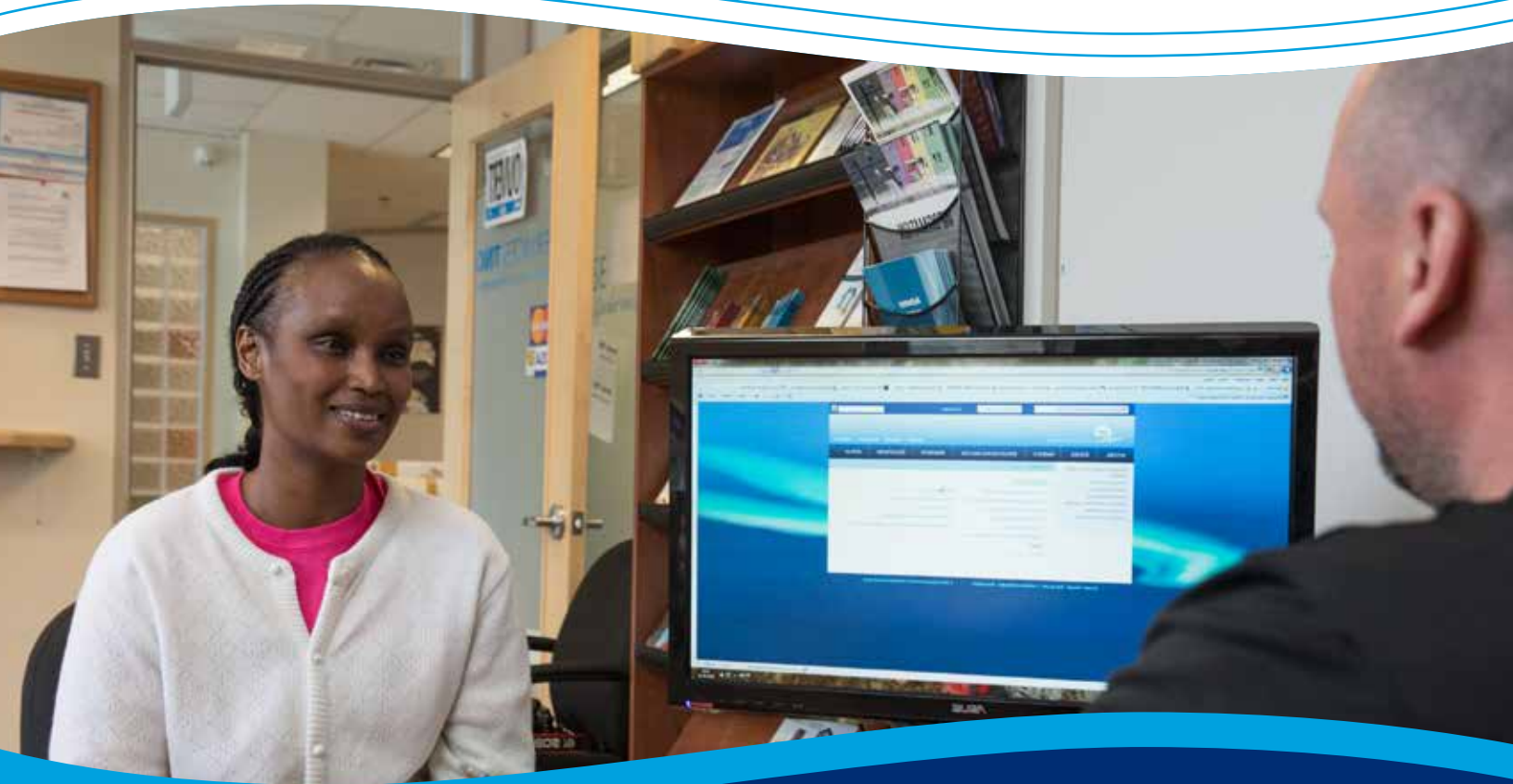


# WORKING TOGETHER TO MAKE THE ACTIVE OFFER

A guide to creating a consistent service  
experience for the French-speaking public



en personne



par téléphone



par écrit



en ligne



Northwest  
Territories

## Introduction

The Government of the Northwest Territories has committed to make an active offer of services in French and is working to ensure that all departments and agencies can provide good quality information and services in French.

### **Who is responsible for the active offer?**

Everyone involved in serving the public has a role to play in the active offer, from the Minister to front-line staff. The *GNWT's Strategic Plan on French Language Communications and Services* ([link](#)) describes all roles and responsibilities in detail, however, for the purposes of this toolkit, we will highlight a few key points.

**The Francophone Affairs Secretariat** provides overarching leadership and support to departments/agencies in making the active offer. This includes developing and providing guidelines, orientation and tools to help employees and departments/agencies meet their obligations under the *Official Languages Act* and Regulations.

Every department/agency has a **French Language Services Coordinator** ([link](#)) who is responsible for championing and coordinating the provision of quality French language communications and services by their department/agency.

### **What is an "active offer"?**

The active offer is a way of greeting members of the public that informs them that they are welcome to communicate with the GNWT in French when seeking information or a service. An active offer can be a sign, a personal greeting, or a recorded message.

In the NWT, there are four significant demand communities where the active offer must be made: Yellowknife, Hay River, Fort Smith and Inuvik.



The role of the coordinators includes, for example:

- Working with senior management to ensure that appropriate human resources are in place to deliver French language services according to the plans of their department or agency;
- Ensuring staff have appropriate orientation and training to respect their obligations under the *Official Languages Act* and Regulations;
- Following up on any complaints received regarding the department/agency's French language communications and services;
- Maintaining a list of bilingual staff in the department/agency;
- Maintaining an inventory of bilingual printed material for the department/agency; and
- Maintaining an inventory of departmental/agency points of French language service delivery.

**Divisional directors and program managers** are responsible for integrating French language requirements into all aspects of planning and program/service delivery. They are also responsible for taking measures to resolve shortcomings regarding the delivery of French language communications and services in their area of responsibility.

**All front-line service providers** are expected to be sensitive to the importance of their role in implementing the *Official Languages Act* and related policies and guidelines. They are responsible for learning and applying the guidelines, policies and processes involved in making the active offer of services in French.

**Note:** Staff who are not in 'bilingual required' or 'bilingual preferred' positions are still required to make the active offer of service in French. This includes making sure members of the public feel comfortable requesting service in French and facilitating access to someone who will be able to provide the information or service they need in French.

## Upholding the Standards

The GNWT has adopted *GNWT Standards for French Language Communications and Services* ([link](#)) to ensure consistent communications and services to the French-speaking public. The following are some examples of the standards departments are required to work towards.

- Bilingual greetings, email signatures and voicemail messages
- Signage to indicate that French language services are available
- Bilingual formats for public documents
- French responses to correspondence in French
- Bilingual websites
- Equivalent French ads through L'Aquilon and Radio-Taiga
- Bilingual formats for all forms, certificates, permits and licences

### **The Standards: Get to know them**

*While this toolkit provides information to help departments understand how they can effectively and consistently implement the Standards, it does not replace or supersede the requirements set out in the Standards.*

*All staff involved in delivering services to the public should be familiar with the Standards and refer to them when required.*

## First things first: Make a plan and share it

We strongly encourage French Language Services Coordinators and managers of front-line services in each department/agency to work together to develop an active offer reference tool and to share it with all staff who will be involved in the active offer.

The document could contain:

- the name and contact information of your department/agency's French Language Services Coordinator;
- the names and contact information of bilingual staff for your department/agency;
- details as to how French language service are provided for the department/agency and various points of services;
  - Is the public provided direct service, referral service, or interpretation service?
  - Is the delivery method in person, by phone, by email, or using another type of communication technology?
- a list of popular public documents that are available in French (e.g. program brochures, forms, etc.) and how to access them;
- a list of web pages that provide information in French; and
- information about Services TNO, the services they offer to the public, as well as the details of any particular arrangements you department/agency has with Services TNO and how to refer the public appropriately.

Departments/agencies are encouraged to develop a document describing the steps for how to manage French language service requests.

**French services can be provided in one of the following ways:**



### **Direct service**

Service in French by a bilingual person who is able to provide the requested service. This can be face-to-face, over the phone, or via email. The service provider can be an employee of the department/agency or of Services TNO.

### **Referral service**

Service is offered by a front-line employee who does not speak French themselves, but has ready access to a bilingual employee in the same office or other location who can provide the service over the phone, through e-mail or video conferencing, etc. The service provider can be an employee of the department/agency or of Services TNO.

### **Interpretation service**

The service provider uses a certified interpreter or language facilitator to assist in delivering the information or service to a member of the public in French. This can be face-to-face, by phone or via teleconference. All interpretation service must be promptly available and competent.

*\* French Language Services Coordinators are required to maintain a list of bilingual staff within their department or agency for referral service, as well as a list of interpreters and language facilitators.*



## Making the offer visible

Our front-line points of service and staff are the face of the GNWT. It is the public's initial contact here that will determine their perception of the quality of service the government provides. This is even more important when it comes to the active offer of French language services in significant demand communities.

It is important for the public to know where French language services are offered through appropriate signs, posters and other cues.

A number of tools have been provided with this kit that to assist departments/agencies in ensuring a consistent level of visibility for the active offer. Departments/agencies are free to choose the most appropriate active offer signage for their point of service, however the following requirements must be met:

- the active offer must be displayed at the point of entrance into the service (i.e. outside door, window or entrance hallway);
- the active offer must be easily visible to any client who is waiting for service; and
- bilingual staff must be identified in some way (e.g. with the active offer pin, a sticker at their service wicket, etc.).

### *Tips for displaying your active offer materials*

**Tent cards:** This versatile, transportable tool should be displayed on the service counter or a nearby surface. It can also be taken out of the office for special events or mobile services.

**Magnetic pins:** All employees who are able to communicate in French are encouraged to wear pins to identify themselves. It is not recommended that other employees wear pins as it could cause frustration among French-speaking clients who will expect them to be able to communicate in French.

**Stickers:** A variety of sizes of sticker are provided. These can be added to existing French posters and signs, documents, notebooks, etc. to draw attention to them and create a visual connection with other active offer materials.

### **A note of caution...**

Front-line staff should be properly equipped to deal with French language service requests before displaying the enhanced active offer signage provided in this toolkit. If the French-speaking public is invited to request services in their language, only to be served by staff who are not prepared to deal with their request, this can lead to additional frustration.



**Transparent vinyl window stickers:** These can be used on outside-facing windows and doors both inside and outside the service office.

### **GNWT active offer promotional poster:**

Departments are encouraged to display this poster at points of service in significant demand communities.

**Fillable posters:** These can be used by departments/agencies to display specific service details, make relevant announcements, or give updates at points of service. These are provided in hard copy and electronic formats.

**\*\*Please note that any French text to be posted in GNWT points of service must be proofread by the staff of the Francophone Affairs Secretariat to ensure quality and consistency.**

### **What is required for building signage?**

Active offer signage is intended to let the public know that French language service is available at a specific location or by an individual. Active offer signage is not the same as building signage which should be in the official languages of the community, as set out in the *Official Languages Act* of the Northwest Territories.

If you require enhanced French signage for your building (i.e. exterior, way finding, main lobby area) contact your department/agency's French Language Services Coordinator who can assist in identifying the best way to go about getting appropriate signage for your building.

### **Active offer design theme**

A common look and feel for active offer materials will help increase recognition of the active offer by the French-speaking public, help departments/agencies make the offer visible, and support efforts to provide a consistent experience for our clients.

*The Secretariat has worked in consultation with the franco-ténoise community, the French Language Service Coordination Committee and the Department of the Executive in the development of a design theme within the parameters of the GNWT's Visual Identity Program (VIP) (Section 4: Program Symbols and Partnerships). In all cases, the VIP and other GNWT guidelines, such as the Common User Experience Guidelines for website development should be consulted and respected in the application of the French language communications and services design theme.*

The design theme for the GNWT's French language communications and services includes a few key components:

- a graphic depiction of the words: "À votre service en français" (At your service in French);
- standardized graphics illustrating various modes of service (in person, by phone, in writing, on line);
- a colour scheme; and
- some information about how the design elements can be used by departments to promote the active offer.

### **Can departments and agencies also use the design theme?**

Hard copies and electronic versions of all the tools in this kit will be posted to the Francophone Affairs Secretariat's SharePoint site along with recommended print specifications, should departments prefer to have extra copies printed themselves. In addition, the graphic elements of the design theme (i.e. "À votre service en français" and service icon bars) will be posted to SharePoint in both .jpg and .eps formats so that departments can incorporate them into their active offer materials as appropriate.

While no approval is required for the use of these resources, the Secretariat would encourage departments/agencies to work closely with their communications advisor on the design of any materials intended for the public and to respect the following guidelines.

*If your department/agency requires any significant adaptations to the design elements provided, please contact the Francophone Affairs Secretariat for assistance. The Secretariat is also happy to discuss any other questions departments/agencies may have about the design theme.*

## "À votre service en français"

À votre  
**service**   
en français

### Colour

The colour version is to be used in colour printing when the background colour is light.

À votre  
**service**   
en français

### Greyscale

The greyscale version is to be used in black and white printing when the background colour is light.

À votre  
**service**   
en français

### Reversed (white)

The reversed (white) version is to be used in black and white printing or colour printing when the background colour is dark.

## Service icon bars

A  en personne  par téléphone  par écrit  en ligne

B  en personne  par téléphone  par écrit  en ligne

C  en personne  par téléphone  par écrit  en ligne

D  en personne  par téléphone  par écrit  en ligne

### A Colour

The colour version is to be used in colour printing when the background colour is light.

### B Black and White

The black and white version is to be used in black and white printing when the background colour is light.

### C Reversed with blue

To be used in colour printing when the background colour is dark.

### D Reversed with black

To be used in black and white printing when the background colour is dark.

## Colour specifications

The standard colours for this design element are Pantone® 288 C and Pantone® 299 C.



PANTONE® 288 C	C = 100 M = 80 Y = 6 K = 32	R = 0 G = 45 B = 114	Websafe #003366
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PANTONE® 299 C	C = 86 M = 8 Y = 0 K = 0	R = 0 G = 163 B = 224	Websafe #0099cc
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## Notes on optimum readability

### Posters and other visual materials

When designing for optimal readability, the reader's distance from the material should be taken into account. The chart to the right shows the minimum recommended font size in relation to one's distance from a poster, for instance.

Fonts styles should also be kept simple; sans serif fonts are recommended.

Distance (feet)	Font Size (points)
2	8.5
3	13
5	22
7	30
10	43
12	52
15	65
20	86

Minimum Font Size @ 2 ft

Minimum Font Size @ 3 ft

Minimum Font Size @ 5 ft

Minimum Font Size @ 7 ft

Minimum Font Size @ 8 ft



## Engaging front-line staff

French Language Services Coordinators and managers of front-line points of service will need to inform front-line staff about the active offer and help them become comfortable with their role.

This toolkit contains a **quick reference guide** for non-French-speaking front-line staff that can be shared and reviewed with them. This will provide a good opportunity for discussion and questions. Take the time to review the scripts with staff and discuss whether any adaptations are required for their particular situation. It may also be useful to have staff do some role plays to walk through likely scenarios they may encounter.

The Secretariat staff is available to provide active offer orientation and training to front-line staff upon request.

### Active offer of French language service

A quick reference guide for front-line staff

The Government of the Northwest Territories has committed to make an active offer of services in French and is working to ensure that all departments can provide good quality information and services in French.

As a front-line employee, you play a critical role in the active offer, even if you don't speak French. You can ensure French-speaking clients feel welcome and well-served, by facilitating positive, timely access to the services they need – at the counter, on the telephone, or by email.

This short guide was created to help GNWT employees who are the first point of contact with the public fulfill this important role.

**What is my role in the active offer?**

Everyone involved in serving the public has a role to play in the active offer. If you are not designated to provide services in French, your role is to make the “offer”, to ensure individuals feel comfortable requesting service in French, and to facilitate access to someone who will be able to provide the information or service they need in French.

**What is an “active offer”?**

The active offer is a way of greeting the public which informs them that they are welcome to communicate with the GNWT in either English or French when seeking information or a service. An active offer can be a sign, a personal greeting or a recorded message.

À votre service  
en français

Northwest Territories

## Creating a welcoming environment

It is important not only to have active offer signage, but also to consider the overall impression given by the service environment. A member of the public who can see French forms, publications, notices and other French language materials is more likely to feel comfortable asking for service in French.

Here are a few other ideas for creating an environment that welcomes French service requests.

- If your service has regular contact with a French-speaking client, make a point of pro-actively offering service and materials in French.
- If you have magazines and books in your waiting area, consider including a few French publications.
- If you have a television or radio playing, consider switching to a French broadcast from time to time.
- Encourage French-speaking staff to use their language at work. Clients will quickly notice that French is spoken in your workplace.



## Tools and references

### ***GNWT Strategic Plan on French Language Communications and Services***

In 2012, the GNWT adopted a strategic plan to guide its departments, boards and agencies in the overall development, offer and provision of French language services.

### ***GNWT French Communication and Service Standards***

The Standards were developed to assist employees in delivering services and communicating with the public in French.

### ***Services TNO***

Services TNO is a French language service centre for the Government of the Northwest Territories located in downtown Yellowknife. This single-window centre provides a variety of information and services on behalf of GNWT departments, simplifying administrative steps and facilitating access to public services in French for citizens. Services include assistance with health card applications, fishing licenses, requests for official transcripts and general information about the GNWT and its services. The office is open from Monday to Friday, 8:30 a.m. to 5:00 p.m.

## Key contacts

	<b>In person</b>	5003, 49 <sup>th</sup> Street, 1 <sup>st</sup> floor, Laing Building (entrance on Franklin Avenue) Yellowknife
	<b>By phone</b>	(toll-free line) 1-866-561-1664 in Yellowknife 867-920-6153
	<b>By e-mail</b>	francophone@gov.nt.ca
	<b>Website</b>	<a href="http://www.servicestno.ca">www.servicestno.ca</a>

Find out what information Services TNO can provide on behalf of your department or agency and whether your department/agency has an arrangement to make referrals to Services TNO.

## ORDER FORM FOR ADDITIONAL ACTIVE OFFER MATERIALS

The Francophone Affairs Secretariat would be pleased to provide departments/agencies with additional active offer materials. Please submit the following order form to your French Language Services Coordinator who will forward requests to the Secretariat.

Requester's name: \_\_\_\_\_

Title: \_\_\_\_\_

Program or service: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Item	Number requested	Details (if required)
Active Offer toolkit		
Front-line Quick Reference Guide		
Active Offer tent cards		
Active Offer pins		
Small stickers (generic)		
Small stickers (" <i>Pour obtenir...</i> ")		
Large sticker		
Small transparent vinyl window stickers		
Large transparent vinyl window stickers		
GNWT Active Offer promotional poster		

À votre  
**service)**  
*en français*

