate team, and to take part in a number of innovative projects that have put the spotlight on the Francophone community on the University of Regina campus and in the community.

I would particularly like to thank the Fransaskois community for their support, as well as all the committees that have worked with such dedication to advance French-language education at the University of Regina. Finally, I would like to congratulate Sophie Bouffard on her new duties as head of the Institut français.

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 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 springboard to 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, in person or by telephone.

During the 2013-14 university year, the teaching team at the Institut français provided course instruction to 272 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 French as a Second Language (FSL) program. The courses are diverse and are designed primarily to develop students' oral communication skills, from beginner to advanced levels, using a framework of activities that encourages interaction.

It is generally the oral communication courses that generate the highest enrolment numbers. In 2013-2014, the Institut français had 190 enrolments in its oral communication courses, an increase of 13% over the previous year.

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' comprehension and oral expression skills through courses and cultural and social activities that take place in a French-speaking environment. The Institut français offers one or two immersion weeks each summer, depending on demand and enrolment numbers.

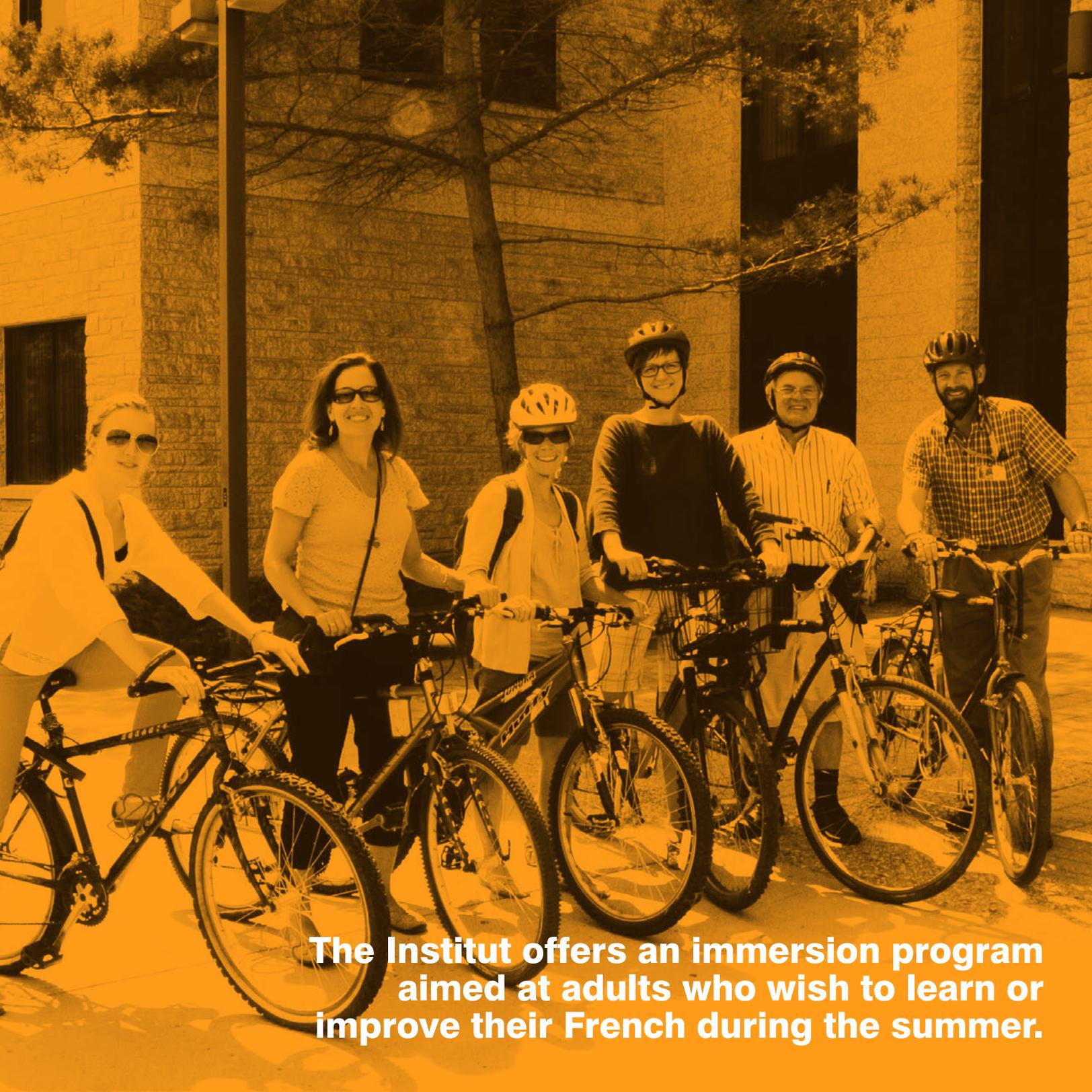
In 2013-2014, 66 people took part in this enriching experience, a 40% increase in participation over the previous year.

 **272**

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During the 2013-14 university year, the teaching team at the Institut français provided course instruction to 272 students.

 **190**

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In 2013-2014, the Institut français had 190 enrolments in its oral communication courses, an increase of 13% over the previous year.



The Institut offers an immersion program aimed at adults who wish to learn or improve their French during the summer.

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. In 2013-2014, the Institut français provided more than 335 hours of training to 10 public servants.

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 2013-2014 year, the Institut français provided 145 hours of training to four federal judges under this agreement.

The Institut français also offers customized language training in which learning goals are set according to learners' needs. The frequency and duration of this type of training are flexible and adapted to learners' schedules, taking into account their availability. In 2013-2014, the Institut provided more than 70 hours of language training to 3 learners with specific needs.

Translation Workshop

In October 2013, the IF collaborated with the Magistrad firm to offer a training workshop entitled "*Essential Words I: Let's Be Concise*," which attracted 18 translation professionals.

Explore Program in Gaspé

For the fifth consecutive year, the IF offered, in July 2013, 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 an informal discussion group created to encourage regular French practice in a relaxed environment. Free and open to the public, the Franco Club welcomes people of all skill levels in French. The bimonthly meetings on the University of Regina campus are led by a volunteer who facilitates discussions and interaction among participants. Since the Franco Club began in March 2013, its popularity has increased continuously and it now welcomes an average of 10 people at each meeting.



The program allowed 42 young Anglophones aged 16 and 17 from various provinces to learn French while taking part in outdoor activities in Gaspé, Quebec.

2013-2014 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 adapt to the cultural and linguistic challenges facing the Francophone community. During the 2013-2014 year, the CNFS project consultant implemented the provincial action plan.

Practical Workshops and Lectures

• Medical terminology workshops Regina and Saskatoon	22 participants
• Intercultural training workshops Regina and Saskatoon	32 participants
• Broadcast of the Mini Medical School – spring and fall 2013 Regina, Saskatoon, Ponteix, Gravelbourg, Bellevue and North Battleford	59 participants
• Broadcast of 8 lectures in the Professional Excellence Program (PEP) Web broadcast across the province	20 participants

Other initiatives:

- Presentation on career possibilities with the CNFS in 9 Francophone and immersion schools.
- Participation in open house days at École Monseigneur de Laval, Campbell High School, Collège Mathieu and SIAST (Saskatchewan Institute of Applied Science and Technology).
- Participation in French healthcare career days at the Collège Éducacentre in Vancouver with 8 Saskatchewan students.
- Participation in CÉF (*Conseil des écoles francsaskoises*) career fairs in Regina and Saskatoon.
- Canvassing of guidance counsellors from Catholic and immersion schools in Regina to facilitate the recruitment of students wishing to pursue their healthcare studies in French.
- Distribution of a CNFS healthcare program information kit to 17 Francophone students enrolled in a healthcare program at the University of Regina.
- Distribution of more than 1,000 promotional articles.
- Creation of the CNFS-*Institut français* Facebook page to increase the CNFS's visibility in Saskatchewan and promote recruitment.
- Media coverage of the CNFS's activities in the province's Francophone media (Radio-Canada Saskatchewan, *Eau vive*) including PEP lectures, careers day and the medical terminology workshop.

Student Services

The Student Services Centre at the Institut français provides essential resources and bilingual services to help students succeed in their studies while at the University of Regina. The academic counsellor offers personalized services to students, no matter what their program's language of instruction, in order to make their university experience rich and stimulating. Students have access, throughout the university year, to the following services in French:

- Academic guidance
- Exchange programs and internships in Canada and abroad
- French tutoring services
- Bursaries
- Bilingual job services
- Workshops for first-year students
- Mentoring
- Professional counselling
- Access to the *UR Guarantee* program
- Locker rental
- La Résidence
- French and English language skills testing

In 2013-2014, the academic counsellor met with 550 students and provided more than 720 hours of academic guidance.

Tutoring Services

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

During the 2013-14 university year, the two services provided more than 1,160 hours of tutoring.

 **720**

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In 2013-2014, the academic counsellor met with 550 students and provided more than 720 hours of academic guidance.

 **1160**

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During the 2013-14 university year, the two services provided more than 1,160 hours of tutoring.

Internships

The Student Services Centre works in close collaboration with the Department of French in the Faculty of Arts and the *Bac en éducation française* in the Faculty of Education to offer students internship opportunities in a French-speaking environment. The Centre looks after finding internship locations, including host families.

As part of the French as a Second Language Certificate program, 14 students were placed in a Francophone work environment to perform a one-week internship in order to practice their French and to build relationships with the Fransaskois community.

Exchange Programs in Canada and Abroad

The Student Services Centre collaborates with a number of partners in order to promote the various exchange programs available to students. Among other things, it provides assistance with the research and application processes to students wishing to do an exchange program. It also acts as a liaison with the institutions participating in the various exchange programs and facilitates the integration of international Francophone students at the University of Regina.

In 2013-2014, the Student Services Centre, through interuniversity collaborations, enabled five students to further their education in France and two to study in Quebec.

Bursaries

Bursaries are an essential source of financial aid to students, as well as a way of recognizing the efforts of the most committed students. The Services Centre promotes, coordinates and administers bursaries on behalf of the University of Regina. In 2013-2014, nine bursaries totalling \$9,500 were awarded to students enrolled in study programs in French. The Institut français provided funding for \$3,000 of these bursaries.

\$9,500

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2013-14 Recipients

Bursary	Name	Program
Institut français – Graduate Studies	Nicole Denis	Master’s in French Studies
Laura & Paul Van Loon Bursary	Marie Digne	<i>Baccalauréat en éducation</i>
Canadian Parents for French	Carly Scherr Bianca Benoît	<i>Baccalauréat en éducation</i>
Jennifer M. Fudge Memorial Bursary	Carly Scherr	<i>Baccalauréat en éducation</i>
Gladys Arnold Bursary	Emily Gage	French as a Second Language Certificate
Bernard & Rita Wilhelm Bursary	Devon Peters	<i>Baccalauréat en éducation</i>
Beaubien Entrance Bursary	Mikaila Perron	<i>Baccalauréat en éducation</i>
<i>Baccalauréat en éducation</i> Entrance Bursary	Mikaila Perron	<i>Baccalauréat en éducation</i>

The Student Services Centre also oversaw the promotion and coordination of two \$5,000 bursaries funded by the *Association des universités de la francophonie canadienne* (AUFC), to allow two University of Regina students to study for one semester at Laval University and the University of Sherbrooke as part of the Academic Mobility program.

The Institut français also granted **\$2,500** in financial assistance to **10** students in the FR390 course as part of their course in France.

UR 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 sign up for a program of extracurricular activities that foster greater engagement in their studies and university experience.

Étudiez en FRANÇAIS!



In 2013-2014, nine bursaries totalling \$9,500 were awarded to students enrolled in study programs in French.

Credit Courses in French

Committed to providing diverse programming to students, the IF is developing partnerships with bilingual professors at the University of Regina and their faculties to increase the courses available in French.

In 2013-2014, the Services Centre orchestrated the offer of four additional courses in French: Biology 140, Aboriginal Studies 100, Mathematics 101 and Music 100.

Bilingual Job Opportunities

The Services Centre offers support to bilingual organizations wishing to promote job openings in French and offers students job opportunities and educational workshops to acquire and develop French-language skills.

In January 2014, the Student Services Centre, in collaboration with Farm Credit Canada, organized an informational dinner in order to promote networking between the company and students. This kind of initiative not only allows Francophone students to expand their network of contacts, but it also allows the company to take advantage of a valuable forum to make itself known and help develop the next generation of workers.

French and English Language Skills Testing

The Centre manages and administers the various French and English language tests available to students. These tests allow:

1. Francophone students to assess their English-language skills in order to be able to enrol in an English-language program at the University of Regina or the University of Saskatchewan;
2. Anglophone students to assess their French-language skill level in order to enrol in a French-language program or take part in the exchange program.

In 2013-2014, the Centre administered 15 tests: 11 CELTs (Comprehensive English Language Tests), 2 ACTFL (American Council on the Teaching of Foreign Languages) tests, and 2 TFIs (*Test de français international*).

Community Engagement

The community engagement sector plays a central role in building constructive relationships between the University of Regina and the province's Francophones. During the 2013-2014 year, the sector undertook a number of innovative projects in order to strengthen the Institut français's engagement to the development of the Fransaskois community, including the publication of the second edition of the *Saveurs et Savoirs* review and the organization of a conference on terroir in partnership with the ACF.

Saveurs et Savoirs: The Trinité Region

In partnership with the *Assemblée communautaire fransaskoise* (ACF), the *Association communautaire fransaskoise de la Trinité* and the Research Centre at the Institut français (CRFM), the community engagement sector coordinated the publication of the second edition of *Saveurs et Savoirs*, a review celebrating the skills of the artisans, producers and entrepreneurs who are playing a part in the emergence of an economy centered on food sovereignty and respect for the cultural and natural heritage of the Trinité region. Six hundred copies of *Saveurs et Savoirs: The Trinité Region* were published as part of the Terroir and Fransaskois Rural Development program.

“Toward Interdependence: Food Sovereignty and Tourism in Saskatchewan” Conference

The “Toward Interdependence: Food Sovereignty and Tourism in Saskatchewan” conference brought together agricultural producers, local processors, leaders of civil society and renowned academic researchers to discuss food challenges and their analyses, practices and strategic proposals with respect to developing terroir. Part of the Terroir and Fransaskois Rural Development program, the conference aimed to raise the awareness of the 70 participants of the importance of food sovereignty, quality local production and respect for the province's environmental and cultural integrity. The conference was also the occasion for the launch of the second *Saveurs et Savoirs* review and an opportunity to showcase local products during a farmers' market. The event was made possible thanks to financial contributions from the Quebec Secretariat of Canadian Intergovernmental Affairs, the University of Regina and the *Conseil de la coopération de la Saskatchewan*.



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



The Edible Campus has attracted the volunteer engagement of 70 students and employees of the University of Regina.

The Regina Edible Campus: An Initiative in Sustainable Development

The Edible Campus at the University of Regina consists of three gardens, including one at the IF called “*Le Potager*.” Guided by the values of sharing, solidarity and mutual assistance, the Edible Campus has attracted the volunteer engagement of 70 students and employees and offers the main part of its harvest to Carmichael Outreach, a community organization providing assistance to the disadvantaged. In 2013-2014, almost 1,500 pounds of fresh vegetables were donated.

Cultural Resources and Sociocultural Activities

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 cultural resources. The loan of French-language books, journals, newspapers, comic strips, movies and other works is a service much appreciated by students and the community and sees, on average, 50 items borrowed per week.

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

2014 Rendez-vous de la francophonie

To celebrate and showcase the Francophonie on the University of Regina campus, a rich and innovative program was offered at the Institut français during the *Rendez-vous de la francophonie*. From March 7 to 23, 2014, the Institut organized a series of documentary screenings followed by a talk with Quebec filmmaker André Glau, a week of French cinema at the Regina Public Library, a joke contest, and a dance. The Institut also took part in the first edition of the *Grand rendez-vous de la francophonie*, a virtual event that included twelve Francophone universities. Organized by the AUFC and the Canadian Foundation for Cross-Cultural Dialogue, the event showcased the diversity of Francophone communities across the country. Singer Annette Campagne represented Fransaskois culture with a musical performance during the event. In total, more than 300 people took part in the festivities at the Institut français during the *Rendez-vous de la francophonie*.

 70

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The Edible Campus has attracted the volunteer engagement of 70 students and employees.

 300

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In total, more than 300 people took part in the festivities at the Institut français during the *Rendez-vous de la francophonie*.

“5 to 7” Happy Hours at the Institut

The Institut français’s “5 to 7” happy hours are recognized by students, professors and the community as monthly opportunities to socialize, have fun and network in French. In this way, the IF seeks to develop a sense of belonging to a vibrant Francophone community. In 2013-2014, the Institut held eight themed gatherings attended by more than 500 people in total. The group Indigo Joseph marked the return to classes in September 2013 with an outdoor performance attended by almost 150 people.



The cultural and linguistic mandate of the Institut français is achieved by offering French-language activities and cultural resources on campus throughout the year.

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

The *Centre canadien de recherche sur les francophonies en milieu minoritaire* (CRFM) at the Institut français is an innovative 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. These presentations deal with current issues specific to Francophone minority communities. In 2013-2014, the following lectures took place at the Institut:

October 18 and 19, 2013

“Toward Interdependence: Terroir, Food Sovereignty and Tourism in Saskatchewan” Conference

The CRFM, in association with researcher Annette Desmarais, Ph.D., also played an important role in organizing the “Toward Interdependence: Terroir, Food Sovereignty and Tourism in Saskatchewan” conference.

Speakers:

- Annette Desmarais, Ph. D. – University of Manitoba
- André Magnan, Ph. D. – University of Regina
- Dominique Sarny – University of Regina

- Josée Bourgouin – Producer
- Dianne Lepage – Producer
- Marc Loiselle – Producer
- André Simard – Local Development Centre, Charlevoix, QC
- Maxime Laplante – *Union paysanne du Québec*
- Amanda Sheedy – Food Safety Canada
- Susan Nadon – *Conseil de la coopération de la Saskatchewan (CCS)*
- Jean de Dieu Ndayahundwa – *Conseil de la coopération de la Saskatchewan (CCS)*



Five high-quality student lectures were organized in the Rotonde of the Institut français and included Francophone students from three western Canadian universities.

November 6, 2013 to January 29, 2014

Student Lecture Series

For the second consecutive year, the CRFM organized a series of student lectures, this year teaming up with the Department of French at the University of Regina. Five high-quality student lectures were organized in the Rotonde of the Institut français and included Francophone students from three western Canadian universities.

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

Student's name	Level and affiliation	Topic
Abdoulaye Yoh	Doctoral student, Education, Simon Fraser University	The garbage can model as a decision-making method in the university milieu: what are the implications for Francophone organizations in a minority context?
David Lawlor	Master's student, Department of French, University of Regina	Linguistic mechanisms for the oral communication of humour: an analytical approach to the corpus
Kingsley Erio	Master's student, Department of French, University of Regina	French in Nigeria: political and economic problems
Chantale Cenerini	Master's student, Linguistics, University of Regina	Li Rvinant: an expression of Métis identity
Dustin McNichol	Doctoral student, Political Science, University of Saskatchewan	God Save the Queen and Damn the French: political conflicts and bilingualism in Western Canada, 1975 to 2013



For the second consecutive year, the CRFM organized a series of student lectures, teaming up with the Department of French at the University of Regina.

November 7, 2013

- **Chedly Belkhodja, Ph.D.**, University of Moncton: “Thoughts on Francophone Immigration to Canada”
A lecture-discussion followed by a roundtable on the theme of immigration in Francophone minority communities.

Participants:

- **Chedly Belkhodja, Ph.D.**, guest lecturer
- **Laurie Carlson Berg, Ph.D.**, professor and researcher at the University of Regina
- **Françoise Sigur-Cloutier**, representative of the *Réseau en immigration francophone de la SK* (RIF-SK) and president of the *Assemblée communautaire francophone*
- **Alpha Sow**, community development expert
- **Charles-Henri Warren**, representative of the Government of Saskatchewan
- **Shola Adedeji and Menedore Harerimana**, students at the University of Regina and new arrivals

January 22 and 23, 2014

- **Chantal Asselin**, doctoral candidate at the *Université du Québec à Montréal* (UQÀM): “Creating an international Francophone inter-university virtual community of practice to integrate allophone students into our universities: What transcultural skills should we develop within it?”

February 2014 – Programming to Mark Black History Month

February 5 and 26, 2014

In collaboration with Vues d’Afrique, the CÉF and the Regina Public Library (RPL), and with the support of Amnesty International.

Film screenings

- *Laïcité Inch’Allah* (France-Tunisia, 2012)
- *Malagasy Mankany* (Madagascar, 2012)
- *Rengaine* (France, 2012)
- *Aya de Yopougon* (France, 2013) – Showing at the *Pavillon secondaire* of Monseigneur de Laval School in Regina, followed by a virtual question period with film director Marguerite Aboutet.

February 12, 2014

In collaboration with RIF-SK, the CÉF and the Communauté des Africains francophones de la Saskatchewan (CAFS).

- **Amal Madibbo, Ph.D.**, University of Calgary: “The Employability of Francophone Immigrants in Saskatchewan”
Lecture-discussion organized as part of the “Pathways to Prosperity” immigration partnership.

Participants:

- **Sheila Petty, Ph.D.**, CRFM, Institut français
- **Sovi Lambert Ahouansou**, *Communauté des Africains francophones de la Saskatchewan* (CAFS)
- **Laurie Carlson Berg, Ph.D.**, University of Regina
- **Ronald Labrecque**, *Assemblée communautaire fransaskoise* (ACF)

Remote Broadcast of Lectures

In 2013-2014, the CRFM increased its collaborations with the Knowledge-Based Community Governance research alliance at the University of Ottawa to offer its network the opportunity to participate in the web broadcast of a number of lectures:

September 19, 2013

“Roadmap for Canada’s Official Languages 2013-2018: New Breath for the Francophonie?”

October 3, 2013

“An approach focused on local realities for official language minorities”

November 21, 2013

“Social innovation in the Francophone minority environment: the case of the integrated management of New Brunswick’s public forests”

April 3, 2014

“Where do we find people to take over the Francophonie?”

Publication

Saveurs et Savoirs 2: The Trinité Region

The CRFM contributed to the academic aspect of the *Saveurs et Savoirs 2* publication by joining forces with researcher Annette Desmarais, Ph.D, and hiring an assistant to carry out field research. This collaboration allowed us to examine to what extent the practices of local producers and artisans are strengthening the food sovereignty of their region and fostering the emergence of a rich and diversified terroir.

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 2013-14, on the recommendation of its independent selection committee, the CRFM awarded grants to seven 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:
 - University researchers
 - Graduate students
 - Community organizations
- Publication:
 - University researchers
 - Community organizations



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In 2013-14, on the recommendation of its independent selection committee, the CRFM awarded grants to seven original research projects.



List of projects funded as part of the 2014 competition:

University Research Projects:

- **Frédéric Boily, Ph.D.**, Campus Saint-Jean, University of Alberta: “The Francophonie and the historical consciousness of young Albertans: an exploration”
- **Wilfrid Denis, Ph.D.**, St. Thomas More College, University of Saskatchewan: “Breaking neocolonial hegemony: the case law of article 23 of the Charter as resistance and domination”
- **Janique Dubois, Ph.D.**, Brock University: “Another way of living and working together: an analysis of Fransaskois governance practices”
- **Majella Simard, Ph.D.**, University of Moncton: “Issues and challenges surrounding an aging population in a Francophone minority setting and their impacts on land use planning in New Brunswick: a case study in rural and urban environments”

Community Research Projects:

- **Fédération culturelle canadienne-française**: “Driving forces of the cultural hubs of the Canadian Francophonie”

University publication projects:

- **Catherine Léger, Ph.D.**, University of Victoria: “The Francophonie in a minority setting: young people’s views and bilingualism as a personal/identity value”
- **Rémi Léger, Ph.D.**, Simon Fraser University: “Federalism and the Canadian Francophonie: updating the contributions of the *Fédération des francophones hors Québec (1975-1982)*”

Partnerships and Collaborations

In 2013-14, the CRFM also took part in the following projects:

ACFAS-SK

The CRFM organized the rebroadcast of the Annual General Meeting of ACFAS-SK on October 16, 2013, followed by a lecture by researcher Rachel Engler-Stringer of the College of Medicine at the University of Saskatchewan, entitled “Access to healthy food for everyone in Saskatoon: Ongoing research.”

“Pathways to Prosperity” Project funded by SSHRC

The CRFM is a partner in the “Pathways to Prosperity” project which has been funded by the Social Sciences and Humanities Research Council of Canada since 2012, and of which Sheila Petty, Director of the CRFM, has become a co-researcher. In this regard, she submitted a research project dealing with promising practices with respect to integration for the Francophone community, with Meyer Burstein (Director of Policy and Planning for Pathways to Prosperity) and Gerry Clément (former assistant deputy minister of labour and immigration in Manitoba), which received funding approval in December 2013.

The Saskatchewan Francophone Immigration Network (RIF-SK)

The coordinator of the CRFM has represented the Institut français at the RIF-SK table since September 2013. This fruitful collaboration permitted joint events to be organized in 2013-2014.

Agence universitaire de la francophonie (AUF)

The University of Regina is a member of the *Agence universitaire de la francophonie* (AUF), the leading university network of the Francophone world. 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 has represented the University on the AUF since 2010.

Marketing, Recruitment and Communications

In 2013-2014, the Institut français continued its efforts at recruitment by promoting the French-language programs and services offered at the University of Regina, both in Saskatchewan and in neighbouring provinces.

In total, the recruitment officer visited **33** schools and was able to meet with **981** students (in grades 10 to 12) during the school tours:

- 140 students in 5 *Conseil des écoles fransaskoises* schools
- 743 students in 23 immersion and core French schools in Saskatchewan
- 98 students in 5 Francophone and immersion schools in Alberta

Promotion of programs, services and activities in French was carried out as well at the University of Regina. In total, 768 students attended presentations given by the marketing and recruitment officer in French, French as a second language and *Baccalauréat en éducation* classes. Presentations were also made to 70 students in non-credit courses in the fall of 2013 with the goal of encouraging re-enrolments.

The Institut français enjoyed significant visibility in the university community and among the general public. The recruitment officer represented the Institut français at a number of recruitment events, including:

- Student Services Showcase (May 2013) – 40 participants
- Open House (May 2013) – 900 participants
- Mosaic: cultural festival (June 2013) – 5,000 participants
- Orientation for new and adult students (September 2013) – 1,250 participants
- UR International Global Showcase (September 2013) – 1,250 participants
- UR Update Recruitment Showcase (September 2013) – 30 participants
- ACELF Congress (September 2013) – 800 participants
- UR Connected (October 2013) – 850 participants

 **33/981**

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In total, the recruitment officer visited 33 schools and was able to meet with 981 students.

- *Conseil des écoles francsaskoises* Mini Fair (October 2013) – 60 participants
- See Your Future (November 2013)
 - Regina – 1,000 participants
 - Saskatoon – 1,200 participants
- Winter Orientation (January 2014) – 20 participants
- Rotary Career Symposium (March 2014) in Winnipeg – 6,000 participants

The Institut français developed promotional tools to maximize the visibility of its courses and activities, including:

- Creation of a promotional video for 2013 fall recruitment
- Creation of a promotional video for the French as a Second Language Certificate
- General pamphlet to promote all French-language programs and services at the University of Regina
- Bookmark to promote the Student Services Centre

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 French- and English-language media, and numerous key organizations in the Fransaskois community. To increase the visibility of French-language programming, the communications sector publishes the IF's news, achievements and initiatives through the media, social networks, the website and electronic newsletters.

To ensure the dissemination of IF news, the communications sector publishes the bilingual electronic newsletter *Quoi de neuf* each month and provides a quality presence on social platforms. The communications officer initiates and fosters conversations each day on social networks in order to make known the mission and values of the Institut, build a strong audience and encourage users to become ambassadors of the Francophonie in Saskatchewan.



Highlights:

- The Institut français has expanded its presence on social networks and now has a presence on Facebook, Twitter, Instagram, Linked In, Google + and You Tube.
- The electronic newsletter has more than **600** subscribers.
- From May 2013 to April 2014, the Institut français's website had **21,663** visitors and **94,508** pages viewed.
- The Institut's Facebook account and page have more than **846** followers.
- The Twitter account has **369** subscribers.
- The YouTube channel has had **10,315** views.

The communications sector attempts to be innovative in how its gets its message across by taking advantage of new trends in technology. In 2013-2014, the communications sector carried out, among other things, a solely web-based promotional campaign to promote French-language programs and services at the University of Regina. Since its on-line launch in August 2013, the 2013-2014 recruitment campaign's promotional video has been viewed on the web more than **4,977** times.

Thanks to this promotional and media management work, the communications sector has provided the Institut français with increasing visibility at the provincial, national and international levels.



21 663
94 508

From May 2013 to April 2014, the Institut français's website had 21,663 visitors and 94,508 pages viewed.

Institut français Team

Full-time staff

- Sheila Petty, Acting Director, Institut français, and CRFM Director
- Abdoulaye Yoh, Manager, Administration and Finance
- Angeline Dubois, CRFM Coordinator
- Ariadna Sachdeva, Counsellor / Coordinator, Student Services Centre
- Frédéric Dupré, Manager, Community Engagement
- Karin Dupeyron, CRFM Coordinator / Administrative Assistant to Administration (to October 2013)
- Kenneth Bos, Manager, Continuing Education, and Instructor
- Léa Beaulieu Prpick, Marketing and Recruitment Officer
- Libby Jeffrey, Administrative Assistant, Administration
- Rachel Courchesne, Cultural Coordinator
- Rozalia Kasleder, Administrative Assistant, Reception
- Sébastien Potvin, Counsellor / Coordinator, Student Services Centre (to June 2013)
- Véronique Gauthier, Communications Officer

CRFM Advisory Committee

- Bruno Dupeyron, Ph.D., Johnson-Shoyama Graduate School of Public Policy, University of Regina
- Emmanuel Aito, Ph.D., Head, Department of French, University of Regina
- Françoise Sigur-Cloutier, President, *Assemblée communautaire francaskoise*
- Lace Brogden, Ph.D., Director, *Baccalauréat en Éducation*, University of Regina
- Naomi Fortier-Fréçon, Doctoral student in education, University of Regina
- Sheila Petty, Ph.D., Acting Director of the Institut français and the CRFM, University of Regina
- Yamina Bouchamma, Ph.D., Université Laval

President's Task Force (PTF)

- **Judith Woodsworth, Ph.D.**, Professor, Department of French Studies, Concordia University and Chair of the PTF
- **André Moquin**, Vice-President, *Assemblée communautaire francoskaise*
- **Dave Button**, Vice-President (Administration), University of Regina
- **Joanne Perreault**, Former Assistant Director, *Assemblée communautaire francoskaise*
- **Luigi Benedicenti, Ph.D.**, Vice-President (Academic), University of Regina
- **Sheila Petty, Ph.D.**, Acting Director of the Institut français and Dean of the Faculty of Fine Arts, University of Regina
- **Thomas Hadjistavropoulos, Ph.D.**, Professor of Psychology and Director of the Centre on Aging and Health, University of Regina
- **Wilfrid Denis, Ph.D.**, Professor, St. Thomas More College, University of Saskatchewan

Committee for the Implementation of PTF Recommendations

- **André Moquin**, Vice-President, *Assemblée communautaire francoskaise*
- **Dena McMartin, Ph.D.**, Associate Vice-President (Academic and Research), University of Regina
- **Emmanuel Aito, Ph.D.**, Head, Department of French, University of Regina
- **Joanne Perreault**, Former Assistant Director, *Assemblée communautaire francoskaise*
- **Lace Brogden, Ph.D.**, Director, *Baccalauréat en Éducation*, University of Regina
- **Laurie Carlson Berg, Ph.D.**, Professor and researcher, University of Regina (to December 31, 2013)
- **Luigi Benedicenti, Ph.D.**, Associate Vice-President (University Affairs), University of Regina (to December 31, 2013)
- **Sheila Petty, Ph.D.**, Acting Director of the Institut français and Dean of the Faculty of Fine Arts, University of Regina
- **Wilfrid Denis, Ph.D.**, Professor, St. Thomas More College, University of Saskatchewan

Affiliations

- *Agence universitaire de la francophonie (AUF)*
- *Association canadienne d'éducation de langue française (ACELF)*
- *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^e 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)*

Collaborators

Saskatchewan

- *Assemblée communautaire fransaskoise (ACF)*
- *Association canadienne-française de Regina (ACFR)*
- *Association jeunesse fransaskoise (AJF)*
- *Bouquinerie Gravel*
- *Canadian Parents for French – Saskatchewan (CPF)*
- *Conseil culturel fransaskois (CCF)*
- *Conseil de la coopération de la Saskatchewan (CCS)*
- *Conseil des écoles fransaskoises (CÉF)*
- *Corporation du Collège Mathieu and the Service fransaskois de formation aux adultes (SEFFA)*
- *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*

National and international

- *Campus Saint-Jean*, University of Alberta
- Canada School of Public Service
- *Consortium national de formation en santé*
- Dominican University College
- Glendon College, York University
- *Institut universitaire de formation des maîtres des Pays de la Loire*
- Laurentian University
- Royal Military College of Canada
- Saint Paul University
- Simon Fraser University
- *Université de Bretagne-Sud*
- *Université de Hearst*
- *Université de Moncton*
- *Université de Saint-Boniface*
- *Université Laval*
- *Université Sainte-Anne*
- University of Ottawa
- University of Sudbury