

**Nova Scotia Teacher's Union Public Relations Committee
Year End Report 2013**

Public Relations Committee Mandate

- Examine and plan directions for provincial PR programs for the organization and report these findings and recommendations to the Provincial Executive.
- Consider such resolutions as may be referred by Annual Council and make appropriate recommendations.
- Participate as required in the NSTU Policy Review Process by providing recommendations for the provincial Executive's consideration.

Public Relations Committee Members:

Bernadette Julian, Chair, Community College
Lynn Simms, Lunenburg County
Paul Syme, Kings County
Mark MacPhee, Halifax City Local
Mark Savoury, Provincial Executive

Committee Meeting Dates:

September 28, 2012
November 23, 2012
February 8, 2013

Communications Conference:

Held September 28/29, 2013 at Delta Halifax. Ian Kent, Queens Local, Keynote, spoke to attendees on how Queens Local uses Facebook/Twitter to connect with members. Presentations by D. MacIsaac "What Does the NSTU do for me?" and A. Murray and S. Wilkin gave a PA/PR Communications update and discussion on *Teachers Make a Difference* and "What is your Reality Survey". Conference evaluations related favorable comments regarding fall Communication Conference.

Governance Policy:

The committee completed a review of Section IV, Government Policy for Council 2013 and provided two recommendations to Resolutions Committee.

Teachers Make a Difference Campaign:

Conducted through CTV in the fall to help raise positive profile of members. Overall, a very successful campaign that may be revisited/revamped in the future.

What Your Reality Campaign:

This was a campaign for members to share their reality in classrooms, schools and campus'. A form was available to download or fill in online asking members to share their lived experience. Results were reviewed and shared with Dunn and Associates to assist in developing a media campaign.

The Teacher:

Online version of The Teacher received with mixed reviews. Data collected from Member Engagement Committee suggest members want The Teacher to return to print. Same discussed at Annual Council and adopted in new budget.

Resolution 2012-15:

A Member Engagement ad hoc committee was struck and used allotted monies to develop recommendations for member engagement. Data collected from "6, 3, 1 Activity, Random Sample Survey completed with a response rate of just over 20% and Focus Groups were also conducted around the province to elicit how to better engage members. PR Committee members were invited to attend focus groups in their area. Member Engagement Committee Report and recommendations presented to the Provincial Executive and shared at Annual Council.

Hear My Voice Campaign

Launched February 6, 2013. Developed by Canadian Teachers Federation with aims to mobilize the growing number of concerns about the state of democracy in Canada.

Education Week April 21-27, 2013

The theme was Teaching for a Sustainable Future. Awards ceremony held April 22, 2013 for teachers being recognized.

Stand for Education/"Teachers stretch so kids can soar"

Resolution 2012-26-> The Public Relations committee brainstormed and provided input for Dunn and Associates, a marketing and communications firm, to develop a NSTU Marketing Campaign to show the need for increased funding of the education system. The committee recommended the approval to the Provincial Executive of Dunn and Associates proposed PR Campaign in accordance with Resolution 2012-26. The Stand for Public Education campaign website is where the public is encouraged to send elected officials an email asking them to stand for education. The print and television campaign using "Teachers stretch so kids can soar" tagline reflects the effort teachers put forth to go above and beyond to fill funding gaps. Television spots will run until June 14. Education partners include the Nova Scotia Federation of

Home and School Associations, La Fédération des parents acadiens de la Nouvelle-Écosse, and the Nova Scotia Teachers Union.

Annual Budget

The Annual Budget for the Public Relations Committee was \$11,625. The budget spent was \$8,991,54. This would include the \$7,500 that was used for the Focus Groups for the ad hoc member engagement committee.

On January 21, 2013, the Provincial Executive approved a recommendation that a new Standing Public Affairs/Public Relations Committee be established as of August 1, 2013. The committee will consist of five members and two Provincial Executive members.

At Council 2013, the budget adopted conveys that the Communications Conference begin rotating on alternate year basis.

Respectfully submitted,

Bernadette Julian, Chair (2013)