



**ADVOCACY STRATEGY COMMITTEE**

**October 11, 2023, 12:00 pm**  
**Zoom Meeting**

Members: Alysha Aziz, Lynn Scott

Staff Present Pino Buffone (Director of Education), Diane Pernari (General Manager, Communications), Nicole Guthrie (General Manager, Board Services), Darcy Knoll (Communications Coordinator), James Baker (Board/Committee Coordinator)

1. Call to Order

Quorum could not be achieved. Those assembled agreed to proceed with an informal session.

Chair Aziz called the information session to order at 12:08 p.m.

2. Acknowledgement of Territorial Lands

Chair Aziz acknowledged that the meeting is taking place on unceded Algonquin Homelands and thanked the Algonquin Nations for hosting the meeting on their land.

3. Declarations of Interest

No declarations of interest were filed.

4. Approval of the Agenda

The agenda could not be approved.

5. Matters for Discussion:

5.1 Advocacy Plan for 2023 - 2024 (Draft)

During a discussion and in response to queries, the following information was provided:

- Two priorities were identified at the June 2023 meeting: community building and sustainable funding;
- Under these two priorities, areas of focus will be on funding for transportation, nutrition programs, child care, and (special) education;

- Advocacy through the Ontario Public School Boards' Association (OPSBA) is effective as OPSBA continually addresses issues with various levels of government;
- OPSBA holds an annual Advocacy Day where Board members attend Queen's Park to meet with Members of Provincial Parliament (MPP) regarding advocacy initiatives. All information obtained is then reported back through the Board. This year's event will be held on 27 November 2023;
- It was suggested that "advocacy days" be arranged to allow MPP's, City Councilors, and community partners to meet in-person with trustees at 133 Greenbank;
- It was suggested that a key priorities document be prepared for trustees to assist them during meetings with various elected officials and community partners so that trustees can advocate more effectively ;
- It was noted that previous in-person meetings with MPP's was productive;
- It was suggested that past practices could be replicated with respect to hosting a breakfast event since previous initiatives were well received;
- It was suggested meetings with City Councilors may be better addressed by individual trustees with one-on-one meetings at Ottawa City Hall to advocate for local issues;
- It was suggested that advocacy through written communications with elected officials is effective and should be ongoing;
- Once details on the consultations for Bill 98 are known, the Board should react and respond accordingly;
- It was suggested that reaching out to federal officials be a secondary priority to meetings with provincial officials and community partners;
- It was suggested that a meeting with MPP's take place in the first week of December 2023;
- It was suggested that the advocacy strategy focus on a few key needs and funding to increase effectiveness;
- It was suggested that the issue of executive compensation be included as an area of focus in the work of the Committee but in a different manner as the issue has legislative and regulatory requirements as opposed to other funding sources; and

- Communications will be preparing a package that focuses on the target audience, identifies what success looks like, what pathways are available, and ways to create opportunities.

## 5.2 Meetings with Community Partners

### a. Members of Provincial Parliament - 1 December 2023

Staff will review the feasibility of this date and report back to the committee at a future meeting.

### b. Members of City Council - 8 December 2023

Staff will review the feasibility of this date and report back to the committee at a future meeting.

## 6. Information Items:

### 6.1 Equity Assessment Tool for Policies and Procedures

The equity tool was provided for information purposes. Chair Aziz noted the importance of using this tool when considering any messaging and strategies.

## 7. New Business -- Information and Inquiries

There was no new business.

## 8. Adjournment

The information session adjourned at 1:20 p.m.

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Alysha Aziz, Chair, Advocacy Strategy Committee