

Prince Edward Island Home and School Federation Inc.

Board Meeting Thursday, March 6, 2014
Three Oaks Senior High School, Summerside, PEI

1. Call to Order

President Pam Montgomery called the meeting to order at 6:47 p.m.

In attendance: Pam Montgomery (President), Peter Rukavina (Vice President), Shelley Muzika (Treasurer), Ellen Campbell (Secretary), Ken Williams (Region 1 Director), Joanna Stewart, (Region 1 Director), Jessica Campbell (Region 1 Director), Margie Donovan (Region 2 Director), Lee Gauthier (Region 3 Director), Michael Pendergast (Region 4 Director), Shirley Jay (Executive Director), Jean Davis (PEIHSF Parent Engagement Coordinator).

By phone: Ricardo Angel (Region 3 Director)

Regrets: Owen Parkhouse (Past President), Shelly Keenan (Region 4 Director)

Ellen Campbell acted as recording secretary.

2. Approval of Agenda March 6, 2014

MOTION: That the agenda be approved as presented. Moved by Peter Rukavina. Seconded by Margie Donovan. **MOTION CARRIED.**

3. Approval of Minutes of January 30, 2014 Meeting

MOTION: That the minutes of the January 30, 2014 meeting be approved with an amendment to Action Item # 10 – Peter to prepare and forward statement to Pam regarding the government's release of the school calendar and the Federation's position. Moved by Ken Williams. Seconded by Michael Pendergast. **MOTION CARRIED.**

4. Business Arising

Action item 1 – Pam has a scheduled meeting with Jake Baird from Holland College.

Action item 3 – Compilation of SAS schools' usage data is ongoing.

Action item 11 - Peter is waiting to hear back from Finnish group on their availability.

All other action items were completed.

5. President's Report

Pam Montgomery and Peter Rukavina presented an oral report on recent activities.

- Peter reported on the meeting that he, Pam, Shirley, Lee, Shelley and Shirley had with Minister McIsaac and Deputy Minister MacDonald regarding PD days, PISA scores and other topics related to the current state of education in the province. DM MacDonald spoke extensively on the math teaching deficiencies that currently exist in Island schools. DEECD feels that teachers don't have the skills required to effectively communicate/teach the math

curriculum. To that end, PD days in the upcoming school calendar will have a more focused attention to the math curriculum and how teachers can be better supported to deliver the curriculum.

- DM MacDonald also highlighted that in his view, the number of teaching days is far less important than the quality of instruction that is being consistently delivered by Island teachers. DEECD is creating an accountability and certification framework so that principals will be more accountable, especially in math curriculum.
- Pam spoke to Ted Johnson, Math Specialist with ELSB. Ted suggested that the Federation Board should encourage families of schools to host math nights. He is more than willing to lead those events and encourages schools and local associations to contact him.

ACTION ITEM: Pam to add SAS prompt to parents in her monthly Guardian letter.

6. Executive Director's Report

Shirley Jay presented a written report of recent activities. See March 6, 2014 submitted report for details.

7. Reports from Committees

a) Finance

Shelley Muzika provided a review of the PEIHSF financial position as of March 6, 2014. No bank statement was submitted.

- Shelley reported that all data has been imputed and delivered to David Wright, CGA.
- Bank statement is showing a slight loss for the fiscal year despite the reported revenue which would reflect the operating dollars for the first 3 months of next fiscal
- ~ \$35 000 in bank as of end of January 2014
- ~ \$115 000 in GIC

MOTION: The Financial Report be accepted as presented. Moved by Peter Rukavina. Seconded by Jessica Campbell. **MOTION CARRIED.**

b) Technology - Ricardo Angel - by telephone

- Ricardo has submitted his report for the AGM.
- His IT Committee has met a few times since last meeting.
- Three IBM consultants, along with members of the Minister's IT Advisory Group visited Island schools. They suggested that information technology needs to be integrated into Island schools to facilitate and support educational outcomes. Other jurisdictions have employed those tactics to great success. They suggested roll-out to each grade at a time.
- An April report to DEECD is to be forwarded soon reflecting these recommendations.
- Ricardo is very pleased to see the collaboration between all stakeholders to determine what needs to be done to further advance the quality and integration of technology in education in Island schools. First step was to improve necessary infrastructure which is well underway and includes Wi-Fi; next step is implementation of these recommendations.

- Ricardo spoke to Glen Stewart School and suggested that they revise their resolution for the AGM. A report is already forthcoming from the consultants. Shirley added that she has already received the revised resolution and that Glen Stewart was very appreciative of the guidance provided by Ricardo.

c) **School Trustees** - Lee Gauthier

- Lee is waiting to hear back from Minister McIsaac regarding our letter and position statement. Shirley added that she contacted the DEECD and was told that the Minister's office does not respond to position statements and that she/the Federation could consider that their official response.

d) **Communication** - Ellen Campbell

- The Communication Committee is continuing to gather information regarding SAS use from Island schools. Ricardo is still working on gathering specific usage information as well from his IT group. Actual usage among parents is the relevant information that is required to build the argument for continued use of the program.

e) **Healthy Living/Wellness** – Pam Montgomery

Item deferred.

f) **Building the Network** – Peter Rukavina

- Peter will meet with his committee members after the AGM to discuss their thoughts on the Parent Engagement component of the meeting.
- Peter would ask executive members to encourage their local H&S associations to share and vote on the resolutions prior to the AGM.

g) **Staff/HR** – Lee Gauthier

Lee will meet with Shelley and Pam to discuss staffing structure for the upcoming budget. Shelley added that the Federation is still waiting for funding from the province and hopes to have that information very soon.

h) **Parent Engagement** – Jean Davis

- 24 applications submitted with a requested funding total of \$25 000 (4 from the West; 18 from the East; 1 French school).
- \$20 000 is available through the program.
- There are 7 adjudicators who will determine what applications will be granted funding.
- 80% of the applications were submitted by elementary schools
- 3 grant writing workshops were held across the island to encourage and guide associations to submit applications. More attendance from the West than in years previous but the numbers are still very low. The feedback at the western workshop was that associations are “volunteered out” and that if submitting a proposal would also require rallying for volunteers,

then western H&S associations were not interested. Perhaps the Federation needs to hold the grant-writing sessions earlier in the year when associations are still keen to do things within their schools. It was also suggested that executive board members could visit schools, particularly in the west, and explain the grant writing process and additionally provide ideas on projects that were successfully done in the past.

- Quality of applications was reasonably good. Some will be rejected based on grant criteria, ie, tree planting.

i) Meetings – Pam Montgomery

- PEIHSF Annual meeting is April 12, 2014. Preparations are in the final stages and executives are encouraged to register.

j. School Calendar – Pam Montgomery

See notes in President's Report regarding meeting with Minister McIsaac and Deputy Minister MacDonald.

k. TV advertisement: Parent Engagement – Lee Gauthier

- Lee reported that the Bluefield family of Home & School Associations has submitted a joint Parent Engagement application centering on the production of a TV commercial that would encourage parent engagement. They have contacted Perry Williams, producer, and he indicated that \$1000 would cover the TV shoot. Further, CBC would air the commercial.
- They are currently trying to determine the messaging component of the commercial. They are also exploring print and radio avenues as well to get their message out. The application outlines all marketing costs for print, TV and radio. The campaign would roll out in the fall of 2014.
- The Federation needs to improve its messaging and this project is a great move forward.
- The project committee is working to adopt a key "catch phrase" that will be used in all material – TV and print. Vine videos could also be used to spread and support the parent engagement message.

NOTE: The Federation board was so impressed by Lee's presentation and the idea that it was suggested that the Bluefield Family of Schools' model be expanded to an Island wide market.

- It was suggested that federal funding may be available for this project and all funding avenues should be explored thoroughly. Partners are key to the success of this campaign.
- If Lee's committee agreed to expand the project beyond the Bluefield family of schools, their Parent Engagement application would have to be withdrawn, reworked and re-submitted to reflect the provincial scope of the project.

MOTION: Allow Parent Engagement application from Bluefield Family of Schools to be withdrawn and re-submitted, after the Parent Engagement application deadline, and re-submit with a new cost analysis that reflects a provincial scope TV and print campaign. Moved by Peter Rukavina. Seconded by Shelley Muzika. **MOTION CARRIED.**

- Proposed motion to be discussed at May board meeting: That \$6000 be moved from the

Parent Engagement budget, reducing its overall budget from \$20 000 to \$14 000. A new budget line be created in the financial statement which includes the \$6000 from Parent Engagement. Name of budget line to be determined.

***ACTION ITEM:** Jean's group of adjudicators to review the new proposal from the Bluefield Family of Schools and report back to the Federation's executive board members for vote to proceed.*

8. Next Meeting: Next board meeting will occur in May in Charlottetown. Date to be determined after annual meeting in April.

9. ADJOURNMENT: The meeting adjourned at 8:55 p.m. Moved by Margie Donovan.

ACTION ITEMS arising from March 6, 2014 PEIHSF Board Meeting

- 1. ACTION ITEM:** Pam to add SAS prompt to parents in her monthly Guardian letter.
- 2. ACTION ITEM:** Jean's group of adjudicators to review the new proposal from the Bluefield Family of Schools and report back to the Federation's executive board members for vote to proceed.