



French-language service standards policy for RTOERO

RTOERO is a bilingual organization. French-language service to members and stakeholders has evolved over the organization's 55 years of operation. The proposed policy and guidelines in this report are designed to serve the following purpose:

- Articulate the organizational commitment to bilingual service
- Make note of current French language service standards at the organizational level
- Identify criteria by which districts can be designated as bilingual and define the requirements of this designation

Budget implication

In 2023, RTOERO has budgeted about \$122,100 for translation and \$20,000 for district bilingual grants. It is important to establish standards for measuring the effectiveness and impact of that investment.

For 2023, the budget implication of designating a new bilingual district is a maximum of \$3,000 in reimbursement of district translation costs, which can be accommodated within the existing district bilingual grant budget. This district grant can be accessed by any district, to reimburse translation costs, up to \$3,000/district.

Recommendations

- **That the board of directors approve the RTOERO French-language service standards policy and guidelines.**
- **That the policy and guidelines be reviewed and updated annually.**

The implementation/communication plan for the policy and the background report are provided for the information of the board.

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RTOERO French-language service standards policy and guidelines

Statement of policy

RTOERO is a bilingual organization and is committed to providing core services in both official languages to meet the needs of all members and other stakeholders. Members receive communication from RTOERO in the language of their choice and are encouraged to communicate with the organization in their preferred language.

Guiding principles and practices

Member preferred language

- Members indicate their preferred language of communication when they join RTOERO. They may change their preferred language by contacting the Membership department.

Written communication

- RTOERO publications are provided in both English and French.
- Eblasts from RTOERO to members and stakeholders are bilingual.

Oral communication

- Calls from members and stakeholders are answered in the language of the caller's choice.

Correspondence

- Correspondence from members and stakeholders is answered in the language of the original request.
- Forms and publications included with correspondence are provided in the appropriate language.

Website

- All website material is created in both English and French.
- Website updates are made simultaneously in both languages.

Advertising, marketing and outreach

- Advertising materials are produced in both languages.
- Marketing and outreach activities, such as retirement planning workshops and conference outreach, are offered in both languages.

Media relations

- All news releases are prepared and released in both English and French at the same time.
- Spokespeople are provided in English or French, as requested by the media.

Social media

- When possible, social posts are provided in both English and French.

Meetings and events

- For in-person and virtual meetings with members from across all districts (annual meeting, forum, webinars), meeting materials (agendas, handouts, presentations) are provided in both languages.
- Welcome remarks include portions in both languages.
- Meetings begin with French active offer. Members are invited to speak and participate in their preferred language.
- Webinar attendees (RTOERO members and the public) are encouraged to ask questions in their preferred language. Questions are answered in the language in which they are asked.

Board of directors and committees

- It is a priority to provide French-language representation on the board and committees.
- Board highlights and committee topics for sharing are provided in both languages.

Volunteer resources

- Volunteer resources are provided in both languages.
- Volunteer training and support are provided in both languages when possible.

Bilingual staff positions

- Staff roles will be designated bilingual as required.
- Priority is given to ensuring that each department has bilingual staff.

Bilingual districts

- RTOERO districts may be designated as bilingual.
- Districts with 15% or more French language members are designated as bilingual by the board of directors. Districts with less than 15% French language members may request that the board of directors designate them as bilingual.
- Services provided by bilingual districts may include the following:
 - Bilingual newsletters
 - Bilingual website (mirror content in English and French)
 - Bilingual eblasts
 - French language representation on the district executive
 - Active offer at district events
- Through the district bilingual grant, districts have access to additional resources to support translation and other provisions of French-language service.
- Districts may be designated as French-language if serving an exclusively francophone membership. The language of service to members for these districts is French. RTOERO will provide service to these districts in French when possible, but some services (for example, meetings with board liaison, one-to-one meetings with staff) may be provided in English with appropriate active offer.

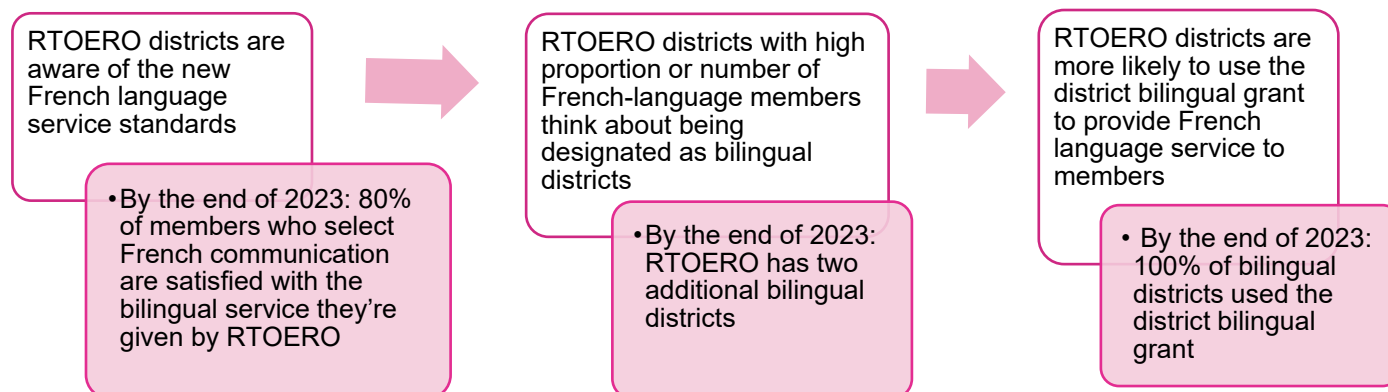
French-language service standards policy and guidelines

Implementation plan

Strategic direction

RTOERO affirms its commitment to French-language service through a new policy. Districts are more aware of their members' needs for communication in French and their alignment with RTOERO bilingual values. With support from staff, districts take action to improve their communications to French-language members.

Goals, objectives and measurement



Target audiences

- Primary: Board members, districts presidents and executives, French-speaking members, members who have specified French as their preferred language
- Secondary: RTOERO staff, French-speaking prospective members

2023 communication and implementation activities

General	Details
RTOERO website	Publish the new standards
One-pager	Infographic for presidents and districts
News you can use	Articles for districts newsletters and website
Liaison	Articles
How-to	Guide for district and information in LMS
Outreach	
Districts presidents	Monthly Districts Presidents meeting – Presidents workshop
Districts executives	District meetings, meetings with board liaison
Members who have selected French communication	Monthly exclusive French-language content for members who prefer French communication
Support	
Districts with 15% or more French language members	Identification of needs - mentoring
Bilingual districts	Identification of needs – best practices
Districts bilingual representatives	Identify one bilingual representative per district

Background

Designation of bilingual districts

Currently, two RTOERO districts are designated as French language:

- 44 Région du ciel bleu
- 45 EstaRiO

Three are designated as bilingual:

- 4 Sudbury & Manitoulin
- 27 Ottawa-Carleton
- 51 Echo

Analysis indicates other districts with a high proportion or number of members whose preferred language is French.

By district, members who have selected French as preferred language

District number	District name	# of members – French preferred language	Total members	% French preferred language
01	Rainy River	2	278	>1
02	Thunder Bay	7	1569	>1
03	Algoma	17	1222	1
04	Sudbury & Manitoulin	319	1687	19
05	Cochrane & Temiskaming	212	864	25
06	Parry Sound		429	0
07	Windsor Essex	70	2496	3
08	London Middlesex	4	3079	>1
09	Huron-Perth	1	1122	>1
10	Bruce Grey & Dufferin	3	1625	>1
11	Waterloo Region	8	2855	>1
12	Norfolk		620	0
13	Hamilton-Wentworth & Haldimand	7	3938	>1
14	Niagara	31	3339	1
15	Halton	11	3092	>1
16	City of Toronto	42	6229	>1
17	Simcoe County	22	2888	>1
18	Haliburton Kawartha Lakes		788	0
19	Hastings & Prince Edward	1	1084	>1

20	Frontenac Lennox & Addington	10	1453	>1
21	Renfrew	10	862	1
22	Etobicoke and York	6	2581	>1
23	North York	8	2792	>1
24	Scarborough & East York	1	3122	>1
25	Stormont Dundas Glengarry	143	784	18
26	Kenora	1	303	>1
27	Ottawa - Carleton	667	4294	16
28	Region of Durham	12	2882	>1
29	Lanark	3	577	>1
30	Northumberland	2	820	>1
31	Wellington	9	1439	>1
32	Prescott - Russell	25	211	12
33	Chatham - Kent	6	1006	>1
34	York Region	13	4199	>1
35	Dryden		288	0
36	Peterborough		1241	0
37	Oxford	1	765	>1
38	Lambton	3	1215	>1
39	Peel	9	4314	>1
40	Brant	2	1067	>1
41	Elgin		664	0
42	Mainland British Columbia	2	727	>1
43	Nipissing	18	742	2
44	Région du ciel bleu	228	279	82
45	EstaRiO	634	677	94
46	Muskoka		534	0
47	Vancouver Island		713	0
48	Leeds and Grenville	2	709	>1
49	The Prairies	5	445	>1
50	Atlantic	13	501	3
51	Echo	231	520	44
98	Actively Employed	184		
99	No Affiliation	22		
Total		3027		