

Plan de services
en français

French-language
Services Plan

2019-2020

Communications Nova Scotia



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Message from the Associate Deputy Minister

CNS is committed to providing information on government programs and services to the people those programs and services are designed to serve, including our Acadian and francophone community.

Our team of professional translators collaborates with various teams throughout CNS and government to ensure information in French is available through various platforms, including government's growing digital presence.

In 2019-20 CNS will also lead key information and communications commitments outlined in government's accessibility plan and will do so while also considering accessibility of information in other languages.

Donna MacDonald, Associate Deputy Minister

Responses to French Requests

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

Additionally, government's new website will continue to consistently present information in French, as per the French-language Communications Guidelines.

French-language Services Inventory

Communications Nova Scotia provides the following French language services:

- English-to-French translation services
- news releases in French, per the French-language Communications Guidelines
- production and placement of advertising in French, per the French-language Communications Guidelines
- web content development in French, per the French-language Communications Guidelines
- media relations, as required

French-language Services Coordinator

Communications Nova Scotia's French-language services coordinator is Kimberly Kennedy, Kimberly.Kennedy@novascotia.ca

Progress in Reaching Goals and Objectives for 2018–2019

Strategic Objective 1 – Leadership and Policy Direction

Champion and support the policy development, planning, and administrative frameworks for the implementation of the French-language Services Act and Regulations.

Progress in 2018-2019

- The Translation Services team continues to provide professional English-to-French translation services to government departments, agencies and other designated public institutions, as per the French Language Services Act and Regulations. A member of the Translation Services team attends the daily production meetings at CNS and joins departments in communications planning discussions to provide advice and input.
- Active participation on the French-language Services Coordinators' Committee (FLSCC) and sub-committee(s) continued. In addition, a member of the CNS Translation Services team presented to the group about Termium Plus (a terminology databank managed by the federal government) in November 2018, helping to share knowledge and experience.
- CNS supported the GouvNE (Twitter) account as required.
- CNS continued to roll out government's web strategy, which includes improvements to the presentation of French content.
- With the Office of Acadian Affairs and Francophonie, CNS has reviewed the French-language Communications Guidelines, and continued to support implementation and awareness.
- CNS prepared and published a 2018-2019 French-language services plan.

Strategic Objective 2 – Availability and accessibility of French-language services

Increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials, and by increasing the capacity of the public service to offer services in French.

Progress in 2018-2019

- Five CNS staff registered and participated in French-language training through Université Sainte-Anne in 2018-19.
- Senior Translator participated in the 'Pan-Canadian Terminology Committee Annual meeting and workshops' in October 2018
- Translator participated in the 'Traducteurs, apprivoisez vos bêtes noires – Lacunes et ressources du français' course offered by Magistrad in November 2018

- Supported client departments in communicating with francophone and Acadian audiences with news releases, marketing and advertising, print production, web, and communications planning services.
- Number of words translated in 2018–19: almost 1,490,000 words; more than 523,000 words specifically by the in-house team. A comparison between fiscal year 2017-18 and 2018-19 saw an increase of over 80,000 words translated by the Translation Services team at CNS.
- Continued to apply the communications guidelines when translating news releases and planning media buys on behalf of client departments.
- Number of departments and other institutions served: almost all government departments and offices, as well as additional designated entities, including but not limited to: Justice, Health and Wellness, Nova Scotia Health Authority, Immigration, Speaker’s Office, Service Nova Scotia, Labour and Advanced Education, Office of Acadian Affairs and Francophonie, Agriculture/Fisheries and Aquaculture, Education and Early Childhood Development, Communities, Culture and Heritage, Legal Aid, Executive Council Office, NSBI, Municipal Affairs, Energy, Environment, Natural Resources/Lands and Forestry, Office of the Lieutenant Governor, Internal Services, Public Service Commission, Transportation and Infrastructure Renewal, Emergency Management Office, Maritime Museum of the Atlantic, Gaelic Affairs, African Nova Scotian Affairs, Tourism, Provincial Libraries, IWK, Communications Nova Scotia, Seniors, House of Assembly, Public Prosecution Service, Community Services, Electoral Boundaries Commission, etc.
- Ability to provide services in French was included as an asset in competitions.

Strategic Objective 3 – Community engagement and outreach

Encourage the participation of the Acadian and francophone community in the development of government policies with a view to improving the delivery of services in French.

Progress in 2018-2019

- Supported adherence to the French-language Services Act and Regulations and ensured that CNS is meeting its obligations by continuing to be an active member of the FLSCC and continuing to lead the sub-committee on communications guidelines.
- CNS, in collaboration with the Office of Acadian Affairs and Francophonie, reviewed the French-language Communications Guidelines with work underway to specifically address French social media accounts for government and the Office of Acadian Affairs and Francophonie.

- Content development for beta.novascotia.ca continued to adhere to established process, whereby the final decision for French content is decided by executive teams within departments, taking into consideration the French-language Communications Guidelines, and ensuring the departmental French-language service coordinator is aware of those decisions.
- CNS continued to share the French Language Communication Guidelines, when applicable, in planning meetings with client departments.
- CNS worked with the Executive Council Office in planning and placing print ads in *Le Courrier* in an effort to promote positions available on agencies, boards and commissions. Ads appeared in April, May, October and November 2018.

Goals, Objectives, and Measures for 2019–2020

Strategic Objective 1. Strengthen internal operational structures including policy, legislative and administration frameworks.

To support this strategic objective, as per the Office of Acadian Affairs and Francophonie strategic plan for French-language services for 2018–2023, Communications Nova Scotia’s goals, objectives and planned measures are as follows:

Department’s Goals and Objectives 2019–2020

1. Develop inclusive French-language standards relative to URLs & gender, ensuring greater accessibility to government information to broader audiences.
2. Update the Translation Program Manager position within the Translation Services unit to ensure advanced specialized management of the Translation Services program for government.
3. Develop a recruitment strategy for the Translation Services team, in consultation with partners (OAAF, EECD, PSC recruitment).
4. Ensure the French-language Communications Guidelines are up-to-date and remain relevant.

Department’s Planned Measures for 2019–2020

1. A) Set government standard for URLs for French content and operationalize
B) Set government standard for gender-inclusive terminology and operationalize.
2. Formalize the updated Translation Program Manager position within CNS.
3. Create a recruitment strategy for translation positions on the Translation Services team and operationalize before year-end.
4. Conduct annual review of the French-language Communications Guidelines with CNS staff and client departments and offices, update and revise as necessary.

Strategic Objective 2. Develop and deliver quality French-language services and programs to the public.

To support this strategic objective, as per the Office of Acadian Affairs and Francophonie strategic plan for French-language services for 2018–2023, Communications Nova Scotia’s goals, objectives and planned measures are as follows:

Department's Goals and Objectives 2019–2020

1. Promote the availability of French-language training to staff within the department, increasing capacity within the organization.
2. Develop an annual operational plan for the Translation Services unit.

Department's Planned Measures for 2019–2020

1. Maintain consistent enrolment by CNS staff in the French-language training program.
2. The Translation Program Manager will ensure an operational plan is developed and implemented.

Strategic Objective 3. Maintain on-going dialogue and consultation with the Acadian and francophone community.

To support this strategic objective, as per the Office of Acadian Affairs and Francophonie strategic plan for French-language services for 2018–2023, Communications Nova Scotia's goals, objectives and planned measures are as follows:

Department's Goals and Objectives 2019–2020

1. Ensure consistent application of French content on CNS-managed digital platforms.
2. Ensure availability and professional delivery of translation services to all government departments and offices, and designated entities, as necessary under the French-language Services Act and Regulations, in support of their goals and objectives around on-going dialogue and consultation.

Department's Planned Measures for 2019–2020

1. In 2019-20, the Translation Program Manager will work with the CNS digital team to consult on, and research the application of, French content on social media platforms, with a goal to developing recommendations for strengthening government's French content on these platforms, as per the French-language Communications Guidelines.
2. The volume of projects being translated will continue to increase as awareness around requirements under the French-language Communications Guidelines grows.

Priorities of the Acadian and Francophone Community

The Translation Services team participates on daily production meetings to discuss specific communication and marketing projects and approaches to meet communications objectives. Involvement at this corporate level helps ensure all projects are given due consideration of requirements/suitability for translation. Since having the translation team participate in these meetings, the volume of translations has increased each year since 2014.

CNS will continue to promote internal awareness about the legislated translation requirements as well as opportunities to translate other materials when it would benefit Acadian and francophone citizens. For example, CNS is developing a crisis communications plan that will be developed in association with the Office of Acadian Affairs and Francophonie. The plan will take into consideration the French-language Communications Guidelines.

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

Ensuring information in French on government programs and services is consistently, and professionally, available helps to support access to, and participation by, the Acadian and Francophone communities in those programs and services, in their preferred language.