



Public Engagement That Matters

Our process and plan | September 2021

We are proactive in listening to our partners in education...

Inquire | Imagine + Inspire | Initiate



Our Guiding Principles energize us...

Transparent

Respectful

Inclusive

Optimistic

Supportive

Active



Our Desired Outcomes motivate us...

- Student success is primary
- Voices are heard and people feel valued
- The importance of education is highlighted
- Feedback, information, and resources are provided
- Outcomes are attained



Our Public Engagement Framework is comprehensive...

Phase 1: INQUIRE	<i>Exploring through reflection, research, and analysis of relevant information</i>
<ul style="list-style-type: none">• Define contributors• Outline necessary information• Define expertise for every individual• Build good questions	<ul style="list-style-type: none">- Board of Education- District Leaders- School Leaders- Union Partners
Phase 2: Imagine + Inspire	<i>Engage with our partners and communities, record and share our journey</i>
<ul style="list-style-type: none">• Envision ideal outcome• Create meaningful and inclusive engagement opportunities• Archive process and publicly post feedback	<ul style="list-style-type: none">- Board of Education- Indigenous Leadership and Communities- School Communities: Students, Staff, Parents- Advisory Groups- Community Partners
Phase 3: Initiate	<i>Formalize, celebrate, and take action on our new path forward</i>
<ul style="list-style-type: none">• Decision and rationale• Outcome and process forward• Celebration	<ul style="list-style-type: none">- Board of Education- District Leaders- Contributors

Our Starting Point...

- It is essential to recognize the expertise in the room and develop questions that are specific to that expertise.
- Contributors should contribute their hopes and dreams.
- Everyone should feel heard and that change will occur.



Question Development is...

- Learner-focused
- Future-focused
- Vision-driven
- Accessible
- Bold

Defining Public Engagement...

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to you, and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed, and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions, and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: International Association for Public Participation Canada

Outcomes...

The outcome should clarify the purpose of the public engagement and define why it matters, clarifies the context, and sets a clear direction forward. It should be done publicly.

Celebration...

Contributors should feel heard and that their contribution has had impact. This can be done through a public facing process on the district and school websites:

- **FAQs**
- **Videos**
- **Posted correspondence and questions**
- **Thank you cards and honorariums**



Public Engagement Plan

Project: _____

Dates: _____



Timeline	Partners	Actions	Communication
<p>PHASE 1</p> <ul style="list-style-type: none"> • Define contributors • Outline necessary information • Define expertise for every individual • Build good questions 	<p><i>Exploring through reflection, research, and analysis of relevant information</i></p> <ul style="list-style-type: none"> - Board of Education - District Leaders - School Leaders - Union Partners 		
<p>PHASE 2</p> <ul style="list-style-type: none"> • Envision ideal outcome • Create meaningful and inclusive engagement opportunities • Archive process and publicly post feedback 	<p><i>Engage with our partners and communities, record and share our journey</i></p> <ul style="list-style-type: none"> - Board of Education - Indigenous Leadership and Communities - School Communities: Students, Staff, Parents - Advisory Groups - Community Partners 		
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