

## Measures and guidelines

Whereas \_\_\_\_\_ *name of organization* \_\_\_\_\_ has undertaken a commitment to offer services in both English and French, the following measures and guidelines are hereby adopted.

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### FORMAL IDENTIFICATION

- Bilingual materials will be used to convey a bilingual image. (for example, logo, letterhead, electronic signature blocks, business cards, signage)
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### WRITTEN COMMUNICATION

#### Information, advertisements and promotional material

- A bilingual format is to be used whenever possible.
- Brochures, pamphlets and all promotional material for general distribution will be made available in both official languages.
- Publications will include the appropriate version of the following notice: "This document is also available in English" or "Ce document est également disponible en français."
- When a publication is produced in one language only, serious consideration will be given to providing a summary in the other language.
- Advertising will be done in both English and French-language media.

#### Correspondence

- Mail from members or the public will be answered in the official language used in the original request.
- When initiating correspondence, the language preference of the individual to be addressed will be determined and respected.
- Language preference will be indicated in the client database.

#### Forms and contracts

- All forms used by members and clients will be made available in English and French, preferably in a bilingual format. If separate English and French versions are produced, there must be an indication that the form is available in the other language.
- Contracts will be available in both English and French.
- Contracted service providers shall be required to provide their services in both English and French.

#### Newsletters, bulletins and publications

- Newsletters, bulletins, publications and other documents, such as by-laws and regulations, will be made available in English and French.

- Publications produced in separate versions will indicate their availability in the other language.
- When a publication is produced in one language only, serious consideration will be given to provide an abstract in the other language.

### **Website**

- All website material will be created in both English and French.
- Website updates will be made simultaneously in both languages.

### **Media relations**

- All press releases will be produced in English for the English media and in French for the French media.

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## **ORAL COMMUNICATION**

### **Call centres and reception**

- Call centres and reception areas will be staffed by individuals able to respond to requests and to greet the public in English and French.

### **Pre-recorded telephone messages**

- All voice mail messages will be recorded in both official languages.

### **Meetings, conferences and other events**

- When holding meetings, conferences or other events, efforts will be made to ensure that participants feel free to use the official language of their choice.
- When holding a promotional activity or event, a bilingual image will be projected. (for example, signage, publications and services available in both languages)
- Welcome speeches at public and official events will be given in both English and French.
- Meetings and events will be chaired bilingually and presenters will be made aware of the language requirements of participants.
- Press conferences held in one of the official languages will have a spokesperson in the other language.

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## **ORGANIZATIONAL PROCEDURES**

### **Board of Directors**

- All verbal or written information requests concerning the business of the Board will be answered in the language of the request.
- Participants in meetings of the Board of Directors are free to express themselves in the language of their choice.

- Both official language groups will be represented on the Board.

#### **Various operational and executive committees**

- All verbal or written information requests concerning the business of the various committees will be answered in the language of the request.
- Participants in meetings and activities are free to express themselves in the language of their choice.
- Both official language groups may be represented on the various committees.

#### **Annual general assembly**

- All information related to the annual general assembly (for example, invitation, notices, agenda, minutes) will be distributed in both official languages.
  - During the annual general assembly, members are free to express themselves in the language of their choice.
  - Simultaneous interpretation will be made available as required.
  - The invitation to the annual assembly will be issued in both official languages.
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#### **BILINGUAL POSITIONS**

- Positions will be designated bilingual as required.
  - Linguistic requirements for designated bilingual positions and a linguistic evaluation process will be established.
  - Targeted recruitment procedures will be used to assist in the hiring of qualified bilingual personnel.
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#### **LANGUAGE TRAINING**

- When developing training or professional development programs, second language training programs will be included.
  - Incentives will be provided to employees who are willing to develop second language skills on their own time.
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#### **APPLYING THE POLICY**

- The President-Elect is responsible for ensuring overall applications of the policy, however employees at every level will be held accountable.
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To view examples of measures and guidelines developed by organizations, please visit the following links:

Canadian Institute of Planners Official Language Policy  
<http://www.cip-icu.ca/English/plancanada/langpoli.pdf>

Architect's Association of New Brunswick Official Languages By-Law  
[www.aanb.org/main/English/general\\_public/pdfs/Official%20Languages%20By-Law.pdf](http://www.aanb.org/main/English/general_public/pdfs/Official%20Languages%20By-Law.pdf)

Real Estate Institute of Canada Official Languages Policy  
[www.reic.ca/main/LanguagesPolicyE.html](http://www.reic.ca/main/LanguagesPolicyE.html)

Canadian Canoe Association Official Languages Policy  
[www.canoekayak.ca/files/FinalOfficialLanguagesPolicy-May2004.pdf](http://www.canoekayak.ca/files/FinalOfficialLanguagesPolicy-May2004.pdf)

Canadian Association of Speech-Language Pathologists and Audiologists  
Official Languages/Bilingualism Policy  
[www.caslpa.ca/english/resources/official\\_languages.asp](http://www.caslpa.ca/english/resources/official_languages.asp)