





THE ORGANIZATIONAL MEETING OF THE BOARD OF EDUCATION

of the Regina School Division No. 4 of Saskatchewan

September 12, 2023, at 7:00 p.m.

Regina Public School Board Office - 1600 4th Avenue

AGENDA

1. Adoption of Agenda

2. Decision Items

a) Election of Chair (Legislation and Policy 7, Articles 2.5-2.6) (pp. 1-2)

Naomi Mellor, Deputy Director, Division Services/CFO, to comment.

- b) Election of Vice-Chair (Legislation and Policy 7, Articles 2.7-2.8) (p. 3) Chair to comment.
- c) Establishing date, time and place of regular Board meetings and 2024 Organizational meeting (pp. 4-6)
 Chair to comment.
- d) Review Board Policy 8, *Committees of the Board*, and Establish Board Standing Committees (pp. 7-9)
- e) Trustee Remuneration (pp. 10-13)

Chair to comment.

Chair to comment.

Agenda available at <u>www.reginapublic</u> <u>schools.ca/agendas</u> OR scan this QR Code

3. Discussion Items

 a) Trustee Conflict of Interest / Code of Conduct Provisions (pp. 14-33)

4. Adjournment

Chair to comment.



BOARD MEETING DATE: SEPTEMBER 12, 2023

TOPIC:

ELECTION OF CHAIR

FORUM	INTENT
Open Session	Delegation / Presentation
Closed Session	Decision
	Discussion
	Information

BACKGROUND

Sections 14(1) and (2) of *The School Division Administration Regulations* provide that:

- (1) A board of education must hold an organizational meeting:
 - (a) within 30 days after the election of the board of education; and
 - (b) in every following year before November 30.
- (2) At each organizational meeting, the board of education must select:(a) a chairperson;...

CURRENT STATUS

Excerpt from Board Policy 7, Board Operations:

- 2.5. The Director/CEO or designate shall request each member of the Board present to indicate verbally if they are willing to serve as Board Chair for the ensuing year, and prepare a list indicating the name(s) of those members willing to serve as Board Chair. Those names appearing on the list shall be made known to the members of the Board, after which a vote or votes shall take place by secret ballot to determine which member has the support of the majority of members.
 - 2.5.1. Procedure for voting:
 - 2.5.1.1. Each member of the Board shall have one vote as to each vote, and sub-vote.
 - 2.5.1.2. All voting shall be done by secret ballot, with the surname of the member of the Board for whom the vote is cast being used.
 - 2.5.1.3. The vote shall proceed as follows:
 - A vote shall be taken as to all members on the list referred to in this policy.
 - The member polling a majority of votes cast shall be declared elected; if this does not occur on the first ballot, the member polling the lowest number of votes shall be dropped and eliminated from the list. If there is a tie for low, a sub-vote or sub-votes shall be conducted to determine the survivor of the tie, with the member polling the lowest number of votes on each sub-vote being dropped and eliminated from the list.
 - A vote shall then be taken as to the members remaining on the list.

- If necessary, the last two steps shall be repeated until one member shall have received a majority of votes (on a vote other than a sub-vote), whereupon such member of the Board shall be declared elected.
- 2.5.1.4. Forthwith, after each vote or sub-vote, the ballots shall be counted by the Director/CEO and designate, and immediately thereafter a report of the results shall be given to the members of the Board, whereupon the ballots as to such vote or sub-vote shall be destroyed.
- 2.6. The member who receives the majority of votes shall be declared elected as Board Chair by the Director/CEO or designate. In the event that only one member has indicated willingness to serve as Board Chair, that member shall be declared elected by acclamation.

COMMUNICATIONS

The election results will be posted on the School Division website and communicated to staff via email.

RECOMMENDATION

That the Board hold elections for the position of Chair.

PREPARED BY	DATE	ATTACHMENTS
Naomi Mellor, Deputy Director, Division Services/CFO	September 8, 2023	🗌 Yes 🛛 No



BOARD MEETING DATE: SEPTEMBER 12, 2023

TOPIC:

ELECTION OF VICE-CHAIR

FORUM	INTENT
Open Session	Delegation / Presentation
Closed Session	⊠ Decision
	Discussion
	Information

BACKGROUND

Section 14(2) of *The School Division Administration Regulations* provides that:

- (2) At each organizational meeting, the board of education must select:...
 - (b) a vice-chairperson to act in the absence of the chairperson.

CURRENT STATUS

Excerpt from Board Policy 7, Board Operations:

- 2.7. The Board Chair shall assume office and shall immediately proceed with the election of the Vice-Chair following the procedure noted above. (See <u>Article 2.5.1</u>, above.)
- 2.8. The newly elected Board Chair shall then proceed with the agenda as presented by the Director/CEO or designate and adopted by the Board.

COMMUNICATIONS

The election results will be posted on the School Division website and communicated to staff via email.

RECOMMENDATION

That the Board hold elections for the position of Vice-Chair.

PREPARED BY	DATE	ATTACHMENTS
Naomi Mellor, Deputy Director, Division Services/CFO	September 8, 2023	🗌 Yes 🛛 No



BOARD MEETING DATE: SEPTEMBER 12, 2023

TOPIC:

DATE, TIME AND PLACE OF REGULAR MEETINGS AND 2024 ORGANIZATIONAL MEETING

FORUM	INTENT
 ☑ Open Session □ Closed Session 	Delegation / Presentation
	Decision Discussion
	Information

BACKGROUND

Section 16(1) of *The School Division Administration Regulations* provides that: If a board of education or the conseil scolaire at any meeting at which all the members are present decides by resolution to hold regular meetings on or at predetermined dates, times and places, no further or other notice of those meetings is necessary.

CURRENT STATUS

Board meetings are typically held once a month, on the second Tuesday of the month, commencing at 5:30PM, at the Regina Public School Board Office, unless otherwise scheduled by resolution. Administration has prepared a plan for 2023-2024 Board meetings that will support the orderly processing of Board business. The Board is asked to confirm the <u>attached schedule</u>; if approved, Administration will plan out Board-related work for the year on this basis.

COMMUNICATIONS

The meeting dates will be posted on the School Division website.

PROPOSED MOTION

That, during the period October 2023 to September 2024, regular meetings of the Board be held on the following days:

Tuesday, October 17, 2023 Tuesday, November 21, 2023 Tuesday, December 12, 2023 Tuesday, January 16, 2024 Tuesday, February 13, 2024 Tuesday, March 12, 2024 Tuesday, April 16, 2024 Tuesday, May 14, 2024 Tuesday, June 11, 2024 Tuesday, September 10, 2024

commencing at 5:30PM, at the Regina Public School Board Office, 1600 4th Avenue, Regina, unless otherwise scheduled by resolution; and that the 2024 Organizational Meeting be held on Tuesday, September 10, 2024, following the regular meeting of the Board, in the Regina Public School Board Office, 1600 4th Avenue, Regina.

PREPARED BY	DATE	ATTACHMENTS
Naomi Mellor, Deputy Director, Division Services/CFO	September 8, 2023	Yes No

September 12

Please submit initial reports by September 1

Celebrations:

• Regina Food for Learning (Lin Gennutt) <u>Presentations</u>:

• Director's Report (Darren)

Standing Committee Reports:

• Strategic Engagement and Advocacy (Ted) <u>Decision Items</u>:

• 2023/24 Budget Final Estimates (Naomi) <u>Discussion Items</u>:

- Quarterly Finance Accountability Report (Ashley)
- Quarterly Transportation Accountability Report (Ashley)
- 2023 SSBA AGM: Position Statements (Tara)
- 2023 SSBA AGM: Submission of Bylaw Amendments and Resolutions (Tara)

Information:

September 12 – Organizational Meeting

Decision Items:

- Election of Chair (Naomi)
- Election of Vice-Chair (Chair)
- Establishing date, time and place of regular Board meetings (Oct/23-Sep/24) and 2024 Organizational meeting (Chair)
- Review Board Policy 8 and Establish Board Standing Committees (Chair)

Information:

- Trustee Remuneration (info)
- Trustee Conflict of Interest/Code of Conduct (info)

October 17

Please submit initial reports by October 6

Celebrations:

Presentations:

- Regina Public Schools' Energy Sustainability Report (Stantec representatives)
- Director's Report (Darren)

Standing Committee Reports:

- Indigenous Education Advisory Council
- Policy, Governance and Sustainability Planning <u>Decision Items</u>:
 - Appointment of Standing Committee Members (Chair)
 - Appointment of Board Representatives (Chair)
 - 2023-2027 Strategic Plan (Delaine)

- 2023 SSBA AGM: Appointment of Voting Delegates and Vote Distribution (Chair)
- North Regina Joint-Use School Presentation and School Name

Discussion Items:

• Enrolment Report (Rick)

Information:

• Biannual Administrative Procedures Update (Delaine) <u>Closed Session</u>:

November 21

Please submit initial reports by November 9

Celebrations:

Presentations:

• Director's Report (Darren)

Standing Committee Reports:

- Organizational Culture and Diversity
- Audit and Risk Management

Decision Items:

- 2022/23 Audited Financial Statements (Ashley)
- 2022/23 Annual Report (Erik/Delaine)
- SRO Review (Darren) ?

Discussion Items:

• SSBA Fall General Assembly Summary (Chair) Information:

Closed Session:

• 2022/23 Student Achievement Results

December 12

Please submit initial reports by December 1

Celebrations:

Presentations:

Director's Report (Darren)

Standing Committee Reports:

Decision Items:

• Appointment of Auditors (Naomi)

Discussion Items:

- Quarterly Finance Accountability Report (Ashley)
- Quarterly Transportation Accountability Report (Ashley)

Information:

Closed Session:

January 16

Please submit initial reports by January 5

Celebrations:

- Presentations:
- Director's Report (Darren) Standing Committee Reports:

Decision Items:

• 2024/25 French Immersion Designations <u>Discussion Items</u>:

• Biannual Human Resources Accountability Report (Reagan)

Information:

• Biannual Administrative Procedures Update (Delaine) <u>Closed Session</u>:

 2023/24 OurSCHOOL Student Survey Results (Erik/Cory)

February 13

Please submit initial reports by February 2

<u>Celebrations</u>:

Presentations:

• Director's Report (Darren)

Standing Committee Reports:

Indigenous Education Advisory Council

Decision Items:

 Major Capital Project Funding Application (Delaine/ Jared)

Discussion Items:

• Annual Information Technology Accountability Report (Aaron)

Information:

Closed Session:

• 2024/25 Budget Development (Naomi)

March 12

Please submit initial reports by March 1

Celebrations:

Presentations:

Director's Report (Darren)

Standing Committee Reports:

• Policy, Governance and Sustainability Planning <u>Decision Items</u>:

• 2024/25 School Year Calendars <u>Discussion Items</u>: <u>Information</u>: <u>Closed Session</u>:

April 16

Please submit initial reports by April 5

Celebrations:

Presentations:

• Director's Report (Darren) Standing Committee Reports:

• Strategic Engagement and Advocacy Decision Items: Discussion Items:

- Quarterly Finance Accountability Report (Ashley)
- Quarterly Transportation Accountability Report (Ashley)
- Long Service Reception Duties (Chair)
- SSBA Spring General Assembly Summary (Chair)

Information: Closed Session:

• 2024/25 Budget Development Update (Naomi)

May 14

Please submit initial reports by May 3

Celebrations:

Presentations:

• Director's Report (Darren)

Standing Committee Reports:

- Organizational Culture and Diversity
- Audit and Risk Management
- Indigenous Education Advisory Council

Decision Items:

• Preventive Maintenance and Renewal Plan (Jared) <u>Discussion Items</u>:

- Annual Facilities Accountability Report and Capital Projects Update (Jared)
- Shared Values Recognition Program Voting Protocol and Process (Chair)

Information:

Closed Session:

• 2024/25 Budget Development Update (Naomi)

June 11

Please submit initial reports by May 31

Celebrations:

Presentations:

• Director's Report (Darren)

Standing Committee Reports:

Decision Items:

- 2024/25 Budget Submission (Naomi)
- Destruction of Public Documents (Ashley)

Discussion Items:

- Quarterly Finance Accountability Report (Ashley)
- Quarterly Transportation Accountability Report (Ashley)
- Biannual Human Resources Accountability Report (Reagan)

Information:

Closed Session:

- Board Self-Evaluation and Director Evaluation
- Shared Values Recognition Program Recipients (info)



BOARD MEETING DATE: SEPTEMBER 12, 2023

TOPIC:

REVIEW BOARD POLICY 8 AND ESTABLISH BOARD STANDING COMMITTEES

FORUM	INTENT
 ☑ Open Session □ Closed Session 	 Delegation / Presentation Decision Discussion Information

BACKGROUND

Committees of the Board provide a means for the effective conduct of Board business by delegating detailed review and consideration of issues to a sub-set of Trustees who then report back to the full Board at the next scheduled Board meeting.

Excerpt from Board Policy 8, Committees of the Board:

At its annual organizational meeting, the Board shall establish and/or renew annually, such standing committees, and terms of reference for each, as it deems necessary. At any duly constituted meeting, the Board may establish additional standing or special committees, and terms of reference for each.

As outlined in Policy 8, the current standing committees of the Board are:

- 1) Audit and Risk Management Committee;
- 2) Strategic Engagement and Advocacy Committee;
- 3) Policy, Governance and Sustainability Planning Committee;
- 4) Indigenous Education Advisory Council; and
- 5) Organizational Culture and Diversity Committee.

The Policy further provides that:

Subsequent to the establishment of committees, the Board Chair will canvass trustees regarding their interest(s) in serving on the committee(s). On the date of the next regular meeting the Board Chair will call for further nominations and move to appoint trustees to committees. Appointment will be by majority vote of the Board.

Committee Chairs will be determined by the Board Chairperson. No trustee shall be the Chair of more than one standing committee.

The Policy does not limit the number of years a trustee shall hold the same standing committee chair, nor does it require each trustee to chair a committee during each term.

CURRENT STATUS

Administration has prepared a draft calendar of Committee meetings for 2023-2024 (<u>attached</u>). Approving a schedule early in the year allows Board members and Administration to plan their time and work in advance. The schedule provides for:

- Two meetings of each Committee except three for the Indigenous Education Advisory Council;
- Adequate uncommitted days to schedule remaining public activities (noted in text box, bottom right);
- Adequate time for internal Board planning sessions;
- No Board business during school breaks; and
- Related sector activities such as SSBA and Public Section.

The Board is asked to review the <u>attached schedule</u>; if approved, Administration will schedule the meetings in Board and Administration calendars.

PROPOSED MOTION

That the five Standing Committees, as outlined in Board Policy 8, *Committees of the Board*, be confirmed until the next Organizational Meeting of the Board.

PREPARED BY	DATE	ATTACHMENTS
Darren Boldt, Director of Education	September 8, 2023	Yes No

August 22Board Planning Session, 4:30PM August 29Board Planning Session (SRO review), 4:30PM	February 27 Policy, Governance and Sustainability Planning, 4:30PM	nce and Sustainability Planning,
September 5Strategic Engagement and Advocacy, 4:30PM	March 5	
September 12Board Meeting, 5:30PM	March 12 Board Meeting, 5:30PM	5:30PM
September 12 Organizational Meeting , 7:30PM	March 19 Strategic Engagement and Advocacy, 4:30PM	ement and Advocacy, 4:30PM
September 19 Indigenous Education Advisory Council, 5:00PM	March 26	anning Session, 4:30PM
September 26Shared Values Recognition Program Reception,	April 1-5SPRING BREAK	
5:30PM, Theatre Lobby, Conexus Arts Centre	April 5-6SSBA Spring General Assembly	neral Assembly
October 3Policy, Governance and Sustainability Planning,	April 9	
4:30PM	April 16Board Meeting, 5:30PM	5:30PM
October 10	April 23 Organizational Culture and Diversity, 4:30PM	Culture and Diversity, 4:30PM
October 17Pipe Ceremony, 4:30PM	April 30 Audit and Risk Management, 4:30PM	Janagement, 4:30PM
October 17Board Meeting, 5:30PM	May 7Indigenous Education Advisory Council, 5:00PM	cation Advisory Council, 5:00PM
October 24Organizational Culture and Diversity, 4:30PM	May 14Board Meeting, 5:30PM	5:30PM
October 31	May 21	
November 7Audit and Risk Management, 4:30PM	May 28Annual Board Self-Evaluation and Director	elf-Evaluation and Director
O November 12-14SSBA Fall General Assembly	Evaluation, 8:30AM-3:00PM	AM-3:00PM
November 13 Public Section AGM	June 4	
November 14	June 6-7Public Section (
November 21 Board Meeting , 5:30PM	June 11Board Meeting, 5:30PM	5:30PM
November 28	June 18	
December 5	June 25	
December 12Board Meeting, 5:30PM	All dates are Tuesdays	All dates are Tuesdays except for those in <mark>blue</mark> .
December 19	School brea	School breaks are in <mark>red</mark> .
Dec 25-Jan 6WINTER BREAK	Other meetings TBD:	
January 9	Minister of Education and	
January 16 Board Meeting , 5:30PM	- Inimister of Education and Begina-area Saskatchewan	- Ewolovee Representatives
January 23Indigenous Education Advisory Council, 5:00PM	Party MLAs	- High School Student Forum
January 30	- Regina-area NDP MLAs	- Indigenous Student Forum
February 6	- Joint meeting with Regina	- Elementary Student Forums
February 13Board Meeting, 5:30PM	Catholic School Board (x2)	
February 19-23FEBRUARY BREAK		



BOARD MEETING DATE: SEPTEMBER 13, 2022

TOPIC:

TRUSTEE REMUNERATION

FORUM	INTENT
Open Session	Delegation / Presentation
Closed Session	Decision
	Discussion
	Information

CURRENT STATUS

Excerpt from Board Policy 7, Board Operations:

13. Trustee Compensation

- 13.1. The Board believes that trusteeship, first and foremost, is a public service.
- 13.2. The Board recognizes, however, that the discharge of this public service often results in the trustee incurring financial expenses and incurs considerable time demands. The Board, accordingly, intends that compensation for trustees be established and accepted within the spirit of trusteeship being a public service.
- 13.3. The Board also believes that there is a need for continuing in-service education and training for its members. The Board encourages the participation of all members at appropriate school board conferences, workshops and conventions to remain current about educational issues.
- 13.4. Procedures are to be such that administration is not placed in a judgmental position when processing trustees' claims for remuneration. The Audit and Risk Management Committee is expected to review and approve the claims made by trustees.
- 13.5. Remuneration shall be paid according to the Trustee Schedule of Remuneration, Allowances and Expenditures (Appendix B) and shall be adjusted annually, effective September 1 each year, by the annual provincial average rate of increase in salaries payable to teachers under the applicable provincial collective bargaining agreement.
 - 13.5.1. Based on the duties outlined in Policy 5 Role of the Board Chair, a differential rate shall be established for that position; and,
 - 13.5.2. In the event that the Vice-Chair is required to chair a meeting, the Vice-Chair will receive a differential rate as established in the Trustee Schedule of Remuneration, Allowances and Expenditures.
- 13.6. Remuneration shall be for attendance at regular Board meetings and performance of the duties and responsibilities associated therewith and attendance at any and all other meetings including representation on committee's established by the Board according to Policy 8 and Policy 9.
- 13.7. The Board shall also establish an annual maximum budget allocation for each trustee to reimburse registration, travel and accommodation expenses for participation at in-service education and training events and other board-approved meetings outside the City of

Regina. These could include conferences, workshops and conventions providing that no trustee shall attend more than one convention per calendar year outside of Saskatchewan without obtaining Board approval.

- 13.7.1. No travel and accommodation expenses will be permitted for events within the Regina Census Metropolitan Area (CMA), however, registration fees may be permitted.
- 13.8. Trustees shall file quarterly reports with the Director/CEO or designate, specifying events and activities attended, covering the periods set out below. Quarterly Activity Reports shall be placed on the website. Report Periods: September to November; December to February; March to May; June only (reflecting the 10-month nature of trustee responsibilities).
- 13.9. Regular attendance by trustees at Board meetings and Board-related functions is expected. In the event that a trustee is absent for more than a total of three Board meetings and/or Standing Committee meetings per school year, the applicable per diem charge(s) shall be levied against the trustee's remuneration allowance; provided, however, that absence attributable to trustee attendance at an approved conference shall be excluded from said calculations.

CURRENT STATUS

Per Board Policy, the <u>attached schedule</u> will remain unchanged pending settlement of the Provincial Teachers' Collective Agreement.

Reimbursement of in-service education and training remains at \$2,000 per trustee, plus reimbursement of SSBA Fall and Spring events.

PREPARED BY	DATE	ATTACHMENTS
Naomi Mellor, Deputy Director, Division Services/CFO	September 8, 2023	Yes No

SCHEDULE OF REMUNERATION, ALLOWANCES AND EXPENSES

FOR MEMBERS OF THE BOARD OF EDUCATION OF THE REGINA SCHOOL DIVISION NO. 4 OF SASKATCHEWAN

(October 2022)

I. <u>Remuneration</u>

In accordance with Article 13 of Board Policy 7 "Board Operations":

- 1. Annual trustee remuneration payments shall be:
 - (a) \$38,610 for the Board Chair; and
 - (b) \$33,574 for other trustees;

and shall be paid as follows:

(a) \$3,861/month (January-June, September-December) for the Board Chair; and (b) \$3,357/month (January-June, September-December) for other trustees.

- 2. The per diem specified in Policy 7, Article 13.9 shall be established at \$473 for the Board Chair and \$315 for other trustees. In the event that the Vice-Chair is required to chair a meeting, the Vice-Chair will receive an additional rate of \$155 per meeting.
- 3. Notwithstanding the above, the Board shall retain the right to adjust the maximum annual remuneration if deemed necessary. If a trustee requires accommodation, reasonable expenses shall be recognized with prior approval of the Board Chair.

II. Professional Development and Travel on Board Business

- Trustees shall be reimbursed up to a maximum prescribed amount for the cost of registration, travel, parking and accommodation (meals and lodging) for professional development related to their role as a Board member with prior approval of the Chair of the Audit and Risk Management Committee. A trustee may appeal the decision of the Committee Chair to the full Board, whose decision shall be final. The prescribed maximum annual amount per trustee is \$2,000.
- In addition, trustees shall be reimbursed for the cost of registration, travel, parking, and accommodation (meals and lodging) for the Saskatchewan School Boards Association (SSBA) Fall General Assembly and Spring Assembly and for the Public Section Annual General Meeting.
- 3. Travel, parking and accommodation (meals and lodging) are not permitted when events are held in the Regina Census Metropolitan Area (CMA). Trustees shall submit expense claims to Chair of the Audit and Risk Management Committee

for approval. Trustees may request an advance for approved professional development and training expenses.

- (a) <u>Travel Expense</u>: Receipts for air, railway or bus shall be attached to expense claims. If travelling by private vehicle, the rate applicable to Division employees shall apply. Transportation costs for travel outside province shall not exceed regular economy airfare; costs for travel inside province shall not exceed the private vehicle rate.
- (b) <u>Accommodation</u>: Actual receipts from hotels or motels for accommodation shall be attached to expense claims.
- (c) <u>Meals</u>: Trustees may claim the meal allowances applicable to Division employees.



BOARD MEETING DATE: SEPTEMBER 12, 2023

TOPIC:

TRUSTEE CONFLICT OF INTEREST / CODE OF CONDUCT PROVISIONS

FORUM	INTENT
Open Session	Delegation / Presentation
Closed Session	Decision
	Discussion
	Information

BACKGROUND

Excerpt from *The School Division Administration Regulations*:

Conflict of interest

11(1) No member of a board of education or of the conseil scolaire shall:

(a) be or become directly interested in any contract entered into by or on behalf of the board of education or the conseil scolaire of which he or she is a member;

(b) participate directly in the profit or in any benefit or emolument arising from a contract entered into by or on behalf of the board of education or the conseil scolaire of which he or she is a member;

(c) accept any office or place of emolument under the board of education or the conseil scolaire of which he or she is a member; or

(d) perform any duty, transact any business or do anything whatever in any character or capacity for or in expectation of any fee, gain or reward for or on behalf of the board of education or the conseil scolaire of which he or she is a member.

(2) A member of a board of education or the conseil scolaire who contravenes subsection (1) must vacate his or her office as a member of the board of education or the conseil scolaire.

(3) If a member of a board of education or the conseil scolaire vacates his or her office pursuant to subsection (2), the remaining members of the board of education or the conseil scolaire must immediately notify the minister of the vacancy.

(4) Nothing in this section extends to or disqualifies as a member of a board of education or the conseil scolaire any person who:

(a) enters into a contract with the board of education or the conseil scolaire, as the case may be, for the sale to the board of education or the conseil scolaire of a school site;

(b) has received an amount not exceeding \$200 in any one year for labour authorized by and supplied to the board of education or the conseil scolaire;

(c) enters into a contract with the board of education or the conseil scolaire for the sale of utilities, services or merchandise in an amount or amounts that in total do not exceed \$500 in any one year;

(d) receives payment on account of or in lieu of the cost of transportation or other allowances payable to him or her as the parent or guardian of a pupil; or

(e) is a shareholder in or is employed by a company that has dealings or contracts with the board of education or the conseil scolaire for the supply of utilities, goods or services, but that person shall not vote as a member of the board of education or the conseil scolaire on any matter affecting that company.

(5) Notwithstanding subsection (1), a member of a board of education or the conseil scolaire may have an interest in a contract with the board of education or the conseil scolaire, as the case may be, for goods and services if:

(a) the goods and services are not readily obtainable from some other person in the school division or the francophone education area;

(b) the price of goods and services to be obtained is reasonable; and

(c) every member of the board of education or the conseil scolaire present and eligible to vote at a meeting of the board of education or the conseil scolaire votes in favour of the contract.

(6) Notwithstanding subsection (1) but subject to any terms and conditions that the board of education or the conseil scolaire considers proper, a board of education or the conseil scolaire may include any or all members of the board of education or the conseil scolaire in a benefit fund maintained for the benefit of its employees.

1 Sep 2017 cE-0.2 Reg 26 s11.

In addition, please refer to Board Policy 4, Trustee Code of Conduct that states Trustees shall:

14. Avoid conflict of interest with respect to trustee responsibilities:

- 14.1. There shall be no conduct of private business or personal services between any member of the Board and the organization except as procedurally controlled to assure openness, competitive opportunity and equal access to "insider" information;
- 14.2. When the Board is to decide upon an issue about which a member has an avoidable conflict of interest, that member shall absent themself without comment from not only the vote, but also from the deliberation;
- 14.3. Trustees shall not use their positions to obtain employment in the organization for themselves, family members or close associates. Should a trustee desire employment in the organization, they shall first resign;
- 14.4. Trustees shall disclose their involvement with other organizations, with vendors, or any other associations which might produce a conflict;
- 14.5. Trustees who receive a pecuniary benefit or gift which exceeds \$50 in value from any person or group having an association with the Board shall disclose the matter at a closed meeting of the Board; and
- 14.6. No Trustee shall accept any gift or any substantial entertainment from an individual or organization external to the School Division.

CURRENT STATUS

The Saskatchewan School Boards Association (SSBA) has recently completed a Code of Conduct Policy Advisory document for boards of education.

RECOMMENDATION

It is recommended that the SSBA's <u>Sample Code of Conduct Policy</u> be added to the next Policy, Governance and Sustainability Planning Committee meeting for discussion.

PREPARED BY	DATE	ATTACHMENTS
Darren Boldt, Director of Education/CEO	September 8, 2023	Yes No



Sample Code of Conduct Policy

General Information

The purpose of this Code and Conduct Policy [**Policy**] is to establish a standard of conduct applicable to the board members of the [ABC] School Board [**Board**]. This standard of conduct is required for public confidence, to ensure the maintenance of the integrity of the Board and to promote the Board's goals. Board members of [ABC] School Board are expected to act with the utmost integrity, in the best interests of the Board, and to make objective decisions on the strategic investment of resources in pursuit of the goals and objectives of the Board.

Code of Conduct – Principles

As elected officials, board members are expected to conduct themselves in an ethical and reasonable manner. Failure of a board member to conduct themselves in compliance with this Policy may result in sanctions [See Appendix B: Code of Conduct Sanctions].

Board members are expected to put the best interests of the public ahead of their own personal agendas, opinions, and interests.

Board members are expected to act as role models for employees and students.

Board members are also expected to discharge their duties and conduct themselves with decorum and professionalism.

In carrying out their duties, board members of the Board shall:

a. Ethical Standards

Act with honesty and uphold the highest ethical standards in order to honour and enhance public confidence in the Board's ability to act in the public interest and for the long-term public good. [See Appendix A: The Code of Ethics]

b. Confidentiality

Respect the confidentiality of information relating to the personnel and client records and all administrative and financial business of the Board, its subsidiaries, and projects.

• At all times shall maintain the confidentiality of any information or records that are the property of the Board. Shall not copy, read,

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discuss, or distribute any portion of these records or information unless they are specifically authorized in writing by the Senior Staff Person or by resolution of the Board to do so.

- Never use any of the information obtain in their capacity as elected officials for personal gain or disclose inside information to anyone except persons inside the Board whose positions require such knowledge, until such information is made public.
- Avoid purchasing or selling assets the value of which might be affected by the Board's actions or plans, when having knowledge or material inside information which has not been disclosed to the public.
- Not use information obtained as a result of their position or involvement with the Board to advance their position or to the advantage of any other individual unless the information has been made generally available to the public.
- Not make any official announcement of a corporate or policy nature without the prior approval of the Board.

The Local Authority Freedom of Information and Protection of Privacy Act [*LA FOIP*] applies to the Board. *LA FOIP* requires that any records containing personal information obtained, in the possession, or under the control of the Board must be kept confidential. Personal information is defined in section 23 of *LA FOIP* and includes any information about a person's education and employment history.

The unauthorized disclosure of the personal information of an individual by a board member could result in a complaint to the Office of the Saskatchewan Information and Privacy Commissioner or civil proceedings being initiated against the board member or the Board for damages.[OPTIONAL CLAUSE: Please note that in the event of such a privacy breach, any records (containing personal information) stored on a board member's personal devices would have to be disclosed and produced].

Types of information that may be exempt from disclosure under *LA FOIP* include:

- information subject to solicitor-client privilege;
- trade secrets, financial, and confidential information of third parties;
- information that might interfere with an investigation;
- drafts of resolutions or bylaws;



- advice, recommendations, analysis, options etc. developed by or for the Board; and
- proposed plans, procedures, or positions developed for negotiations.

While *LA FOIP* applies only to records of information in any form, similar principles will apply to verbal information. A board member who speaks in public about the private and/or personal issues of an employee or student is in breach of the confidentiality section of this Policy.

A person whose information is improperly disclosed may have a cause of action against the board member, and against the Board itself. The board member may be sued for libel and/or slander if the information disclosed is defamatory.

c. Public Scrutiny

Perform their official duties and arrange their private affairs in a manner that will bear the closest public scrutiny, an obligation that is not necessarily fully discharged by simply acting within the law.

d. Online Presence and Social Media

Be cognizant of how they conduct themselves online and ensure that their online activity, comments, and posts on social media are in line with the purpose and principles of this Policy. The online activities of a board member can dramatically affect the general public's perception of the Board, the Division and its employees, and the schools within the Division. [See Appendix E: Online Presence and Social Media Guidelines]

e. Decision-Making

Make decisions in the best interests of the Board. While elected from specific subdivisions, board members must represent the best interests of the entire Division in all matters superseding any other conflicting or contrasting loyalty or affiliation.

f. Conflict of Interest

Not place themselves in any situations where they may be in a real or perceived conflict of interest. [See Appendix C: Conflict of Interest Protocol]

g. Integrity Assurance (Whistleblowing)

Encourage integrity assurance ("whistleblowing") in the context of ensuring that all the Board employees and those of contractors, suppliers and all other individuals acting on behalf of the Board exhibit the Board's



values as well as the utmost of honesty, objectivity, care and responsibility.

h. Using [ABC] School Board Property

- Not directly or indirectly use or allow to be used any of the Board property for anything other than officially approved activities and/or business. The board member shall also ensure that in using any of the Board's property do not commit the Board to unreasonable financial or other liabilities.
- Not use the Board's assets, space or services for private business, activity or profit, unless:
 - i. Prior approval has been obtained from the Board;
 - ii. These are available for such use by the public, generally, and the person is receiving no special preference in its use; or
 - iii. These are made available to the person as a matter of the Board's policy or under the terms of employment or appointment.

i. Post [ABC] School Board Activity

Not act, after they leave the Board, in such a manner as to take improper advantage of their previous office. This includes keeping confidential all the Board's corporate and financial information and matters, and not using these for either personal or corporate advantage.

j. Gifts and Benefits

- Not seek, accept or agree to accept a commission, reward, or benefit of any kind from any person who has dealings with the Board, either on their own behalf or through a relative or another person for their benefit.
- Not offer, provide, solicit or accept any gifts, benefits, or excessive entertainment from any person or organization which is directly or indirectly involved in any manner whatsoever with the Board, with the following exceptions:
 - i. They are not intended to be, nor are of sufficient value to be taken as a bribe or other improper payment; or
 - ii. The gift does not exceed one hundred (\$100.00) dollars in value. Any gift received in excess of such an amount must be



disclosed by the recipient to the Governance and Human Resources Committee Chair, who will rule on its disposition.

 Not gain or attempt to gain a material benefit or advantage over other members of the public from the use of information acquired as a result of their position with the Board unless such information is available to the public generally, nor disclose such information without proper authorization.

k. Donations

A board member shall not make donations on behalf of the Board or Division.

I. Undue Influence

- Not give undue preference or treatment to any person in their dealings with the Board.
- Not represent the Board or attempt to influence the Board's dealings directly or indirectly with any of their relatives or business associates.

m. Conduct Towards Fellow Board Members/Inappropriate Behaviour at a Board Meeting

Not wilfully disturbs, interrupts or disquiets the proceedings or meetings of the Board. The responsibility for ensuring proper conduct of a meeting ultimately lies with the entire Board but it will be the Chair of the Board who will have the authority to act if a meeting is disrupted. Failure of a board member to conduct themselves in compliance with this Policy may result in sanctions [See also Appendices A: The Code of Ethics and B: Code of Conduct Sanctions]

n. Conduct towards Employees:

Not direct employees or attempt to influence an employee's behaviour. Policies of the Board must be followed with respect to the supervision of employees. This involves professional skills and knowledge and is not within the expertise of the Board. Interference in employee issues, and sometimes even mere knowledge of facts, other than that which has been presented at the Board table, can lead to an allegation of bias against the Board. The Board is, generally, the ultimate decision-maker when it comes to employee discipline and termination and board members who become involved in or have knowledge of extraneous facts may have to excuse themselves from the decision-making process. Board members are also bound by the Board's policies and by legislation concerning harassment and discrimination. A board member who acts inappropriately towards an



employee, whether or not it is during a board meeting, may expose the Board to liability, harassment complaint or an allegation of constructive dismissal.

Policy Oversight

The [Name of the designated board committee] or the [Standing Committee], in particular through its Chair, is responsible for implementing and enforcing this policy, with the support and assistance of the Board Secretary who maintains records and prompts consideration.

Review: Annually by the [Name of the designated board committee] or the [Standing Committee] of the Board.



Appendix A to the Code of Conduct:

CODE OF ETHICS

- 1. I will be motivated by an earnest desire to serve my school division to the best of my ability to meet the educational needs of all students.
- 2 I will recognize that the expenditure of school funds is a public trust, and I will endeavour to see that the funds are expended efficiently, and in the best interests of the students.
- 3. I will not use my position for personal advantage or to the advantage of any other individual apart from the total interest of the school division, and I will resist outside pressure to so use my position.
- 4. I will act with integrity, and do everything possible to maintain the dignity of the office of a school board member.
- 5. I will carry out my duties objectively, and I will consider all information and opinions presented to the board in making my decisions, without bias.
- 6. I will work with other board members in a spirit of respect, openness, cooperation and proper decorum, in spite of differences of opinion that arise during a debate.
- 7. I will accept that authority rests with the board and that I have no individual authority outside the board, and I will abide by the majority decisions of the board once they are made, but I shall be free to repeat the opinion that I upheld when the decision was made.
- 8. I will express any contrary opinion respectfully and honestly, and without making disparaging remarks, in or outside board meetings, about other board members or their opinions.
- 9. I will communicate, and conduct my relationship with staff, the community, other school boards and the media in a manner that focuses on facts.
- 10. I will not divulge confidential information, which I obtain in my capacity as a board member, and I will not discuss those matters outside the meetings of the board or the board's committees.
- 11. I will endeavour to participate in trustee development opportunities to enhance my ability to fulfil my obligations as a school board member.
- 12. I will not conduct myself in a manner which is intended to be to the detriment of another school board.
- 13. I will support the value of public education, and will endeavour to participate, and encourage my board to participate, in activities that support or promote public education in Saskatchewan.
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Appendix B to the Code of Conduct:

CODE OF CONDUCT SANCTIONS

1. The [ABC] Code of Conduct Policy [**Conduct Policy**] requires that the [ABC] School Board [**Board**] collectively and as individual members, always commit to ethical and appropriate conduct. Failure by a board member to operate in compliance with the [ABC] Code of Conduct Policy may result in Board-initiated sanctions.

2. Confidentiality Regarding Issues of a Sensitive Nature

The Conduct Policy requires that board members respect confidentiality relating to issues of a sensitive nature. Failure to comply with this requirement constitutes a security breach. An individual board member may bring a suspected security breach to the attention of the Board in a closed meeting. If the Board agrees that a security breach has occurred, this shall be recorded.

3. Procedure for Dealing with Breaches of Confidentiality

Where the Board determines that a breach of confidentiality has occurred, the following procedures shall apply:

a. Following the Board's approval in the form of a motion, the Board Chair [Vice-Chair or Designate in the case of a breach involving the Board or Vice Chair] shall request that the Director of Education/CEO or designate (as the "head" of the local authority pursuant to the *Local Authority Freedom of Information and Protection of Privacy Act*), appoint an independent investigator to review the matter.

b. The independent investigator shall conduct an investigation and submit a report of findings and recommendations to the Board Chair [Vice-Chair or Designate in the case of a breach involving the Board or Vice Chair] and Director of Education/CEO.

c. The Board Chair [Vice-Chair or Designate in the case of a breach involving the Board or Vice Chair] shall present the report of the independent investigator at a closed meeting.

d. The board member in question shall have the opportunity to present any additional information of relevance at this time.

e. If the Board determines that a wilful violation of security has occurred:



i. First Occurrence

- 1. A motion to write a letter of censure marked "Personal and Confidential" shall be discussed and agreed upon by a majority of board members present at a closed meeting of the Board.
- 2. If the motion passes, the decision will require immediate approval by a majority vote of the board members at a public Board meeting.

ii. Subsequent Occurrences

For subsequent occurrences, a motion of censure against the board member in question may be brought directly to a public Board meeting. This motion requires approval by a majority vote of the board members present at the meeting.

4. Other Violations of the Code of Conduct

A Board member who believes that a fellow board member has violated any sections of the Conduct Policy, excluding the confidentiality section (i.e., section b of the Conduct Policy), may seek a resolution of the matter through appropriate conciliatory measures prior to proceeding through the official measures outlined below in section 5.

5. Procedures for Dealing with Other Violations of the Code of Conduct

In the steps that follow, the Board Chair and the Vice-Chair will receive the complaint and manage the steps of the process. In the event that the complaint is against the Board Chair, the Vice-Chair solely will receive the complaint and manage the steps outlined herein. In the event that the complaint is against the Vice-Chair, the Board Chair solely will receive the complaint and manage the steps outlined herein.

- a. A board member who wishes to commence an official complaint, under the Code of Conduct, shall file a letter of complaint with the Board Chair and Vice-Chair within thirty (30) days of the alleged event occurring and indicate the nature of the complaint and the section or sections of the Conduct Policy that are alleged to have been violated by the board member.
- b. The board member who is alleged to have violated the Conduct Policy, and all other board members, shall be forwarded a copy of the letter of complaint by the Board Chair and Vice-Chair within five (5) days of receipt by the Board Chair and Vice-Chair of the letter of complaint. The filing, notification, content, and nature of the letter of complaint shall be deemed to be strictly confidential, the public disclosure of which shall be deemed to be a gross violation of the Conduct Policy. Public disclosure of the complaint and any resulting decision taken by the Board may be disclosed by the Board Chair only



at the direction of the Board, following the disposition of the complaint by the Board at a hearing.

- c. To ensure that the complaint has merit to be considered and reviewed, at least one (1) other board member must provide a letter indicating support for having the complaint heard at a hearing. This letter of support must be provided to the Board Chair and Vice-Chair within three (3) days of the notice in writing of the letter of complaint having been forwarded to the board members. Any board member that provides such a letter of support shall not be disqualified from attending a hearing convened to hear the matter or from deliberating upon the complaint at the hearing solely for having provided such a letter.
- d. Where no letter supporting a hearing is forthcoming, the complaint shall not be heard. The Board Chair and Vice-Chair shall notify the board members in writing that no further action of the Board shall occur.
- e. Where a letter supporting a hearing is forthcoming, the Board Chair and Vice-Chair shall add the item to a meeting of the Board as soon as is reasonable.
- f. Upon conclusion of a hearing held pursuant to this section, a violation of Conduct Policy shall result in the following sanction(s):
 - i. The Board Chair [Vice-Chair in the case of a breach involving the Board Chair] shall write a letter of censure marked "Personal and Confidential" to the violating board member in question. This occurs only after having such action discussed and agreed upon by a majority vote of Board members present at a closed meeting of the Board. A majority of Board members at a public meeting of the Board shall immediately approve this decision.
 - ii. For a subsequent occurrence, a motion of censure shall be presented against the violating board member in question at a public meeting of the Board.
 - iii. For a further subsequent occurrence, a motion to remove the board member in question from one or more Board appointments may be presented at a public meeting of the Board.



Appendix C to the Code of Conduct:

CONFLICT OF INTEREST PROTOCOL

Purpose and Policy

This protocol is intended to preserve and promote the reputation of both the [ABC] School Board and the individual school board members. It is inevitable that conflicts of interest and loyalty will arise from time to time. The purpose of this protocol is to give school board members a clear road map to follow to help to identify and track these inevitable situations. The main point is that conflicts are not the problem, they are unavoidable, it is undeclared or undisclosed conflicts that are a problem and should be avoided; disclosure is the key.

A conflict of interest arises when a board member has a private, financial, or material interest (for example, a transaction, contract, business opportunity, or employment) that the [ABC] School Board also has a material interest in.

Board members should not have any private, financial, or material interest in contracts involving the [ABC] School Board. If a board member violates this protocol they will be subject to a sanction.

A conflict of loyalty may arise when the interests of a board member have the potential to be at odds with the best interests of the [ABC] School Board (i.e., a board member being an officer or employee of a major supplier, customer or stakeholder of the [ABC] School Board, a board member having a material relationship with another Board member, a board member having a close affinity with a party that could benefit or suffer loss from a transaction being considered by the [ABC] School Board)

- A conflict of loyalty does not exist only when interests are at odds, but when there is the *potential* for interests to be at odds.
- A conflict of loyalty exists in the context of the <u>best</u> interests of the organization. This means that it is not sufficient for the organization to benefit, but how the decision is made is also of importance. It is important that the decision is made by the right individual or group, in an objective and informed manner, and according to all policies of the organization.
- Board members are expected to follow the spirit and the intent of benefiting the organization, not just avoiding costs or losses to the organization.



Protocol Principles

In carrying out their duties, board members of [ABC] School Board shall:

a. Private Interests

Disclose fully any private interests that could be affected by the [ABC] School Board's actions or that could put the ethical practice of the [ABC] School Board at risk.

b. Public Interest

Arrange their private affairs in a manner that will prevent real, potential or apparent conflicts of interest and loyalty from arising; but if such a conflict does arise between the private interests of an individual and the official duties and responsibilities of that individual, the conflict shall be disclosed and resolved in favour of the interest of the [ABC] School Board.

c. Preferential Treatment

Not step out of their official roles to assist private entities or persons in their dealings with the [ABC] School Board where this would result in preferential treatment to any person or organization.

• Board members of the [ABC] School Board must not be compromised by an obligation to anyone who may benefit from special consideration with respect to [ABC] School Board matters.

d. Gifts and Benefits

Not solicit or accept a transfer of economic benefit, other than incidental gifts, customary hospitality, or other benefits of nominal value (defined as less than \$100 per year) from persons, groups or organizations having, or likely to have, dealings with the [ABC] School Board.

e. Insider Information

Not knowingly take advantage of, or benefit from, material information that is not generally available to the public that is obtained in the course of their official duties and responsibilities.

• Board members of the [ABC] School Board must not use their position or influence to secure employment, funding or special treatment for family members or business associates.



Annual Declaration

Each board member shall annually (every 12 months) review and execute Appendix D: Annual Declaration of Potentially Conflicting Interests [Annual Declaration] to declare in writing the existence of any confirmed or potential conflicts of interest. If a Board member becomes aware of a potential or confirmed conflict, after execution of their most recent Annual Declaration, that Board member shall update their Annual Declaration at the next regular meeting of the Board.

Process

All activities involving business, commercial or financial interests, whether potential or apparent, which may conflict with the interest of the [ABC] School Board or the duties of the individual, must be promptly disclosed to the [ABC] School Board.

In the case of a direct pecuniary conflict of interest, this must be treated as below; in the case of a potential or perceived conflict of loyalty, the Chair [Vice-Chair or Designate in the case of a breach involving the Board or Vice Chair] must rule on whether this should be treated as below, and the Chair [Vice-Chair or Designate in the case of a breach involving the Board or Vice Chair] may consult with the [Name of the designated board committee] or the [Standing Committee] and/or legal counsel in reaching this ruling.

Subject to the following, conflicted board member shall refrain from participating in the matter further, including not voting on the consideration or approval of any contract, grant, award, contribution, construction project or situation involving a conflict, whether potential or apparent, which includes their participation, directly or indirectly.

- Except as prescribed below, board members must not be involved in any business, commercial or financial transaction with the [ABC] School Board other than as a recipient of a legitimate payment pursuant to the [Remuneration Schedule and Expense Guideline for School] board members, as periodically approved by the Board. Any board member seeking employment or involved in a remunerative relationship (i.e., business, commercial or financial transaction) with the [ABC] School Board shall resign from the Board. No board member shall hold a seat on the Board while employed by the [ABC] School Board at the same time.
- A board member may seek a remunerative relationship with the [ABC] School Board, without having to resign from the Board, if the remunerative relationship is for goods and services and:
 - 1. The goods and services are not readily obtainable from other persons in the [ABC] school division;
 - 2. The price of goods and services to be obtained is reasonable; and
 - 3. Every member of the [ABC] School Board eligible to vote at a meeting votes in favour of the employment or the remunerative relationship.



The [Name of the designated board committee] or the [Standing Committee], in particular through its Chair, is responsible for implementing and enforcing this protocol, with the support and assistance of the Board Secretary who maintains records and prompts consideration.

Review: Annually by the [Name of the designated board committee] or the [Standing Committee].



Appendix D to the Code of Conduct:

Annual Declaration of Potentially Conflicting Interests

Annually, each member of the board shall confirm in writing that he or she has read and understood the [ABC] School Board's Code of Conduct Policy and Conflict of Interest Protocol. Board Members shall disclose any outside interests or activities that may pose a conflict of interest.

I am currently a [ABC] board member, board member, member, committee member, officer, substantial shareholder/owner/investor, or an employee of the following organizations or community groups:

I am not now nor have been in the past 12 months been involved directly or indirectly in any arrangement, agreement, investment, or other activity with any vendor, supplier, or other party doing business with [INSTITUTION/ORGANIZATION NAME] that could result in personal benefit to me, my family, or a personal or business associate.

I am not now, nor have not at any time in the past 12 months, been a recipient, directly or indirectly, of any salary payments or loans or gifts of any kind or any free service or discounts or other fees from or on behalf of any person or organization engaged in any transaction with [INSTITUTION/ORGANIZATION NAME].

Any exceptions to the above are stated below with a full description of the transactions and of the interest, whether direct or indirect, which I have in the persons or organizations having transactions with [INSTITUTION/ORGANIZATION NAME].

I_____have read, understood and will comply with the Code of Conduct and Conflict of Interest Protocol as set out by the [ABC] School Board. I will act in the best interest of the [ABC] School Board and avoid any situations that could result in real or perceived conflict of interest.

Date: _____

Signature: _____

Printed name: _____

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Appendix E to the Code of Conduct:

ONLINE PRESENCE AND SOCIAL MEDIA GUIDELINES

Background

This Online Presence and Social Media Guidelines [**Guidelines**] is developed in accordance with section d of the [ABC] Code of Conduct Policy [**Conduct Policy**] and refers to online and social media tools used to produce, post and interact, text, and/or share images, video, and audio.

Purpose

For the purposes of this Guidelines, social media refers to all public use sites. The purpose of these Guidelines is to set the direction for the [ABC] School Board Members [**Board Members**] when utilizing social media. Board Members are expected to use good judgment, just as they would if they were offline and dealing with members and the public. The Guidelines are designed to encourage appropriate and effective use of all platforms and provide tips to exercise personal responsibility online and to make sure that social media users connected to the [ABC] School Board [**Board**] are making good decisions that reflect positively on the Board as a whole.

Use of Social Media

The Board supports the use of social media for educational and communication purposes. Social media is intended to be a platform where your audience feels comfortable sharing and connecting.

Five Guidelines of Social Media:

1. Exercise Good Judgement

- Take responsibility for what you write while exercising good judgement and common sense.
- Adhere to the Board's Conduct Policy and organizational values and policies. Think twice before hitting "send" and consider how the comment will reflect on the Board.
- Spirited debates and conversations are acceptable as long as you are respecting others' opinions and keeping the Board's goals for communication in mind.
- There may be some circumstances where an official statement is needed. If you spot a potential issue, ensure it is brought forward in a timely manner to the Board so a proper response can be drafted and communicated quickly.

2. Consider Your Audience

- Think carefully about who you are targeting with your message who will see it?
- Think twice before hitting "send" and consider how the comment with reflect on the Board.
- Make it part of your strategy to ensure you aren't alienating any groups or stakeholders.



3. Respect Copyrights

- Always ensure that people are given proper credit for their work.
- Make sure you have the right to use something before you publish it. This includes images, quotes, text etc. If you are using an image of an individual make sure they are aware.
- Respect copyrights, trademarks, rights of publicity and other third-party rights.

4. Protect Confidential and Proprietary Information

- Do not post private or confidential information about fellow trustees, employees or constituents. Do not discuss or post situations involving named, pictured or otherwise identifiable individuals without their permission. Personal information includes name, email, address, username (if it has the individual's name in it) etc.
- Do not post anything that you would <u>not present in a public</u> forum.

5. Add Value

- Social media pays off when you add value for your audience. Having a reason to communicate is important.
- Ensure the information you provide is accurate and worthwhile information that adds perspective.

Social Media Tips

- An active voice is better than a passive voice.
- Make it a goal to respond to all communications in a timely manner within 24 hours if possible. Provide information when it counts - should you decide to engage in social media, know that monitoring and responding in a timely way are crucial. Social media participants expect timely responses to requests and expect co-participants to monitor social media properties frequently and regularly.
- > If you feel something is spam or inappropriate for the audience, you have the right to remove it.
- Remember what is published online remains there forever.
- You don't need to respond to every criticism. Pick your battles and be considerate! Refer questions to the proper channels – you may not have all the answers, and that's OK. Just have the proper channel, link, or contact information to direct them to.
- Give credit where credit is due be authentic. Write as an extension of your own voice. If your voice differs from that of the Board you should clearly state that "the following views expressed are my own".
- When in doubt, do not post like staff, elected officials have an obligation to ensure their posts are accurate and not misleading, and that they do not reveal confidential information.

Social media needs maintenance. If you start it, commit to it - be dynamic: update news feeds, post developments, and upload new pictures. Social media participants are savvy; if your online property appears static, it is likely to quickly fall into disuse.

Sources: Adapted from - Brian Solis, *Putting the Public Back in Public Relations and City of Guelph, Ontario and SARM Social Media Policy*