



Event Planning and Organization

Board Received: June 26, 2017 Review Date: September 2021

Policy Statement:

Grand Erie District School Board events should further the Board's vision of Success for Every Student.

Accountability:

1. Frequency of Reports – as needed
2. Criteria for Success – system stakeholders consistently adhere to the policy to guide event planning and organization. Events are successful for attendees because of good planning and organization.

Definitions

Event: An event is a function or reception held in a school or in the system coordinated by either staff members or representatives from community organizations that require representation from Grand Erie District School Board Trustees, Senior Administration and/or a designate.

Event Types: There are six types of events that meet the definition and support the policy statement: School-Organized Event, System-Sponsored Event, School-Internal Event, System-Internal Event, Community Event, and Ministry/Government Event.

Event Leads: An Event Lead is a Grand Erie staff member who is on the planning team. This individual is responsible for consulting with the Principal and following this Policy to ensure events are executed in a consistent manner.

Event Planning and Organization Checklist: Examples of events within each Event Type and a reference of helpful tips to assist the Event Lead in his or her planning can be found in the Communications and Community Relations section on the Staff Portal.

Official Representation: The Director of Education or designate should be invited to appear on behalf of the Administration and the Chair of the Board or designate should appear on behalf of the Board of Trustees.

Procedures

- 1.0 **Event Planning and Organization Checklist:** The Event Planning and Organization Checklist will assist in the event planning process. The checklist outlines all Event Types with examples, who should be invited, who speaks and who typically leads the event. Additional information is included such as Audio/Visual considerations, signage, and other resources to execute a successful event.

2.0 Invitations: The Chair of the Board, Trustees, the Director of Education and Senior Administration will receive an invitation from the Event Lead.

2.1 Invitation to Politicians: Regardless of the Event Type, when a politician from the Municipal, Provincial or Federal level is invited to a school for a non-instructional event, the Trustee(s) and the Chair of the Board must be invited to attend.

3.0 Special Guests: Student greeters should welcome all guests and be assigned to welcome and escort special guests and dignitaries (Trustees, MP, MPPs, and Councillors) to the event lead or the Principal of the school who will then make appropriate introductions to Board dignitaries. Student greeters may also be assigned to give school tours to guests. A letter should be written to all special guests thanking them for their participation in the event.

4.0 Role of the Manager of Communications and Community Relations: The Manager of Communications and Community Relations must be advised of all events that Trustees and Senior Administration are invited with the exception of the School-Internal and System-Internal events.

The Manager of Communications and Community Relations will lend support and advice to all Event Leads and act as the Event Lead for all System-Sponsored Events.

5.0 Speaking Order: The following speaking order shall be adhered

1. Principal or Event Lead from the host school/organizing committee is the emcee
2. Chair of the Board and/or designate delivers remarks
3. Director of Education and/or designate delivers remarks
4. Dignitary (In order: Federal, Provincial, and Municipal) delivers remarks
5. Partner(s), or third-party stakeholder(s) including parents deliver remarks

6.0 Land Acknowledgement Statement

At all Grand Erie District School Board events covered under this policy, the land acknowledgement statement below will be read at the opening of the event before the playing of O Canada.

The Grand Erie District School Board recognizes the Haudenosaunee and Anishinaabe as the traditional peoples of this territory. We acknowledge and give gratitude to the Indigenous peoples for sharing these lands in order for us to continue our work here today.

Board Resources

- Bylaw No. 19 – Use of Board Logo, and Grand Erie Name
- SO 25 – Visual Identity Policy
- SO 31 - Accessibility
- Administrative Procedure F104 – Advertising



Event Planning and Organization Checklist

Last Revised: June 26, 2017

The Event Planning and Organization Checklist is a product of the *Event Planning and Organization Policy SO 26*.

Events and activities held at Grand Erie District School Board should further the vision of the Board. When planning an event, staff must follow the policy to ensure the event is coordinated in a professional manner that reflects the positive image of the Board.

Event Leads

An Event Lead is a Grand Erie staff member or the principal of the school who is on the planning team. This individual is responsible for consulting with the Principal and following the *Event Planning and Organization Policy SO 26* to ensure events are executed in a consistent manner.

Event Planning Charts

There are six Event Types, which include: School-Organized Event, System-Sponsored Event, School-Internal Event, System-Internal Event, Community Event, and Ministry/Government Event.

The following charts outline the following:

1. Examples of the possible events found within each Event Type;
2. Who should be invited to the event to fulfill the role of official representation*;
3. Who speaks on behalf of the organization**; and
4. Who the Event Lead should be for the event.

**This chart provides Event Leads with a list of individuals who must be invited to the corresponding event. All events are different and this chart does not list all stakeholders who should receive an invitation based on the particular event. These may include, but not limited to: Representatives from the local public health unit, union representatives or parent council members.*

***Administrators play a role in the speaking order, especially when events are held at his or her school. Refer to the Speaking Order section in Policy SO26 to supplement the information in the column: Who Speaks?*

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School-Organized Event

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
School anniversaries	<ul style="list-style-type: none"> • Trustees • Director of Education • Family of Schools Superintendent of Education • Former administrators of the school 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education • Superintendent of Education may be asked to speak in addition to the Director 	<ul style="list-style-type: none"> • Grand Erie staff member on the School Organizing Committee
Secondary School Graduations	<ul style="list-style-type: none"> • Trustees • Director of Education or a Superintendent of Education will represent Senior Administration 	<ul style="list-style-type: none"> • Executive Assistant to the Board of Trustees coordinates a schedule identifying which Trustee will speak and which Superintendent will attend. • Director or Superintendents of Education will present awards / speaking role optional 	<ul style="list-style-type: none"> • Grand Erie staff member on the School Organizing Committee
Recognition assemblies (i.e. character education assembly, athletic banquet, Remembrance Day assembly, fundraising celebrations etc.)	<ul style="list-style-type: none"> • Local Trustees (Optional) • Superintendent of Education (Optional) 	<ul style="list-style-type: none"> • Speaking role for Trustees optional 	<ul style="list-style-type: none"> • Grand Erie staff member on the School Organizing Committee
Official school closings	<ul style="list-style-type: none"> • Trustees • Senior Administration • Manager of Communications and Community Relations 	<ul style="list-style-type: none"> • Chair of the Board or designate • Senior Administration 	<ul style="list-style-type: none"> • Grand Erie staff member on the School Organizing Committee

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System-Sponsored Events

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Official school openings	<ul style="list-style-type: none"> • Trustees • Director of Education • Senior Administration • School Council • School staff • Community Dignitaries • Contractors, Architects & Engineers • Community & Neighbourhood Representatives • Board Departments: Facilities, Finance, Purchasing, Information Technology and Human Resources • Media Representatives • Union Presidents 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education <p>(Refer to speaking order defined in SO26 – Events Planning and Organization Policy)</p> <p>(A plaque is presented to the school on behalf of the Trustees and Senior Administration)</p>	<ul style="list-style-type: none"> • Manager of Communications and Community Relations will act as Event Lead within a School Organizing Committee
Major renovations or additions greater than \$1 Million	<ul style="list-style-type: none"> • Trustees • Director of Education • Family of Schools Superintendent • Facilities Staff • Union Presidents • Community Dignitaries 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education <p>(Refer to speaking order defined in SO26 – Events Planning and Organization Policy)</p>	<ul style="list-style-type: none"> • Manager of Communications and Community Relations will act as Event Lead within a School Organizing Committee
Program launch (Examples: Turning Point, Energy Dashboard etc.)	<ul style="list-style-type: none"> • Trustees • Superintendent responsible for the program/portfolio • Director of Education • Staff members within the program/portfolio • Union Presidents • Community Dignitaries 	<ul style="list-style-type: none"> • Chair of the Board or designate • Superintendent of Education • No speaking role for Director of Education 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations will act as Event Lead within the program planning team organizing the event
Partnership events (Examples: Solar-energy launch, Community Hub, etc.)	<ul style="list-style-type: none"> • Trustees • Senior Administration • Union Presidents • Partners / Community Dignitaries 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education or designate 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations
Student Voice Events	<ul style="list-style-type: none"> • Trustees • Senior Administration • Union Presidents • Student Voice event – Student Trustees 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education or designate • GEPIC Chair or member of GEPIC 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations will act as Event Lead within the System-Level Organizing Committee
Parent Engagement Events at the system-level	<ul style="list-style-type: none"> • Trustees • Senior Administration • GEPIC Chair or a member of GEPIC • School Council Members • Union Presidents 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education • GEPIC Chair or member of GEPIC 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations

System-Internal Event

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Grand Erie retirement dinner	<ul style="list-style-type: none"> Trustees Senior Administration 	<ul style="list-style-type: none"> Chair of the Board or designate Director of Education or designate 	<ul style="list-style-type: none"> Grand Erie staff member on the School Organizing Committee
Professional/leadership development special events or a launch	<ul style="list-style-type: none"> Trustees Senior Administration 	<ul style="list-style-type: none"> Chair of the Board or designate Superintendent of Human Resources 	<ul style="list-style-type: none"> Grand Erie staff member on the School Organizing Committee

School-Internal Event

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Milestones, birthdays, retirements, years of service recognitions, staff award initiatives etc.	<ul style="list-style-type: none"> At the principal's discretion 	n/a	<ul style="list-style-type: none"> Grand Erie staff member on the Organizing Committee
Memorials	<ul style="list-style-type: none"> Local Trustees (Optional) Family of Schools Superintendent of Education (Optional) 	n/a	<ul style="list-style-type: none"> Please notify the Manager of Communications and Community Relations when memorials are extended to parents and the broader school community

Community Events

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
CareerLink	<ul style="list-style-type: none"> Trustees Senior Administration Manager of Communications and Community Relations 	<ul style="list-style-type: none"> Chair of the Board or designate Director of Education or designate 	<ul style="list-style-type: none"> CareerLink representative on the Organizing Committee
Community agency/business/non-profit events (Examples: Fundraising events, Rick Hansen Relay, Chamber of Commerce Gala, fall fairs, United Way etc.)	<ul style="list-style-type: none"> Trustees Director of Education and/or Family of Schools Superintendent of Education Manager of Communications and Community Relations 	<ul style="list-style-type: none"> Chair of the Board or designate Director of Education or designate 	<ul style="list-style-type: none"> A Grand Erie representative may be requested to be included in the Community Organizing Committee Manager of Communications and Community Relations must be notified
Contracts/grants with communication agreements (Example: Indigo's For the Love of Reading Grant)	<ul style="list-style-type: none"> Trustees Director of Education and/or Family of Schools Superintendent 	<ul style="list-style-type: none"> Chair of the Board or designate Director of Education or designate 	<ul style="list-style-type: none"> Manager of Communications and Community Relations will act as Event Lead within a Community or School Organizing Committee

Ministry/Government Events

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Prime Minister visit, Federal Minister or MP	<ul style="list-style-type: none"> • Trustees • Director of Education • Senior Administration 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations
Premier visit, Minister of Education, MPP or any Ministry within the Government of Ontario	<ul style="list-style-type: none"> • Trustees • Director of Education • Senior Administration 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations
Municipal/County Councillors	<ul style="list-style-type: none"> • Trustees • Director of Education • Senior Administration 	<ul style="list-style-type: none"> • Chair of the Board or designate • Director of Education 	<ul style="list-style-type: none"> • Manager of Communications and Community Relations

Audio/Visual Equipment

When events are held at a school, A/V equipment should be coordinated and provided by the school. A/V equipment includes microphones (podiums), speakers, LCD projectors etc.

Signage

Signage displayed during events promotes the positive image of the Board as indicated in the policy statement.

- Consider school signage/banners displayed during all School-Organized Events.
- Grand Erie Banners that showcase the Board's Multi-Year Plan should be displayed at all System-Sponsored, Community and Ministry/Government Events when possible.
- Contact the Manager of Communications and Community Relations to access Board signage.

Media Notification

Informing the media about an event can be done through the "Submit an Event" process (see below). Media are welcome to attend events that are publicized in ways other than the "Submit an Event" process. The Manager of Communications and Community Relations should be informed when media attend an event.

Conveners, physical education teachers and coaches are welcome to complete the "Submit an Event" process to communicate athletic/sporting events. Routine athletic/sporting events are best communicated directly with the sports reporter by the organizers.

"Submit an Event" Procedure

Events are opportunities to share good news in the community about what is happening in our schools and as a Board. Visit the Community Tab at granderie.ca and click Newsroom.

Find the "Submit an Event" section and complete the online form. Once the event is submitted, it will appear in a weekly advisory that is sent to media. It also gets posted on the Board's Calendar and considered as a news item featured on the Board's website.

Contact Information

Contact the Manager of Communications and Community Relations for support building an effective communication plan for the event or general advice on planning a successful event.

Manager of Communications and Community Relations
 Work: (519) 756-6301 or toll-free: 1-888-548-8878 ext. 281147
 Cell: (905) 978-1417