

Nova Scotia Teachers Union

# Benefits of Membership



2017 Public School Member Edition

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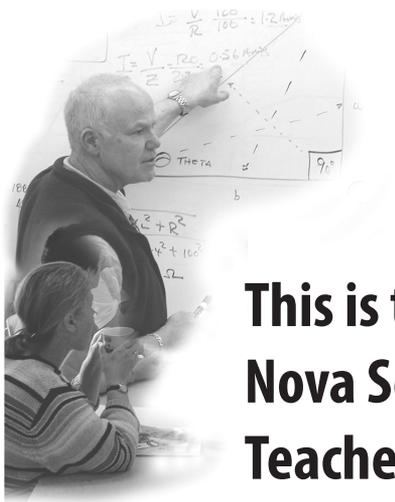
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# This is the Nova Scotia Teachers Union

The Nova Scotia Teachers Union is built on the basic principles of unionism, **one teacher helping another**. Since 1895, the Union has remained committed to the charter of its founding members:

- to unify and elevate the teaching profession, and
- to improve the quality of education offered to the people of Nova Scotia.

Throughout your teaching career, your Union will endeavour to protect and advance your professional development and economic welfare.

## **NSTU Professional Development Opportunities:**

- enhance your teaching skills;
- improve your professional qualifications;
- provide positive career growth and advancement.

## **NSTU Economic Welfare Protection Benefits:**

- protect your legal rights;
- better your working conditions;
- improve salaries;
- increase benefits;
- assure a secure retirement.



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# Nova Scotia Teachers Union

## *Mission*

As the unified voice for the advocacy and support of all its members, the NSTU promotes and advances the teaching profession and quality public education.

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## *Beliefs*

*We believe that*

The NSTU serves as the primary advocate for its members by:

- protecting and enhancing economic benefits
- improving working conditions
- supporting personal well-being
- keeping members informed
- promoting opportunities to participate

The NSTU is committed to leadership in educational change by:

- maintaining and promoting excellence in teaching
- encouraging life-long learning
- influencing educational trends through research and evaluation
- disseminating information

The NSTU promotes and enhances quality public education for all students by:

- supporting a safe and healthy learning environment
- advancing the profession
- advocating social justice and unionism
- working with other organizations
- communicating our beliefs in order to affect public opinion and policy

# Important Numbers



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## **Nova Scotia Teachers Union**

Telephone (Central Office) .....902-477-5621  
Toll Free ..... 1-800-565-6788  
Fax.....902-477-3517  
E-mail.....[nstu@nstu.ca](mailto:nstu@nstu.ca)  
Website:.....[www.nstu.ca](http://www.nstu.ca)

## **Teachers Plus Credit Union (TPCU)**

Telephone .....902-477-5664  
Toll Free ..... 1-800-565-3103  
E-mail.....[info@teachersplus.ca](mailto:info@teachersplus.ca)  
Website.....[www.teachersplus.ca](http://www.teachersplus.ca)

## **Johnson Inc. (Benefits and Insurance)**

Local Inquiries .....902-453-9543  
Toll Free ..... 1-800-588-3885  
Fax.....902-455-8229  
Members-only Website: .....[johnson.ca](http://johnson.ca)

## **Department of Education**

Inquiries .....902-424-5168  
Minister.....902-424-4236  
Registrar Teachers' Licenses.....902-424-6620  
Finance .....902-424-5698  
Nova Scotia Pension Agency  
Local .....902-424-5070  
Toll Free..... 1-800-774-5070  
Website ..... [www.gov.ns.ca/finance/pension](http://www.gov.ns.ca/finance/pension)

*Names and numbers of current Provincial Executive and Local Presidents may be found in your Member Diary.*

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### **TIP:**

*To find a specific e-mail address at NSTU or TPCU, check out our Web pages.*

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## A Glance Back ...

### The Founding Years

1895/96 – the Nova Scotia Teachers Union was established and its first constitution adopted:

- to elevate and unify the profession;
- bring claims of the profession to the public and the Legislature;
- keep abreast of world-wide trends;
- increase the capabilities, salaries and working conditions of teachers;
- provide teacher protection.

### The Development Years

Originally from “*Story of the Nova Scotia Teachers Union*” by former NSTU Executive Director Dr. Norman Fergusson:

- 1921... the NSTU was reorganized, a new constitution prepared and the first of successive Annual Councils held;
- 1922... the first *NSTU Bulletin* was published as a forerunner of *The Teacher*;
- 1942... a minimum provincial salary plan was established;
- 1946... a minimum salary scale was implemented;
- 1949... first *NSTU Handbook* was published;
- 1953... one-person Royal Commission on Public School Finance formed;
- 1955... Foundation Program for education finance implemented;



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- 1974... Royal Commission on Education Finance;
- 1974... *Teachers' Collective Bargaining Act* passed;
- 1975... First provincial collective agreement signed;
- 1976... Anti-Inflation Review Board rolled back negotiated salaries;
- 1981... Commission on Education Finance;
- 1982... School boards amalgamated into 21 District Boards;
- 1982... NSTU Locals amalgamated into 21 District Locals;
- 1995... Revised *Education Act* and *Community College Act*;
- 1996... School boards amalgamated into seven regional school boards;
- 1997... CSANE created as a Local of the NSTU;
- 1999... Community College Local created;
- 2000... Southwest Regional School Board split into Tri-County District School Board and South Shore District School Board;
- 2002... Strait Regional School Board changed to Strait District School Board;
- 2004... Tri-County, South Shore, Strait Boards revert to Regional Board status.
- 2012... APSEA Local created

### **The Transition Years**

The growth, development, challenges and stresses faced by the NSTU and the profession since the mid-1980s have been and continue to be addressed with the resolve and determination shown in the original concepts of our founding members.

Unprecedented societal demands placed on classroom teachers have been paralleled by continued reduction in government funding, reduction of school boards, and establishment of a Community College structure.

Since the 1990's, "doing more with less" has substantiated, much as it did in 1895, the need for a strong organization to unify and elevate the teaching profession in Nova Scotia. More than 100 years later, that organization remains the Nova Scotia Teachers Union ... *your* Union!



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# THE NSTU IS YOU AND YOU ARE THE NSTU

As a democratic union, the NSTU encourages every member to participate and share in its development. To do so, the Union provides you with opportunities to become involved at many levels:

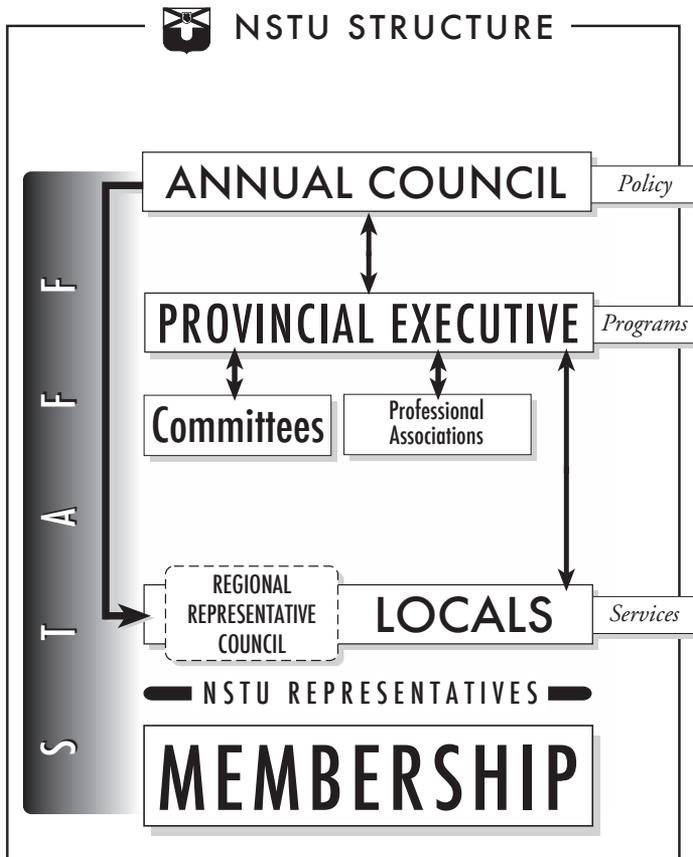
- as a **NSTU REPRESENTATIVE** in your school;
- as a **COMMITTEE MEMBER** or **TABLE OFFICER** in one of 23 **NSTU Locals**;
- as an **ACTIVE PARTICIPANT** at Local general meetings;
- as a **REGIONAL REPRESENTATIVE** on one of the seven Regional Representative Councils (you must first be a table officer in your Local);
- in one of 22 **PROFESSIONAL ASSOCIATIONS** representing curriculum areas;
- on one of 26 **STANDING, COUNCIL, TASK FORCE COORDINATION AND AD HOC COMMITTEES** provincially;
- as a member of an **AD HOC COMMITTEE**;
- as one of 25 **PROVINCIAL EXECUTIVE MEMBERS**;
- as a **DELEGATE TO ANNUAL COUNCIL** in May.

**“One for all... All for one!”**



# The Internal Structure

As a member of the NSTU, you are also a member of one of 22 Locals. Here is an outline of the structure and operational levels of the Nova Scotia Teachers Union:





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# Involvement Opportunities at Every Level

## Annual Council

...is the supreme governing body of the NSTU. Meeting on the long weekend every May, more than 350 voting and non-voting delegates, provincial committee chairs, professional association representatives, scrutineers and guests, attend sessions. Council delegates set policy, adopt the annual budget, elect a first vice-president and debate resolutions submitted by members through their Locals.

## The Provincial Executive

...includes a full-time president elected by universal suffrage, a first vice-president elected at Annual Council, and a second vice-president and a secretary-treasurer elected by provincial executive members. It also comprises 19 regional members including one representative from the CSANE (Conseil syndical acadien de la Nouvelle-Écosse) Local and one representative from the Community College Local.

Members are elected for two year terms and meet approximately 10 times per school year to direct and supervise the business and affairs of the NSTU between Annual Council meetings.

## Provincial Committees

...offer you an extraordinary opportunity to actively participate on a selection of committees with colleagues from across the province. Your interest in such committees is solicited each April through *The Teacher*, NSTU's newsletter, delivered monthly to your school. See your NSTU Member Diary for a list and description of provincial committees.



## **Professional Associations**

...of the Nova Scotia Teachers Union represent various curriculum and related areas. Each year, most offer provincial conferences with innovative workshops, speakers and learning opportunities. Your professional association membership provides a network of teachers with similar interests, professional development opportunities and newsletters. Check with your NSTU school representative or NSTU Central Office for contact persons. See your NSTU Member Diary for a listing of professional associations.

## **Regional Representative Councils**

...(RRCs) represent the interests of NSTU Locals within the jurisdictions of all school boards except for CSANE and Community College, and include executive participation from your Local. This NSTU level is responsible for maintenance of your professional development and economic welfare benefits with the employing school board.

## **Your Local Leadership**

...includes a president, table officers and a Local council composed of NSTU representatives (at least one per school). Check with your NSTU representative for Local meeting dates. Attending Local meetings is an excellent way to meet NSTU colleagues and participate in the many exciting elements that make Atlantic Canada's largest teacher organization work for professional educators!

## **Local Committees**

...provide the adhesive structure upon which your Local operates. From your first day as an NSTU member, your Local will encourage and welcome your active participation at the committee level. Committees have been the historic "starting point" for the hundreds of teachers who helped to guide the NSTU through its initial one hundred years. Check with your NSTU representative for a list of Local committees.



## **Economic Welfare Protection Benefits**

### **Collective Bargaining**

The Nova Scotia Teachers Union has bargained for its members a comprehensive package of benefits and protections which are outlined in its provincial, APSEA (Atlantic Provinces Special Education Authority) and regional collective agreements.

#### **In collective bargaining you play two key roles:**

1. When the negotiating process begins, you, as an NSTU member in a school, are encouraged to submit suggestions to the appropriate economic welfare committee for consideration in its asking package.
2. When a tentative Collective Agreement is reached, you have the opportunity to vote acceptance or rejection.

### **Contractual Benefits Protections**

The following is a summary of the contractual benefits protections which have been negotiated on your behalf by the NSTU. Teachers are advised to see the Provincial/Regional agreements for specific information.

#### **Salary**

Your Union negotiates a salary scale grid for its members based on certification and experience.



## **Tenure**

- Teachers shall receive tenure (permanent contract) after two years of probationary service, however the Employer may grant tenure after one year.
- If termination notice is not given by May 15, a permanent or probationary teacher remains employed for the next school year.
- Term teachers are hired by contract from August 1 to July 31.

## **School Year**

Your Union has negotiated a **195 day school year** which includes, with the **approval of the Employer** a bank of eight days maximum which break down as follows:

- up to **two days** for organizational purposes;
- up to **three days** for student evaluation and classification;
- up to **five days** for attendance at inservice programs;
- up to **one day** for preparation of anecdotal reports;
- **Marking and prep time** – is provided for teachers through the provincial agreement.

Teachers cannot be required to attend to duties outside the 195 days.

## **Insurance**

Your Union provides a comprehensive **Insurance Benefits package** for members, including Provincial Master Life, Total Care Medical-Dental, Optional Life/Spousal Life, Voluntary Accidental Death & Dismemberment, Long Term Disability and MEDOC® Travel Plan Benefits. For most teachers the negotiated aspect of this insurance package means **an annual savings in premiums** of:

\$1,250.28 (single)

\$3,256.32 (family)

## **Long-Term Disability**

All new teachers are automatically enrolled in a long-term disability plan. Check your **provincial agreement** and see your **NSTU Insurance Profile binder** for details.



## NSTU MEMBERSHIP BENEFITS

### Leave Provisions with Pay

Your Union has negotiated various reasons for which you can be absent with no loss of salary:

- closing of school by the Employer or another authority;
- attending meetings called by the Employer;
- with permission, attending a conference (not called by the Employer) for not more than two days;
- attending provincial or federal committees;
- acting in an official capacity as an NSTU representative on committees, contract negotiations, provincial executive;
- writing exams to improve professional status;
- attending your post-secondary graduation, or that of your spouse or your children;
- serving as a witness before a quasi-judicial body;
- conducting an in-service program;
- being placed in quarantine;
- voting on election day when you cannot vote after normal working hours;
- serving jury duty or as a witness before a judicial body;
- attending official duties as a governor on the Board of an approved university or college in Nova Scotia;

Restrictions/conditions may apply to the following:

- maternity/parental leave;
- injury on duty;
- adoption leave.

See your Provincial/Regional Agreement for details.

Your Union has negotiated provisions for:

- job sharing;
- Deferred Salary Leave Plan.

### Serious Family Illness/Death

Favourable leave provisions have been negotiated. See your **Regional Agreement** for details.

### Sick Leave

- 20 days sick leave per year;
- between 175 and 195 accumulated sick days;
- you receive 100% salary while on sick leave.



## **Leave Provisions Without Pay**

Your Union has negotiated provisions whereby the teacher can be granted a one year leave of absence without pay. See your **Regional Agreement** for details.

Your Union has also negotiated a provision for a leave of absence, not to exceed four years, if elected NSTU President.

## **Additional Benefits & Protections**

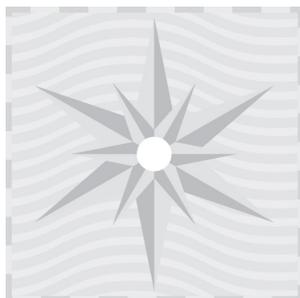
Check your **Provincial/Regional Agreement** for informative details on these major items which have been negotiated on your behalf:

- service awards;
- severance pay;
- term teacher recall benefits;
- teacher reduction/seniority;
- transfer/teaching assignment;
- vacancies;
- substitutes.

## **Legal Assistance**

Legal assistance may be provided in cases involving suspension, job security, or other matters arising from employment. **Grievance costs associated with arbitration hearings are also paid.**

***Disclaimer:** This summary is provided solely for the purpose of explaining the principal features of the identified articles. All rights with respect to the Teachers' Provincial Agreement and Regional Agreements shall be governed solely by the document executed and issued by the parties.*



## **Professional Development**

The NSTU has successfully negotiated the following benefits in the area of Professional Development:

### **In the Provincial Agreement**

**Program Development Assistance Fund (PDAF)** – an annual fund of \$200,000 is available to support innovative curriculum projects. The maximum amount per proposal is \$5,000. For information contact your *Local Vice-President of Professional Development, NSTU Central Office* or visit the NSTU Website.

Check your Provincial Agreement to examine PD opportunities negotiated for your benefit, i.e., Full and Short Term Study Leaves, and PD grant monies for credit courses (Article 60).

### **Provincial NSTU Grants**

Along with negotiated benefits, your Union offers you additional membership PD benefits. For applications for the following, contact your Local vice-president of professional development, NSTU Central Office or visit the NSTU Website, [www.nstu.ca](http://www.nstu.ca) to register online.

#### **Education Research Award**

A fund has been established to encourage and assist educational research. Teachers are awarded a maximum of \$475 based on research completed in the current or previous two school years.

Application forms may be obtained from the NSTU Central Office, Local Office or the NSTU website. Applications must be received at NSTU Central Office by 4:00 p.m. on the first Wednesday in December. Online registration is available.



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## **NSTU Full Time Study Grants**

An annual fund of \$10,000 has been established to provide support to teachers wishing to follow a full time program of studies for the purpose of Professional Development. The NSTU will award up to five grants of \$2,000 each year. Applications are available on the NSTU website, from Local presidents and from NSTU Central Office. Deadline for receipt of applications at the NSTU Central Office is 4:00 p.m. on the first Wednesday in April. The application can only be made for the year in which the award is to be utilized. Online registration is available. University confirmation can follow your application.

## **Out-of-Province Conference Grants**

An annual fund of \$25,000 has been established for Out-of-Province Conference grants to provide support to teachers wishing to attend conferences for the purpose of Professional Development. To assist the greatest number of teachers no grant shall exceed \$475. Applications are available on the NSTU website, from Local presidents and from NSTU Central Office. Applications must be received at NSTU Central Office by 4:00 p.m. on the first Wednesday in October, January and April. Online registration is available.

## **Travel Fellowship**

For teachers engaged in educational travel during the summer, \$2,000 is available from Johnson's NSTU Group Insurance for participation in seminars, workshops or conferences, but not for university courses or certification study.

Application forms and information sheets may be obtained from the NSTU Central Office, your Local office or the NSTU website. Online registration is available.

Applications must be received at NSTU Central Office by 4:00 p.m. on the first Wednesday in April.

## **Other PD Opportunities**

### **Project Overseas**

As an NSTU member, you may apply to be part of this Canadian Teachers' Federation (CTF) program which provides professional assistance to teachers in developing countries each summer.



## **NSTU MEMBERSHIP BENEFITS**

### **Professional Associations**

...allow you to enhance your professional credibility. You have a choice of 22 NSTU Professional Associations representing various curriculum and related areas. The province-wide October conference day is hosted by NSTU professional associations.



### **Free PD Workshops**

NSTU executive staff officers offer a wide selection of free workshops and in-service programs. Lists of topics are available through NSTU Central Office, or visit the NSTU Website.

### **John Huntley Memorial Internship**

Twenty-four members per year travel to Central Office to shadow Executive and Intermediate staff members, thus gaining insight into the workings of the NSTU. Applications are available from your NSTU representative or from the website.

### **NSTU Leadership Skills Development Institute**

Held in August, this three-day conference gives participating Local leaders, provincial executive members and professional association presidents the opportunity to network and expand their knowledge of the NSTU.

### **Teacher Induction Program**

Developed by the NSTU for early career teachers, this program's objectives include identifying personal needs and expectations of early career teachers, establishing a forum for continuous dialogue and reflection on the practice of teaching, problem-solving challenges and celebrating successes.



### **CONTACT**

CONTACT (Conference on New Techniques and Classroom Teaching) is a regional conference organized by the Nova Scotia Teachers Union, the New Brunswick Teachers' Association, the Prince Edward Island Teachers' Federation and the Newfoundland and Labrador Teachers' Association. The conference provides teachers with the opportunity to remain current in their profession and make contact with their colleagues from the Atlantic region. For more information about CONTACT check the NSTU website at [www.nstu.ca](http://www.nstu.ca).



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## **Developing Successful Schools Institute (DSS)**

The Developing Successful Schools Institute for School Administrators is an annual program held in July for administrators from Atlantic Canada. Sessions focus on current research in education and are experiential in nature. Ample opportunity is provided for discussion and dialogue with colleagues from across Atlantic Canada. DSS is sponsored by the New Brunswick Department of Education, the New Brunswick Teachers' Association, Prince Edward Island Teachers' Federation, the Nova Scotia Teachers Union and the Newfoundland and Labrador Teachers' Association. DSS is held annually at Mount Allison University in Sackville, New Brunswick.

## **Additional Programs and Supports**

### **NSTU Counselling Services**

The Counselling Services Program, available to every NSTU member, serves to strengthen and support the quality of personal and professional life for you, your partner and your dependents. Therapists are registered professionals. Counselling Services provides short-term assistance or, following initial assessments, referral to an appropriate community-based professional.\* All sessions are by appointment and all information is absolutely confidential. A number of workshops are also available, including workplace stress, balancing home and career, and transitioning into retirement.

*\* Effective August 1, 2016, there will be an increase in the coverage for psychological services to eighty percent (80%) of the usual and customary charges to a maximum of twenty (20) visits per year and include Masters of Social Worker as a service provider.*

### **Resilience—EFAP/Employee and Family Assistance Program/24/7 access to Counselling Services**

In addition to the internal Counselling Services program, members can access various services through Resilience-EFAP/Employee and Family Assistance Program offered by the NSTU Group Insurance Trustees. Direct access contact number is 1-877-955-6788. For more information on program services please contact NSTU Central Office in Halifax at 902-477-5621 or 1-800-565-6788.



## NSTU MEMBERSHIP BENEFITS

### Early Intervention Program

The Early Intervention Program for Teachers is a voluntary program available to all NSTU members who are injured or ill and are seeking support or assistance in managing their health, returning to work or applying for disability benefits. EIP service is provided throughout Nova Scotia by Occupational Therapists to facilitate early return to health and work during times of illness or injury. Information is held in strict confidence. With written consent however, contact with other health professionals, physicians, principals and school board personnel may be necessary to support the member throughout the process. Members may access this Program when they are at work or on sick leave, and can refer themselves by contacting the Early Intervention Program directly at the NSTU, 1-800-565-6788, 477-5621 local or [eip@nstu.ca](mailto:eip@nstu.ca).

### Teachers *Plus* Credit Union



Teachers *Plus* Credit Union is a full-service financial institution that is owned by you and your fellow members—the teachers of Nova Scotia and their families. We offer all the same services as banks and other credit unions, but with a special focus on teachers. Because of this, we can cater specifically to your needs. You can also access your account through more than 60 ABMs province-wide (more than any other financial institution), at any credit union in Atlantic Canada, or through online or telephone banking. Visit our website at [www.teachersplus.ca](http://www.teachersplus.ca) to find out about our mortgages, investments, chequing and savings accounts, interest rebates, and more. Call us at 1-800-565-3103 or e-mail us at [info@teachersplus.ca](mailto:info@teachersplus.ca) if you have any questions, or visit us at 36 Brookshire Court in Bedford.

### Canadian Teachers' Federation (CTF)

Your linkage to more than 200,000 teacher colleagues across Canada. Based in Ottawa, CTF is the voice of Canada's teachers on Parliament Hill, and is chartered "*to advance the cause of education and the status of the teaching profession*" with other education groups, organized labour and corporate organizations.



# Pension Benefits

Your Union offers you the security of a Teachers' Pension Plan (TPP) coordinated with the Canada Pension Plan (CPP).



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## Full Service Pension

A full service pension under TPP is two percent of salary for each year of service to a maximum of 70%; salary used is the average of your five highest years. You are eligible for a full service pension under TPP:

- at 55, when your age and service total at least 85;
- with 35 or more years of pensionable service regardless of age;
- at 60, with 10 or more years of pensionable service;
- at 65, with two years service as of January 1988.

## Maximum Service Pension

- 70% and only obtained with 35 or more years service.

## Reduced Service Pension

You may retire on a reduced pension if 55 with 20 or more years service. You receive two percent for each year of service, with pension reduced by:

- 4/10 of one percent for each of the first 24 months;
- 3/10 of one percent for the next 36 months.

Salary used is the average of your five highest years.

A reduced pension is also available as early as age 50 if you have 30 or more years of service.

## Full Disability Pension

Under TPP, you must have two or more years of pensionable service, be under 65, and be unable to work due to severe or prolonged disability. Pension is two percent of salary for each year of service, based on an average of the five highest years. Application must be made within two years of the last day of work.



## Partial Disability Service

For a teacher with two or more years of pensionable service, who is unable to continue teaching but can do some other work. Pension is two percent of salary for each year of service; salary is the average of five highest years and the pension is reduced by a minimum of 17%. This pension is granted by the NS Pension Agency, based on medical evidence. Application must be made within two years of the last day of work.



## **Spouse's Pension**

Spouses/same sex partners, receive a pension if the deceased contributor was on pension, or at the time of death, had taught two or more years in the province under the TPP. The pension is calculated:

*For spouses of teachers who retired prior to January 1988*

- 50% of the spouse's pension plus 10% for each child under 18, to a maximum of 40%, continuing until the age of 25 if the child is completing his/her education;

*For spouses of teachers employed after January 1, 1988*

- 60% of the spouse's pension plus 10% for each child under 18, to a maximum of 40%, continuing until the age of 25 if the child is completing his/her education.

Alternatively, at the time of retirement, you may elect to receive a reduced lifetime pension to allow a surviving spouse to receive up to 80% or 100% of your pension. You may also elect to have the full amount of your pension guaranteed to be paid to a spouse for 5, 10 or 15 years. For full details, see the NS Pension Agency website at [www.gov.ns.ca/finance/pensions](http://www.gov.ns.ca/finance/pensions).

## **Survivor's Pension**

The deceased must have been a pensioner or have taught two or more years in the province at time of death. The benefit is 60% of the teacher's pension or what the teacher would have received had he/she been on pension. This amount is divided equally among children up to age 18, or to 25 if attending a post-secondary institution. If no children, benefits are divided equally among dependants.

Dependants include mother, father, brother, sister or children, if mentally or physically disabled.

## **Refund Payment**

If a teacher has taught less than two years at the time of death, the amount paid to TPP shall be paid to the surviving spouse; if no spouse, to the children; if no children, to the dependants; if no dependants, to the estate. Teachers seeking a refund should contact the NS Pension Agency at the numbers on page 5.

**PUBLIC EDUCATION:**  
**the Insurance Policy  
for Nova Scotia's Future**

As parents and educators, we have addressed the following questions to the provincial leaders. Visit [www.nstu.ca/election](http://www.nstu.ca/election) for further resources addressing the importance of education as an election issue. Watch for the leaders' responses on August 2.

**Our questions to each party leader:**  
If you were elected premier:

1. How much would your party increase per student funding? What would this funding cover? What timeline would you follow?
2. What do you feel is the best way to insure accountability in the public education system? What factors do you believe are the best indicators of a successful school? What role



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## Public Affairs

NSTU monitors policies and practices of major provincial political parties to identify issues impacting on public education. Contacts are made in meetings with MLAs, visits to the Legislative Assembly and observations at annual meetings of each party.

During provincial elections, Public Affairs implements a public affairs/public relations strategy focusing on the positions and their candidates with respect to education issues. The strategy also emphasizes member awareness and urges teachers to get involved in the election campaign.

For municipal/school board elections, NSTU Public Affairs urges Local Vice-Presidents of Public Affairs to organize “meet the candidates” town hall meetings, devise a questionnaire on educational matters and interview candidates. Teachers receive information through a special newsletter.

The NSTU Public Affairs Political Action Strategy Handbook provides up-to-date information on education topics with questions for candidates.

A joint Public Affairs/Public Relations Conference is held each year for Vice-Presidents of Public Affairs, Public Relations/Communication.



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# Public Relations

NSTU Public Relations produce a wide selection of programs designed to enhance and promote our members, the teaching profession and our vision of public education, achieve mutual understanding, realize organizational goals, and serve the public interest.

## Media Relations

As an advocate for more than 10,900 members, NSTU develops positive relations with provincial media. The NSTU President, official spokesperson for the NSTU, is centre stage in media briefing sessions and conferences coordinated by Public Relations.

## News Releases

...are available to all provincial print and electronic news desks within minutes, via Canada NewsWire. Releases are issued in the name of the NSTU President.

## Advertising

NSTU maintains a budget for display advertising messages in mass-media print outlets including *The Chronicle Herald* (Halifax Regional Municipality and provincial), *The Cape Breton Post* (Cape Breton/northern mainland), and *Le Courrier* (francophone). Ads are inserted on special occasions/events, i.e., Back to School, Education Week, and in situations where the opinion of teachers and their professional organization must be heard. In recent years, NSTU has sponsored a series of full page “Advertorials” in the full provincial circulation of *The Chronicle Herald*. These pages contain features on teachers, Community College faculty and professional support staff, and programs, plus a display advertisement featuring issues of concern to NSTU members.

Television advertising is conducted on provincial networks in the fall, over the holidays, and in the spring. Some commercials are produced through the Atlantic Communicators in Education (ACE), representing public relations staff from each of the five Atlantic teacher organizations.

Radio advertising is also utilized for specific campaigns, particularly early in the school year.



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## **Promotions**

The NSTU name and logo are used on an array of promotional products. Whenever and wherever reasonably possible, the NSTU aims to support fair trade and to purchase promotional products that are not produced in a sweatshop environment. These may include sweatshirts, portfolios and valises, pens and pencils, calculators, key tags, pins, display panels, posters, literature kits, brochures. Call the toll-free number at 1-800-565-NSTU (6788) or email [pr@nstu.ca](mailto:pr@nstu.ca).

## **Joint PR Activities**

NSTU works with the Atlantic Communicators in Education (ACE) to co-plan and co-produce a number of public relations programs. NSTU also shares production planning and preparation of television commercials, radio, newspaper advertising, posters, etc.

The NSTU has celebrated Education Week for more than 70 years. Each year, the NSTU works with education partners to coordinate a week-long celebration of teaching excellence in April.

## **Publications**

NSTU boasts some of Canada's finest, award-winning member publications. *The Teacher* is published both online and in print fifteen times per school year. *AVISO*, your professional magazine, is published online three times a year and filled with well-researched articles and first-hand experiences of professional colleagues. NSTU publications are also posted on our website, [www.nstu.ca](http://www.nstu.ca).

## **Member Engagement Day**

The NSTU celebrates Member Engagement Day annually on October 5<sup>th</sup> which is World Teachers' Day. Should October 5<sup>th</sup> fall on the weekend, Member Engagement Day will be celebrated on the Friday preceding World Teachers' Day. The Day is designated for NSTU Locals to raise the profile of NSTU programs and services among NSTU members at schools, campuses, and work sites around the province. This year's theme is 'Get to Know Your NSTU Rep.' because reps are the key link in providing information to members about their Union's programs and services. For more information you may contact your Local President.



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## **Membership Registry – On-line member update**

Contact information for NSTU representatives is drawn from the Membership Registry. (Please Note: NSTU Reps do not have the ability to self-identify. Local Presidents will identify these assignments.)

Membership figures are pulled from the Registry on the first Monday in December and the first Monday in March each year. NSTU representatives are responsible for ensuring the accuracy of the site information within the Membership Registry. All site updates should be completed at least one week prior to each of the above mentioned dates and may be completed any time prior to that point. For your convenience we have posted separate site management instructions for NSTU reps and instructions for members to access their individual profile to the NSTU website. Go to [www.nstu.ca](http://www.nstu.ca) and select “Membership” from “The NSTU” dropdown menu.

### **Webmail**

All NSTU members, and retired members, have access to a free NSTU web account. NSTU webmail is the preferred means of communicating with our membership and provides a secure, encrypted, private web account accessible anywhere. It also provides an opportunity for members to join mailing lists pertinent to the profession. NSTU web account holders will also benefit from an online registration feature which automatically enters personal information into the appropriate fields when registering for NSTU conferences.

Opening an NSTU web account is automated. Simply follow the link on the NSTU website (select “NSTU Web Accounts” from the “Communications” dropdown menu) and enter the necessary information to open an account. Please be advised that you must be entered in the Membership Registry in order to open an account and you cannot open more than one account. Once an account has been activated in your name the system will not process a second account for you.

The system will allow you to select your own username and request that you assign a password to your account. You should note the policies relevant to usernames and passwords before you follow the link to process an account request.

Alternatively, you can email [webaccounts@nstu.ca](mailto:webaccounts@nstu.ca) to request an account. If you select this method to request an account, please include your full name (including middle name) and your professional or NSCC employee number.



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### **Website ([www.nstu.ca](http://www.nstu.ca))**

The NSTU website features videos, tweets, scrolling highlights, a “Quick Poll” and banners which are “clickable.” In addition, any forms posted on the website are also available on one page titled “Online Forms” which is located under the “Communications” menu. The site features a single interface; therefore, if you attempt to access a protected page the system will prompt you to provide your NSTU username and password (see below for further information on NSTU web accounts).

### **NSTU Webmail Protocol**

#### **Preamble**

It is the policy of the NSTU that all members use the NSTU webmail system for all electronic communications concerning Union related matters.

#### **Protocol**

1. Members wishing to communicate with NSTU Central Office shall do so using the NSTU webmail system, a non-employer email address, or telephone.
2. Members wishing to communicate with other members on Union related matters shall use the NSTU webmail system, a non-employer email address, or telephone.
3. Any member who contacts the NSTU office using the employer’s webmail system will receive a reply advising them that the NSTU will not communicate using the employer’s webmail and providing instructions to call the NSTU or email using an NSTU account or a non-employer email address. Members will be advised if they do not have an NSTU webmail account how they may obtain one.
4. When members communicate with NSTU leaders using the employer’s email system, NSTU leaders are to respond advising them to use the NSTU email or a non-employer email address or communicate by phone or other means.

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## NSTU STAFF



*Executive Director – Joan Ling; Assistant Executive Director – Janine Kerr; Human Resources Officer – Nancy Morton*

## MEMBER SERVICES



*Preman Edwards, Wally Fiander, Jim King, Pamela Langille*



*Jack MacLeod, Kyle Marrayatt, Stacy Samson*

## PROFESSIONAL DEVELOPMENT



*Betty-Jean Aucoin, Gérard Cormier, Louis Robitaille*

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## PROFESSIONAL SERVICES STAFF



*Public Relations Coordinator Angela Murray; Financial Officer Melanie Waye*

## MEMBER ASSISTANCE PROGRAM (MAP)



*Counsellor Sandra Murray; Counsellor Brian Roberts; Case Coordinator Leticia Richer;  
Case Coordinator Maya Fallows*

## SUPPORT STAFF



*Standing (L-R): Mark Laventure, Michelle Myers, Bev Tufts, Lise Meunier, Toni Maggio and Mike Long.*

*Seated (L-R): Paul Hamer, Crystal Dea, and Ann Pyne.*

*Missing from photo: Lisa Farmer, Khrista Jeffrey, Robert Laushway, Sonia Matheson/  
Nancy Day, Deb Savoie and Hilton Smith.*



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# NSTU Services

*If you need further information from central office on any of the following matters, please contact the person or department indicated below. In Halifax, call 477-5621; or call toll free, 1-800-565-NSTU (6788); or e-mail [nstu@nstu.ca](mailto:nstu@nstu.ca).*

Accounting.....	M. Myers
Administration (General) .....	J. Ling
APSEA Contract .....	J. Kerr
Aviso .....	L. Robitaille
Canadian Teachers' Federation .....	J. Ling
Certification .....	P. Langille
Community College.....	J. MacLeod
CONTACT Conference .....	G. Cormier
Council (Annual Meeting) .....	J. Kerr
Counselling Services.....	A. Ordinelli
Curriculum .....	B-J. Aucoin
Deferred Salary Leave Plan .....	W. Fiander
Early Intervention Program for Teachers.....	A. Ordinelli
Early Retirement Incentive Program.....	K. Marryatt
Education Week .....	A. Murray
Educational Technologies .....	P. Edwards
Elections (Regional Executive Members) .....	P. Edwards
Employees Assistance Program .....	Member Assistance Program
Employment Insurance	
Appeals .....	J. MacLeod/P. Langille
Information .....	J. MacLeod/P. Langille
Equity .....	G. Cormier
Finance .....	J. Ling
Grievances.....	Member Services
Insurance.....	S. Samson
International Assistance.....	J. Ling
Leadership Training .....	G. Cormier
Locals (general communication).....	J. Ling



Local Professional Development Committees.....G. Cormier  
Membership Registry .....P. Edwards/B. Tufts  
Member Services  
    Discipline..... J. Kerr  
Multiculturalism .....G. Cormier  
Negotiations..... J. Kerr  
New Member Initiatives .....G. Cormier  
NSTU Guidebook ..... L. Robitaille  
Occupational Health & Safety Act ..... K. Marryatt  
PD Grants (NSTU) .....G. Cormier  
PD Workshops/Online Request ..... PD Department  
Pensions ..... K. Marryatt  
Professional Agreements ..... Member Services  
Professional Associations .....G. Cormier  
Professional Cases (Discipline) ..... J. Kerr  
Program Development Assistance Fund (PDAF) .....G. Cormier  
Project Overseas ..... B-J. Aucoin  
Promotional Services .....A. Murray  
Property ..... K. Jeffrey  
Provincial PD Committee .....G. Cormier  
Public Affairs / Public Relations .....J. King  
Resolutions (Council)..... L. Robitaille  
Retired Teachers Organization..... J. Ling  
Sheonoroil Grants ..... B-J. Aucoin  
The Teacher.....A. Murray  
Webmail.....P. Edwards/B. Tufts  
Website .....P. Edwards/B. Tufts

# KNOW YOUR NSTU LOGO

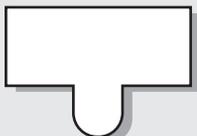
The familiar NSTU logo has identified your Union for more than thirty years. The logo was designed by retired Public Relations staff officer Les Walker. The next time you see it, you'll understand its meaningful design...

1.



The flag of Nova Scotia, like your Union, represents all areas of our province.

2.



It forms the cross bar of a T – for teachers, which is surrounded...

3.



...by a solid U – for Union. Unionism is the foundation and strength of the NSTU.

Together, these three key components, representing our province, its teachers and your Union, are interlocked into an overall...

4.

...protective shield which is a graphic representation of the goals set by our founding members and extended to thousands of members for more than 100 years!







## **NOVA SCOTIA TEACHERS UNION**

3106 Joseph Howe Drive  
Halifax, Nova Scotia B3L 4L7  
[www.nstu.ca](http://www.nstu.ca)

*Comments on this document are welcomed.  
Toll free: 1-800-565-6788 E-mail: [nstu@nstu.ca](mailto:nstu@nstu.ca)*

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