



Vancouver District Parent Advisory Council

Meeting date: **January 24, 2013** **Started: 7:00 PM** **Ended: 9:30 PM**

Location: Vancouver School Board - Room 108

Purpose/Notes: Regular scheduled meeting

Chaired by: Colin Redfern

Minutes rec. by: Steve Baker

Attendance:

Present: Steve Baker, Diana Day, Iraj Khabazian, Ivy Leung, Monica Moberg, Colin Redfern, Jim Smith, Mabel Sun

Regrets: Claudia Ferris

Absent:

Late:

Guests:

Sarina Auriel (regrets), Jennifer West (absent)

Meeting Documents:

(no documents)

Meeting Minutes:

1. Committee Business

1.1. Review Agenda

Colin Redfern

The agenda may be adjusted to provide for priority items and new items added. Once the agenda is accepted with changes, this will be the order of the business for the meeting.

Minutes:

With the addition of the Calendar Committee, the agenda was moved, seconded and carried to accepted the agenda as amended.

Status: Completed

1.2. Approve Minutes of Last Meeting

Colin Redfern

Minutes or notes previously distributed are considered approved once presented. Any changes to the minutes are to be addressed in this section. Should there be any changes, the minutes or notes are considered approved with majority vote.

Minutes:

Moved and seconded to defer/ Carried

Status: Completed

1.3. Report from Chair

Colin Redfern

The chair will provide an update on any business attended to between meetings and provide a brief summary of activities. Where possible, the chair will include a written report in this section prior to the in-person meeting.

Report:

1. Update - More interest from Press on Ministry announcement regarding BCTF Negotiations.
2. Emergency Preparedness - Information shared in Committee I
3. Building Team from Outside In. - Recruitment from interested PAC Reps. Develop a link between PAC Parents interested. Suggest refer to Executive Committee to formulate ideas. Report back at March 14, 2012.
4. Jennifer West has resigned as Co-Vice Chair and Signing Officer effective immediately and will remain as a Member At Large.

Status: Completed



1.4. Treasurer Report

Monica Moberg

The treasurer will provide an update on any business attended to between meetings and provide a brief summary of activities as well as a summary of our financial position. Where possible, the treasurer will include a written report in this section prior to the in-person meeting.

Minutes:

Finances continue to be on track. No changes from last meeting.

Moved by Diana Day/Seconded by Monica Moberg to authorize Ivy Leung as a Signing Officer for DPAC.

Carried

Status: Completed

1.5. Other Committee Reports

This will include sub-committees of the DPAC such as the Advocacy Project, the PAC Celebration, Lower Mainland DPAC or other similar activities. If possible, a written summary will be provided in the report section.

Report:

1. Lower Mainland DPAC Meeting scheduled for January 31, 2013. Iraj, Ivy, Monica and Jim designated to attend on behalf of DPAC. Three members are invited and Ivy will coordinate which members will attend.
2. Town Hall meeting is still in process for confirming facility. Once confirmed the notice will go out to all PACs and Parents.
3. PAC Celebration - Monica provided a task list for Celebration. Suggestion for pamphlet for advertising what DPAC has done and what we do. April 16th deadline for input for pamphlet.

Status: Completed

1.6. Communications Coordinator

Steve Baker

The communications coordinator will provide an update on any business attended to between meetings and provide a brief summary of activities. Where possible, the communications coordinator will include a written report in this section prior to the in-person meeting. For on-going projects or activities, there will be sub-reports outlined below.

Status: Completed

1.6.1. MLA Meeting

Steve Baker

From the Communications Plan, DPAC agreed that we would invite a meeting with the Vancouver MLAs for an opportunity for Vancouver DPAC to highlight our challenges and concerns in regard to Provincial policies affecting the Vancouver School District. The goal is to have a meeting prior to the call of the 2013 Provincial Election.

Status: Completed

1.6.2. Lower Mainland DPAC

Steve Baker

The communications plans included the outreach to other DPACs in the Lower Mainland of Vancouver. The liaison with other DPACs provides the opportunity to identify common issues that are of concern to all Districts in the Lower Mainland. Ongoing communication with other DPACs will assist in Vancouver DPAC being a leader in the parent advocacy.

Status: Completed

1.6.3. Meetings with "Partners"

Steve Baker

The communications plan recognizes the importance of maintaining relationships with "partner groups" within the Vancouver School District. Establishing an opportunity to meet with partner groups to share mutual concerns and keep each other informed on our activities assists our DPAC to be effective representatives at various committee meetings of the Board of Education. In addition, the opportunity to establish an informal connection with the representatives of the partner groups assists in addressing issues of mutual concern as well as understanding the concerns of the other partners.

Report:

It was noted by the chair that the next partner group meeting should be with the Trustees followed by a meeting with the balance of the staff unions.



Status: Completed

1.6.4. Surveys

Steve Baker

The communications plan included the opportunity to survey the Vancouver PAC leaders and, where appropriate, parents within the Vancouver School District. This provides the DPAC Executive an opportunity to reflect a more informed perspective of the PACs we represent from a District perspective.

Report:

Budget survey results will be available at the meeting.

Status: Completed

1.6.5. Website

Steve Baker

The alternative website was established in September 2011 to provide DPAC with timely information to be available to parents and PACs within the Vancouver School District. Ongoing updates of information and workshops allows parents and PACs to be informed on an ongoing basis. In addition, PACs are able to advertise workshops open to all parents. Other not-for-profit organizations are also able to advertise events that would be of educational interest to parents and students in Vancouver. The information is posted through our communications coordinator.

Status: Completed

1.6.6. Workshops

Steve Baker

One of our objectives includes providing workshops of interest to PACs and parents. Workshops have included PAC 101, Treasurer 101, Parents as Career Coaches and general interest workshops or speakers of interest to parents. Additional workshops and speakers can be organized throughout the school year at the discretion of the DPAC Executive.

Status: Completed

1.7. Media Coordinator

Claudia Ferris

The DPAC Communications Plan includes a coordinated strategy for dealing with education issues within the media. Utilizing a media coordinator provides the opportunity to support and organize the appropriate executive members to speak to issues of interest in the media.

Minutes:

Moved Mabel Sun, Seconded by Iraj Khabazian to authorize Claudia Ferris to attend all future DPAC Meetings. Carried

Moved Mabel, S - Jim to authorize Table Officers to work with David Thompson to develop a workshop for Chinese Canadian Parents. Carried.

Report:

VDPAC table officers have been very active in the media in January, 2013. DPAC provided the official parent perspective on a variety of education issues with; the CKNW Bill Good Show, CBC's BC Almanac, The Vancouver Sun, The Vancouver Courier and The Georgia Straight. Kudos to a great job by Colin, Ivy and Monica and thankful recognition to the exec's employers/clients for providing them the flexibility to volunteer their time.

Our internal polling has shown that independent media reports are an important source for information about education for parents. VDPAC has reached hundreds of thousand of parents in the lower mainland by leading radio discussions, and thousands of Vancouver parents through the The Courier and Georgia Straight print circulation and on-line links to the VDPAC web, Twitter and FB page. News coverage led to more than 500 views of the FB page. Twitter was the most effective strategy to notify the press of breaking news. Email contact via individually sent press releases (avoid spam filters) also netted excellent results.

VDPAC representatives were well briefed on FSA and parent fundraising issues because of communications strategies which included internal polling and discussion with informed parent groups. VDPAC maintained control of the parent perspective of the discussion in the media as per the direction of the executive as a whole. NW's Bill Good had Chair Colin Redfern effectively co-host a half hour discussion on the FSA's and CBC's Almanac followed up with a half hour on the VDPAC parent FSA survey. It should be noted that the "shock jock" format of the NW early morning show should be avoided in future. We will avoid media who are looking for a sensational rant rather than the informed and passionate voice that VDPAC is successfully striving to be.

On conclusion about media efforts over the past few months:



- Parent polls and surveys become breaking news when tied to current events and topics of discussion in the media.
- Parent meetings on specific topics are soft news that stays relevant and provides depth to an issue when reporters are looking for stories or new angles
- Twitter, email, website and FB communication and targeted press releases to education media deliver results
- Media can take up a lot of volunteer time if not managed respectfully

Status: Completed

1.8. Communications Plan

The Communications Plan was adopted out of the annual retreat and is the working document for the goals and objectives for the school year. This is the guiding document for activities of the DPAC Executive and the communications coordinator. The plan may be adjusted for unanticipated issues but this is primarily DPAC's working document for the school year.

Status: Completed

1.8.1. Funding

Steve Baker

The Communication Plan includes assessing fundraising versus funding. As part of the advocacy project for "invest in our children", the ongoing accumulation of funding challenges and fundraising challenges within the District will be monitored to allow for informed comment from our DPAC Executive.

Status: Completed

1.8.2. Trustees

Steve Baker

Liaison with School Board Trustees provides the opportunity for DPAC Executive members to address the parent voice directly with Trustees. While Trustees may approach DPAC Executive members with a partisan perspective, it is also helpful for DPAC to understand the "political agenda" from Trustees.

Status: Completed

1.8.3. FSA

Steve Baker

The Foundation Skills Assessment (FSA) is a controversial issue every year as a result of the way the Fraser Institute reports the results publicly. Providing parents background information on the FSA will allow parents to be well informed on purpose of the assessment.

Report:

The information on the FSA has been posted on the website to provide background for parents.

Status: Completed

1.8.4. Elections BC

Steve Baker

Elections BC is a non-partisan branch of the BC Government which oversees the election process for Provincial Elections. One of the objectives from the DPAC communications plan is to inform parents of the election and invite PACs to facilitate information to parents about education issues that are of concern from DPAC's perspective. This can provide PACs with an opportunity to question candidates in the 2013 Provincial Election through all-candidate meetings.

Status: Completed

1.9. PAC Celebration

Steve Baker

In recognition of the volunteers from PACs that assist in parent advocacy and support DPAC initiatives, DPAC has established an annual event for recognizing these volunteers. The annual celebration provides the opportunity for DPAC Executive members and PAC Executive members to meet in a more casual environment to share stories, concerns and celebrate successes in mutual objectives. The entire DPAC Executive is involved in planning and participating in this event.

Report:

PAC Celebration - Monica provided a task list for Celebration. Suggestion for pamphlet for advertising what DPAC has done and what we do. April 16th deadline for input for pamphlet.



Guest Speaker - Steve B to find appropriate speakers.

Status: Completed

1.10. BCCPAC

Steve Baker

Within our mandate, DPAC promotes participation of PACs in the Provincial organization (BC Confederation of Parent Advisory Councils). This includes promoting membership and active participation at the Annual General Meeting. Liaison with the BCCPAC Executive and other PACs throughout the Province assists in the promotion of our advocacy project on "Invest in our Children".

Status: Completed

2. Past Business

No Past Business

3. New Business

No New Business

4. VSB Committee Business

4.1. VSB Board and Committee Reports and Recommendations

DPAC Representatives to Committees and the School Board have the opportunity to provide input. When reporting on representation to Committees, the purpose of reporting to DPAC is to address issues of concern to DPAC and/or parents. Highlighting issues that are likely to be of future concern to DPAC or parents and to acquire guidance and input from members of the DPAC Executive is what needs to be addressed at Executive meetings. Other Committee or Board information is available publically and is available to the DPAC Executive so there is no need to share other business of the Committees or the Board with the DPAC Executive.

Status: Completed

4.2. Board Highlights of Interest to DPAC

Status: Completed

4.3. Committee I - Management Committee - Matters of Concern to DPAC

Colin Redfern

Report:

Calendar Committee - Iraj provided suggested comments and concerns with the proposed school calendar. It was confirmed that Iraj will connect with our DPAC Rep on the Calendar committee to allow our concerns to be represented to the next Calendar Committee.

Status: Completed

4.4. Committee II - Planning and Facilities - Matters of Concern to DPAC

Colin Redfern

Status: Completed

4.5. Committee III - Education and Student Services - Matters of Concern to DPAC

Ivy Leung

Status: Completed

4.5.1. Aboriginal Focus School

Steve Baker

Both Iraj and Diana are assigned to this Committee and both are expected to monitor, report and provide recommendations with respect to DPAC's response to any of the activities of the School's success and/or matters that need our input from a community perspective of parents.

Minutes:

It was noted by Diana Day that the work of this sub-committee was complete.



Status: Completed

4.6. Committee IV - Personnel - Matters of Concern to DPAC

Monica Moberg

Status: Completed

4.7. Committee V - Finance and Legal - Matters of Concern to DPAC

Monica Moberg

Status: Completed

4.8. Advocacy Committee

Steve Baker

Status: Completed

4.9. Date Next Meeting

Minutes:

The February 14th meeting is cancelled and the next meeting will be February 28, 2013.

Status: Completed

4.10. Adjournment

Minutes:

Moved/Seconded to adjourn.

Carried

Status: Completed

Recording Secretary:

Chairperson:

Date:
