

History: Incorporated in 1998 as a national not-for-profit organization and governed by a nationally representative, multi-stakeholder board of directors, the Centre for Canadian Language Benchmarks supports and promotes the Canadian Language Benchmarks and Niveaux de compétence linguistique canadiens.

Mission: The CCLB/CNCLC champions, maintains, and disseminates the CLB and NCLC as practical, fair and reliable national standards of English and French language proficiency in immigration, education and training, workplace and community settings. We provide CLB/NCLC-based tools and resources for educators, regulatory bodies, employers, researchers, and learners.

Vision: We are a nationally leading and internationally recognized organization for describing, measuring and recognizing English and French additional language proficiency in Canada and beyond. We provide practical, relevant, and timely resources to teach and measure proficiency of English and French, supporting newcomers in their ability to communicate effectively and thereby achieve their goals and contribute to Canadian prosperity.

- Important Team Values**
- 1. **Team Work/ Collaboration** - Everyone should work together cooperatively towards a shared goal as well as establishing and maintaining effective working relationships.
 - 2. **Communication** - Having the ability to communicate effectively, and in an inclusive and respectful manner, within the office as well as with our Board, funders, clients and consultants.
 - 3. **Respect** - For each person in the office and for all stakeholders. Respect for each other's abilities as well for the workload that each carries. Ensure that everyone is treated equally and fairly.
 - 4. **Commitment** - To seeing the organization succeed, to seeing each employee do well, and to completing our work in an efficient and effective manner.
 - 5. **Service** - Looking for ways to improve service to our clients. Striving to exceed expectations.
 - 6. **Flexibility** - Willingness of each staff person to support the other members of the team. Demonstrating flexibility in regards to the needs of our personal lives.
 - 7. **Creativity** - In our approach to funding, and in our approach to our work.

STRATEGIC PRIORITIES



CLB/NCLC Maintenance and Enhancement

- Ensure the framework is kept up to date and meets stakeholder needs.
- Engage stakeholders to determine current needs.
- Engage funder for support.



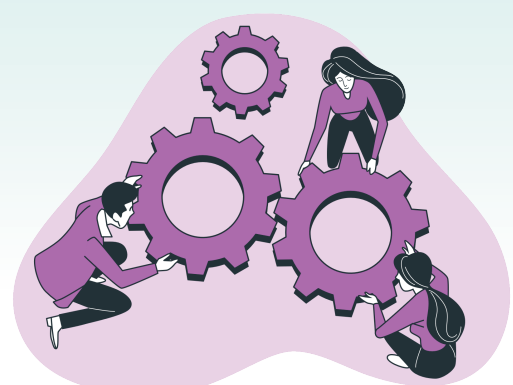
Communications & Visibility

- Develop CCLB / CNCLC brand awareness and ensure effectiveness of communications considering both the quality and quantity.
- Increase visibility among current and potential funders.
- Ensure the CCLB brand is top-of-mind when stakeholders are ready to research and use tools and methodologies.
- Develop a plan to ensure consistency of messaging on how to advocate CCLB's value proposition in their sphere of influence.
- Determine the effectiveness of external communications.



Impact

- Ensure community impact and stakeholder engagement.
- Establish mechanisms to identify and investigate impacts of CCLB to verify areas of strength and identify which priority areas to grow.
- Enhance potential opportunities for impact through connections and partnerships.
- Communicate CCLB impact to stakeholders and funders (feedback loop).



Sustainability

- Ensure sustainability of the Centre's operations, including financial, human, and technological resources.
- Diversify funding sources.
- Ensure relevance of products and services in today's changing environment.
- Modernize operations to support objectives.
- Develop an employee retention strategy.
- Ensure organizational structure supports sustainability objectives.