



TESL Canada Federation

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Executive Director (ED) Report – September 2016

The following is a summary of the key activities regarding the Executive Director (Claude Lloyd).

I joined TESL Canada as Executive Director on September 6th, 2016. As the permanent part-time ED, I work 18 hours per week to serve the stakeholders of TESL Canada and strengthen the Federation. A formal announcement was issued in early September to the membership, Board and our partners.

Meetings

I held a meeting with the Calgary Head Office staff. It was a great opportunity to convey our thanks to the staff for their support in terms of the services they provide TESL Canada membership, the Executive and the Board.

My first TESL Canada Board meeting on September 12th, 2016 was a great opportunity to introduce myself and strengthen communications with everyone present.

I met with key contacts in Immigration, Refugee and Citizenship Canada, multiple times in September, in their Ottawa offices. My intent was to demonstrate TESL Canada's commitment to building stronger bridges with the Federal government, and to ensure our membership have a voice in regards to IRCC activities related to ESL training. Discussions are continuing.

Development

TESL Canada is actively searching for additional funding as well as means of providing greater value to the membership. An application is in the works regarding Heritage Canada and specifically, the exciting "Canada 150" program. This application will involve funding of up to \$50,000. More details to follow.



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Calgary Head Office

Within the first week of my tenure, I decided not to relocate to the Calgary Office, which was voiced to the staff in the same week. In mid-September Amy announced her resignation due to an opportunity to gain full time employment. All of the TESL Canada Office staff are part-time or contractors. Due to limited budget, hiring of full time staff is not possible at this time. I tried to convince Amy to stay but the opportunity was too great, so I congratulated her and wished her only the best. Shortly afterwards, another staff member announced that they planned to stay on with TESL Canada until March 2017. To fill Amy's position, Liz Karra was brought on board to work with our HO staff. With Liz's past experience working with and for TESL Canada, her support in the office will be valued.

Following these circumstances, I decided this was an opportune time to move the Calgary Head Office to Ottawa. The plan is to have a physical office in Ottawa, Ontario, to assist with National operations as well as build stronger ties with various Federal government departments. A virtual office will be formed in Calgary Alberta. This gives us closer ties to stakeholders both East & West. The additional staff, such as Al and Marlise, expressed interest in working from home after this option was made to them.

Office/HR Manager Search

With Amy's departure, a job posting for Office/HR Manager was issued. Applications began to be received by the ED in late September; a healthy list of candidates is forming.

ATESL Conference / AGM

Plans to attend the ATESL conference were solidified, along with holding the TESL Canada AGM at the same event. The accommodation by ATESL regarding our AGM is greatly appreciated.

KPIs



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From my experience in various sectors, I am a strong proponent of results based management. To have general goals is important, but just as important is to set targets related to those goals and monitor results. A common term in various sectors, including the Institutional sector, is Key Performance Indicators (KPIs). If the KPIs are selected properly, they support the strategic plan of the organization, are in concert with key stakeholder needs and ensure the viability of the organization. In the end, the KPIs should give stakeholders the focus and pulse of the organization. With this in mind, some key KPIs I will be formulating in the weeks ahead include:

- Membership numbers
- Membership satisfaction
- Member value delivery
- Communications
- Financial
- Partnerships

TESL Canada Conference 2017

Prior to my employment, it was decided that TESL Canada would oversee and organize 100% of the next national conference. To ensure the success of this venture, and due to the limited human resources available to TESL Canada at this time, it was decided to hire a Conference Manager. Dianne Tyers was selected for this position and subsequently contracted.

There has been great progress including selection of Niagara Falls, Ontario as the location; a search for speakers, who were secured, and a website developer was hired. A logo was also selected and the feedback from stakeholders has been positive. A call for proposals will be issued on the conference web page by November 9, 2016

My focus has been on supporting Dianne Tyers on the 2017 TESL Canada Conference, due to the importance of this Conference to the Membership, our Provincial partners and to TESL Canada. Considering the short timespan to date, the results are impressive.

I hope to see everyone at the conference June 8th to 10th, 2017. The webpage has been updated almost daily. Thank you to everyone who has supported me and TESL Canada. I look forward to serving you the members and enjoying the great things we can do together!

Claude Lloyd BES CET
Executive Director
TESL Canada