

af

Alliance Française
Sunshine Coast

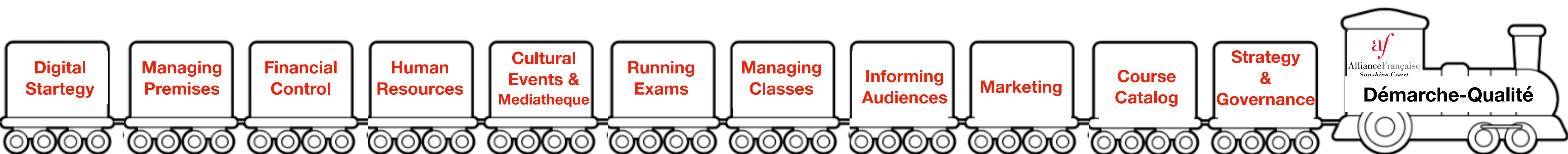


la démarche-qualité



Alliance Française
Sunshine Coast

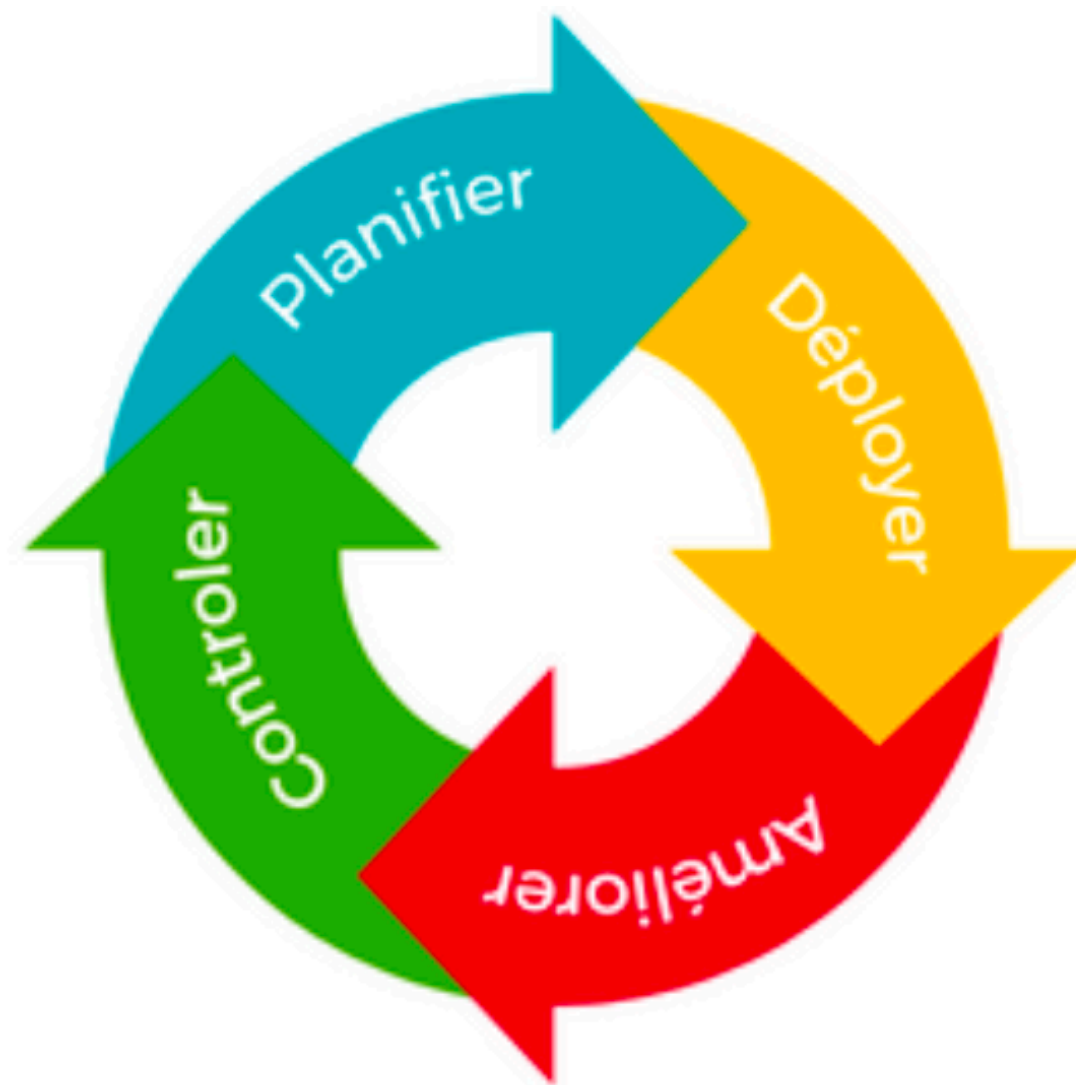
Summary of La démarche-qualité



Définition

The AF quality approach is a **voluntary** process based on a number of principles, such as management commitment, public orientation, the circulation of information between departments, and the constant quest for improvement.

For our AF, like for any small AF run by volunteers, this process requires the **creation of a team dynamics** to ensure that the quality approach does not convey an image of surveillance and that practices can be improved, with the use of **tools that can be adapted and easily shared within the network.**



The involvement of board and the team as well as the coherence of all actions carried out are essential to the implementation of a quality system but this must **not translate in increased bureaucracy.**

This process makes it possible to set up a system for **evaluating and monitoring** the deployment of the quality approach within AF's of all sizes. It also reminds us of the need to support teams throughout the process.

1 - Defining strategy and ensuring good governance

This process underlines the need to define and formalize a **multi-year strategy** in line with the AFSC's missions and the local context.



Good Governance

This strategy serves as the basis for **annual action plans**, and is based on an objective, shared diagnosis (dashboards).

The aim is to **provide strategic guidance for our AF**, and to monitor the actions undertaken and the results obtained. The link between language and culture, which is one of the distinctive features of the AF trademark compared to other competing language centers, must always be emphasized.

To achieve this step, we need to conduct an **in-depth audit of our current procedures to measure the need for improvement**.

2 - Designing our course catalogue

The AF course catalogue must be attractive and adapted to the needs and changes in its audience and in the environment.

It must be designed on the basis of detailed knowledge of the market and the target audience.

Regular market research must be conducted. Satisfaction questionnaires must be regularly sent to students.

Benchmarking studies must be regularly conducted.



3 - Prospecting, communicating and selling

The AFSC's **marketing strategy** defines the association's **development priorities**.

It structures the actions of prospection, communication and sales activities.

It defines the marketing objectives, the **coordinated action plan (sales policy, pricing policy, loyalty policy, etc.)** and the resources allocated to achieve these objectives.

To monitor this chapter of the Démarche-Qualité, the AFSC is using the **tool provided by the Fondation**:

TABLEAU DE BORD DES INDICATEURS MARKETING

and has conducted a full MARKET ANALYSIS



4 - Welcoming and informing our various audiences

These processes are designed to support the establishment in its efforts to **reach out to the public** (developing its communications policy, improving customer relations, etc.).

Even though the AFSC does not have its own premises, our communication resources online and at events must be clear and detailed.

We must create « bridges » between our audiences. People who attend classes seem to not attend events and vice-versa. We must increase our communication strategy in that regard.



5 - Organising and managing classes

We must ensure that adequate resources and systems are in place in order to **organise classes**, liaise with the various teaching venues, follow up on Placement Tests and place students in adequate classes.

We must always be thinking of **new ideas to keep our classes attractive.**

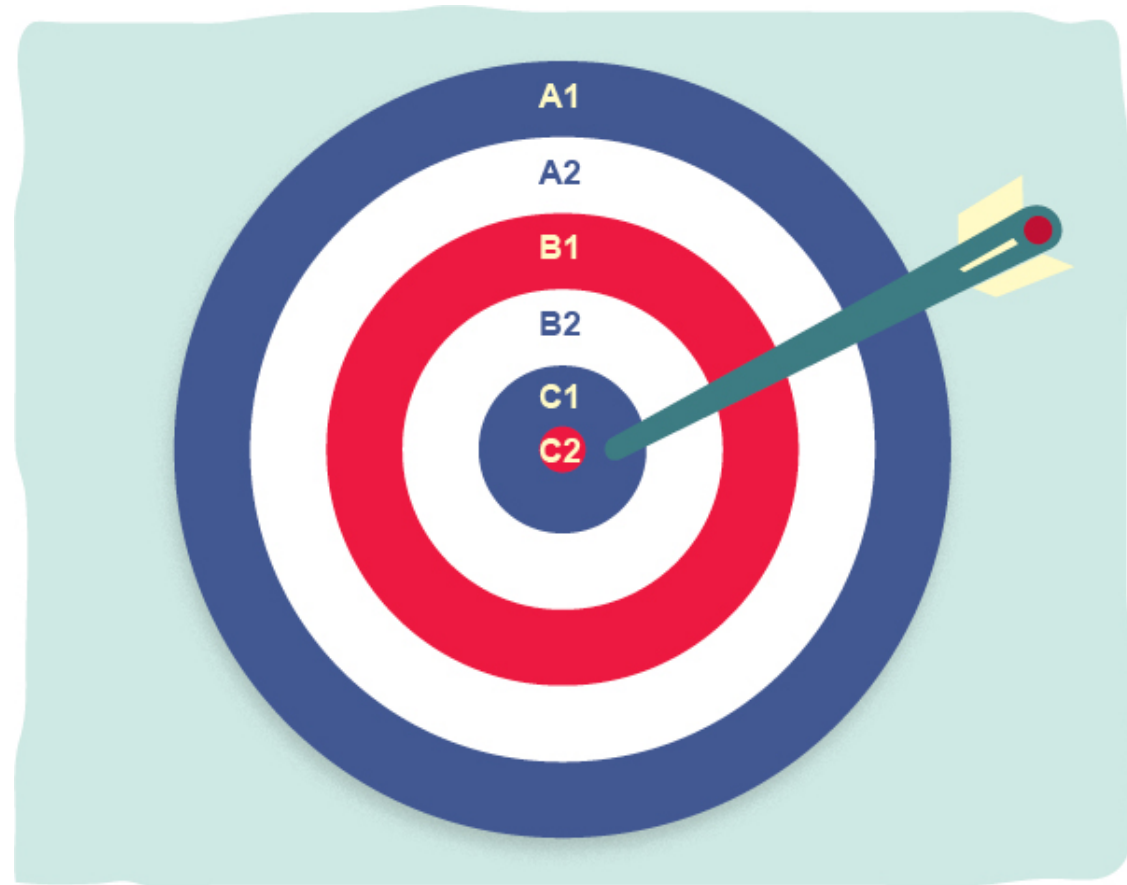


6 - Organising and running students evaluations sessions (exams)

These processes are designed to support AF's in the practical organisation of courses and **evaluation sessions**.

They set out a number of essential requirements for the Alliance's teaching activities.

This section of the **Démarche-Qualité** does not currently apply to the Alliance Française de la Sunshine Coast as we are not « Centre d'examens »



8 - Developing cultural programs and promoting the multimedia library



CULTURAL EVENTS



ESPACE NOUVELLE
CALÉDONIE



The cultural activity of an Alliance is part of our mission and contributes to enhancing its visibility. It must be formalized according to the local context and actively promoted within our AF.

It requires specific expertise to ensure the **quality of activities** and their relevance with regard to the objectives set.

The media library (ours is online) must promote the attractiveness of France and French-speaking cultures and offer an exchange of books for our members. This process aims to make the media library part of a **dynamic that puts users at the heart of projects** and opens up new collective practices.

The **Culturethèque** platform is promoted within the association and used in language courses. The list of Culturethèque users is regularly updated. Free access to the online mediatheque is offered to all members.

9 - Managing human resources and skills



This process reiterates the need to **comply with local law**, to formalise the AFSC's **human resources management**, to monitor statutory issues (particularly for teachers) and to ensure that all Employees act in a professional and ethical way.

The fair treatment of staff and the creation of a climate conducive to personal development must be priorities. Teachers must also be submitted to **regular evaluations and personal development interviews**.

The training of staff as well as **volunteers** must be a priority and a **Training Plan** must be in place.

10 - Ensuring the AF's financial management

This process helps the Alliance to develop a system for monitoring its activities and to implement procedures to ensure **internal financial control**.

Particular attention must be paid to ensuring the proper flow of information between management, the tuition department and the **budget** and accounting department.

The appointment of an Auditor must be considered, even if the requirements for small NFP have eased.



11 Managing the premises

This section **does not directly apply** to the AFSC.

As a showcase for the French language and culture, the Alliance's premises must be visible, easy to access and convey a modern image of the organisation.

In the various premises we use, ensuring the security of people and premises is a priority, and respecting a code of conduct is an evidence.

Our website, which is our **Front window** must be informative and dynamic, regularly kept updated with information on our Classes & Events.



12 - Managing the digital strategy

As a means of disseminating language and culture and a tool for communicating with users and internally, digital technology is an opportunity that our AF (already well equipped with ONCORD & APOLEARN) must continue to seize.

This process encourages the Alliance to **make digital an integral part of its practices in order to facilitate its activity and reach new audiences.**

A reflexion on the impact of IA on our structure is to be initiated.

