



CPF *Canadian Parents for French*

*British Columbia & Yukon Branch*

## CPF BC & Yukon Vancouver 2011

### Conference Workshop Descriptions and Presenter Biographies

Presentation #1 (all delegates) - Saturday, November 5, 9h45 to 10h30

#### Summer Camps & Membership

(Natasha Etherington, CPF Ridge-Meadows)

- \*How to organize a summer camp
- \*How to recruit new CPF Members
- \*How to engage parent volunteers



**Bio:** Natasha set up the first Ridge Meadows CPF French summer camp in 2009; she was also the President of the chapter for two years and acting president in 2011. Natasha has a child with dyslexia in FI in grade 4 and a son in grade 1 FI at Pitt Meadows Elementary. Natasha's thoughts on becoming a CPF member: *"CPF has been critically important to me as an immigrant to Canada. I have learned so much and met so many great Canadians. Life is all about relationships."*

**Presentation Description:** CPF Ridge-Meadows has been organizing French summer camps for a number of years – with very positive feedback from student participants and the parent community. This presentation is designed to help CPF Chapter volunteers gain an appreciation for exciting summer programming that helps your chapter gain new members and potentially recruit new volunteers.



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**Presentation #2 (all delegates) - Saturday, November 5, 10h45 to 11h55**

### **Membership Outreach & Recruitment**

*(Erika Rosales, CPF BC & Yukon Chapter Support & Outreach Officer)*

- \*What are the benefits of membership?
- \*How does membership recruitment support your chapter?
- \*What membership outreach resources are available?
- \*Where to find new members? (Information nights, kindergarten parents, email lists, social media outreach, etc.)



**Bio:** Erika Rosales began working for CPF in early 2009. Although she is now our Chapter Support & Outreach Officer, over the last several months she has extended her knowledge and experience working with CPF – from her years as Office Assistant, Bilingualism Rocks Coordinator and Concours Coordinator – into more direct work with BC & Yukon Branch chapters. Born and raised in Dawson Creek, BC, Erika completed her studies at UBC with a Bachelor of Arts, double major in Sociology and Film Studies. She is an early French Immersion graduate, whose passion for French was revitalized by a working holiday in Paris.

**Presentation Description:** What motivates people to join CPF? And how can you use that to your advantage? This workshop will strive to provide practical examples to recruit membership and active chapter volunteers. Through discussion we will explore approaches employed within our CPF chapters in an effort to highlight what works and what doesn't.



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**Workshop #1: Social Media Outreach & Your Chapter**  
(Annemarie Tempelman-Kluit - [yoyomama.ca](http://yoyomama.ca))

- \*How to effectively reach out to parents in your local community through Facebook, Twitter and blogs
- \*How to communicate value of membership through social media networks
- \*How to use social media as a parent-to-parent mentoring and support tool



**Bio:** Annemarie Tempelman-Kluit founded yoyomama in 2007 when she couldn't easily find local info on products and services for mums and their babies. As a mother of two girls and a busy entrepreneur, she taps into her own front-line experiences to provide readers relevant, useful information that will (hopefully) make their lives less harried. Her expertise is usability, content management and writing for the web. Annemarie is a sought after mom expert and considered one Canada's leading digital moms. As the go-to mom in Vancouver, she has been quoted in numerous articles in the *Globe and Mail*, interviewed by NBC, and *Today's Parent* as well as featured in the *Province* and *Georgia Straight*. She is part of the BC Children's Hospital Social Media Committee and has co-chaired her daughter's PAC. In conjunction with Kate Trgovac of lintBucket Media, Annemarie has launched a workshop series for entrepreneurs about using social media grow their businesses and will be presenting her insights to a variety of groups in 2011.

**Workshop Description:** Learn how to use the most effective social media networks to connect with parents in your local community and how to engage with your audience so your messaging is targeted and amplified. We'll cover the basics such as how to set up Facebook Groups, build your audience, and how to communicate the value of membership through the networks you create. We'll also explore how to use social media as a parent-to-parent mentoring and support tool. Networks we'll cover include Facebook, Twitter, blogs, websites and email newsletters.



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### **Workshop #2: Socio-Cultural Ideas & Initiatives**

*(Jean-François Packwood, Executive Director Conseil culturel et artistique de la Colombie-Britannique)*

- \*How to develop interesting and engaging socio-cultural programming
- \*FSL socio-cultural opportunities appropriate for a range of ages
- \*Round-table discussion on chapter-lead socio-cultural initiatives



**Bio:** This workshop will be presented by Jean-François Packwood, Executive Director of the Conseil culturel et artistique francophone de la C.-B. (CCAFCB). The CCAFCB's mission is to represent, promote and facilitate the development of the francophone arts and culture of BC. Jean-François Packwood has been working in the Arts & Culture sector for 7 years. He graduated with a Bachelor degree in Communication and Advertising as well as a one year diploma in Tourism and Event management. Among his functions with the CCAFCB, he sits on different provincial and national committees including the Francophone provincial community/education committee, BC Culture Day task force, BC Arts Coalition, Francophone Western Canadian Music Gala (President), and the Francophone Western Canadian Presenters Network (Vice-President).

**Workshop Description:** This workshop will give an overview of the different francophone festivals and events taking place throughout the province, including their youth programs. Some workshops and activities offered by artists will also be presented. Finally, there will be a discussion about how artists and schools, educators and local CPF chapters can organize their own socio-cultural activities and the information that will help them to do so.



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**Workshop #3: Building Your Parent Community**

*(Ann Whiteaker, President, BC Confederation of Parent Advisory Councils)*

\*Ideas, strategies, and tactics to engage parent volunteers in local parent organizing committees



**Bio:** Ann has been actively involved in all school levels: elementary, middle, and high school, as well as at the district level. Formally First Vice-President for BCCPAC, Ann has been a member of the BCCPAC Board for almost three years. Ann is looking forward to an active and busy year at BCCPAC as she continues to support the membership and reach out to the education partners to support student success.

**Workshop Description:** Never has parent involvement and voice been more important to support student success. As government focuses on personalized learning and changes to the education system, parent input is critical to ensure positive change for children. How do parents create voice, increase engagement and have that voice heard to support students and families. This workshop will focus on increasing parent engagement and provide tools to create voice and be heard.



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**Workshop #4: How to Tell Your Story**

*(Jamie Biggar, Executive Director with the national youth engagement group, LeadNow)*

\*Creating and communicating an engaging narrative based on common values



**Bio:** Jamie Biggar is a co-founder of Leadnow.ca, and currently serves as its Executive Director. Leadnow.ca is an independent community that uses technology and social media to bring Canadians together to hold government accountable, deepen our democracy and take action for the common good. Jamie started organizing in the Canadian youth climate movement where he spent five years co-founding a series of social-media driven organizations and campaigns.

**Workshop Summary:** Social media is transforming the way that we communicate and providing cheap and powerful tools for campaigning and organizing. Social media has levelled the communications playing field, making it possible for individuals and small groups to challenge and transform massive institutions. The core of social media organizing is an old skill: telling your story in a way that engages a larger community and leads to action. This workshop will focus on combining the old and the new: storytelling through social media to create change.