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# **French Language Services 2011-2012**



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### **Message from the CEO**

The NSLC is committed to providing bilingual customer service in four designated NSLC stores – Arichat, Cheticamp, Meteghan and West Pubnico which are primarily French-speaking communities.

Although there is no requirement in Nova Scotia to do so, we are also committed to providing bilingual services at NSLC's Head Office and Distribution Centre as the NSLC feels it's the right thing to do.

### **Responses to French Requests (Written and Oral)**

In the NSLC's retail network, four stores are designated as bilingual (Arichat, Cheticamp, Meteghan and West Pubnico). These stores have bilingual staffing requirements and this means that at all times, an employee must be able to provide customer service in French or English.

At the NSLC's Head Office and Distribution Centre the French Coordinator has assembled a list of bilingual employees that are available to provide customer service and to deal with any inquiries in French and English.

### **French-language Services Inventory**

Bilingual customer service is provided at the NSLC's Meteghan, Arichat, West Pubnico and Cheticamp stores and at the NSLC's Head Office & Distribution Centre as required.

### **Progress in Reaching Goals and Objectives for 2010-2011**

This is the NSLC's first year participating in this report, therefore, no progress in reaching established goals and objectives can be reported until next year.

Table 2 – Goals, Objectives, and Measures for 2011-2012

**Goals, Objectives, and Measures for 2011-2012:  
Nova Scotia Liquor Corporation**

<b>Objectives</b>	<b>Expected Results: 2009-2013 French-language Services Strategic Plan</b>	<b>Department Goals and Objectives – 2011-2012</b>	<b>Planned Measures – 2011-2012</b>
<p><u>Objective 1 – Framework and Policy</u> Strengthen the policy, regulatory, and administrative framework in support of the French-language Services Act</p>	<p><b>1.1 – Administrative and Policy Framework</b> The Office of Acadian Affairs and the Minister of Acadian Affairs fulfill their obligations pursuant to the French-language Services Act and Regulations.</p>		<p>Not applicable to the NSLC.</p>
	<p><b>1.2 – Institutional Responsibilities</b> Designated public institutions better fulfill their obligations pursuant to the French-language Services Act and Regulations.</p>		<p>Not applicable to the NSLC.</p>
<p><u>Objective 2 – Enabling French-language Services</u> Consult, plan, develop, and deliver French-language services in priority areas</p>	<p><b>2.1 – Consultations</b> Designated public institutions deliver services that better respond to the priority needs of the Acadian and francophone community as identified through consultation.</p>		<p>Not applicable to the NSLC.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives – 2011-2012	Planned Measures – 2011-2012
	<p><b>2.2 – Internal Communications</b> Public service employees are more knowledgeable about the approach being taken by the government to provide French-language services. They are more sensitive to cultural issues pertaining to the Acadian and francophone community and more aware of the requirements to communicate in French; they promote services in French to the public.</p>	<p>Increase usage of the Bonjour program.</p> <p>Continue to inform NSLC employees about French Courses offered by the Université Sainte-Anne as they become available.</p>	<p>Assess the possibility of implementing the usage of the Bonjour program in the NSLC's retail network and Head Office &amp; Distribution Centre.</p>
	<p><b>2.3 – Communications with the Public</b> Key stakeholders and the community better understand the approach being taken by the government to provide French-language services and they are more aware of the programs and services available to them.</p>	<p>Ensures optimal use of bilingual exterior store signage in the four designated bilingual stores.</p> <p>Provide bilingual customer service in the four designated bilingual stores and at the NSLC's Head Office and Distribution Centre.</p>	<p>Perform an inventory of the bilingual signage in the designated bilingual stores to ensure standardization.</p>
	<p><b>2.4 – Service Delivery</b> Services in French considered as priorities are</p>		

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives – 2011-2012	Planned Measures – 2011-2012
	identified, strategies or approaches for service delivery are implemented, and services are offered.		
	<p><b>2.5 – Human Resources</b> The capacity of the Public Service to provide services in French has increased.</p>	<p>Identify bilingual employees at the NSLC’s Head Office and Distribution Centre and post the information on the Internal Website for all employees to use as a reference.</p> <p>Ensure identification of French speaking employees upon hiring.</p> <p>Ensure complete testing for bilingual requirements when hiring for the four designated bilingual stores.</p>	<p>Survey employees in the retail network as well as Head Office for current bilingual capabilities.</p> <p>Consider incorporating a French component as part of the NSLC’s hiring process.</p> <p>Review the feasibility of having a bilingual Human Resources employee to be part of the interview panel when hiring for the four designated bilingual stores.</p>
<p><u>Objective 3 – Community Development and Capacity-Building</u> Support the Acadian and francophone community in its</p>	<p><b>3.1 – Preservation and Growth of the Community</b> Government has helped Acadian and francophone community</p>	<p>Continue a multi-year sponsorship of the Festival Acadien de Clare as part of the NSLC’s Celebrate Nova Scotia Talent Program.</p>	<p>Sponsor the Festival Acadien de Clare in 2011.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Department Goals and Objectives – 2011-2012	Planned Measures – 2011-2012
long-term development and sustainability	organizations realize objectives expressed in the community's Comprehensive Development Plan 2009-2014.		
	<p><b>3.2 – School Community Centres</b>            Acadian and francophone school community centres offer services and programs to the Acadian and francophone community.</p>		The NSLC does not communicate with or sponsor any groups or organizations with participants under the age of 19.