

INFO-GTNO

French Language Communications Newsletter



A word from the Secretariat

(Left to right) Executive Director of the Fédération franco-ténoise, Jean de Dieu Tuyishime, Executive Director of the Francophone Affairs Secretariat, Benoît Boutin and previous Deputy Minister of Education, Culture and Employment (ECE) David Stewart at the official launch of the Rendez-vous de la Francophonie in March.

Implementing the GNWT's Strategic Plan on French Language Communications and Services is not for the faint of heart. Like any government-wide initiative we must contend with the challenge of multiple priorities and limited resources in the pursuit of our objectives. There is so much work required behind the scenes and we are often so focussed on the nuts and bolts of the processes and products we need to develop, that we don't notice or celebrate our progress.

That is why, in reviewing the articles for our second newsletter, I was struck by the pride and optimism every article conveyed. I paused to enjoy the faces smiling out at me from the photos showing the GNWT's participation in Les Rendez-vous de la Francophonie activities. It reminded me that with every decision made, every work team struck, every process implemented, we are making real change for the francophone residents of this territory.

I was also reminded of the power of collaboration. For all the talk of "silos" we often associate with government initiatives, I have come to believe that the GNWT's Strategic Plan on French

Welcome to Info-GTNO

Info-GTNO is an e-newsletter produced by the Francophone Affairs Secretariat of the Government of the Northwest Territories (GNWT). The newsletter will be published a few times a year to share news and information about what the GNWT is doing to improve access to information and services in French for the French-speaking public. The newsletter can also be found on the [Secretariat website](#).

Language Communications and Services can serve as a catalyst for cooperation and can perhaps provide a model for a new way of working.

In the last edition we talked about the new level of collaboration between the GNWT and the franco-ténoise community and featured the new bilingual GNWT corporate website (www.gov.nt.ca). In this edition, we report on the GNWT's updated Visual Identity Program and eProcurement website, both of which incorporated French-language considerations and involved Secretariat staff from the outset. We also feature the growing list of services Service TNO offers on behalf of GNWT departments.

Seeing these and other initiatives reminds me that, as we each face our individual challenges and pursue our designated mandates, we have much to gain by remaining open to opportunities to do more—and to do better—together.

Much work remains before the GNWT will be in a position to provide the level and quality of French Language information and services we aspire to; however, we are making concrete progress and there is much to celebrate.

Benoît Boutin, Executive Director



A new visual identity or the GNWT

Anyone who works in marketing will tell you that brand is fundamental. In an instant, the colours, images and words you choose convey essential characteristics of your organization and its values. It is therefore significant that the new GNWT Visual Identify Program (VIP) – launched in early 2016 – affirms its multilingual character and respect for its French-language obligations.

“A brand is not just a logo, or a name, or a website. It’s the sum of everything we do and say – our actions, our culture, and how we present ourselves.”

GNWT VISUAL IDENTITY PROGRAM NEWS RELEASE

The GNWT'S visual identity was first established in the 1980s. Though it was reviewed and updated in 2003 and has seen other minor revisions since, the main elements and iconic polar bear logo had remained the same throughout this time. In 2013, the GNWT recognized that the VIP no longer met its needs as an evolving and modern government. A new identity was needed that would convey a more cohesive identity for the GNWT and align with its commitment to becoming a more accessible, transparent, and citizen-centered government.

What Francophones in the NWT may not be aware of is that language considerations were a key driver behind this decision and a central consideration in developing the new brand.

A review done on the GNWT's corporate identity in 2014, which included input from both internal and external stakeholders, noted that information and services provided by the GNWT were sometimes hard to identify, navigate and utilize. In addition, the multilingual character of the government was difficult to represent using the existing tools. While the polar bear logo had great recognition value, the VIP did not comply with the GNWT'S requirements under the *Official Languages Act*. Other key findings were that it did not convey a unified, single GNWT identity and was not able to respond to modern needs and applications.



A key change in the new VIP is a wordless polar bear logo. The guidelines provide flexibility to pair the logo with wordmarks, corporate fonts, a rich colour palette and the introduction of the curve in motion—a stylized aurora borealis, and other graphic elements that speaks to the energy and diversity of the North. The VIP guidelines ensure all French-language requirements are met while providing a range of options for doing so.

The Francophone Affairs Secretariat was involved in the development of the VIP to ensure French-language requirements were fully considered and has embraced implementation of the VIP by updating all the active offer promotion materials produced in 2015.



Team approach to bilingual eProcurement site

After many of months of intensive collaboration and creative problem solving, the GNWT successfully launched its new—bilingual—eProcurement website last October. While the new website may not be a service used by everyone in the public, it is an important tool that vendors of all types of products and services use to seek business opportunities with the GNWT. Creating seamlessly bilingual access to these opportunities is one of the many ways the GNWT is meeting its French-language obligations.

The new website allows vendors to download and bid on contracting opportunities online, as well as sign up for notifications of new contracting opportunities. By moving to an online procurement site, the NWT has joined all other Canadian jurisdictions in providing enhanced online tools for procurement. The project began in October of 2014 with a team of more than twenty GNWT employees and contractors from the departments of Finance, Public Works and Services, Transportation, Education, Culture and Employment, Justice and the NWT

Housing Corporation. Among the many requirements for the site was the need to be fully bilingual in order to provide tender opportunities to Francophone entrepreneurs and comply with the *Official Languages Act*. Within the first month of planning, Emma St-Amour, Manager of the French Translation Services at the Francophone Affairs Secretariat, was brought on board to lend her expertise to the project team.

“Engaging the Francophone Affairs Secretariat from the very beginning was key to the eProcurement project. The requirement for the site to be bilingual was one of our objectives, not an afterthought. We wouldn’t be where we are today if we hadn’t worked together from the beginning,” says the project’s lead Jason Doiron, Manager of SAM Sustainment with Informatics Shared Services at the Department of Finance.

“The requirement for the site to be bilingual was one of our objectives, not an afterthought.”

Jason Doiron, Manager of SAM Sustainment with Informatics Shared Services at the Department of Finance

Adding the French component significantly increased the technical complexity of the project. Brad Tremblay, Financial Systems Business Analyst with the Department of Finance was instrumental in coordinating with vendor IBM and worked tirelessly until he found a solution. As a result of Brad’s dedication, the eProcurement site has a toggle that seamlessly goes from English to French which is above and beyond what was initially envisioned.

The team is extremely proud of the work they accomplished together and say it shows how important it is for any project team to get all relevant departments involved from the beginning of a project noting that leaving French requirements to the end of a project can result in unnecessary complications.

Les Rendez-vous de la Francophonie



Raising of the franco-ténois flag during Les Rendez-vous de la Francophonie in March 2016.

Staff Profile

PATRICE LAPOINTE
French Language Client Service Officer
Services TNO (Yellowknife)
Department of Education, Culture and Employment

Patrice Lapointe's story is not unlike many Yellowknifers. He arrived in September of 2002 on a three week vacation road trip with friends. As an outdoor enthusiast, Patrice was struck by Yellowknife's beauty and the many opportunities it offered for work and play. He was so taken in fact, that he and one of his travel mates decided not to head back to Quebec right away. He hasn't looked back since.

Patrice is originally from Roberval, a city on the south-western shore of Lac Saint-Jean. He didn't speak English when he arrived. His first job was at the French daycare, La Garderie Plein Soleil. He later moved on to the retail sector, where he says he really solidified his English.



When a position at Service TNO became available, it seemed a perfect fit. The skills and experience Patrice had acquired in retail, his love of the NWT, and the work he had done with local francophone organisations such as the Fédération franco-ténoise and l'Association franco-culturelle de Yellowknife made him very well suited to the job.

As a French Language Client Service Officer, Patrice acts as a key resource for any French speaker looking for services from the GNWT. Patrice says one of the most popular services provided by Service TNO is assisting new residents with obtaining NWT health coverage. They also keep busy selling fishing and hunting licences, answering multitudes of questions and referring their clients to the appropriate government department when required.

Patrice takes pride in his work and says he feels his clients truly appreciate being served in French, particularly Francophones who are new to the NWT and residents who are not comfortable communicating in English.

Did you know?

The GNWT believes that the only way to improve is to get feedback.

The Francophone Affairs Secretariat has worked with departments to develop a clear and consistent way for the public to provide their comments, compliments and complaints, both informally, or if they prefer, through a formal submission.

To provide informal feedback on a service experience, members of the public will be invited to fill in a brief questionnaire online (www.francophone.ece.gov.nt.ca). Respondents will be asked to rate their experience on matters such as signage, the active offer and the quality of the information and services they received. This will allow the GNWT to track how they are doing and to identify any areas of concern. This feedback option will be actively promoted at all points of service.

Anyone who would like to formally register their comments will also be able to do so by contacting the Francophone Affairs Secretariat, or the French Language Service Coordinator of the respective department, board, or agency.

Individuals always have the option of contacting the Francophone Affairs Secretariat directly (contact information at the end of this newsletter)

Number of people served by Services TNO: **524**

Words translated by ECE French Translation Services, WSCC and DOJ Legal Translation 2015-2016: **3,064,892**

The GNWT is recruiting... in French

In many different ways, the GNWT has begun actively inviting French-speakers to the territory and to the government.

- Through Faites le Saut, the French counterpart to Come Make Your Mark, the GNWT wants to attract new residents to the territory by marketing the NWT as a great place to live, work and play. Faites le Saut specifically targets Canadian French markets (<http://faiteslesaut.ca>).
- The GNWT has committed to increasing immigration as a key component of its broader economic and population growth strategy. A bilingual immigration campaign to extend its reach worldwide is in development (<http://www.immigratenwt.ca>).
- The GNWT's careers site is now fully bilingual <http://careers.hr.gov.nt.ca/fr>.

For information and service in French

The GNWT is committed to improving its active offer of information and services in French.

To find out more, contact:

Services TNO
867-767-9348 (in Yellowknife)
1-866-561-1664 (toll free)
francophone@gov.nt.ca
www.servicestno.ca

Every department has a French Language Services Coordinator who sits on the **GNWT French Language Services Coordinating Committee**.

