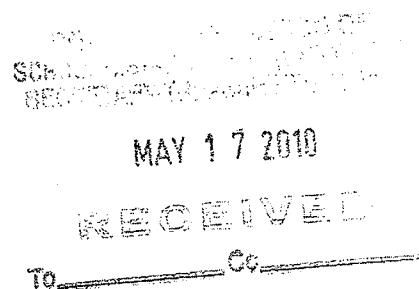




Vancouver Elementary School Teachers' Association

2010 May 11

Patti Bacchus, Chairperson
 Vancouver Board of Education
 1580 West Broadway
 Vancouver, BC V6J 5K8



Dear Ms. Bacchus:

I'm writing on behalf of VESTA to inquire about the status of the representational committee that was to have been struck to implement KI/KJ Advertising Policy.

As per my letter dated 2009 May 14 (see attached), this revised policy was adopted 2005 November 7 with the commitment of a representational committee to be established to assist with the policy's implementation.

In response to my letter of 2009 May 14 and your response on 2009 May 23 (see attached), trustees discussed the matter at the 2009 October 26 meeting of Committee I. The minutes of that meeting state that a "representational committee will be struck to develop a checklist which will be used as a guide in evaluating advertising objectives of the *Advertising in Schools* policy at the school level."

To date, VESTA has not received an invitation to this representational committee.

It is again noted that implementation of the revised KI/KJ policy remains inconsistent across the district at the school level, and there is still the need to proceed on addressing the concerns identified by the trustees and stakeholders in 2005.

VESTA continues to be willing to work with the Board in implementing KI/KJ in Vancouver schools, and urges the Board to assign the responsibility for the district-wide implementation of this policy to a member of the District Management Team so that the representational committee will be struck sometime between now and the early fall.

Yours truly,

Glen Hansman
 Vice President / Past President

cc. Anne Guthrie Warman, VSTA
 Paul Faoro, CUPE 15
 Tim DeVivo, IUOE





Vancouver Elementary School Teachers' Association

2009 May 14

Patti Bacchus
Chairperson of the Board
Vancouver Board of Education
1580 West Broadway
Vancouver V6J 5K8

Dear Ms. Bacchus:

On 2005 November 07, the Vancouver School Board of the day carried the following:

THAT the draft policy Advertising in Schools, replace current policies and respective regulations KI/KJ: Public Solicitations/Advertising, KMG: Sponsorships, and IIAD: Special Interest Materials, be approved.

AND THAT a representational committee be established to develop a checklist to be used as a guide in evaluating advertising objectives of the Advertising Policy at the school level, and that the committee report out by 2006 September.

VESTA wholeheartedly supported both the revised policy and the concept of bringing together a representational group to help implement the revisions.

That representational committee has yet to meet, however -- at least to our knowledge. Meanwhile, implementation of the revised KI/KJ Advertising Policy at the school level remains inconsistent across the district, and there is still the need to proceed on addressing the concerns identified by the trustees and stakeholders in 2005.

VESTA would be happy to work with the Board in implementing the revised KI/KJ Advertising Policy. In particular, VESTA asks that the Board consider working with us to eliminate the practice of material being sent home through students that features corporate advertising, religious content, or for-profit initiatives.

We believe that this is something positive that all parties would be able to work on together.

Yours truly,

Glen Hansman
President

cc. Mike Lombardi, Chairperson Committee I
Anne Guthrie Warman, VSTA
Paul Faoro, CUPE 15
Tim DeVivo, IUOE

05-14 Bacchus re advertising.doc

IT IS RECOMMENDED THAT the revised list of appointments entitled, Vancouver Board of Education Trustee Representatives to Other Organizations, dated 2009 October 23 be approved.

5. Letter from VESTA re Advertising in Schools

Trustee M. Lombardi referred to a letter dated 2009 May 14 from the Vancouver Elementary School Teachers' Association (VESTA) regarding the districts policy on *Advertising in Schools*.

A representational committee will be struck to develop a checklist which will be used as a guide in evaluating advertising objectives of the *Advertising in Schools* policy at the school level.

This item was received for information.

6. Review of Vancouver Board of Education Website

D. Weir, Communications Manager, provided a overview of the new VBE website highlighting the various innovative aspects of the site.

A request was made to provide a search function on the website to search archived Board and Committee minutes by topic over time.

This item was received for information.

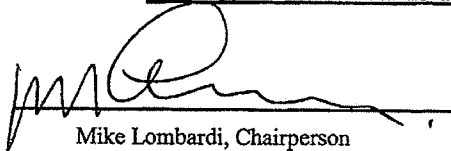
7. Web Casting of Vancouver Board of Education Board Meetings

Trustee Lombardi requested consideration be given to web casting VBE Board meetings.

IT IS RECOMMENDED THAT staff prepare a report on the cost^{and} feasibility and estimated number of viewers to implement^{of} web casting of the VBE Board meetings.

8. Date and Time of Next Meeting

The next meeting of this Committee is scheduled for Monday, 2009 November 23 at 17:30 hours.


Mike Lombardi, Chairperson

- Committee I Members Present: Patti Bacchus, Al Blakey, Allan Wong
- Other Trustees Present: Ken Denike, Carol Gibson
- District Management Present: Laurie Anderson, Brenda Ng, John Crowe, Sonia Hutson (not item 6 and 7), Gary Little
- Association Representatives Present: Anne Guthrie-Warman, VSTA (not item 6 and 7)
Glen Hansman, VESTA
Greg Mar, VASSA
Vicki McCarthy, VEPVPA
Tim Chester, IUOE
Gerry Ip, VDSC