Waterloo Region Assembly of Public School Councils

ASSEMBLY MEETING MINUTES

Tuesday October 7, 2014 7:00-9:00pm
Forest Heights Collegiate Library
Attendance: 47 School Council Representatives
4 Guests
6 Members of the 2013-14 WRAPSC Steering Committee

1. Welcome & Co-Chairs Report - Christine Gillis Bilton, Co-Chair

Representatives were welcomed by Christine Gillis-Bilton, Co-Chair of WRAPSC's Steering Committee.

Christine reviewed 'What is WRAPSC'? It is a parent-run committee with the goal to share information among School Councils and to receive information first-hand from WRDSB staff.

Motion: Approve minutes from May 2014 WRAPSC meeting.
Jenn Wilson motioned. Angela Clark approved. Motion carried by majority vote.

2. Report of Charter Revisions and Vote
Laurie Tremble, Co-Chair
Laurie provided an explanation and review for the revised WRAPSC Charter. The Charter document had been emailed to School Council WRAPSC members prior to this meeting.
The PIC Terms of Reference were revised to align with new template provided by Trustees and, at the same time, other changes were made to both WRAPSC Charter and PIC Bylaws were created. Changes made were based on concerns about too much time commitment for committee members and that the committees were too exclusive. The new Charter encourages more parents to be involved.

Q. For the new committees, is there a required representation from elementary, middle, secondary schools?
	A. No. We do aim for diversity. Historically there has been more elementary representation.

Q. What is the application for PIC?
	A. The application form will be available as soon as the Charter is passed (tonight). It will be posted online and copies are available at tonight's meeting. A subcommittee will review the applicants.

Q. How many member spots are available?
	A. There are member spots available for PIC only and WRAPSC/PIC and WRAPSC only.

Q. People who are currently on PIC are on the subcommittee to review the applicants?
	A. Yes. Current PIC members are members until Oct. 22. A Trustee is also on the subcommittee.

Q. Is the PIC application something that we can distribute to our parents since many School Council meetings will not meet until after the deadline?
	A. Yes, the application will be distributed to Principals to share through their communication methods.

Motion to approve the WRAPSC Charter. Approved by Jen Wilson. Seconded by Cathrine Taylor.
Majority in favour. Motion carried.

3. Parent Engagement at the Board
John Bryant, Director of Education & Lynsey Meikle, Communications Officer
John thanked Laurie and Christine for all of their work and connection through PIC to the WRAPSC group. This is

This is John's second year with WRDSB; he has a passion for parent engagement and makes a connection to student achievement.

John presented highlights to areas of focus since last year and going forward.
- Challenge of the work to meet the $4.6 million deficit Sept-Jan last year with their core objective to not touch the classroom.
- The Director's Office is a team of people with a common goal, to service the system and the parents, to support student achievement and well-being. Among the many savings initiatives, the Business and Financial Services group reviewed job descriptions to look for more efficiencies and to be more strategic within the corporate office. Reduced roles of two Executive Superintendents and realigned staff within the Director's corporate office. The Executive Officer position is now a Communications position that is also right-hand to Director. As well, a role that was dedicated to supporting the Trustees is now a shared role with Communications.
- Introduced the new Communications department and the work they have been doing to support the Communications and Parent Engagement strategy to align with BIPSA (Board Improvement Plan for Student Achievement).
- John referenced CODE (Council of Ontario Directors of Education) and Ontario Leadership Framework as excellent reference for parent engagement strategy. As well, the WRDSB is the only Board with a WRAPSC group, which shows a dedicated parent support within the Region.
- The main focus for parent engagement strategy this year, and moving forward, are two areas that are key to research received from CODE: 1) productive, working relationship - How do we support our parents? How do we involve parents in student achievement? 2) coherent, instructional program.

Lynsey Meikle, Communications Officer: Lynsey is the Communications Officer and works with Kylie Pentacost (new to the team) and their team is led by Marty Deacon. Lynsey presented on the WRDSB website and CASL.

Website
The website has been revamped and is still in the works; primary goal to make it easier for parents to find info.
Action: Lynsey welcomes feedback about the site from parents. Any feedback can be forwarded to Lynsey at info@wrdsb.on.ca or through the WRAPSC Co-Chairs wrapsc@gmail.com.

Q. I have noticed some browser functionality is not working
    A. We do test on all browsers and review filters, however people are working on many different types and levels of browsers. Recommended browsers are Chrome and Firefox.

CASL - Canadian Anti-Spam Legislation, came into effect July 1, 2014, the Board is required to comply.

A handout was provided to the Assembly and these documents are contained at the end of these minutes. CASL information and updates can be found on the board website: http://www.wrdsb.ca/our-schools/communicating-with-your-school/

The board has taken a very conservative approach to CASL and has been recognized as one of the leaders in how Boards handle CASL compliance.

When parents register their kids for school, they enter their email address into Trillium. Those addresses were used to send an email blast in the summer, for opt-in. Since then, 21,000 have signed up; still lots of work to do.

Currently, two schools are pilot testing a new IT form for parents/guardians to subscribe to be on the Master List – for those who were missed on the first opt-in request and for those who are new to the Board. After Thanksgiving, the plan is for this form will be available on all school websites and the board website. First goal is to get all parents/guardians signed up and then the Board will work to reach out to community members.

School Councils will be provided with a Waterworks email account, which is CASL compliant; has opt-out option available at bottom of the email. It was mentioned by the Assembly that Waterworks is a very antiquated system.

Every school uses different communication tools and the Communications group is trying to narrow the scope of tools to ensure they are CASL compliant.

Over the next few weeks, the Communications group will be working with principals to explain the CASL rules and to ensure there is a consistent message throughout.

Q. Will this form include an opt-in option for school council emails?
>A. Yes. The user will be able to check off which types of information they want to receive. i.e.: School Council, Board meeting agendas, etc.
>When the new form is in place, the board will be able to run reports of which people from their school have consented and to what. They can then share the report with the school and its' school council.

Q. I thought CASL was only about money – not communications about student achievement.
>A. The lines can be blurry – i.e. if you are sending out a newsletter by email and included is information about pizza day 'don't forget your pizza money', then this is a CASL issue.

Q. We use Synervoice. Does this mean we need to stop using it?
>A. Synervoice is CASL compliant – you can continue to use.

Q. Our School Council uses Facebook. Is an 'unfollow' an 'unsubscribe'?
>A. Social network tools, like Facebook, are CASL compliant.

Q. Have any emails been sent from the Board to the group of parents who have opted in? I don't know that I have seen anything yet.
>A. There has been one welcome back message at the first of the school year and nothing since then. If you missed the opt-in sign-up over the summer, you will have another opportunity to opt-in when the process is ready – there will be a link on the website.

Action: These questions were presented by the Assembly and Lynsey needed to take them away for clarification. After the meeting, on behalf of the "Freedom of Information and Privacy Officer", Lorie Hough, Lynsey responded back with the following answers.

Q. Can teachers restart or continue to email their students/families?
>A. Teachers can use emails in Trillium (which have been collected in a CASL-compliant way) to email students/families. We are still working at getting the kinks out of the on-line parent portal, so there may not be a complete list in Trillium. As always, the caution with creating email lists with addresses from Trillium is that it is not a dynamic subscribe/unsubscribe list. The list would have to be re-checked before every communication is sent to see if someone has subscribed or unsubscribed since the last message was sent.
>Teachers can also use any of the other CASL-compliant tools we have identified in the on-line toolkit. Many of these tools have the dynamic subscribe/unsubscribe list, so messages are only sent to individuals who are subscribed at the moment the message is sent.
>Teachers should not be collecting their own bank of emails, as they would not be collecting them in a CASL-compliant way.

Q. Are council chairs and WRAPSC reps limited to using Waterworks to communicate with families or can they use a gmail (or other) account they have set up?

>A. No. School council chairs and WRAPSC are free to use any CASL-compliant tool. One with a dynamic subscribe/unsubscribe list is best, as suggested in the documents that have been shared with PIC and WRAPSC, as the maintenance of a WaterWorks email list can be cumbersome

4. Break: *Members interested in joining WRAPSC Steering Committee were invited to meet with Christine and Laurie*

5. Waterloo Region Crime Prevention – THINK Campaign
Tracy Jasmins, Marketing & Communication Coordinator

- Introduction of what the Waterloo Region Crime Prevention does and how they align with the Board.
- In 2012 social media became a key area of concern and, as a result, a Social Media Committee was formed with main mission to encourage the appropriate use of social media as a tool to support learning. Two staff of the WRDSB staff sit on this committee – Peter Rubenschuh and Susan Watt.
- In 2013, the THINK Campaign launched to 170 schools Grade 5-12. Posters and THINK blue bands were provided (Grades 7-12). Purpose of blue bands was to make sure you think first before you text/tweet by asking yourself five simple questions before you press 'send'. Is the message true, helpful, inspiring, necessary and kind? Main message to kids is 'Be Respectful'.
- This year's campaign is called '30 Days of Think!' www.preventingcrime.ca/think
    - o Goal: promote messaging of 'Think': Think First, Think Kindness, Think Respect, Think Support
    - o Compliments the Character Asset Building of the School Board
    - o To launch the first week of November (campaign runs November 1-30)
    - o Available to all age levels
    - o Students are invited to enter to win – capture their message in a video or photo and submit to the campaign.
    - o For younger grades, teachers are encouraged to work with the students to submit to the contest
- Blue bands and posters (from last year's campaign) available to the Assembly.
- Campaign information and poster included at the end of these minutes.
- There is also a toolkit for students, apps provided for learning and engaging, available on their website - www.preventingcrime.ca

(Q) At some schools, devices are not allowed or allowed during break times. Has this been considered?
   (A) This program has been endorsed through the Boards. We do respect the individual school rules. There are other ways students can submit – can do on their own time or to do as a class. It can be used as a learning tool so that it is a positive 'device' experience.

(Q) Are any metrics being collected for this program?
   (A) Social media is being used to analyze the use and response to the program.

6. Ideas for topics for future meeting agendas
Angelica Allen, Past Member of WRAPSC Steering Committee
Discussion with Assembly
   - o New bussing system – How is that working for you/your school? How is that impacting school trips?
     ***Action**: Angelica has asked the Assembly to go back to their School Councils to ask for feedback, to bring to next WRAPSC meeting.*
   - o Fundraising success stories
   - o Upgrading playgrounds
   - o How to apply for grants and grants that are available to schools
   - o (Fall-outs of) VP-sharing
   - o Volunteers – how to get more people out to school events
   - o PRO-Grant ideas
   - o Parent Group ideas
   - o Principal profile – what it is and how-to-do
   - o After-school programs - extra-curricular/enrichments options available
   - o SCIS Team implementation
   - o Enrichment options
   - o Communications session re-booked (from last January's cancelled meeting)

7. Vote on new Steering Committee
Laurie Tremble
Welcome our new Steering Committee!

   Christine Gillis Bilton (WRAPSC Co-Chair)
   Laurie Tremble (PIC/WRAPSC/Co-Chair)
   Glenn Anderson (PIC/WRAPSC)
   Jeff Stephens (PIC/WRAPSC)
   Alicia Sumner (PIC/WRAPSC Treasurer)
   Hend Shalan (PIC/WRAPSC)
   Ashley Cooper (WRAPSC)
   Kat Pettit (WRAPSC)

8. Closing Announcements - Christine Gillis Bilton, Co-Chair
☐Eastwood Collegiate is hosting a Human Library. Posters available with event information.

☐Please sign the attendance book before you leave tonight. This is the opt-in to receive emails from WRAPSC.

☐The Early Years Advisory Group is looking for parents to join and who have young children in the system. Please see Christine or Laurie if interested.

☐Join the WRAPSC group on Facebook for regular updates from WRAPSC - information sharing, promoting of events, current WRDSB events. https://www.facebook.com/groups/WRAPSC/

☐Follow PIC on Twitter - @PicWRDSB

☐Check out the WRDSB Board website to review the BIPSA (Board Improvement Plan for Student Achievement). This visual incorporates interactive tools and videos to present a very informative profile of the Board's strategy and focus around student achievement. http://www.wrdsb.ca/bipsa/

☐PIC (Parent Involvement Committee) Annual Report has been emailed out to the WRAPSC Assembly and distributed through Principals as well.

☐The Board is hosting a two-day event for the SCIS (Safe, Caring, Inclusive Schools) Teams. Event dates are October 30 and 31. If anyone does not have a SCIS team, please let Laurie or Christine know. Every school should have a team and should be attending the event.

☐Joe Ortiz motioned to adjourn the meeting. Angelica Allen seconded. Motion carried. Christine Gillis Bilton closed meeting at 9:00pm and thanked all for coming.

Any further thoughts, email WRAPSC@gmail.com

Next WRAPSC Meeting: Tuesday November 4 at 7pm, Forest Heights Collegiate library.

Save the dates for all WRAPSC meetings this school year:
- November 4
- January 13
- February 3
- April 7
- May 5

I'm a member of School Council—What Do I Need to Know?

What is Canada's Anti-Spam Legislation (CASL)?

On July 1, 2014, Canada's anti-spam legislation (CASL) came into effect. Under CASL, all staff and Trustees are prohibited from sending commercial electronic messages (CEMs) that encourage recipients to participate in a commercial activity, even if it is not-for-profit, unless they have the recipient's prior consent. Examples of CEMs include emails or text messages to inform parents and community members of promotions, advertising or offers for the sale of things such as school pictures, field trips, fun fairs, pizza or hot dog days, yearbooks, book fairs or fundraising events. A message is also considered a CEM where it redirects the recipient to a website where there is commercial content (e.g. an email sending someone to the fundraising page on the school website). CASL also applies to School Councils.

Hard copy communications (snail mail) and voice messages, even if they contain commercial content, are exempt from the legislation.

Fines for non-compliance are significant: up to $1 million for individuals and up to $10 million for organizations such as the WRDSB. This is why seeking consent is crucial.

Yikes! What Do I Need To Do?

1. School councils are required to comply with the legislation—they need to follow the same rules as the school. The school's consenting list should not be provided to school council. We do not recommend that school councils use email as a form of communication, as the timely maintenance of the list of subscribers will be cumbersome and onerous to maintain. Email programs may not have the required unsubscribe mechanisms and required footer information. A tool which has a dynamic subscribe/unsubscribe list, where messages are sent only to those subscribed at the moment the message is sent will be easier to manage.
2. Consider whether your information could be made available using the school website(s) or social media sites like Facebook or Twitter. Since parents choose to go to these sites for the information, CASL does not apply.
3. Work with the school administration to see if the school can send out messages on behalf of the school council.
4. Stop and think each and every time you are going to send out a message. Does the message potentially contain commercial content? Commercial content includes any sort of transaction where money could potentially exchange hands (i.e. pizza days, spiritwear, book fairs, fundraising etc.).
5. Discard any mailing lists from last year that you used to distribute commercial messages. It is against the law to use these lists now.
6. Use only the CASL-compliant tools listed below to send messages. Many of these tools provide approved opt-in/opt-out mechanisms so that the lists self-maintain and you do not have to keep track every time you send a message.

For many of these tools, parents subscribe/unsubscribe themselves and messages are only sent to those subscribed at the moment of sending a message.

7. Do not send CEMs to anyone without their prior, expressed consent. You cannot send an email asking for permission to send an email.

8. Have individuals provide their consent by having them sign up using a CASL-compliant tool. (see below). Do not accept verbal or emailed acknowledgements.

9. School council members can email other school council members about school council business without restriction. The members of school council have a non-business relationship that allows any type of communication (including those with commercial content). School council members cannot email the broader parent community unless they follow the guidelines above.

Does the Board have a list of currently-approved CASL-compliant tools?

Yes. They are:

- Campaign Monitor (for bulk emails)
- ClassDojo   *NEW*
- Remind (formerly Remind101)
- Synrevoice
- SchoolDay
- Schoolnotes   *NEW*
- School websites
- Social Media sites (e.g. Facebook, Twitter etc.)

But I really liked this other tool I was using last year to send out mass messages.

1. Do not use a tool which is not on the list above. We cannot confirm that it is CASL-compliant or that the email lists will always be up-to-date. Using old email lists from last year is against the law now.

What else do I need to know?

1. At the present time, consent is "all or nothing"—it cannot be fine-grained to receive information about some things but not others. We are working on this.

2. People will be able to sign up to receive email through an online form available soon. We do not recommend that school councils use email as a form of communication, as the timely maintenance of the list of subscribers will be cumbersome and onerous to maintain. If email is chosen as the communication vehicle, then the rest of the CASL-compliant pieces (i.e. 10-day subscribe rule, appropriate footer information, unsubscribe mechanism, retention of the consent documents) must also be present.

3. Consent to receive emails is valid until revoked by the individual.

4. Each person should provide their own consent—it is not OK, for example, for one parent to provide the other parent's email address.

Wow! I have a lot of questions! Where do I go for more information?

There is a CASL Frequently-Asked Questions page for the general public at: http://www.wrdsb.ca/casl/. School council members should work with their school administration and direct any questions through them.

WRDSB Compliance with Canadian Anti-Spam Legislation

Response to Comments from PIC members

Thank you to the members of the Parent Involvement Committee who took the time to respond to the draft document for school councils on complying with Canada's new anti-spam legislation (CASL).

We were first made aware in late April 2014 that the CASL would have implications for school boards. A group of Ontario Association of School Business Officials (OASBO) member boards began meeting via teleconference along with a member of the Miller Thomson LLP anti-spam team shortly thereafter. During these teleconferences, we strategized about how we might ensure that we were CASL-compliant. With the support of senior officials, we began to develop our own compliance strategy for the WRDSB.

At the WRDSB, we had some other initiatives that were currently in the works, for example our new on-line vendor registration system and our community and parent engagement strategies, that allowed us to dovetail these initiatives with CASL. We also, through some very hard work by Board staff, were able to communicate a request to collect CASL-compliant emails to our parents and vendor partners prior to the July 1st deadline. While some Boards have chosen to rely on the "pre-existing relationship" clause of the legislation, we wanted to make sure that families new to our Board, where we could not claim a pre-existing relationship, also had the opportunity to provide their email addresses in a CASL-compliant way. We evaluated how we could ensure that each individual was providing their own consent, as required, and someone wasn't providing consent for other individuals (i.e. another parent or another student contact). Eventually, other Boards who are relying on the pre-existing relationship provision will have to do what we have already done.

We are currently putting the finishing touches on a subscription form to receive Board communications. This will allow parents who did not receive the email message in June to sign up to receive messages and will import this information back into the student database. We are also creating a report that will allow us to extract the information. We appreciate people's patience as we transition to new and more efficient ways of handling CASL requirements. As you can no doubt appreciate, we have to be careful that we do not corrupt the student system when this information is imported.

In addition to the fines which can be levied for violations of the Act, beginning in 2017, an individual will have the right to sue an organization if that individual believes that they have been "spammed". We do not want to place ourselves in this sort of jeopardy.

We appreciate that this legislation has caused us to re-evaluate some of our communication strategies and that staff will have to find new ways to communicate with their families. Teachers are typically strong communicators and it would be very easy for a "oh and don't forget to bring your money for the field trip" message to slip in accidentally with a message about classroom activities. We also understand that through test of law, we may be able to soften some of the things we currently have in place, if it is determined that portions of the legislation do not apply to us. However, until that happens, we have chosen a conservative approach to compliance, feeling that it is easier to loosen things up than it would be to tighten them at a later date if it is found that we are not strict enough in our adherence.

We hope that this information provides a bit more background to the members of PIC in how we are working to comply with the Canadian Anti-Spam Legislation.

With regards to some of the specific suggestions/comments received:

1. **Add the acronym CASL to the title.**
   This has been done.
2. **Councils have no control over school websites and are reliant on staff updating the site for them.**
   Acknowledged. We provided it as one option in a suite of options to be explored.
3. **I believe Remind101 is now called Remind.**
   So it is--thanks for letting us know. The toolkit has been adjusted to reflect the new name.
4. **You should add social media sites such as Facebook, Twitter etc.**
   This has been done.
5. **You should add whether there are costs associated with any of these tools and what that approximate cost is**.
   Board business protocols will be followed as we work to meet all our legislative requirements.
6. **Do any of these tools allow recipients to reply to a council message.**
   School councils are welcome to work together and with their school administration to find tools that will meet their needs.
7. **Comments around Councils keeping their own email lists.**
   Our concern around keeping their own email lists is that the maintenance of these lists can be cumbersome. From the time an individual unsubscribes, the unsubscribe has to be completed within 10 days. The list of subscribers/unsubscribers would have to be checked prior to each message being sent. Each message has to contain a footer identifying who is sending the message and what someone has to do to unsubscribe. Consent documents must be kept for a minimum of three years.

   We are suggesting that a tool which has a dynamic subscribe/unsubscribe list might be easier to maintain. Messages are only sent to those who are subscribed at the moment the message is sent. Individuals control their own subscribe/unsubscribe options, removing the onus from someone having to maintain the list.
8. **Comments around where to direct questions.**
   The document suggests that school council members direct questions through their administration. This was done for two reasons: a) information may have recently been shared with administrators who would be able to answer the question themselves and b) because the administrator, as a member of school council, should be aware of the issues affecting his/her council and the school.
9. **Question around WRAPSC steering committee mailing lists.**
   WRAPSC members will be offered a WaterWorks email account. Members of WRAPSC, because they have a non-business relationship like School Council members, can freely email each other. By using WaterWorks, the emails will be CASL-compliant because they will contain the required footer and unsubscribe mechanism.
10. **Can teacher email addresses be added to school websites?**
    As business information, teacher email addresses could be added, but we do not have them listed by default, for privacy and potential spam reasons.
11. **Can the Board subsidize schools that want to make the switch to SchoolDay, but cannot afford the start-up cost?**
    There is no "start-up" cost to use SchoolDay. There is an annual fee of $1.50 per child, and up to this point in our implementation schools that have chosen to use SchoolDay have done so with the understanding that they are responsible for the annual fee. This approach is no different than other services employed by schools, such as Synrevoice, and schools typically pay for these out of their Schedule A budgets. As we move towards a broader implementation of SchoolDay, the annual fee

will be something that is reviewed in light of the Board's fiscal situation and the potential benefits of having this system in place across the Region.

12. **Is the Board recommending that teachers create websites with "subscribe" options? Is the Board providing IT support for teachers to make this switch?**

    Teacher websites is one option in a suite of options that is available. IT Services provides resources for teacher websites (which include subscription functions). Any teacher can create as many class-based or teacher-based websites as s/he needs or desires for free and have those sites linked with their name in our automated staff lists. We have training available for WordPress, which is becoming more popular with teachers each year, as well as CATC Camp, and three Support Analysts who are dedicated to training, documentation (internal) and support.

13. **Are School Councils considered to have a business or a non-business relationship under the Act?**

    It would be considered a non-business relationship. The language in the toolkit has been adjusted.

14. **Do School Council members, relying upon implied consent, need to comply with the identification and unsubscribe aspects of CASL?**

    Since school council members may be communicating about things which may have commercial content (i.e. fundraising opportunities) the identification and unsubscribe pieces need to be in place. This is clarified in the document.

15. **Are there any other CASL-compliant apps that are free that can be suggested?**

    When seeking out other apps, you should look for a tool where the individual signing up for the service manages their own subscribe/unsubscribe so that messages are sent only to those who are subscribed at the moment a message is sent. There are other considerations (e.g. "binding" clauses or how they use the information) when choosing apps beyond what is required for CASL-compliance. The Freedom of Information, Privacy and Records Information Management Officer is willing to review terms of service and privacy policies for specific apps on a request basis before the tool is put into use.

30 Days of T.H.I.N.K.

NOVEMBER 1-30, 2014

Experts say it takes 21 days to form a new habit,
imagine what can happen in 30 days !

"30 Days of THINK" is a contest for students to promote positive use of social media. The goal is to get students 'THINKing' about how they use social media and be responsible and respectful online.

The 30 Days of T.H.I.N.K. contest runs for 4 weeks during the month of November – coinciding with National Crime Prevention Week, Bullying Awareness Week and Random Act of Kindness (KWCF) day. Each week reflects a theme related to T.H.I.N.K.:

Week 1 – THINK FIRST (Ontario Crime Prevention Week)
Week 2 – THINK KINDNESS
Week 3 - THINK RESPECT (Ontario Bullying Awareness Week)
Week 4 - THINK SUPPORT

A menu of social media challenges will be issued each week that will encourage students to **think first** (before posting), **think kindness, think respect, think support** ...all qualities of a **good digital citizen**. Create a meme, post a photo, send a tweet, create a video, make a poster, do a poetry slam, be creative…be positive and inspiring with the messaging.

The goal of the contest is "to challenge youth to create a digital piece in response to a challenge related to crime prevention, kindness, respect and helping others, using social media, that demonstrates good digital citizenship and using social media for good."

Who Can Take Part?
This contest is open to all elementary and secondary students or groups (classes) in the Waterloo Region who are interested in exploring and promoting the positive use of Social Media. It is expected that all participants will abide by the Terms of Service and age requirements of any of the Social Media sites used in the challenge. (ie a teacher could make a class submission on behalf of a group that is under 13 years of age)

How to Enter
Entries will be submitted via Facebook, Twitter, or Instagram.

Weekly winners will be randomly selected from all submitted entries.

Winners will be announced via Social Media each Friday in November.

Prizes will be awarded in both individual and group prize categories:

Individual Prizes:
- iPods / iPads
- iTunes Gift Cards
- Chromebook

Group / Class Prizes:
- Communitech Hub class trip
- Accelerator Centre & a local tech start up classroom visit
- WRPS Social Media/Hate Crimes Analyst classroom visit
- Creating an Ethical Digital Footprint classroom visit w/ Michael Redfearn
- Poetry Slam artist Holly Painter classroom visit

For more information, please contact:

Tracy Jasmins
Marketing & Communications
Waterloo Region Crime Prevention Council
99 Regina St. South, 1st Floor   Waterloo, ON N2J 4V3

Phone: 519-883-2316
Email: tjasmins@regionofwaterloo.ca

30 days of THINK poster