



Multi-Year Strategic French-Language Services (FLS) Plan 2021-2023

September 2021

**MULTI-YEAR STRATEGIC
FRENCH-LANGUAGE SERVICES (FLS) PLAN**

Public Body

Efficiency Manitoba

FLS Coordinator

Ashley Nichol

Name

204-918-9899

Phone

Email

1. COMPOSITION OF FRENCH-LANGUAGE SERVICES (FLS) COMMITTEE

MEMBERS OF THE FLS COMMITTEE

Name	Position
Ashley Nichol	Brand Specialist
Tracy Sterdan	Communications & Customer Experience Manager
Courtney Kuleza	Customer Experience Specialist
Whitney Derksen	Procurement Officer

2. PROFILE OF PUBLIC BODY

Vision:

We serve as a catalyst for an energy efficient Manitoba. We are valued by Manitobans for our leadership in energy efficiency and for the partnerships we create.

Mission:

Efficiency Manitoba reduces energy consumption using innovative approaches that respect the environment and lead to economic benefits for Manitobans.

Strategic Goals:

- Achieving excellence in our programs and services
- Building a solid foundation for a successful organization
- Building and sustaining meaningful partnerships with a customer focus
- Transforming attitudes towards energy efficiency

Division Descriptions: N/A

3. OVERVIEW OF CURRENT STATUS

Describe the current status of your public body with respect to the implementation of the Francophone Community Enhancement and Support Act and the French-Language Services Policy, including the concept of Active Offer.

As Efficiency Manitoba continues implementing its first three-year (2020-23) Efficiency Plan, Efficiency Manitoba has developed this multi-year strategic plan to ensure consistent delivery of French language services in the context of active offers and programs.

- Processes are being developed to ensure any new or updated customer-facing or public content is sent for translation. This includes web content, customer facing campaign ads or public notices, digital content, and public educational resources for events in bilingual areas or for bilingual or French schools. Any additional French educational resources will be available upon request. Efficiency Manitoba will continue to translate public content as it is developed or updated.
- Efficiency Manitoba is working with its contracted Contact Centre to set up reporting mechanisms to track bilingual interactions with customers.
- Processes are in place to manage media relations where in any media request made in French is responded to in French by a Francophone member of Efficiency Manitoba.
- A process is in place to provide access to bilingual Efficiency Manitoba Contact Centre representatives or employees.
- Processes and resources are being developed to outline and promote the French Language Services plan and referral list internally. This will be primarily communicated throughout internal webpages, email communications, and team meetings.

4. MULTI-YEAR STRATEGIC FRENCH-LANGUAGE SERVICES (FLS) PLAN

Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
Delivery of French language services in the context of the Active Offer	Formalize FLS within Efficiency Manitoba	<ul style="list-style-type: none"> Identify an FLS coordinator. The FLS Committee is established and meets regularly. Ensure that all members of the FLS committee understand their role and help implement a Francophone lens to Efficiency Manitoba's initiatives. 	<ul style="list-style-type: none"> The role and responsibilities of the FLS coordinator are defined. FLS committee is in place with cross organizational representation. The number of meetings held. Committee members receive and review the FLS Policy and the Active Offer concept. 	Efficiency Manitoba's FLS team is in place to help guide and implement the contents of the multi-year strategic FLS plan.	<ul style="list-style-type: none"> Q1 2021/22 Committee is established in Q2 2021/22. Committee meetings held in Q3 and Q4 in 2021/22 and then semi-annually in 2022/23. Q3 2021/22
	Ensure bilingual information and services are available to the public on Efficiency Manitoba's website.	<ul style="list-style-type: none"> Create an inventory of Efficiency Manitoba's online content. Confirm an internal process regarding a simultaneous 	<ul style="list-style-type: none"> The number and percentage of total English and French web pages. Bilingual web policy drafted. 	Efficiency Manitoba is able to communicate information and services online via a bilingual website.	<ul style="list-style-type: none"> Create inventory by Q4 2021/22

4. MULTI-YEAR STRATEGIC FRENCH-LANGUAGE SERVICES (FLS) PLAN

Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
		<p>release of new information in English and French.</p> <ul style="list-style-type: none"> Establish a translation strategy for a bilingual website. 	<ul style="list-style-type: none"> Bilingual web policy implemented. Translation strategy and content prioritization in place. The number and percentage of French webpages in relation to English pages. 		<ul style="list-style-type: none"> Bilingual web policy formalized and in practice by Q3 2021/22. Translation strategy in place by Q3 2022/23
	Ensure bilingual program applications are available to participants.	<ul style="list-style-type: none"> Establish a process to ensure all application forms (paper and pdf) are available in French. 	<ul style="list-style-type: none"> The number/percentage of programs with both English and French application forms Process in place for simultaneous availability of French and English application forms 		<ul style="list-style-type: none"> Q1 2022/23

4. MULTI-YEAR STRATEGIC FRENCH-LANGUAGE SERVICES (FLS) PLAN

Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
		<ul style="list-style-type: none"> Investigate options for French translation and execution of online customer/supplier/contractor portal. Document the recommended option(s) and associated costs with implementation of French in the customer portal. 	for new programs/offers		<ul style="list-style-type: none"> Q4 2022/23 Q4 2022/23
	Ensure that Efficiency Manitoba's information and materials are available bilingually.	<ul style="list-style-type: none"> Establish a process to ensure that any publications targeting the general public and customers are made available in both English and French. Ensure that all forms, applications or other 	<ul style="list-style-type: none"> A process is established and tracking is undertaken regarding the number of publications that are released simultaneously in both official languages compared to unilingual releases. 	Efficiency Manitoba's communication efforts effectively reach and inform Manitoba's Francophone Community.	<ul style="list-style-type: none"> Q1 2022/23 Process in place; action is ongoing

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Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
		<p>documents accessed by the public are available bilingually.</p> <ul style="list-style-type: none"> • Execute campaigns that will include a bilingual component in order to communicate with Francophones. • Develop quality educational resources and materials, in English and in French, for the Energy Efficiency Education Program. • Provide public presentations using bilingual resources. 	<ul style="list-style-type: none"> • The number and percentage of documents in bilingual format compared to English-only. • The number and percentage of campaigns that communicate with the Francophone community. • The number and comparable percentage of French to English educational resources and materials developed. • The number and percentage of public 		<ul style="list-style-type: none"> • Q1 2022/23 • Timeline will be alongside program launch (tentatively Q4 2021/22) • Beginning 2022/23

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Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
			presentations supported in French.		
	Foster bilingual interactions with customers whether internally, via third party service providers, or media.	<ul style="list-style-type: none"> • Track bilingual customer requests received through the contact centre. • Ensure French-language news media has access to public information and can be responded to. • Ensure third Party contracts, dealing with the public, are addressing French Language Services in the context of Active Offer • Ensure third party contractors are aware of Active Offer and bilingual 	<ul style="list-style-type: none"> • The number of customer requests received and responded to in French. • The number of media requests received and responses given in French. • The number and percentage of third party contracts that contain active offer and bilingual service provisions. • Provide access to the FLS policy and training resources. 	French language services are readily available and easily accessible - orally, written, and electronically - and of comparable quality to the English.	<ul style="list-style-type: none"> • In process and ongoing • Ongoing • Process in place; action is ongoing • Q4 2022/23

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Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
		services and are able to respond.			
Cooperation with the Francophone community	Initiate engagement with Francophone community stakeholders regarding FLS needs	<ul style="list-style-type: none"> Establish contact with Francophone community organizations. Meet with Francophone community organizations to discuss community needs. 	<ul style="list-style-type: none"> The number of meetings with community organizations. 	Manitoba's Francophone communities are engaged on matters of concern to them relative to energy efficiency, as are their English counterparts; their needs are heard and actively considered with Efficiency Manitoba's activities	<ul style="list-style-type: none"> Q4 2021/22 Q1 2022/23
Promotion and Awareness Activities	Ensure all Efficiency Manitoba employees are aware of FLS legislative requirements and FLS processes.	<ul style="list-style-type: none"> Create internal FLS webpage detailing all necessary FLS related information and resources. 	<ul style="list-style-type: none"> Internal FLS webpage completed. Internal FLS webpage shared with employees. 	Efficiency Manitoba employees are aware of Manitoba's FLS requirements and are able to use this knowledge to better serve Manitoba's	<ul style="list-style-type: none"> Q4 2021/22

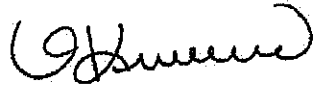
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Key Result Area	Work to be Completed	Action Steps	Key Performance Indicator(s) (Output)	Measurable Statement(s) (Outcome)	Timeline
		<ul style="list-style-type: none"> Work with the Francophone Affairs Secretariat on potential training opportunities/solutions regarding the French-language Services Policy and the Active Offer concept. 	<ul style="list-style-type: none"> Training via the FLS Secretariat has been implemented. The number of Efficiency Manitoba employees who have completed the Active Offer training. 	Francophone Community.	<ul style="list-style-type: none"> As available through the FLS Secretariat (targeting by Q4 2021/22)
	Access bilingual capacity with Efficiency Manitoba.	<ul style="list-style-type: none"> Organizational review of the internal bilingual capacity at EM. 	<ul style="list-style-type: none"> Conduct the analysis in order to complete Schedule A and Schedule B of the multi-year strategic FLS plan. Conduct organizational review to determine where FLS may be needed. 	Efficiency Manitoba is able to identify FLS service and employee needs in order to meet goals in serving the Francophone public.	<ul style="list-style-type: none"> Q3 2021/22

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		<ul style="list-style-type: none"> • Creation and distribution of Efficiency Manitoba’s referral list for internal use. • Promote and share French-language training opportunities with Efficiency Manitoba employees. 	<ul style="list-style-type: none"> • Create and conduct employee survey to determine internal bilingual capacity. • The number of employees added to the referral list. • The referral list is distributed and made available to all employees. • The percentage of training opportunities made available to Efficiency Manitoba and subsequently promoted and shared with Efficiency Manitoba employees. 		<ul style="list-style-type: none"> • Q3 2022/23 • Q4 2021/22

5. APPROVAL OF THE MULTI-YEAR STRATEGIC FRENCH-LANGUAGE SERVICES (FLS) PLAN



Chief Executive Officer

September 22, 2021

Date



Minister responsible for the public body

OCT 14 2021

Date



Minister responsible for Francophone Affairs

OCT 21 2021

Date

Schedule A : Designated Bilingual Positions

Public Body/Branch:

Date:

SAP #	Legacy #	Position Title	Classification	Full Time/ Part Time	Permanent or Term	Division/Branch	Location (City, Town, Village)	Position Status	Comments

Schedule B: Bilingual Capacity (excluding designated bilingual positions)

Public Body/Branch:								Date:
SAP #	Legacy #	Position Title	Classification	Full Time/ Part Time	Permanent or Term	Division/Branch	Location (City, Town, Village)	Comments

Schedule C: Agencies, Boards and Commissions

Name of Agency, Board or Commission	Number of Francophone* representatives	Is this agency/board/commission listed under Schedule A of the Francophone Community Enhancement and Support Act as an administrative tribunal? (Yes or No) Please note that if Yes, the Act stipulates that Francophone representation should be encouraged, so measures should be taken to ensure that there is at least one bilingual member. The Act also states that these administrative tribunals must provide service in French.
1. N/A		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

*Francophone is defined as “those persons in Manitoba whose mother tongue is French and those persons in Manitoba whose mother tongue is not French but who have a special affinity for the French language and who use it on a regular basis in their daily life.”

- You may wish to communicate with the [ABC Office](#).
- Also please consult the information sheet regarding the [Appointment of a Greater Number of Bilingual Individuals to Quasi-Judicial Tribunals in Manitoba](#).

Schedule D: Funding to Francophone Organizations

The Francophone Affairs Secretariat recognizes that French language services and support to the Francophone community may take various forms, including financial support. List the funding and/or in-kind funding your public body provides to Francophone organizations.

Name of Francophone organization	Type of support (Operational, Project or In-kind funding)	Value (\$)	In previous fiscal year	Next fiscal year
1. N/A				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				