

**MINUTES LANGUAGES CANADA BOARD MEETING
SUNDAY, FEBRUARY 26, 2017**

Participants:	Sharon Curl (Chair) Mike Walkey John Taplin Geneviève Bouchard	Anthony Stille Ernest Mulvey Paul Schroeder Julian Inglis	Gabriela Facchini Cath D'Amico Stéphane Lemelin Gregory Mattei
Regrets:	Veronica Cartagenova	Daniel Lavoie	Kristina Stewart
Staff:	Gonzalo Peralta	Linda Auzins	Joëlle Tannous (minutes)

1. Opening Exercises

- i. **Welcome & Call to Order**
- ii. **Approval of the Agenda**

MOTION: It was moved by Stéphane Lemelin and seconded by Geneviève Bouchard that the agenda be approved as distributed. M/S/C Unanimous

- iii. **Approval – January 18, 2017 Board Meeting Minutes**

MOTION: It was moved by Mike Walkey and seconded by Julian Inglis that the minutes of the January 18, 2017 Board meeting be approved as distributed. M/S/C Unanimous

2. Business Arising

- i. **Financial statements to recommend for approval to members**

Paul Schroeder reviewed the audited statements for 2016 budget and reported an actual surplus of \$11K vs. the budgeted \$25K.

Total revenues of the association were at \$1,127,000. Paul reviewed several revenue and expense items and provided background on the variances from the budget.

MOTION: It was moved by Anthony Stille and seconded by Stéphane Lemelin that the financial report be approved as circulated. M/S/C unanimous

- ii. **Agenda coordination to ensure that committee presentations (Monday a.m.) are aligned for successful AGM.**

Committee chairs were provided with an agenda for reporting their committee activities to the membership on Monday morning. They were asked to comment on their part in the 2017 Plan for the association and to bring up those discussion points during the AGM. The Executive Director emphasized the opportunity to recruit new committee members at the committee breakout meetings on Tuesday morning.

Key issues such as accreditation without LC membership were discussed:

- Over 50% of members participated in the outreach process regarding the proposed direction for LC in 2017 and beyond. Gonzalo reiterated that the underlying message for the association in 2017 was not

abandoning its core values and principles, but rather adjusting to new situations. The goal is to position LC strategically and use its expertise and standards to expand.

- Using the examples of two accredited members of LC who attempted to use their accreditation only without membership as validation after they were terminated in 2016, Gonzalo confirmed that with the 2017 Plan, accreditation will not be sufficient to guarantee membership in LC. A distinguishing mark between accredited members and accredited non-members would be required.
- The next year will be devoted to clearly defining the criteria required to become a LC member. Members will be able to vote on a full proposal by the 2018 AGM.
- As it currently stands, Board members feel that the current LC QA framework is not comprehensive enough. Therefore, LC needs to focus on developing a quality assurance framework that goes above and beyond the current requirements.

iii. **Review of Conference format / tasks**

The Board extensively reviewed the detailed task list for the Conference. Gonzalo reminded Board members to be diligent and ensure that only invited guests (with badges) attend certain meetings. He also noted that this is the first time that IRCC has asked to meet with members, so members should take advantage of this important initiative.

iv. **2017 Association Plan and Budget Approval**

There is a projected fee increase of 2% in the 2017 budget. The proposed budget has the association breaking even. With the proposed changes, a larger portion of the budget will be allocated to legal fees.

MOTION: It was moved by Gabriela Facchini and seconded by Geneviève Bouchard that the 2017 Plan be presented to the members for ratification at the AGM as circulated. M/S/C unanimous

MOTION: It was moved by Gregory Mattei and seconded by Geneviève Bouchard that the budget be presented to the members for ratification at the AGM as circulated. M/S/C unanimous

v. **Board Slate**

An election for the 2017 Board will be held at the AGM. Paul Schroeder and Daniel Lavoie are stepping down from the Board and Sharon Curl will become Immediate Past President. The nominations committee has presented a full slate of 16. Gary Gervais, Biba Fakhouri and David Matthews are the new candidates who are expected to join the Board for 2017 / 2018.

vi. **Other Business**

1. Agreement with state of Paraná

Gonzalo presented the Board with an agreement that Languages Canada wishes to undertake with Paraná, a well-run state in southern Brazil. Currently, there are seven state universities in Paraná that are interested in collaborating with Canadian institutions. The trade commissioners strongly support this agreement because it allows for the flow of collaboration between these entities. If approved, Gonzalo will travel to Paraná on March 21st to sign the agreement. Gonzalo explained that these governments cannot sign agreements with institutions directly. Therefore, they need a bonafide Canadian representative supported by government to undertake these efforts.

MOTION: It was moved by Cath D'Amico and seconded by Anthony Stille that the signing of the agreement with the state of Paraná be approved. M/S/C unanimous

2. Potential agreement with Western Union

Gonzalo informed the Board of Western Union's request for collaboration with Languages Canada. WU is interested in becoming a high level sponsor and a partner of LC. This partnership, if approved and executed, could provide LC with close to \$45K in revenue per year. Gonzalo affirmed that WU is a reputable organization that provides quality service. WU is primarily interested in the private sector members of LC as most public sector

institutions already use this service. Languages Canada would benefit from this agreement with WU because they are interested in short term students as this would involve more transactions for them. They have the expertise in secure transfers and facilitating student mobility. Gonzalo ensured Board members that WU is not expecting exclusivity. LC would receive a percentage of every transaction that WU would get from members. Gonzalo has tasked LC staff with introducing WU to private sector members during the Conference.

Another agreement approved by the Board was the Sentio agreement, which will be publicly signed by Sharon Curl as the LC President on Monday.

3. Presentation on impact of reaching students (Felix Tremblay, *Pragmatique Communications*)

Gonzalo thanked Felix Tremblay from *Pragmatique* for LC's increased presence in media. Felix reported that a better access to students is needed for advocacy impact and communications. Having a business to business approach allows for missed opportunities. He explained that LC's current weakness is its inability to contact the student directly and build a connection. After attending WSD in Montreal last year, Felix observed just how irrelevant LC was to students. LC managed to get \$10K worth of prizes from sponsors and a simple contest of posting pictures of WSD on the LC Facebook page couldn't entice students to participate. The prizes were ultimately returned to the sponsors. Felix recommended that LC should become a brand recognized at the student level; not just at the school or agent level. The WSD event proved that students did not know what LC was and therefore was not engaged. According to him, if LC wants to be relevant to the students, it must provide something to them. Language education must be visible first. WSD is a fun event, but was not visible enough as an association. Felix strongly believes that government relations will improve significantly if we gain more visibility with the students.

Many of the Board members expressed concern with Felix's proposition:

- One of the concerns was that the students are usually not the decision-makers; agents are the barrier. Many believed that this is too ambitious of a project and that it would violate student privacy.
- One member noted that as a private program, it's challenging enough to have students retain the school's brand, vs the agent brand. Therefore, asking them to retain a bigger brand like LC is going to be very challenging.
- It was suggested that the LC brand might be relevant to the students at the end of their program (ie. Upon completion of their program, the students will receive a certificate that would include the LC logo).

The Board entered into an in-camera discussion.

8. Adjournment

MOTION: It was moved by Mike Walkey and seconded by Julian Inglis that the meeting be adjourned. M/S/C Unanimous