



Central Okanagan
Public Schools
Together We Learn

PUBLIC EDUCATION APPRECIATION COMMITTEE (PEAC)

MINUTES

Tuesday, January 7, 2025 at 4:00 pm
School Board Office – Board Room 1

COMMITTEE MEMBERS:	Jessica Anjos COPVPA	Jesse Bruce District Staff	Mary Hope COTA	Al Lalonde District Staff
	Val Johnson Trustee	Cathie Mutter CORTA	Justin Schneider District Staff	Yvonne Hildebrandt Recorder
ABSENT:	Luke Campbell COPVPA	Chantelle Desrosiers Trustee	Kellie Garcia COPAC	Jasmeet Virk COPVPA
	Teri Wishlow CUPE	Shelley Yost CUPE	Deannie Zahara COPAC	No Representative District Student Council

1. Welcome

Justin 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 – January 7, 2025 (Approval/Additions)

The Committee approved the January 7, 2025 agenda as presented.

3. Minutes – November 12, 2024

The Committee approved the November 12, 2024 minutes as presented.

4. "Together We Learn" Online Newspaper

December Edition Debrief

Justin reported on the Fall/Winter 2024 *Together We Learn* edition which was themed "Community Engagement" and focused on community partners and giving back to the community. The online newspaper was released for holiday reading and viewing just prior to the Winter Break. Justin queried PEAC members if they had read the issue and commented that he was pleased with the Journalism 12 students' involvement and the production of the issue. PEAC members discussed the *Together We Learn* edition and spoke highly of the stories, video links, Indigenous content, photos and images, and the focus on diversity and multiculturalism in schools. The online newspaper is distributed via email and has a 25% click-through rate which is high for digital publications compared to a typical click-through rate of 2 to 10% for most digital news.

Ideas for the Spring Edition

Justin shared that the June edition of the newspaper will once again be themed using a branch of the District's Strategic Plan which is a good way to familiarize the community with the Plan's four directions. The PEAC discussed the themes of past editions and chose "System Wellbeing" as the theme for the June edition of *Together We Learn*.

The Committee shared the following article and story ideas for the June 2025 edition of *Together We Learn*:

- Counselling options in schools, physical fitness, and healthy eating.
- Bus safety and the 6 new buses.
- Focus on what is happening in schools around wellness.
- The wellness path recently installed at Helen Gorman Elementary, a collaboration with Elders Grouse and Pamela Barnes and the MBSS student(s) who created the

- Indigenous artwork.
- How teachers at Helen Gorman Elementary implemented daily physical activities for 8 weeks to promote student physical wellbeing, on the adventure playground and in the classroom.
- Alternate programs that support wellness and are connected to schools (i.e. the community engagement in the arc programs).
- The Middle Years Development Instrument (MDI), the Early Development Instrument (EDI), and a focus on children's social and emotional health and wellbeing (sleeping and social media).
- Highlight the Digital Wellness - Bits and Bytes tips from the Learning Technology Department.
- Health and Safety.
- Foundry support in middle schools.
- Honouring Resiliency in Vulnerable Youth (HRVY) and Childhood Connections Society Initiative. Staff contact is Sherri Roche, District Principal – Learning Support Services.
- Social Emotional Learning modules. Teacher modules are provided to teachers by District SEL Consultants in partnership with research done by UBCO.
- Indigenous Wellness Workers and Inclusive Education.
- Academies and the preschool partnership.
- Sustainable system operating practices with stories about custodians, recycling (AS Matheson recycling program) and how each school focuses on sustainability. Contact Harold Schock, Energy and Sustainability Manager.
- Dedicate a page to new construction in the District.

Action Item: PEAC members to forward specific story ideas to Justin for articles with concrete examples of schools, teachers, and/or students who are demonstrating one of the principles of System Wellbeing: Innovative and sustainable operating practices; A culture of staff wellness and engagement.

In addition to the PEAC generating story ideas for the *Together We Learn* edition, Justin will also reach out to principals who may want to share a story. The PEAC discussed how to effectively coordinate all the schools to bring news stories together for the digital online newspaper and to promote public education. This could include Justin initiating a weekly call to principals for stories, automatically receiving all school newsletters through School Messenger so he can draw out story ideas, and providing a website refresher for school admin so they are aware of all the capabilities of the redesigned website.

5. Radio Advertisement

January/February Registration Promotion

Two versions of promotional audio clips were played for the PEAC members. The committee chose, by majority vote, the radio advertisement that will be aired by iHeartRadio during January and February to promote public education and student registration.

Action Item: Justin will forward the audio clip to the radio station for advertising and promoting public education and student registration.

The meeting ended at 4:55 pm.

2024-2025 PEAC Meeting Schedule:

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

March 4, 2025 (via Zoom)

May 27, 2025 (in-person – SBO Board Room 1)