

## Policy on Bilingualism

Document 222039

### Context and purpose

This policy celebrates and upholds the bilingual nature of the Institute by providing members and the public with relevant activities, outputs, and communications in both English and French as appropriate.

### Scope

This policy applies to:

- all CIA publications and those that are jointly published with other actuarial associations and external organizations;
- events and meetings organized by the CIA; and
- other forms of communication, such as marketing campaigns, member communications, social media, and multimedia.

### Policy statements

#### 1. Publications (e.g., administrative policies, public statements, reports and papers, practice documents)

- a. All CIA publications will be published in both languages simultaneously whenever possible, subject to the exemptions described below.
- b. Any type of document on which comments are solicited from members will be published in both languages simultaneously whenever possible, subject to the exemptions described below.
- c. Working documents for which no member input is sought do not require translation. These can be posted in either language on the CIA member portal to the appropriate volunteer group web page.
- d. All Standards of Practice, as outlined in the *Policy on Due Process for the Adoption of Standards of Practice*, will be presented in both languages to the Actuarial Standards Board for approval prior to publication.
- e. All guidance material, as outlined in the *CIA Policy on Due Process for the Approval of Guidance Material other than Standards of Practice and Research*

*Documents*, will be presented in both languages to the designated council for approval prior to publication.

**2. Meetings of CIA volunteer groups (e.g., boards, councils, committees, task forces, designated groups)**

- a. The business language of the Institute is English. Members may communicate in meetings of a CIA volunteer group in the language of their choice. However, no paid interpretation will be provided during the meetings.
- b. All meeting material distributed to members of a volunteer group will typically be provided in English.
- c. Minutes will typically be produced and distributed only in English.

**3. Events**

- a. The CIA Head Office will organize simultaneous interpretation at CIA professional development events where it is anticipated that presentations will occur in French or when otherwise deemed appropriate, such as in plenary sessions where 100 or more attendees are present.
- b. Simultaneous interpretation or separate English/French sessions will be offered for governance events, including the Annual Meeting and events relating to elections, town halls, member consultations, etc.
- c. Public events of any size, including CIA information sessions, outreach meetings, student presentations, etc., may be in the language(s) appropriate for the audience only.
- d. Event promotions (e.g., emails, social media, advertising) directed to
  - i. *members* will be in their language of choice regardless of the language(s) of the event, with a clear indication of the event's language(s)
  - ii. *public audiences* may be in the language(s) of the event only.
- e. Event materials (e.g., registration portal, web content, program, presentations) may be in the language(s) of the event only.

**4. Marketing campaigns**

- a. Marketing and promotional campaigns directed to
  - i. *members* will be bilingual or in their language of choice
  - ii. *public audiences* may be in the language(s) appropriate for the audience only.
- b. Advertising in public media such as newspapers, magazines, radio, television, and website placements will be in the language(s) of the channel only.

## **5. Member emails and communications**

- a. All CIA communications to members will be in the language of their choice as indicated in their membership profile.
- b. CIA members will receive responses from Head Office in the language of their choice.

## **6. Social media**

- a. Content originating from the CIA will be bilingual or posted separately in both languages when sharing bilingual sources or information, or in only one language when source material or information is not bilingual.
- b. Content shared from an external source will be posted in its original language only except when deemed appropriate to share in both languages.
- c. Different tactics may be taken for engaging with English and French online communities, resulting in different content posted in each language as appropriate and relevant.

## **7. Multimedia**

- a. Video content will be produced in both languages whenever possible, otherwise bilingual enhancements such as subtitles or voiceovers will be used as appropriate.
- b. Audio content, such as podcasts, will be produced in both languages whenever possible, with the understanding that audio interviews and discussions are frequently restricted to one language owing to unilingual subject-matter experts.

## **8. Other**

- a. The CIA Head Office will maintain the responsibility for quality control on all translations and ensure that they are peer reviewed by an appropriately qualified actuary when required.
- b. The CIA Head Office will maintain a customized English and French actuarial dictionary and make every effort to ensure that third parties involved with the translation or interpretation of CIA material are familiar with the specialized and technical terminology pertaining to the affairs of the Institute.
- c. Efforts should be encouraged by Institute leadership to build processes that can support French-first topics and content.
- d. The CIA will follow a strategy to identify appropriate events, activities, and topics in both English and French to fairly balance outputs between languages.

## Exemptions

A delay will be permitted for the publication of a translated version of certain materials, subject to the authorization of the Director of Communications and Public Affairs and the Executive Director, for example, for:

- a. Large documents that require more time or resources than currently available; or
- b. Time-sensitive documents that must be released immediately.

When a translation is delayed, a translated executive summary of the document should normally be provided at the time of original publication. The full translation will be provided as soon as practically possible.

Certain materials may be released without translation, subject to the authorization of the Executive Director and the President, for example, for:

- a. Research outputs without a Canadian focus, especially if jointly produced with other actuarial associations (e.g., Society of Actuaries, Casualty Actuarial Society, Institute and Faculty of Actuaries);
- b. Research outputs that are extremely technical or comprised of many graphs or source files that are unavailable for translation; and
- c. Extremely large documents whose translation costs are deemed unreasonable.

When a translation is exempted, a translated executive summary of the document should normally be provided at the time of publication.

## Escalation procedures/management of non-compliance with this policy

The body responsible for the document in question will be notified by the CIA Head Office of all delays or exemptions as they occur.

| <b>Monitoring, evaluation, and review</b> |   |
|---|---|
| Approval date                             | March 22, 2022  |
| Effective date                            | March 22, 2022  |
| Approval authority                        | Board   |
| Review owner                              | Board   |
| Prior review and revision dates           | March 20, 2014; September 19, 2018; March 27, 2019; January 1, 2020 |
| Review cycle                              | Every five years  |
| Next review date                          | 2027  |

**Procedures**

N/A