

Year End Report
Political Action/Public Relations Committee
2024-2025

Mandate:

The mandate of the Political Action and Public Relations Committee is to:

- a. monitor the policies and practices of the major provincial political parties for identifying matters with an impact on education and/or NSTU Members; then advise the NSTU President and Provincial Executive;
- b. during provincial elections, monitor the major provincial political parties for their public education platforms and policies and inform the NSTU President and Provincial Executive of any concerns;
- c. identify educational matters for consideration by the Provincial Executive for political action;
- d. identify corporate social responsibility and social justice concerns for consideration by the Provincial Executive for political action;
- e. develop strategies for encouraging NSTU member involvement in the political process;
- f. develop strategies for encouraging NSTU member involvement in the election process including exercising their democratic right to vote;
- g. identify opportunities to build relationships with educational stakeholders and report to the NSTU President and the Provincial Executive;
- h. review and plan strategies for provincial public relations programs for the organization and report recommendations to the Provincial Executive;
- i. advise the Provincial Executive regarding the communications practices and procedures of the NSTU;
- j. review plans to build grassroots political action in each region of the province;
- k. review resource material regarding Political Action and Public Relations to assist Local Leaders in carrying out their mandate;
- l. assist in the planning of the biennial Political Action and Public Relations Conference in providing professional development opportunities for Local Leaders;
- m. consider such resolutions submitted to Annual Council to make recommendations for Council's consideration where appropriate; and,
- n. participate as required in the NSTU Policy Review Process by providing recommendations for the Governance and Policy Committee's consideration.

Committee Members:

Mai-Ling Storm, Lunenburg County (Chair)
Lynnette Babin, Antigonish
Shelly Bembridge, Halifax County
Curt Crane, Colchester-East Hants
Carol Ann MacMaster, Cape Breton District
Nigel Tinker, Annapolis
Line Murphy, Executive Member
Vera Ryan, Executive Member
Angela Murray, NSTU Staff liaison
Mark Laventure, NSTU Staff

Committee Meeting Dates:

October 4, 2024 –Meeting prior to Political Action/Public Relations Conference, Hotel Halifax
January 27, 2025 – Online meeting via Zoom
May 16, 2025 – NSTU

The budget for Public Relations Committee meetings was \$8,700 and \$8,057.68 was spent.

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

- Hosted the biennial Political Action/Public Relations Conference, on October 4 and 5, 2024. Under the theme, *Framing the Conversation*, this conference provided participants with background on persuasive communication, identifying audiences and framing issues important to teachers, students and their families. This conference participants included vice-presidents of public affairs, public relations and communications from Locals around the province.
- Contributed to the planning and development of NSTU's *Our Kids Can't Wait* Spring Campaign, which launched in June 2025. The campaign featured testimonial-style advertisements showcasing NSTU members—teachers and education specialists—speaking about their profession, what they value most about it, and the challenges they encounter. The Committee collaborated with The Now Group on both production and media placement. The campaign's focus was shaped by feedback gathered from participants at the PA/PR conference.
- Reviewed resolutions to Annual Council 2025 and made recommendations.
- Reviewed NSTU polling data and provided input on how to approach key issues impacting public education.
- Offered strategic advice and guidance on political action following the fall provincial election and the subsequent appointments of a new Minister and Deputy Minister of Education.
- Provided guidance around 2025 Council Resolutions and implications for political action, public relations and member communications.
- Provided feedback on the recommendations from the *ad hoc Committee on Union Rep Engagement*.
- Contributed to the development of NSTU's mobilization survey and offered input on subsequent steps for advancing the NSTU mobilization plan.

Respectfully submitted,

Mai-Ling Storm

Political Action and Public Relations Committee Chair 2024-2025