

French-language Services Plan

2020–2021

Communications Nova Scotia



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Ce document est également disponible en français sous le titre : « Plan de services en français 2020-2021 »

Message from the Deputy Minister

Communications Nova Scotia (CNS) is committed to providing information on government programs and services to the people they are designed to serve, including our Acadian and francophone community.

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

In 2020-21, we will continue to 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, as needed. We will also develop crisis communications guidelines in association with the Office of Acadian Affairs and Francophonie (OAAF).

Donna MacDonald
Associate Deputy Minister

Supporting the growth of the Acadian and francophone community

CNS recognizes the importance of French-language services and we endeavour to fulfil our responsibilities under the *French-language Services Act* and Regulations. We believe Nova Scotians should have access to quality government services in French, and this plan demonstrates our commitment to ensuring our programs, policies and services address the priorities expressed by the Acadian and francophone community. To achieve this, we collaborate with other designated public institutions across government – including the Office of Acadian Affairs and Francophonie – through the French-language Services Coordinating Committee (FLSCC). We greatly value this partnership, which ensures a continued understanding of the unique needs of our province's 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.

We 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, we will work to develop crisis communications guidelines in association with the Office of Acadian Affairs and Francophonie, which will complement the French-language Communications Guidelines.

French-language services coordinator

Kim Kennedy (Kimberly.Kennedy@novascotia.ca)

Services we offer in French

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

Communicating with the public

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 specific information in French, as per the French-language Communications Guidelines.

What we did in 2019–20

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

- Develop inclusive French-language standards relative to URLs & gender, ensuring greater accessibility to government information to broader audiences.
 - Best practices have been established for standardizing URL formats for French web pages. As search engines and user needs change, we will adjust our guidelines and standards accordingly.
 - A jurisdictional scan of best practices for gender-neutral writing in French has been completed, and guidelines will be drafted in the next fiscal year.
- Update the Senior Translator position within the Translation Services unit to ensure advanced specialized management of the Translation Services program for government.
 - Reclassification of this position has been completed and additional responsibilities have been assigned to the position, including identifying best practices for securing translation into other languages when needed, including ASL, Arabic, and Mi'kmaq. This work will help maximize government's effectiveness and engagement within these communities going forward.
- Develop a recruitment strategy for the Translation Services team, in consultation with partners (OAFF, EECD, PSC recruitment).
 - In 2019-20, CNS worked with the Office of Immigration to share information at international events about working as a translator for the provincial government.
 - The Translation Program Manager proactively identified and developed relationships with universities that have French Translation programs, and delivered a presentation for the co-op program at Université d'Ottawa.
 - The posting for a translator position was shared with provincial and national translation committees, networks and groups.
 - Work on the development of the strategy continues.
- Ensure the French-language Communications Guidelines are up-to-date and remain relevant.
 - In collaboration with the Office of Acadian Affairs and Francophonie, CNS has reviewed and updated the French-language Communications Guidelines, and continued to support implementation and awareness.

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

- Promote the availability of French-language training to staff within the department, increasing capacity within the organization.
 - Four (4) CNS staff registered and participated in French-language training through Université Sainte-Anne in 2019-20.
 - Ability to provide services in French was included as an asset in competitions.

- Develop an annual operational plan for the Translation Services unit.
 - The operational plan for the unit is reflected in development planning for its employees. Goals, objectives and results included:
 - providing professional English-to-French translation services to government departments, agencies and other designated public institutions, as per the French Language Services Act and Regulations.
 - attending daily production meetings at CNS and joining departments in communications planning discussions to provide advice and input.
 - supporting client departments in communicating with francophone and Acadian audiences with translation of news releases, speeches, marketing and advertising products, print, web, and social media posts.
 - continuing to be an active member of the FLSCC and leading the sub-committee on communications guidelines.
 - continuing to share the French Language Communications Guidelines, when applicable, in planning meetings with departments.

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

- Ensure consistent application of French content on CNS-managed digital platforms.
 - CNS continued to roll out government's web strategy, which includes improvements to the presentation of French content.
 - 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.
 - Translation Program Manager continues to meet with the digital team and OAAF to determine the best approach for French social media accounts

- 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.
 - Number of words translated in 2019-20: over 1.25 million words in total, including more than 510,000 words specifically by the in-house team. A comparison between fiscal year 2018-19 and 2019-20 saw a decrease of about 235,000 words translated by the Translation Program at CNS, due to the bulk of the new content for the beta site being translated in the previous year. The volume of work completed by the in-house team has remained stable, and the volume of projects supported by funds from the Canada–Nova Scotia Agreement on French-language Services (50% cost-share) increased by 133,000 words compared to 2018-2019.
 - 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 and Internal Services, 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 and Housing, Energy and Mines, Environment, Lands and Forestry, Office of the Lieutenant Governor, Public Service Commission, Transportation and Infrastructure Renewal, Emergency Management Office, Maritime Museum of the Atlantic, African Nova Scotian Affairs, Tourism Nova Scotia, Provincial Libraries, IWK, Communications Nova Scotia, Seniors, House of Assembly, Community Services, etc.

- Continued to apply the communications guidelines when translating news releases and planning media buys on behalf of 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 2019.

Plans for 2020–21

Objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks

- Continue development of a recruitment strategy for the Translation Program to fill vacant positions
 - Work in consultation with partners like OAAF, EECD, Immigration, PSC recruitment, and universities.
- Ensure the French-language Communications Guidelines are up-to-date and remain relevant.
 - Conduct annual review of the French-language Communications Guidelines with OAAF, update and revise as necessary.
- Develop guidelines and recommendations for gender-neutral and inclusive writing in French to ensure greater inclusion when addressing the public
 - A jurisdictional scan of best practices has been completed. Recommendations and guidelines will be drafted for consideration and approval.

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

- Promote the availability of French-language training to staff within the department, increasing capacity within the organization
 - Maintain consistent enrolment by CNS staff in the French-language training program
- Lead key information and communications commitments outlined in government's accessibility plan and do so while also considering accessibility of information in other languages
 - Translation Program Manager is an active member of the CNS Accessibility Working Group and will continue to provide input and recommendations for information accessibility in French or other languages.
- Develop an annual operational plan for the Translation Services unit for 2020-21
 - The Translation Manager will ensure an operational plan is developed and implemented.
- 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
 - The Translation Program Manager will ensure that professional French-language translation services are available to all government in support of goals and objectives around on-going dialogue and consultation.

Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community

- Develop crisis communications guidelines in association with the Office of Acadian Affairs and Francophonie
 - The guidelines will complement the French-language Communications Guidelines.
- Ensure consistent application of French content on CNS-managed digital platforms.
 - Transition the @gouvNE Twitter account to the CNS Digital team and create a dedicated Twitter account for OAAF.
 - Digital team will create a new French Facebook government page.
 - Support the CNS digital team in managing French-language digital platforms for government.
- Offer advice and support to government departments conducting province-wide public consultations with Nova Scotians
 - CNS will provide advice on public consultation in relation to French-language requirements, and will provide the required resources, either in-house or through external suppliers.
- Support the Executive Council in the development, translation and promotion of their annual recruitment campaigns for agencies, boards and commissions (ABC) members
 - CNS will continue to support recruitment campaigns for ABC members, through provision of translation, production and marketing strategy.