



# YOUR FRENCH SCHOOL

## Students join together with their school board in an ambitious campaign to promote the benefits of a French-language Catholic education

**Toronto, January 27, 2011** – “Your French School” is the message the French Catholic School Board (CSDCCS) is sending out to francophone and non-francophone parents who are preparing to enroll their child in school.

The student recruitment campaign for the board’s 41 elementary schools was officially launched at a news conference held on January 27 at École élémentaire catholique Ste-Marguerite-d’Youville in Toronto.

“There are still a great number of families near us who are not availing themselves of their right to give their children a French-language education”, said Yves Lévesque, Chair of the CSDCCS, in explaining the target audience for this campaign. Indeed, according to Statistics Canada, in 2006, non-francophone French-language education rights holders make up 44% of the population of Toronto. Only 25% of French-language education rights holders enroll their child in JK in one of CSDCCS’ French Catholic schools.

“We therefore need to reach out to these families who do not know us and set out clearly what we have to offer. We must also clear up any confusion that has been created in recent years”, said Yves Lévesque, referring here to the draw of French immersion programs offered in English-language schools.



Among those present for the launching of the 2011 Campaign : Yves Lévesque, President of CSDCCS, Alexandre Comeau, Student at ÉSC Nouvelle-Alliance, MC, Nathalie Dufour-Séguin, Trustee (Toronto North), Francette Maquito, Student at ÉSC Mgr-de-Charbonnel, MC, Réjean Sirosis, Director of education, and Claude-Reno D’Aigle, Trustee (Toronto South).

CSDCCS students learn and live in a fully francophone environment. Learning and school life are enriched by activities that enhance and promote the francophone culture and Catholic faith in all their diversity. It is indeed by virtue of this enriching environment and solid French-language education that the board’s students acquire a sustainable bilingualism and find they have many educational and career opportunities available to them.

### ***Viens chez nous/Your French School: a unique campaign***

The campaign **Viens chez nous/Your French School** is counting on the potential of the new media for success. It has two objectives: to recruit new students at the elementary level and to retain students at the secondary level.



The campaign is multi-faceted:

- **Two Internet sites**, [www.vienscheznous.ca](http://www.vienscheznous.ca) and [www.yourfrenchschool.ca](http://www.yourfrenchschool.ca) that encourage visitors to discover the schools in our board;
- The board's official **Facebook** page, which is intended as an extension of our school board's community;
- A Facebook page for each of the 8 secondary schools that is aimed at former and current students of these schools;
- **Videos** that feature the assets of the French-language schools in the CSDCCS;
- A brochure and postcard about the board's elementary schools for parents who come to visit;
- An awareness campaign in the media

Students enrolled in the Specialist High Skills Major - Information and Communications Technology Program at École secondaire catholique Nouvelle-Alliance worked together to produce 9 videos that are also on Youtube: one for the board's elementary schools and one for each of the 8 secondary schools. CSDCCS students also lent their voices to the media campaign.



“Our board has invested directly in our youth in conducting this campaign”, said Réjean Siros, Director of Education for the CSDCCS. “The students are the ones who, from the bottom of their hearts, are sending out the message and issuing an invitation to discover what our schools can offer parents and children. I want to thank them for their contribution, their energy and their creativity”.

By taking its place in the social networks and on the new multimedia platforms, the CSDCCS recognizes that these networks are an integral part of human life. This is why these networks are being made available to secondary school students and all board staff members.

Being a Catholic board, the CSDCCS also recognizes that there is a *Christian way* of being present in the digital world. It takes the form of a communication which is honest and open, responsible and respectful of others. Such is the vision that the schools of the CSDCCS are committed to conveying to their students.

*The Conseil scolaire de district catholique Centre-Sud serves over 13 600 students who learn and live in a network of 41 elementary schools and 8 secondary schools in a geographic area of more than 40 000 km<sup>2</sup> extending from the Niagara Peninsula to Peterborough and from Lake Ontario (Toronto) to Georgian Bay.*

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