



Francophone Community Satisfaction Survey on GNWT French Language Communications and Services 2019-2020

First edition – Summary for the public



The Government of the Northwest Territories (GNWT) is committed to offering and delivering quality French language communications and services to the public. The input from the Francophone community on the GNWT's capacity to do so is essential. The first annual Francophone Community Satisfaction Survey (FCSS) is a new initiative that aims to ensure that the Francophone community is aware of the GNWT's French language communications and services and is satisfied with its offer and delivery at Points of Public Service in French.

The survey was created by the Francophone Affairs Secretariat (Secretariat) and supported by the Planning, Research and Evaluation (PRE) Division of the Department of Education, Culture and Employment (ECE). The online only survey opened on March 6, 2020 and closed on March 31, 2020 with a total of 47 responses. The situation related to COVID impacted various aspects of the survey, including promotion and community uptake. It must be noted that due to a low number of responses, the representativeness of this sample can't be extended to the Francophone community at large, and data must be interpreted with precaution.

The questions covered the period from April 1, 2019 to March 31, 2020.

Survey Results

This section presents an overview of the Survey results and analysis, more specifically the respondent profile, key findings, general comments from the respondents and expectations for the future of the GNWT French language communications and services.

Respondent Profile

- 92% of the respondents were living in Yellowknife.
- 77% of respondents indicated French as their mother tongue.
- 66% of the respondents were between 25 and 44 years old.
- 54% of the respondents have been living in Yellowknife for over 5 years.

Key Findings - Strengths

- 64% of the respondents did use a GNWT French language service between April 1, 2019 and March 31, 2020.
- 87% of the respondents who used a GNWT French language service did access a direct service¹. Otherwise, 23% accessed a referral service², 20% an interpretation or language facilitation service³, and 3.3% of the respondents were not sure of the type of service they received⁴.
- 72% of the respondents who used a French language service were satisfied or very satisfied with the service received.

Key Findings – Challenges

- 90% of the respondents did not use the GNWT feedback process *Votre avis GTNO*, or had never heard of it.
- 80% of the respondents who had not used a GNWT French language service reported not doing so either because they were not aware of their availability, the service in French was not available, or they considered it easier to communicate in English
- 50% of the respondents do not follow GNWT Facebook, Twitter or Instagram accounts.

¹ Direct service: provided face-to-face, over the phone, or via email; the bilingual employee who offered the service provided the service in French.

² Referral service: a non-bilingual front-line employee has ready access to a bilingual employee in the same office or in some other location who can serve a member of the public in French; The service provider may not necessarily be physically located at the first point of contact, but can provide the service over the phone, through e-mail or video conferencing.

³ Interpretation or language facilitation service: an interpreter assists a non-bilingual employee in the delivery of a service in French to a member of the public; Interpretation is accessed via telephone, face-to-face or via videoconference; Only certified interpreters shall provide **interpretation service**; however, other bilingual employees may use **language facilitation** to aid non-bilingual employees to serve members of the public in French.

⁴ Participants were allowed to select more than one option, as it is possible that they used a GNWT French language service more than once.

Key Findings – Additional Information

- 69% of the respondents indicated having used a **Health and Wellness** service, 41% a **Licenses, Permits and Registrations** service, 24% a **Government service** in general, and 20% a service linked to **Driving and Transportation**.
- 81% of respondents identified **Health and Wellness** at the most important category to access a service in French.
- 54% of the respondents indicated that being served in French when requesting a service from the GNWT was the most important to them. 21% preferred to use the language of the employee (21%), and 26% had no preference between being served in French or in English.
- 69% of the respondents identified *L'Aquilon* as their main source of information to access local information in French. 45% of the respondents indicated using GNWT websites to access local information in French, and 41% answered Radio Taïga.

General Comments

Through the Survey, participants had a few occasions to provide feedback in open-ended questions. When asked about the quality of the GNWT French language services received, it was mentioned that it varies according to the different points of public service in French. The active offer is occasionally missing, inconsistent, or has no follow-up after the 'hello/bonjour'. It was also mentioned that the use of a medical interpreter is not an ideal option in the health-related context.

Positive comments were also received; for example, Services TNO was cited for its prompt and friendly service, and the new bilingual 9-1-1 program was also referred to as a positive initiative. Moreover, a few respondents indicated seeing an increase and improvement over the past few years in the offer of GNWT French language communications and services to the public.

The Future of GNWT French Language Communications and Services

When asked about what would encourage them to use the GNWT French language services more frequently, answers from the respondents focused on the improvement of the active offer and the quality of service delivery, the reduction of the delay when requesting a service in French, and having more employees that can speak fluent French to offer and deliver services.

When asked about their expectations for the future of GNWT French language communications and services, respondents mentioned increasing access and quality of French language services, improving translation, improving and increasing of the active offer, increasing the number of GNWT bilingual employees and increasing the visibility of French language services towards the community.

Recommendations

In light of the challenges underlined by the results of the Survey, it was determined that the Francophone Affairs Secretariat and GNWT institutions should focus on three goals: increasing consistency in the active offer of GNWT French language services at points of public service in French, promoting the *Votre avis GTNO* feedback process, and supporting the Francophone community's usage of GNWT French language services.

Increase consistency in the active offer of GNWT French language services

According to the results of the Survey, it seems that the active offer is inconsistently delivered through the GNWT points of public service in French. Access to a service in French would sometimes stop after the active offer ('hello/bonjour'), either because the front-line staff appeared unaware of the steps to follow after the active offer is made, or simply because the service in French is not available.

GNWT institutions have a procedure in place to ensure they have the capacity to offer and deliver a service in French. Other solutions could be put in place to improve the offer and delivery of French languages services, such as monthly training on active offer to bilingual and front-line staff, re-emphasizing the *Quick Reference Guide*, and yearly visits of points of public service in French to run through scenarios and ensure the staff is well prepared to offer and deliver a service in French.

Promote *Votre avis GTNO* feedback process

To modify, adapt and improve GNWT French language services on a regular basis, community feedback is essential. It helps identify gaps that need to be filled and to acknowledge best practices. Through *Votre avis TNO* feedback process, members of the public can either submit an anonymous feedback that does not require a formal reply, or a feedback that does require a formal reply, with the option of remaining confidential or not.

The results of the Survey showed that 90% of the respondents did not use *Votre avis GTNO* between April 1, 2019 and March 31, 2020, or had never heard of it. To increase the usage of the feedback process, the GNWT could consider a promotional campaign within the GNWT and Francophone organizations, including webpages and social media. Improving and facilitating access to *Votre avis GTNO* could be another option to look at.

Support and encourage the usage of GNWT French language services

Supporting and encouraging the Francophone community to increase their usage of GNWT French language services is mostly the responsibility of NWT Francophone organizations. However, the Francophone Affairs Secretariat and GNWT institutions can also play a role.

In 2016, the GNWT created a partnership with the Collège nordique francophone to help GNWT bilingual employees to feel more confident when offering and delivering services in French. Bilingual employees employees who need or wish to improve their level of spoken French can do so

in taking French classes through the Collège nordique francophone, with the support of their supervisors. Educating supervisors about the *Official Languages Act* and the importance of offering and delivering services in French is important, as improving the quality of active offer and service delivery in French could encourage the Francophone community to use GNWT French language services more frequently. Another option is to keep increasing the number of bilingual employees who can offer and deliver service in French to the public.