

Year End Report
Public Relations Committee
2023-2024

Mandate:

The mandate of the Public Relations Committee is:

- a. Mandate
 - i. The Committee shall review and plan strategies for provincial public relations programs for the organization and report recommendations to the Provincial Executive.
 - ii. The Committee shall support the work of the Political Action Committee as necessary.
 - iii. Consider such resolutions as may be referred by Annual Council and make appropriate recommendations.
 - iv. Participate as required in the NSTU Policy Review Process by providing recommendations for the Provincial Executive's consideration.
 - v. The Committee shall plan a biennial conference in conjunction with the Political Action Committee to provide opportunities for Local leaders to network

Committee Members:

Adam Martin, Cape Breton District (Chair)
Julie McVicar, Antigonish
Suzanne Rohland, Halifax County
Curt Crane, Colchester-East Hants
Janet O'Brien, Executive Member
Angela Murray, NSTU Staff liaison
Mark Laventure, NSTU Staff

Committee Meeting Dates:

October 13, 2023 – Joint meeting with Political Action Committee, Hotel Halifax
January 22, 2024 – Online meeting via Zoom
April 19, 2024 – NSTU

The budget for Public Relations Committee meetings was \$3,700 and \$4,622.72 was spent.

The activities and accomplishments of the Public Relations Committee included the following:

- The committee provided feedback around top issues for NSTU advocacy campaigns for 2023-24, which included the teacher shortage, with a focus on retention
- The Committee discussed the Gender expression counter protests which were borne out of the anti-2SLGBTQIA+ rallies and the impact that this lobby is having on teachers and students. The NSTU stance on the issue is that school should be a safe and inclusive place
- The committee reviewed resolutions to Annual Council 2024 and made recommendations.
- Provided guidance and input into the development of NSTU's *Our Kids Can't Wait Mobilization Campaign*.
- The committee regularly reviewed NSTU polling data and provided input on how to approach key issues impacting public education.
- In conjunction with the Political Action Committee, the Public Relations committee started planning for the 2024-25 Political Action/Public Relations conference, which will take place October 4 and 5, 2024.
- The Committee provided advice and guidance about the NSTU's efforts to plan mobilization activities during contract discussions.

Respectfully submitted,

Adam Martin
Public Relations Committee Chair 2023-2024