



TESL Canada Federation

3751 21st Street NE, Calgary, AB T2E 6T5
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November 30th, 2016

Executive Director (ED) Report by Claude Lloyd – October 2016

Meetings

ATESL Conference in Edmonton and TESL Canada AGM

I attended the ATESL conference in October along with the TESL Canada AGM. These were opportunities to gather feedback from a wide range of stakeholders and to carry their messages back to the Executive and Board, with the end goal of ensuring TESL Canada provides improved services to its' members. From the many discussions, some areas identified for TESL Canada to focus on include;

- Ensuring ESL Teachers' salaries reflect the value they deliver to society
- Increased communications between TESL Canada and its stakeholders
- Interest in TESL Canada's plans to identify and monitor Key Performance Indicators
- Strengthening the voice of ESL Teachers nationally and internationally
- Even more bridging of ESL students into jobs

TESL Canada will engage in these and other activities in an effort to improve our services and value delivery to our members across Canada.

The above areas are being addressed by TESL Canada through the valuable work being done by our Executive, Board, Committees and supportive volunteers. As well, you will see many of these topics supported in the TESL Canada 2017 Conference in Niagara Falls this June.

It was a pleasure meeting each TESL Canada member, as well as numerous ESL organizations, the IRCC (Immigration, Refugees and Citizenship Canada), numerous institutional contacts and non government organizations. Bridges were strengthened and new ones pursued all in an effort to give TESL Canada members a voice in the national and international stage.



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Meetings (continued)

Research & Outreach Committee

I had an opportunity to informally meet with the Chair and some team members of the R&O Committee during the ATESL Conference. It was great to meet the volunteers who support our communication efforts and to discuss plans for 2016/2017. Discussions included plans to centralize TESL Canada communications through the head office.

Finances

TESL Canada's finances are strong based on the substantial capital reserves that exists. Kudos is due to the governance and administration past and present who acted as catalysts to ensuring the strength of the financial health of TESL Canada. Moving forward, some of the KPIs that will be identified further (see existing list in this report) will be designed to ensure our financial health remains robust.

Some specific financial details (YTD as of October);

- Membership revenues in 2016 exceed expectations.
- Total income is above budget



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Development (Revenue Generation)

TESL Canada is actively searching for additional funding and revenue streams in order to provide the capital needed for increased value delivery to our membership.

An application was submitted to Heritage Canada for funding, related to the Canada 150 celebrations. Details on the project proposed are included.

Learning English, Building a Canadian Identity: A Digital Story Telling Documentary will collect and present the diverse and unique stories of thirteen English language learners, one from each province or territory in Canada, through digital story telling. The English language learners will represent different types of English language learners in Canada, with different ages, motivations, cultural backgrounds and life experiences. The selected English language learners will participate in a three-day digital story telling workshop in Niagara Falls, Ontario just prior to the TESL Canada 2017 Conference from June 6th to 8th, 2017. At the end of the workshop, each learner will have created a digital story that captures his or her experiences learning English and building a unique Canadian identity. The digital story telling workshop will also be filmed to capture the English language learners as they learn how to tell stories digitally and to capture the methodology of digital story telling. The English language learner stories and the footage of their story telling process will be edited into a one hour documentary to be showcased throughout the remainder of the year at provincial conferences and teacher professional development workshops in each region. English language learners, teachers and employers in the regions will all be invited to take part in these showcase events which will also feature a question and answer period about the documentary.

The digital stories and story telling workshop footage will also be edited into numerous shorter clips for use in English language classrooms across Canada. Both the documentary and the shorter clips will be made accessible to English language teachers and learners on a section of the TESL Canada Federation website. TESL Canada members will create downloadable learning materials, activities and lesson plans to accompany the documentary and clips. These learning materials will also be accessible on the same section of the TESL Canada Federation website. Finally a methodology video will be made accessible to all teachers.



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KPIs

To have 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 we are formulating include:

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

Further details on these and other pending KPIs will be reported in future ED Reports.

Conclusion

As a part time Professor for over twenty years, in addition to teaching, I have held many roles in the institutional sector including; Program Coordinator, Degree Developer and Academic Advisor. This experience has given me the understanding of the challenges Teachers and students face in our sector. As Executive Director of TESL Canada, I work for you the members and will strive to ensure your voices are heard and your needs addressed.

I hope to see everyone at the conference June 8th to 10th, 2017. The webpage is being updated regularly, so visit it often to view the latest value offering to our existing and future members

Visit our conference webpage at <http://www.teslcanadaconference.ca/>

If you have any questions about the conference contact us at conference@tesl.ca.

Thank you to everyone who has supported 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