



Year End Report, 2014

**Public Affairs/Public Relations
Committee Meeting
Nova Scotia Teachers Union
3106 Joseph Howe Drive
Halifax, Nova Scotia**

Committee members include:

Paul Syme, Chair;
Lynn Simms,
Steven Wells,
Effie Boutilier,
Keli Brewer;
Tim MacLeod,
Wally Fiander, Provincial Executive
Simon Wilkin, NSTU Staff Liaison,
Angela Murray, NSTU PR Coordinator.

Meeting Dates:

February 7, 2014
March 21, 2014
April 11, 2014

During our three meetings we explored details and the approach for the Stand for Education Campaign. The first had ran for three weeks in June via print, television and bus advertisement. Early plans for the second campaign include gathering more “Teachers Stretch So Kids Can Soar” stories as well as editing present ad material to focus on the teacher’s story, not the effect of cuts.

We had discussed the changes in the Elections Nova Scotia Act and how it affects the mandate of the PA/PR Committee. It was agreed that some changes to the mandate would be necessary. Review of the mandate followed.

We voted THAT THE PROVINCIAL EXECUTIVE AMEND THE PA/PR COMMITTEE MANDATE (i) A. TO READ AS FOLLOWS:

- A. The Committee shall maintain contact with all major provincial political parties.

- B. The Committee shall monitor the policies and practices of the major political parties for the purpose of identifying issues impacting on education. The Committee shall then advise the President and Provincial Executive of these issues.

It also carried THAT THE PROVINCIAL EXECUTIVE AMEND THE PA/PR COMMITTEE MANDATE (i) C TO READ AS FOLLOWS:

- C. During provincial elections, the Committee will *inform members of* public education platforms and policies that political parties put forward.
- D. The Committee shall develop NSTU member awareness and urge member involvement in the political process.
- E. The Committee shall identify educational issues for consideration by the Provincial Executive for political action.
- F. The Committee shall encourage NSTU members to take an active role in the election process and exercise their democratic right to vote.

Our absence from attending any party convention indicated our adherence to the Elections Nova Scotia Act. Under changes to the act the NSTU paying registration for observers to attend party. AGMs is interpreted as a labour organization making a contribution to a political party. We did, however, review videos of each keynote by party leaders.

We also explored Satisfaction Awareness and Member Engagement survey and made plans for the *Communication Conference 2014*.

The 2013-2014 budget for the Public Affairs/Public Relations Committee was \$15,000.00 and the total amount spent was \$7896.20 or 52.64%.

Respectfully Submitted,

Paul Syme (Chair, 2014)