
**Communications Nova Scotia
2011-2012 French-language Services Plan**

1. Message from the Deputy Head

Communications Nova Scotia is an enthusiastic supporter of and participant in government's efforts to provide services in French to francophone and Acadian Nova Scotians. Our efforts include translating increasing numbers of news releases, preparing and managing advertising campaigns that include French media, and by producing a full range of French language materials on behalf of government departments.

Greg Keefe
Deputy Minister

2. Responses to French Requests (Written and Oral)

French-capable staff at Communications Nova Scotia are asked to respond to verbal and written requests from the public in the language of citizen=s or client=s choice. Whenever possible, French-speaking media are connected with bilingual communications or program staff. Likewise, bilingual office and production employees communicate in French when that is the preferred language of clients, partners or the public

3. French-language Services Inventory

Communications Nova Scotia provides the following French language services:

- news releases
- production and placement of radio, television, print and online advertising
- web site development
- design
- print production of brochures, reports and other materials requested by client departments
- inventory of French media

Goals, Objectives, and Measures for 2011-2012

4. Priorities of the Acadian and Francophone Community

CNS is addressing comments expressed during consultations with French media during the last fiscal year, by ensuring that more news releases are translated into French (according to the communications guidelines) and issued at the same time as the English version. We will also strive to incorporate more French content into social media releases.

5. Contribution to the Preservation and Growth of the Acadian and Francophone Community

Effective promotion of government services and communication of initiatives in French enables Acadians and francophone Nova Scotians to know where and how to acquire services and to understand government's decisions and activities in their mother tongue

Table 1 B Progress in Reaching Goals and Objectives for 2010-2011

**Progress in Reaching Goals and Objectives for 2010-2011:
Communications Nova Scotia**

Progress achieved in French-language services development and delivery is presented according to the specific objectives identified in the [Nova Scotia Strategic Plan for French-language Services for 2009-2013](#).

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives B 2010-2011	Measures B 2010-2011	Progress in Reaching Goals and Objectives for 2010-2011
<p><u>Objective 1</u> BFramework and Policy Strengthen the policy, regulatory, and administrative framework in support of the French-language Services Act</p>	<p>1.1 B Administrative and Policy Framework The Office of Acadian Affairs and the Minister of Acadian Affairs fulfill their obligations pursuant to the <i>French-language Services Act and Regulations</i>.</p>			<p><u>1.1 Applies to the Office of Acadian Affairs.</u></p>
	<p>1.2 B Institutional Responsibilities Designated public institutions better fulfill their obligations pursuant to the French-language Services Act and Regulations.</p>	<p><i>Continue to participate in the French language Co-ordinators' Committee.</i></p>	<p><i>Participation in government=s French Language Co-ordinators= Committee.</i></p>	<p><i>CNS continued to participate in the French language Co-ordinators= Committee</i> <i>The Communications sub-committee is in the process of reviewing and updating the corporate French Language Communications Guidelines</i></p>
<p><u>Objective 2</u> BEnabling French-language Services Consult, plan, develop, and deliver French-language services in priority areas</p>	<p>2.1 B Consultations Designated public institutions deliver services that better respond to the priority needs of the Acadian</p>	<p><i>Undertake consultations with all provincial media, including French media, to determine satisfaction levels</i></p>	<p><i>Qualitative feedback received by French media</i></p>	<p><i>CNS met with editors of all French-language media to determine service satisfaction levels. The feedback from these consultations</i></p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives B 2010-2011	Measures B 2010-2011	Progress in Reaching Goals and Objectives for 2010-2011
	<p>and francophone community as identified through consultation.</p> <p>2.2 B Internal Communications</p> <p>Public service employees are more knowledgeable about the approach being taken by the government to provide French-language services. They are more sensitive to cultural issues pertaining to the Acadian and francophone community and more aware of the requirements to communicate in French; they promote services in French to the public.</p>	<p><i>with service.</i></p> <p><i>CNS staff are aware of and fulfil the requirements of the French language Communications guidelines.</i></p> <p><i>Staff are supported in attending the Acadie at a Glance workshop</i></p>	<p><i>Presentations and discussions with staff;</i></p> <p><i>Number of staff who attend the workshop</i></p>	<p><i>was helpful and largely affirming.</i></p> <p><i>The French Language Communications Guidelines are reviewed from time to time with communications staff to ensure all are conversant with their requirements. A presentation on the Guidelines has been incorporated into an orientation program that is presented to all new employees.</i></p> <p><i>3 employees have completed the Acadie at a Glance training session.</i></p> <p><i>A production by an Acadian Nova Scotia filmmaker was included in a CNS diversity film festival for staff.</i></p>
	<p>2.3 B Communications with the Public</p> <p>Key stakeholders and the community better understand the approach being taken by the government to provide French-language services and they are more aware of the programs and services available to them.</p>	<p><i>Client departments receive communications support in promoting French language services, through earned and paid media and direct communication with the community.</i></p>	<p><i>Number of projects relating to the provision of French-languages services by government – (entirely dependent upon client departments)</i></p>	<p><i>Communications Nova Scotia supported all client departments in communicating with Francophone and Acadian audiences with news releases, marketing and advertising, print production and communications planning services.</i></p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives B 2010-2011	Measures B 2010-2011	Progress in Reaching Goals and Objectives for 2010-2011
	<p>2.4 B Service Delivery</p> <p>Services in French considered as priorities are identified, strategies or approaches for service delivery are implemented, and services are offered.</p>	<p>- Equal or surpass the number of French language news releases compared with the previous year.</p> <p>- Equal or surpass the amount of advertising in French media compared with the previous year.</p>	<p>Number of translated news releases</p> <p>Number and value of marketing and advertising projects in French</p>	<p>CNS issued 158 French releases in fiscal 2009-2010, 226 in 2010-2011 and we are on track to meet or exceed last year's level.</p> <p>In 2009, CNS managed 12 advertising projects involving French content, worth \$8713, on behalf of government departments; in 2010, we managed 26 French ad projects worth \$26,662, and are on track to meet or exceed last year's level. We also managed a French-language Cooperative Advertising program, developed to promote the inclusion of French advertising by government departments</p> <p>CNS has also started to use French social media with a Twitter account.</p>
	<p>2.5 B Human Resources</p> <p>The capacity of the Public Service to provide services in French has increased.</p>	<p>CNS staff are supported in French language training.</p> <p>Ability to work in French is considered in hiring decisions.</p>	<p>Number of employees who complete French language training</p> <p>Number of new employees who can work, in French, with French media, or conduct business with vendors or the</p>	<p>CNS continued to support staff in the provision of French language training. Five employees are, or have been enrolled in French courses this past year.</p> <p>Ability to work in French was included as a consideration in hiring all staff, although in recent months the agency has not been in a position to hire any new staff.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives B 2010-2011	Measures B 2010-2011	Progress in Reaching Goals and Objectives for 2010-2011
			<i>public in French.</i>	<i>CNS produced French promotional materials and application forms for a bursary meant to attract students from under-represented groups into the communications field.</i>
<p><u>Objective 3</u> <u>BCommunity</u> <u>Development and Capacity-Building</u> Support the Acadian and francophone community in its long-term development and sustainability</p>	<p>3.1 B Preservation and Growth of the Community Government has helped Acadian and francophone community organizations realize objectives expressed in the community=s Comprehensive Development Plan 2009-2014.</p>			
	<p>3.2 B School Community Centres Acadian and francophone school community centres offer services and programs to the Acadian and francophone community.</p>			

Table 2 B Goals, Objectives, and Measures for 2011-2012

**Goals, Objectives, and Measures for 2011-2012:
Communications Nova Scotia**

Goals, objectives, and measures for French-language services development and delivery are presented according to the specific objectives identified in the [Nova Scotia Strategic Plan for French-language Services for 2009-2013](#).

Objectives	Expected Results: 2009-2013 French- language Services Strategic Plan	Department Goals and Objectives B 2011-2012	Planned Measures B 2011-2012
<p><u>Objective 1 B Framework and Policy</u> Strengthen the policy, regulatory, and administrative framework in support of the French-language Services Act</p>	<p>1.1 B Administrative and Policy Framework</p> <p>The Office of Acadian Affairs and the Minister of Acadian Affairs fulfill their obligations pursuant to the <i>French-language Services Act and Regulations</i>.</p>		<p><u>1.1 Applies to the Office of Acadian Affairs.</u></p>
<p><u>Objective 2 B Enabling French-language Services</u> Consult, plan, develop, and deliver French-language services in priority areas</p>	<p>1.2 B Institutional Responsibilities</p> <p>Designated public institutions better fulfill their obligations pursuant to the French-language Services Act and Regulations.</p> <p>2.1 B Consultations</p> <p>Designated public institutions deliver services that better respond to the priority needs of the Acadian and francophone community as identified through consultation.</p>	<p><i>Continue to participate in the French-language Services Co-ordinators' Committee and to lead the Communications sub-committee</i></p>	<p><i>CNS will continue to participate in government's French-language Services Coordinating Committee and to lead the Communications subcommittee</i></p> <p><i>The Communications sub-committee will conclude an update of the French language Communications Guidelines, including revised guidelines for web content.</i></p> <p><i>The revised Communications Guidelines will be shared with the Acadian and francophone community, through Acadian Affairs.</i></p> <p><i>Ensure communications directors and advisors are aware of French-language Consultation Guidelines to enable them to help client departments organize and promote public consultations.</i></p>

	<p>2.2 ▣ Internal Communications</p> <p>Public service employees are more knowledgeable about the approach being taken by the government to provide French-language services. They are more sensitive to cultural issues pertaining to the Acadian and francophone community and more aware of the requirements to communicate in French; they promote services in French to the public.</p>	<p><i>CNS staff are aware of and fulfil the requirements of the French language Communications guidelines</i></p>	<p><i>No other formal consultations with community stakeholders are planned for this next year.</i></p> <p><i>Once complete, the revised French language Communications guidelines will be presented to Communications staff and posted on the CNS intranet site. Presentations will also be made, by or in concert with Acadian Affairs, to program staff in key departments.</i></p> <p><i>CNS will continue to include a section on French Communications guidelines in orientation programs for new employees</i></p>
	<p>2.3 ▣ Communications with the Public</p> <p>Key stakeholders and the community better understand the approach being taken by the government to provide French-language services and they are more aware of the programs and services available to them.</p>	<p><i>Client departments receive full communications support in promoting French language services, through earned and paid media and direct communication with the community</i></p>	<p><i>Continue to support client departments in promoting French language services through earned and paid media and direct communication with the community.</i></p>
	<p>2.4 ▣ Service Delivery</p> <p>Services in French considered as priorities are identified, strategies or approaches for service delivery are implemented, and services are offered.</p>	<p><i>Meet or surpass the number of news releases issued in French compared with the previous year.</i></p> <p><i>Equal or surpass the amount of advertising in French media compared with the previous year.</i></p>	<p><i>Continue to translate news releases in accordance with the (revised) communications guidelines – considering particular relevance to francophone audiences, availability of French language program material, etc.</i></p> <p><i>Manage the French-language Cooperative Advertising Program which provides assistance to designated public institutions for purchase of</i></p>

			<p><i>French-language media in Nova Scotia.</i></p> <p><i>Apply the revised communications guidelines in planning media buys on behalf of departments, and ensuring all French media are included in those campaigns.</i></p> <p><i>Complete review of guidelines for French content on government web sites.</i></p> <p><i>Increase the use of French language social media</i></p>
<p><u>Objective 3 B Community Development and Capacity-Building</u> Support the Acadian and francophone community in its long-term development and sustainability</p>	<p>2.5 B Human Resources</p> <p>The capacity of the Public Service to provide services in French has increased.</p> <p>3.1 B Preservation and Growth of the Community</p> <p>Government has helped Acadian and francophone community organizations-realize objectives expressed in the community=s Comprehensive Development Plan 2009-2014.</p> <p>3.2 B School Community Centres</p> <p>Acadian and francophone school community centres offer services and programs to the Acadian and francophone community.</p>		<p><i>Continue to support staff in taking French-language training.</i></p> <p><i>Consider French-language ability in new hiring opportunities.</i></p> <p><i>Continue to promote scholarship for students in French.</i></p>