

Strategic Plan

2019-2022

**Fédération des femmes acadiennes de la
Nouvelle-Écosse**



Table of contents

Introduction et methodology	3
Overview of the FFANE	3
Vision	Erreur ! Signet non défini.
Mission	4
Environmental analysis	5
The FFANE's strengths	5
Desired improvements	5
Strategic goals and objectives	7
Strategic goal A	8
Strategic goal B	9
Strategic goal C	10

The following document was prepared by:

VH Consultants
17 ch. Petit Tracadie, NB E1X 3P8
Vanessa Haché Breau, Senior Consultant
vanessa@vanessahache.com
www.vanessahache.com

Introduction and methodology

The Fédération des femmes acadiennes de la Nouvelle-Écosse launched a strategic planning exercise in the spring of 2019 to refresh its goals, increase its organizational capacity and re-launch an action plan based on its mandate and new priorities. FFANE hired VH Consultants to assist with this planning exercise.

For this project, the following methodology was used:

- Initial discussion with FFANE executive team;
- Meeting with the Board of Directors and the regional representatives to conduct a strategic planning event on March 30, 2019;
- Delivery of a draft strategic plan in April 2019;
- Presentation of the strategic plan to the members during the Annual General Meeting in May 2019 and facilitation of an exercise to align actions needed to achieve the strategy;
- Delivery of an action plan in June 2019.

A strategic plan is the roadmap that shows how the organization intends to achieve its vision and execute its strategy. It presents the goals the organization wants to achieve and the process chosen to accomplish them. It includes all dimensions of the organization, with each department linking its actions and projects to the overall strategy. The strategic plan is constantly in flux; it evolves according to the needs of the organization and its clients. It is necessary for any organization to have a strategic plan and to be able to use it every day. It helps managers and employees alike to better understand the organization's strategy and to clarify priorities and ensure that resources are maximized.

Overview of the FFANE

The Fédération des femmes acadiennes de la Nouvelle-Écosse is a group of Acadian and francophone women in the province that looks after the interests of Acadian and francophone women in Nova Scotia through its mandates:

- To encourage the strategic participation of Acadian and francophone women in all social, political and economic spheres;
- To bring together Acadian and francophone women;
- To provide support services to member organizations;
- To promote the development of training programs for Acadian and francophone women;
- Establish partnerships, strategic alliances and networks;
- Valuing the contribution of Acadian and francophone women in the province;
- Act as a spokesperson for Acadian and francophone women at the provincial and federal levels;
- Promote the French language and Acadian culture.

Vision

A vision is the ability to have a clear picture of one's goals and desired outcomes. A vision indicates where the organization wants to go. It should be bold, represent a dream that the organization is trying to accomplish, and be a forecast of what the future may look like for the organization, its clients, and the community.

Current Vision:

Acadian women in Nova Scotia are fulfilled and participate fully in all sectors of society

Suggested Vision Statement:

Acadian and francophone women in Nova Scotia are fulfilled and fully engaged in all sectors of society

Mission

The mission is how the organization will achieve its vision. It represents the reason for the organization's existence. The mission explains what the organization wants others to remember about its mandate. It should be motivating and inspiring to the team employed by the municipality, to the municipal council and to the community at large.

Current Mission:

To promote the development of the full potential of Acadian women in the province

Suggested Mission Statement:

To promote the development of the full potential of Acadian and francophone women in the province

The Fédération des femmes acadiennes de la Nouvelle-Écosse is also based on working values, which are listed in the organization's by-laws.

Environmental Analysis

The following analysis presents the strengths, weaknesses, opportunities, challenges and issues surrounding the Fédération des femmes acadiennes de la Nouvelle-Écosse.

FFANE's strengths

This section outlines the internal strengths of the Fédération des femmes acadiennes de la Nouvelle-Écosse and the benefits it brings to the community and assesses its relevance and purpose. Any organization must recognize its strengths and build on them. This section also demonstrates the opportunities available outside the management of the organization, either in the community or in FFANE's regional membership groups. It also identifies the needs of clients and of the community as well as the necessary resources that are currently lacking in the sector of activity or in the regions.

- The FFANE has eight regional membership associations within which over 300 women take part.
- The FFANE women's network is very effective, and networking between members and between regions is efficient.
- The women involved in the organization are dedicated and committed; they project a persistent and resilient female face. They are very involved volunteers.
- The FFANE is involving more young women as well as migrant, immigrant and newcomer women, thus opening itself to the diverse francophonie of the province.
- In 2019, The FFANE celebrates its 36th anniversary, which demonstrates its strength and adaptability to meet the needs of women.
- The FFANE allows its network of members to participate in the organization's decision-making procedures.

Desired improvements

This section considers the weaknesses, challenges as well as the difficulties in management and the organization's lack of resources in order to drive the desired improvements. This section also presents the elements that threaten the environment, i.e. the known challenges in the external environment, the evolution in the years to come and the obstacles that could prevent the community from benefitting from the organization's services.

- The FFANE must diversify its membership by making room for young, migrant, immigrant and newcomer women. The FFANE should develop services that reflect the interests of the desired new clientele.
- The FFANE needs stable and adequate funding, allowing for the hiring of additional employees to collaborate on current and future issues, notably to allow for the maintenance of regional membership groups by improving the services offered and to allow for a greater place for young women as well as migrant, immigrant and newcomer women.
- The FFANE must continue to invest in the needs of caregivers. They need help to take care of their loved ones. Respite care services in French and appropriate activities for these

people are necessary, as social isolation affects many female caregivers throughout the province.

- The FFANE raises public awareness about gender and sexual equity at the personal, social, economic and political levels. Even though the situation is constantly improving, it is necessary to continue to raise awareness to achieve pay equity and gender diversity within government and community organizations.
- The FFANE supports public awareness campaigns claiming the rights of Acadians and francophones in the province. The issue of accessibility to French language services is still very much alive and affects the FFANE's clientele.

Strategic goals and objectives

The ideas and feedback gathered during the process helped develop strategic goals and objectives that will align the 2019-2024 strategy. In this section, we present the strategic goals for the next few years, which align actions toward specific objectives. The strategic objectives are grouped under three strategic goals:

- | | |
|------------------|---|
| Strategic Goal A | Women have access to better and more culturally sensitive French language services, and these services advance the status of women. |
| Strategic Goal B | The FFANE continually builds its organizational capacity |
| Strategic Goal C | Acadian and francophone women are united and have a significant impact at the local, provincial and national levels |

The objectives are accompanied by examples of activities that will be further elaborated in the action plan accompanying the strategic plan.

Strategic Goal A: Women have access to better and more culturally sensitive French language services, and these services advance the status of women.

Objectives	Approaches / Activities
<p>Raise awareness and advocate for the rights of Acadian and francophone women at the provincial and national levels, particularly for better services in French</p>	<p>Share the realities and needs of Acadian and francophone women with its partners and the community.</p>
	<p>Represent Acadian and francophone women in the province's francophone association network</p>
	<p>Represent Acadian and francophone women in regional and national women's groups</p>
<p>Recognizing the province's Acadian and francophone women</p>	<p>Award the Denise Samson certification on an annual basis, to recognize an Acadian or francophone woman at the provincial level.</p>
	<p>Award regional certificates of recognition to Acadian and francophone women from the eight regional membership groups each year</p>
<p>Analyze and share the realities and needs of Acadian and francophone women</p>	<p>Develop a documentary to highlight our members' vision of feminism and the advancement of women in the context of the 50th anniversary of the Official Languages Act</p>
	<p>Conduct a study on the needs and realities of Acadian and francophone women in the province based on GBA+ and share the results within the community</p>
	<p>Exchange with young, migrant, immigrant and newcomer women to learn about their representation needs</p>

Strategic Goal B: The FFANE continually builds its organizational capacity

Objectives	Approaches / Activities
Ensure the continuity of the organization and diversify the membership and activities of the FFANE	Develop initiatives to further involve young women
	Mentor young women to increase their participation in the management and governance of community organizations
	Develop recruitment strategies for young and immigrant women
	Be creative in organising activities to facilitate access for people in rural regions and for caregivers
Strengthen strategic partnerships to ensure financial sustainability and project continuation	Submit relevant and innovative projects to obtain adequate funding
	Lobby for progress on relevant women's issues
	Develop new partnerships and strengthen existing ones
Project a strong and solid image of the FFANE	Make more regional visits and participate in regional exchanges
	Develop a solid communications plan, adapted to the organization, in order to promote our services
	Actively participate in relevant committees and within our partners' initiatives
	Develop a new website and new promotional tools to improve the organization's visibility
Build the FFANE's organizational capacity	Develop tools and deliver training to board members to improve the governance of the organization
	Develop a youth committee, from which two members will join the Board of Directors
	Increase funding to grow staff
	Create support positions for regional membership groups

Strategic Goal C: Acadian and francophone women are united and have a significant impact at the local, provincial and national levels

Objectives	Approaches / Activities
Increase access to more information in areas of specific interest to women	Organize training sessions on leadership and other relevant topics
	Support regional membership associations in the organization of regional activities
	Encourage joint activities between regions
Promote growth and fulfillment of Acadian and francophone women	Represent the needs of caregivers and develop projects to break their isolation
	Organise networking activities, conferences and cultural visits
Increase women's participation in the social, political, economic and environmental spheres	Enable members of the FFANE to participate in decisions regarding the governance of the organization in addition to participating in various committees
	Organize activities for International Women's Day
	Work on the issues of youth leadership in a minority linguistic context through FrancoZone and MentorAction
	Participate in the <i>Sommet de la femme de la francophonie</i> at the <i>Congrès Mondial Acadien 2019</i> , and in the <i>Alliance des femmes de la francophonie canadienne's</i> and <i>Status of Women Canada's</i> forums