



Central Okanagan
Public Schools
Together We Learn

PUBLIC EDUCATION AWARENESS COMMITTEE (PEAC)

MINUTES

Tuesday, May 28, 2024 at 4:00 pm
School Board Office – Board Room 1

COMMITTEE MEMBERS:	Jessica Anjos COPVPA	Terry Beaudry District Staff	Jesse Bruce District Staff	Luke Campbell COPVPA
	Mary Hope COTA	Kevin Kaardal District Staff	Cathie Mutter CORTA	Justin Schneider District Staff
	Jasmeet Virk COPVPA	Teri Wishlow CUPE	Deannie Zahara COPAC	
	Lisa Guderyan Trustee	Kiersten Bereska DSC	Wake Bruce DSC	
ABSENT:	Nolan Chapman COTA	Shelley Yost CUPE		

1. Welcome

Terry welcomed everyone to the meeting and acknowledged that the PEAC meeting is being held on the unceded Traditional Territory of the Okanagan Syilx people.

2. Agenda – May 28, 2024 (Approval/Additions)

The Committee approved the May 28, 2024 agenda as presented.

3. Minutes – February 27, 2024

The Committee approved the February 27, 2024 minutes as distributed.

4. "Together We Learn" – Spring/Summer Edition

Justin shared an update on the June 2023 digital edition of *Together We Learn*. Journalism 12 students from KSS continue to pursue stories and articles for the newspaper. Several stories are being provided by newcomers and from those hosting exchange students from Japan. The theme for the spring/summer edition is "Creating Inclusive Learning Cultures" and the recurring feature article is from Bankhead Elementary about "Creating Kindness". Bankhead students are sharing their kindness wall and are contributing in-depth articles including quotes and photos. The art featured throughout the newspaper is mostly from École George Elliot Secondary School students and involves a mix of digital media, short films, digital photography projects, and the collaboration of two art classes. The June edition of *Together We Learn* will be published the second week of June.

Terry queried the PEAC members if they take the time to review the *Together We Learn* digital newspaper and if they share the newspaper with their organizations. The committee members commented that they read the newspaper and that they also share the link with their organizations, colleagues, staff, students, parents, families, and the larger community including the Ministry of Education and Child Care. The District Student Council representatives commented that many secondary school students are unaware that a District newspaper exists and the PEAC discussed how the link to the newspaper is distributed. The link is posted on the District website, school websites, and social media, and is emailed to all staff, along with a poster of the QR code for printing and displaying at schools. Justin shared that the *Together We Learn* editions posted on the Capital News website receive a 50% click rate which is higher than Capital News experiences with other online issues.

Terry suggested that the PEAC come up with questions about the edition as a provocation so that it encourages even more people to read the issue.

4:16 pm - Luke Campbell arrived to the meeting.

5. New Website Tour

Justin provided a tour of the newly designed District website, which has taken over a year to design, has been actively functioning for several weeks, and is still being fine-tuned. The website contains a "sticky" navigation bar which utilizes the four directions of the District Strategic Plan to organize information with drop-down menus. The search function is prominently placed on the homepage to encourage users to utilize the function. The website continues to have a Facebook feed. As a result of feedback received during the design stage, links to Registration and Catchment, Transportation, and Careers have been placed on the front page of the District's website. Board of Education and Board Standing Committee meeting agendas can be found more directly so users can easily access information about upcoming meetings.

Most people are using the website on their phones, and it functions well. Feedback indicates that people are finding the new website easier to use and easier to update their webpages. The District will continue to work with departments to provide support and training to use the new site.

The PEAC discussed the 'Contact Us' sections of the District and school webpages. For privacy and security reasons, lists of District teachers have been removed from school directories; however, contact information about principals and vice-principals remains on the school websites. The Committee spoke about consistency in the placement of school administration contact information on school websites. For parents who don't know how to contact their teacher, they will need to phone or email their school office. All staff can still log in to the portal and access staff directories.

The PEAC discussed the links within the Family and Community Engagement drop-down menu to partner groups including DSC, COPAC, and COBSS. The Deputy Superintendent of Schools voiced privacy and security concerns over the contact information available on the DSC webpage. The Superintendent of Schools/CEO commented that the District will need to continue discussions about the structure of the website and advised that links to partner groups and organizations should lead to websites independent of the school district.

6. Redesign of the Public Education Awareness Committee

Terry and Justin asked the PEAC members to imagine ways to redesign the Public Education Awareness Committee by considering the roles and responsibilities of committee members, their association's/team's priorities for the next school year, the name of PEAC, and the PEAC meeting schedule. The PEAC broke out into groups of two to visualize and share their ideas with each other, and then shared the following ideas with the Committee as a whole:

a. Roles and Responsibilities of Committee Members:

- Provide input on various public education issues as they relate to the District, ensure they report back to their associations or teams, and then provide feedback to the PEAC from their various organizations or teams.
- Promote all professional days to the community so that the public understands the work of professional development.
- Promote specific public education initiatives of partnership groups through access to the Communications Advisor and other staff.
- Regularly engage with parents about public education, and not only when the District promotes the registration period in January/February.
- Advocacy, family engagement, and parent engagement.
- Ensure the District is communicating about how to support schools better.
- Communicate professional learning opportunities for parents, teachers and support staff.

- Support and promote the *Together We Learn* editions.
 - The role of CORTA at PEAC fits awareness because the association is about sharing information, but not about calling to action.
 - Could another community partner member sit at the table of PEAC, i.e. YMCA, Kelowna Recreation Centre, or another community connection? There are now more partners directly aligned with public education.
- b. Priorities for 2024-2025 School Year:
- PEAC members could share a list of priorities regarding public education awareness and advocacy from their associations or teams at the start of the school year and then report back to the PEAC at the end of the school year.
 - The theme and supporting ideas should be celebrated. If the PEAC decide to include an idea, we need to look at the criteria.
 - The Board's priorities in the Strategic Plan.
 - Parent engagement and promotion of the need for PAC members.
 - Awareness that the District is part of the Ministry of Education and Child Care, and that childcare is on school sites.
 - Awareness that students can receive a higher education in a public institution (grad alumni and how they are doing).
 - A priority of the Indigenous Education Department is parent engagement and the restart of the Indigenous Education Parent and Family Education Council.
 - There is a time for awareness and appreciation. However, does public education need to be advocated for?
 - Promote opportunities for students, pre-kindergarten and post high school – see where students are after graduation. How do we promote that students can come to public education and have these opportunities?
 - Raise the awareness of the *Together We Learn* publication in schools and the community.
 - Raise the representation of COPVPA members at PEAC with COPVPA.
 - The newspaper link goes out and is available to parents and staff, but how do we get it to the public (senior's homes, health care centers, recreation centers, etc)?
 - Promote career pathways.
 - If the PEAC had a priority of 'Early Learning', someone from the Early Learning team could come to PEAC for those conversations.
- c. Committee Name:
- Public Education should be in the title.
 - The 'A' in PEAC could be Advocacy, Advancement, Advisory.
 - The 'A' could be Appreciation – we are celebrating public education.
 - Appreciation fits very well with the historical piece of where this committee came from.
 - Stay with the acronym PEAC.
 - Advocacy fits well with promoting "pre and post" student public education, the day cares in District buildings, kindergarten orientation, and posters with QR codes to businesses and community members.
- d. Meeting Schedule
- Some PEAC meetings could be in-person and some could be via Zoom.
 - Change the date of the meeting. It is hard to report back to the partner group if you can't attend a PEAC meeting.

Action Item: Terry to report back to the PEAC through email about the name of the committee before the end of the school year.

7. Other

PEAC Membership for the 2024/25 School Year

Terry reminded the PEAC that the committee had a robust discussion around membership when they reviewed the Terms of Reference in the Fall of 2023. Not all representatives have made it to a meeting this year. It is wonderful to have a full complement with all partner groups represented at the meetings.

Meeting ended at 5:30 pm.

2024-2025 PEAC Meeting Schedule:

All meetings are Tuesday's at 4:00 pm – 5:30 pm.

October 1, 2024 (in-person – SBO Board Room 1)

November 12, 2024 (possible Zoom)

January 7, 2025 (in-person)

March 4, 2025 (possible Zoom)

May 27, 2025 (in-person)