Event Planning and Organization

Board Received: April 27, 2020 **Review Date:** May 2024

Policy Statement
Grand Erie District School Board events should further the Board's vision.

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 as a result of proper planning and organization.

Definitions
Event: A function, activity or reception held in a school or within the system that is coordinated by Grand Erie staff members or the Manager of Communications and Community Relations on behalf of the Board.

Event Types: There are six types included in this policy: School-Organized Event, System-Sponsored Event, School-Internal Event, System-Internal Event, Community Event, and Ministry/Government Event.

Event Lead: A Grand Erie staff member who is on the planning team or the Manager of Communications and Community Relations. This individual is responsible for consulting with the Principal and following this Policy.

Procedures
1.0 **Event Planning and Organization Checklist:** Will assist in the event planning process. The checklist outlines all Event Types, including examples. It also identifies who should be invited, who speaks and who the Event Lead is. Additional information is included, such as audio/visual considerations, signage, and other resources to host a successful event.

2.0 **Invitations:** All Trustees, the Director of Education and Senior Administration will receive all invitations from the Manager of Communications and Community Relations on behalf of the Event Lead.

   2.1 **Invitation to Politicians:** Regardless of the Event Type, whenever a politician from the Municipal, Provincial or Federal level is invited to a school, all Trustees must be informed and invited.

3.0 **Special Guests:** Student greeters should welcome guests and be assigned to escort all Politicians to the Event Lead or Principal. Student greeters may also be assigned to give school tours.

Role of the Manager of Communications and Community Relations: The Manager of Communications and Community Relations must be informed of all events where Trustees, Senior Administration or Politicians are to be in attendance. 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.

4.0 **Speaking Order:** The following speaking order must be adhered to
1. Principal from the host organizing committee may serve as the emcee
2. Chair of the Board (or designate) delivers remarks and is responsible for welcoming all Politicians
3. Director of Education (or designate) delivers remarks and is responsible for welcoming all Grand Erie Senior Administration members
4. Politicians may deliver remarks, in the following order: Provincial, Federal Municipal.
5. Students, Parents, Community Partners, or third-party stakeholders may also deliver remarks, if appropriate.

5.0 **Land Acknowledgement Statement**
At all events covered under this policy, the land acknowledgement statement (see below) must be read at the opening of the event, and 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
- SO25 – Visual Identity Policy
- SO31 - Accessibility
- Procedure F104 – Advertising

Event Planning and Organization Checklist

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

Event Lead

The Event Lead is a Grand Erie staff member who is on the organizing committee or the Manager of Communications and Community Relations. This individual is responsible for consulting with the host Principal and following the *Event Planning and Organization Policy*.

Event Planning Charts

There are six Event Types: 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 events found within each Event Type;
2. Who should be invited to the event?
3. Who should speak?
4. Who the Event Lead should be?

School-Organized Event

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
School anniversaries	• Trustees • Director of Education • Family of Schools Superintendent of Education • Former administrators of the school	• Chair of the Board (or designate) • Director of Education	• Grand Erie staff member on the Organizing Committee
Secondary School Graduations	• Trustees • Director of Education or a Superintendent of Education	• Executive Assistant to the Board of Trustees will coordinate a schedule identifying which Trustee will speak and which Superintendent will attend	• Grand Erie staff member on the Organizing Committee
Recognition assemblies (i.e. character education assembly, athletic banquet, Remembrance Day assembly, fundraising celebrations etc.)	• Trustees (Optional) • Family of Schools Superintendent of Education (Optional)	• Optional – Trustee	• Grand Erie staff member on the Organizing Committee
Official school closings	• Trustees • Director of Education • Family of Schools Superintendent of Education • School Council Chair • School staff	• Chair of the Board • Director of Education	• Grand Erie staff member on the Organizing Committee

System-Sponsored Events

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Official school openings A plaque is presented to the school on behalf of the Trustees and Senior Administration	• Trustees • Director of Education • Senior Administration • Ministry of Education Representatives and/or funding partners • School Council Chair • School staff • Local Politicians (Provincial, Municipal) • Contractors and Architects • Community or Neighbourhood Representatives (Optional) • Board Departments: Facilities, Finance, Purchasing, Information Technology and Human Resources • Media Representatives • Union Presidents	• Chair of the Board • Director of Education • Ministry of Education Representative and/or funding partners Refer to speaking order as defined in 5.0 of SO26 – Events Planning and Organization Policy	• Manager of Communications and Community Relations in coordination with the Organizing Committee
Major renovations or additions greater than $1 million	• Trustees • Director of Education • Senior Administration • Ministry of Education Representatives and/or funding partners • School Council Chair • Facilities Staff • Union Presidents • Media Representatives	• Chair of the Board • Director of Education • Ministry of Education Representatives and/or funding partners Refer to speaking order as defined in 5.0 of SO26 – Events Planning and Organization Policy	• Manager of Communications and Community Relations in coordination with the Organizing Committee
Program launch (Examples: Turning Point, Energy Dashboard etc.)	• Trustees • Director or Education • Superintendent of Education responsible for the program • Staff members within the program • Media Representatives	• Chair of the Board • Director of Education • Superintendent of Education responsible for the program	• Manager of Communications and Community Relations in coordination with the Organizing Committee
Partnership events (Examples: Active School Travel launch, Community Hub, etc.)	• Trustees • Director of Education • Superintendent of Education responsible for the partnership • Partners • Local Politicians (Municipal) • Media Representatives	• Chair of the Board (or designate) • Director of Education (or designate)	• Manager of Communications and Community Relations
Student-led events	• Trustees • Student Trustees • Senior Administration	• Chair of the Board (or designate) • Director of Education (or designate)	• Manager of Communications and Community Relations in coordination with the Organizing Committee

Parent Engagement events at the system-level	• Trustees • Director of Education • GEPIC Chair and members • School Council Chairs and members	• Chair of the Board (or designate) • Director of Education • GEPIC Chair	• Manager of Communications and Community Relations in coordination with the GEPIC Chair

System-Internal Event

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Grand Erie retirement dinner	• Trustees • Senior Administration • Union Presidents	• Chair of the Board • Director of Education	• Executive Assistant to the Director of Education
Professional/leadership development events	• Trustees • Senior Administration	• Chair of the Board (or designate) • Director of Education • Superintendent of Human Resources	• Communications Assistant

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.	• Family of Schools Superintendent of Education (Optional)	Decision of the Grand Erie staff member on the Organizing Committee	• Grand Erie staff member on the Organizing Committee
Memorials	• Trustees (Optional) • Director of Education (Optional) • Family of Schools Superintendent of Education	Decision of the Grand Erie staff member on the Organizing Committee	• Grand Erie staff member on the Organizing Committee • Manager of Communications and Community Relations must be notified

Community Events

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
CareerLink	• Trustees • Superintendent of Education responsible for CareerLink	• Chair of the Board (or designate) • Director of Education (or designate) • Superintendent of Education responsible for CareerLink	• Grand Erie staff member on the Organizing Committee
Community agency/non-profit events (Examples: Fundraising events, Rick Hansen Relay, Chamber of Commerce Gala, fall fairs, United Way etc.)	• Trustees (Optional) • Director of Education (Optional) • Family of Schools Superintendent of Education	• Optional – Chair of the Board (or designate) • Optional – Director of Education (or designate) • Family of Schools Superintendent of Education	• Grand Erie staff member on the Organizing Committee • Manager of Communications and Community Relations must be notified
Contracts or grants that have communication requirements (Example: Indigo's For the Love of Reading Grant)	• Trustees • Director of Education • Family of Schools Superintendent of Education	• Optional – Chair of the Board (or designate) • Optional – Director of Education (or designate) • Family of Schools Superintendent of Education	• Grand Erie staff member on the Organizing Committee

Ministry/Government Events

Events	Who's Invited?	Who Speaks?	Who's the Event Lead?
Prime Minister, Federal Minister or Member of Parliament visit	• Trustees • Director of Education • Senior Administration	• Chair of the Board • Director of Education Refer to speaking order as defined in 5.0 of SO26 – Events Planning and Organization Policy	• Manager of Communications and Community Relations
Premier, Minister of Education or Member of Provincial Parliament visit	• Trustees • Director of Education • Senior Administration	• Chair of the Board • Director of Education Refer to speaking order as defined in 5.0 of SO26 – Events Planning and Organization Policy	• Manager of Communications and Community Relations
Municipal Mayor or Councillor visit	• Trustees • Director of Education • Senior Administration	• Chair of the Board (or designate) • Director of Education (or designate) Refer to speaking order as defined in 5.0 of SO26 – Events Planning and Organization Policy	• Manager of Communications and Community Relations

Audio/Visual Equipment
When events are held at a school, A/V equipment may need to be coordinated and provided by the school. A/V equipment includes microphones, podiums, speakers, LCD projectors, etc.

Signage
Signage displayed during events should promote a positive image of Grand Erie:
- Consider school signage/banners displayed during all School-Organized Events
- Grand Erie banners that showcase the Board's Multi-Year Plan must be displayed at all System-Sponsored, Community and Ministry/Government Events
- Contact the Manager of Communications and Community Relations to access Board signage

Media Notification
All invites to local media will be completed by the Manager of Communications and Community Relations on behalf of the Event Lead.

Submit an Event Procedure
Events are opportunities to share good news in the community about what is happening in Grand Erie. To share an event, visit the Community section on Grand Erie's website (www.granderie.ca) and follow the link to Submit Your Event Here! Once the event is submitted, it will appear in *Grand Erie Next Week*, a weekly media advisory that is sent to local media, Trustees and Senior Administration.

Contact Information
Contact the Manager of Communications and Community Relations for support building an effective event.

Manager of Communications and Community Relations Work: 519-756-6301, ext. 281147