

**Date:** June 29th, 2016

**To:** Dr. John Shepherd, Vice-Provost and Associate Vice-President (Academic); Chair,  
Carleton University Committee on Quality Assurance

**Cc:** Dr. Peter Ricketts, Provost and Vice-President (Academic)  
Dr. Catherine Khordoc, Interim Dean (outgoing), Faculty of Arts and Social Sciences  
Dr. Wallace Clement, Interim Dean (incoming), Faculty of Arts and Social Sciences  
Dr. Matthias Neufang, Dean, Faculty of Graduate and Postdoctoral Affairs  
Dr. Sukeshi Kamra, Associate Dean (Curriculum, Programs and Planning), Faculty of  
Arts and Social Sciences  
Dr. Adrian Chan, Associate Dean (Graduate Programs and Research), Faculty of Graduate  
and Postdoctoral Affairs  
Carleton University Committee on Quality Assurance  
Meredith Warner, Acting Manager and Program Review Officer, Office of the Vice-  
Provost and Associate Vice-President (Academic)

**From:** Dr. Pascal Gin, Chair, Department of French

This further report on the Report on Action Plan Implementation submitted to CUCQA on June 23<sup>rd</sup>, 2015 is meant as an update on the 14 points raised by CUCQA in its assessment dated August 31<sup>st</sup> 2015, following the Good Quality outcome of the last cyclical review process and the ensuing Action Plan documented in the departmental report dated October 14<sup>th</sup>, 2014. The report addresses each area of concern in the order in which they were raised.

### **1. Outcome of the hiring process for the Instructor I position**

As per the Departmental Hiring Committee's unanimous recommendation, the University proceeded in April 2016 with the hiring of Mr. Frenand Léger, ABD, to fill the Instructor I position. Mr. Léger will begin his employment as of July 1<sup>st</sup>, 2016. In addition to an established record in French language teaching at the university level, Mr. Léger brings with him significant experience in both course coordination and program development, two key areas prioritized for the position. Mr. Léger will be defending his doctoral dissertation before taking on his position at Carleton.

### **2. Collaboration with CURO with regards to non-tricouncil research funding**

In 2015-2016, the Department undertook a comprehensive survey of the many areas covered by ongoing research programs carried out by faculty members. As an outcome of this survey, a document was generated that categorized all areas of research according to periods, areas, subfields, corpus, interdisciplinary orientations and leading themes. This detailed cross-sectional mapping of faculty research was then communicated to CURO as a means to better target relevant non-tricouncil funding opportunities.

### **3. Reduction in multiple sections and impact on enrolment**

Reducing the number of sections for language courses across all levels has yielded a final enrolment average for these courses slightly below 24 students. These figures fall within the class size maxima set by the faculty at either 30 (levels 1001 to 1002) or 35 (levels 1100 to 2100). The Committee should note that these faculty maxima define the enrolment target to which the unit is held, notably for the purpose of seeking budget approval for yearly course offerings.

#### **4. Item 3.1 Student participation in the Seminar in Québec City**

The last edition of the Québec City Seminar (FREN 4300/5501, Summer 2015) yielded very encouraging results with respect to non-Carleton-student enrolment, which reached 50 %. These cannot be attributed however to the liaising efforts with ISSO. Rather, they stem from the sustained and innovative online promotion campaign carried out by the faculty member responsible for the course. As a result, this is most likely the formula that will be emulated for the forthcoming edition of the course (Summer 17). FREN 4300/5501 could not be offered in 2015-2016 due to sabbatical plans and leaves.

#### **5. Item 3.2 Implementation of the exchange agreement with Université Laval**

Over the course of the past academic year, communication has been ongoing with the several units to be involved at the Université Laval, as well as with their registrar and residence services. Similar discussions also occurred with Carleton's Registrar's Office so as to confirm the feasibility of an academic term at Laval using Letters of Permission (*LOPs*). Plans for a winter 2017 implementation ought to be finalized over the summer of 2016. Although the initial intent was to stay focused on an agreement targeted to French Studies and strictly governed by *LOPs*, the faculty administration at Laval eventually wishes to see this initiative broadened to a full faculty bilateral agreement. The Department will be seeking assistance from FASS in this regard so as to determine the most suitable course of action.

#### **6. Item 3.3 Creation of an Undergraduate Student Academic Society**

Following consultation with the Chair, the *Association des étudiantes et étudiants de français* was formalized as an academic society in 2015-2016, with elections held in the fall of 2015. Forms of collaboration during the academic year included an inaugural reception, an information

night devoted to international exchanges, liaising between the Association and the editorial board of the French students' journal and cross-communication of events.

### **7. Item 3.4 Use of TA resources to increase conversational opportunities**

The Department reinitiated a limited deployment of available TA resources to assist language course instruction with in-class opportunities for better student engagement with oral practices. The monitoring of this pilot project, now in its second year, points to positive results that justify folding this targeted initiative with regular TA-run student services.

### **8. Item 4.1 Initiatives to increase regional and provincial recruitment**

Initiatives on this front have had to shift towards maximizing the reach of existing recruitment efforts, due essentially to already limited resources available for undertaking such efforts. A book club and a French Studies Day remain avenues to explore in the years ahead, providing the availability of faculty resources.

At this particular juncture, the Department is moving in the direction of capitalizing on its existing French movie programs as a means to reach out to the local high school community. The steps taken were twofold. First, the French movie night programming (*Ciné-français*) was more resolutely geared in 2015-2016 towards interests for contemporary global cinéma, with screenings spanning a wider francophone spectrum. A mailing list was obtained from recruitment services in order to promote the *Ciné-français* to the relevant grade population in Ottawa high schools. Second, a current event programming cycle (*CU-cinémas*) was launched as a pilot project in 2015-2016 in order to stress the connection between French Studies and global issues. *Cu-cinémas* focused on *Migration Stories*, with daytime public screenings of two French movies (from Africa and Europe, respectively) preceded by an introductory talk (in French and English) from Carleton faculty colleagues offering a cross-disciplinary perspective on the issues (from political science and film studies, respectively). These screenings were tied in each case to current course offering in French Studies. The participation from local high schools that was achieved justifies that this pilot project be renewed as a means to increase visibility. Daytime access to appropriate classroom facilities remains however a significant hindrance, particularly with respect to disseminating promotional information early enough so as to engage high school educators in a timely fashion.

Initiatives to engage the Nipissing area high school population will need to be reassessed in light of the current financial situation facing Nipissing University and the concerns over programs devoted to teachers' education. In the meantime, the Department did contact the few French major alumni who benefited from the bilateral agreement and is seeking testimonials from them.

### **9. Item 4.2 Outcome of social media recruitment campaign**

The Department sought testimonials in targeted areas so as to broaden the range of student

experience to be communicated by means of relevant social media. Aside from graduating Honours and Masters students, these efforts focused on students on an international exchange, students accepted as language assistants abroad and undergraduate students engaged with faculty research. Testimonials are given visibility as they are forwarded to the Department. A redesigned testimonial page will be redeveloped shortly following the recent upgrade of the departmental site to the new faculty template.

The Department also focused on a range of events which, besides addressing student needs as a primary focus, are likely to generate a sustained posting visibility across social media throughout the academic year. A beginning-of-term evening, an alumni career night, and an official end-of-term evening with a special focus on bursaries and scholarships awarded were amongst the initiatives taken in this regard. Related events posts appeared across the Department's social media platforms.

A website main page redesign was undertaken so as to take advantage of optimal graphic visibility options made available through Wordpress. However, changes recently brought about by the migration to a new faculty template will make it necessary to redevelop the visual presence across the new departmental website main pages. Other significant restructuring of the websites was postponed until completion of the migration.

Efforts on print material were focused on showcasing the variety of course offering, developing a first-year welcome pamphlet and updating minimally information used by recruitment services. Updating the departmental brochure is a secondary priority that will be addressed with the next academic cycle.

Given that these promotional efforts are staggered and ongoing, enrolment outcomes cannot be determined at this stage, particularly in light of an overall declining engagement with humanities programs.

#### **10. Item 4.3 Internal recruitment especially from the Minor and undeclared students**

The Department took part in the Faculty's Undeclared Students fair, targeted March advising so as to include and reach all Minors students and systematically promoted all French Studies courses to students in the Minor. The increasing proportion of students opting into a Combined Honours degree is clearly encouraging.

#### **11. Item 7 Further discussions with FGPA regarding funding for international students**

As per the previous report, a conclusion was reached in 2014-2015, the outcome of which was that FGPA was not in a position to grant domestic parity to international students considering the MA in French and Francophone Studies and in so doing to compete with fees practiced by the University of Ottawa. International fees continue therefore to apply to international students currently enrolled in the MA program and the financial ability to attract such students remains

unchanged. The trend towards an internationalization of applications to the program did not weaken in the current cycle, with two thirds of applications generated by non-nationals.

### **12. Item 8.1 Impact of graduate course scheduling on enrolment**

The impact cannot be soundly assessed. While higher enrolment occurred in two out of three graduate seminars switched to an evening schedule in 2015-2016, no direct correlations could be confirmed. On the one hand, it would appear upon consultation that students enrolled in such courses did not do so due to schedule considerations. On the other hand, the two courses where enrolment surged both benefited from significant advertising efforts, which most probably had more of an impact. The Department will continue to promote graduate courses while maintaining a reasonable proportion of evening scheduling.

### **13. Item 8.3 Update on graduate recruitment campaign showcasing alumni achievements**

The Department continues to showcase on social media testimonials, bursaries and scholarships as well as graduate research. The 4<sup>th</sup> edition of the MA Graduate conference, held over the 2015-2016 visibility, yielded some significant visibility. The Department will continue with such efforts with a particular focus on exploiting the new website template, with an overhaul of the graduate website planned for 2016-2017.

### **14. Item 9.2 Elaborate on lack of enrolment in the one-year option of the MA program**

The fact that this option does not at present generate uptake on the part of graduate students can possibly be attributed to at least two factors. First, financing graduate studies seems more achievable for students over a yearly cycle combining two terms of full time studies and one term of full time employment. This is not reconcilable with the three-consecutive-study-term pattern of the one-year option. Second, satisfactory completion of the course requirement for this option requires that students choose courses from both the literary and linguistic substream of French Studies. Students clearly elect however to favour a subfield-specific specialization, which then requires spreading the course load over two academic years. At this particular juncture, available resources do not allow for increasing the number of graduate seminars offered to students, nor for implementing a one-year course-only options.