

JANUARY 14, 2019

WATERLOO REGION DISTRICT SCHOOL BOARD

NOTICE AND AGENDA

A Committee of the Whole meeting of the Waterloo Region District School Board will be held in the Board Room, Building 2, 1st Floor, 51 Ardelt Avenue, Kitchener, Ontario, on **Monday, January 14, 2019, at 7:00 p.m.**

AGENDA

Call to Order

O Canada

Approval of Agenda

Declarations of Pecuniary Interest

Celebrating Board Activities/Announcements

Delegations

Policy and Governance

01	Review of Board Policy 2001 - Communications	A. Russell
03	Review of Board Policy 2007 – Board Advertising Expense	A. Russell
05	Review of Board Policy 6003 – Scholarships, Bursaries and Prizes	M. Gerard

Reports

07	Trustee Parking Spots	M. Gerard
10	Education Centre Renovations	M. Gerard

Board Reports

Question Period (*10 minutes*)

Future Agenda Items (*Notices of Motion to be referred to Agenda Development Committee*)

Adjournment

Questions relating to this agenda should be directed to
Stephanie Reidel, Manager of Corporate Services
519-570-0003, ext. 4336, or [Stephanie Reidel@wrdsb.ca](mailto:Stephanie_Reidel@wrdsb.ca)



COMMUNICATIONS

Legal References:	<i>Education Act;</i> <i>Municipal Freedom of Information and Protection of Individual Privacy Act.</i>
Related References:	<i>Board Policy 2006 – Consultation</i> <i>Canada’s Anti-Spam Legislation (CASL)</i>
Effective Date:	<i>October 30, 2006,</i>
Revisions:	<i>September 22, 2014, May 8, 2017</i>
Reviewed:	<i>January 14, 2019</i>

1. Preamble

The following policy outlines the responsibilities and requirements of Waterloo Region District School Board (**WRDSB**) in maintaining effective communication with the public, trustees and staff, to support the achievement and well-being of all students.

2. Communications

2.1 In support of its Strategic Plan, the **WRDSB** Waterloo Region District School Board strives to engage all stakeholders to support student achievement and well-being; by embracing diversity and inclusion, and championing public education. All trustees and staff play a role in effective communication and engagement.

2.2 The board has a responsibility to:

- 2.2.1 foster a climate of transparency and accountability;
- 2.2.2 ensure effective communication with the public (students, parents and the community at large), trustees and staff;
- 2.2.3 be accessible for all;
- 2.2.4 be an advocate for public education.

2.3 Thus, the board is committed to being responsive to the public and staff by:

- 2.3.1 encouraging open and effective two-way communication and engagement;
- 2.3.2 developing cooperative and constructive relationships and partnerships that engage internal and external stakeholders;
- 2.3.3 being accessible to provide accurate, understandable and timely information via a variety of channels.

2.4 Therefore, the board strives to provide open access to information subject to appropriate legislation, and, within available resources, shall:

- 2.4.1 provide timely public access to information;
- 2.4.2 develop and support an effective communication strategy and plan;
- 2.4.3 provide mechanisms for open, two-way communication for consulting with the public and staff as per the Board **WRDSB**'s Consultation Policy;
- 2.4.4 provide information and training for trustees and staff to enhance effective communication.



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BOARD ADVERTISING EXPENSE

Legal References: *Ministry Memo 2006:B15 – School Board Expenditure Guidelines.*

Related References: *Board Policy 2001 – Communications*
[Visual Identity Guidelines](#)

Effective Date: *March 2007*

Revisions: *November 10, 2014, November 16, 2015, March 6, 2017*

Reviewed: ***January 14, 2019***

1. Preamble

The policy that follows provides guidelines to ensure effective management of advertising expenditures to support Waterloo Region District School Board's operations, initiatives, strategic plan and its responsibility to communicate with the public in a timely, effective and cost-efficient manner.

2. Advertising

2.1 Advertising is planned and executed for the purposes of:

- informing, engaging and educating the public;
- creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families;
- meeting provincial advertising requirements for staff positions which require a Letter of Permission from the Minister of Education; and
- promoting vacant staff positions for the purpose of effective recruitment.

2.2 *Types of advertising can include:*

- *print (newspapers, event programs/materials, magazines)*
- *television (commercials, public service announcements)*
- *online (social media targeting, digital advertising, electronic distribution)*
- *signage (free standing or wall mounted)*
- *radio (advertisements or public service announcements on AM/FM or satellite radio)*

2.3 Advertising planning will include:

- defined objectives;
- identification of specific target-groups who need information;
- determination of the most effective and cost-effective method and accessible medium to be used to accomplish the stated advertising objectives;
- whenever possible, evaluation to produce measurable outcomes as a result of advertising activities (return on investment).

2.4 Advertising should provide objective, factual and general information in an unbiased, fair and equitable manner.

3. Approval Process

3.1 The Chief Communication Officer must approve all advertising ensuring:

- that the most appropriate form of advertising is used to meet stated objectives;
- that it meets current Waterloo Region District School Board brand guidelines; and,
- that it is coordinated to provide maximum impact and cost-effective placement.



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SCHOLARSHIPS, BURSARIES AND PRIZES

Legal References:	<i>Education Act, Section 173</i>
Related References:	<i>Administrative Procedure 4480 – Scholarships, Bursaries and Prizes</i>
Effective Date:	<i>February 23, 1998</i>
Revisions:	<i>December 8, 2014, March 21, 2016</i>
Reviewed:	<i>June 19, 2017, January 14, 2019</i>

1. It is recognized that individuals and organizations who have an interest in students and their education offer to provide scholarships, bursaries and prizes as an incentive to achievement or reward for accomplishment.

It is the Policy of the Waterloo Region District School Board to accept scholarships, bursaries and prizes to award to students provided they receive approval of the Director of Education or designate either at the school or board level ensuring that:

- 1.1.1 The terms and conditions of the award are acceptable and reflect the values of public education.
- 1.1.2 Recipients are selected in a fair and equitable manner.
- 1.1.3 Efforts are made to strive for a balance in the awarding of prizes to schools and to students.
- 1.1.4 Every effort should be made to show appreciation to donors at the board, school and student level.



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Report to Committee of the Whole

January 14, 2019

Subject: Trustee Parking Spots

Recommendation

In accordance with the motion by the Board of Trustees on November 12, 2018 that the Trustee parking spots be relocated further from the main entrance to the Education Centre and in accordance with Option __ described in the report to Trustees on January 14, 2019.

Status

Staff have identified several options for a new location for the Trustee parking spots as depicted in Appendix A.

Option 1 - Maintain the current Trustee parking spots that are parallel to Ardelt Avenue and convert the spots adjacent to Building 2 into visitor parking.

Option 2 - Convert the existing Trustee parking spots into visitor parking and move the Trustee spots west of the main entrance and perpendicular to Building 2.

Option 3 - Convert the existing Trustee parking spots into visitor parking and move the Trustee spots south and adjacent to Building 3.

Option 4 - Maintain the current Trustee parking spots and replace 8 of the 11 signs closest to Building 2 to offer public parking before 5 PM, and exclusive Trustee parking after 5 PM, Monday through Friday.

Background

On November 12, 2018, the Board of Trustees passed the following motion:

That the Waterloo Region District School Board reassign the Trustee parking spaces for general staff and visitor use; and

That parking spaces further from the front entrance of the Education Centre be designated for Trustee use.

The motion was ratified at the November 26, 2018 Board Meeting.

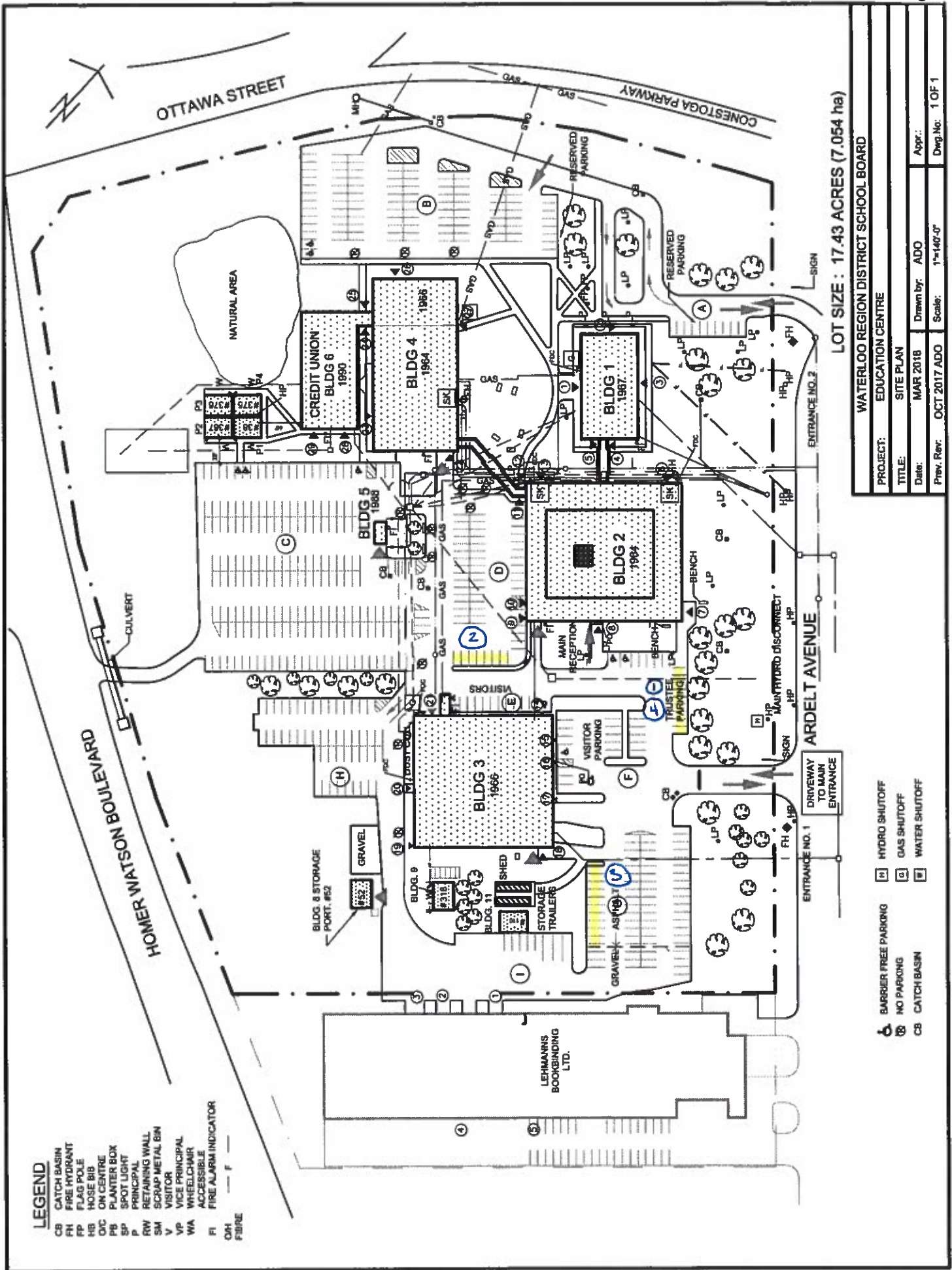
Financial Implications

The costs associated with moving the parking spots were not budgeted for but are expected to be immaterial.

Communications

No further communication required.

Prepared by: John Bryant, Director of Education & Secretary of the Board
Matthew Gerard, Coordinating Superintendent, Business Services &
Treasurer of the Board
in consultation with Coordinating Council



LOT SIZE : 17.43 ACRES (7.054 ha)

WATERLOO REGION DISTRICT SCHOOL BOARD			
PROJECT:	EDUCATION CENTRE		
TITLE:	SITE PLAN		
Date:	MAR 2018	Drawn by:	ADO
Prev. Rev.:	OCT 2017 ADO	Scale:	1"=140'-0"
Appr.:		Dwg. No.:	1 OF 1

LEGEND

- CB CATCH BASIN
- FH FIRE HYDRANT
- FP FLUID POLE
- HB HOSE BIB
- OC ON CENTRE
- PB PLANTER BOX
- SP SPOT LIGHT
- P PRINCIPAL
- RW RETAINING WALL
- SM SCRAP METAL BIN
- V VISITOR
- VP VICE PRINCIPAL
- WA WHEELCHAIR ACCESSIBLE
- FI FIRE ALARM INDICATOR
- OH OH
- FB FIBRE

- BARRIER FREE PARKING
- NO PARKING
- CATCH BASIN
- HYDRO SHUTOFF
- GAS SHUTOFF
- WATER SHUTOFF



Report to Committee of the Whole

January 14, 2019

Subject: Education Centre Renovations

Recommendation

This report is for the information of the Board.

Status

As part of addressing the deferred maintenance needs of the Education Centre, several projects have been planned. These projects have been undertaken in an effort to:

- address accessibility needs within the Education Centre,
- increase Trustees' access to the Chair's Office and related meeting space,
- better align existing spaces with a modern workflow that better supports Education Centre functions (i.e. Communications Department, Information Technology Services),
- provide sufficiently sized space for the Chair to hold meetings in a space that is in closer proximity to both the Trustee Lounge, the Boardroom, and the main entrance to the Education Centre, and
- create sufficient meeting space within the Education Centre to limit the need and cost associated with using meeting space off site (i.e. St. Jacob's Learning Hub).

The move of the Chair's office will take approximately 90 days to complete. The project budget will be supported through the deferred maintenance plan described above.

Background

The Education Centre is approximately 163,000 square feet, slightly smaller than Eastwood Collegiate Institute (166,000 sf) but larger than Huron Heights Secondary School (157,000 sf). Approximately 350 staff members are assigned to the Education Centre with many more using it as a resource to support their job functions on a regular basis.

Originally a factory, the Education Centre was converted to an office building. Administrative buildings such as the Education Centre are not funded by the Grants for Student Needs and as such, a number of projects have been deferred and completed only as resources have allowed.

Recognizing the need for investment, the Board of Trustees approved the following motion on May 9, 2016:

That the Waterloo Region District School Board approve an additional commitment of \$2.5M from accumulated surplus to deferred maintenance and space consolidation efforts at the Education Centre and that this commitment be allocated at \$500,000 per year as part of the annual budget process commencing in 2016-17 with the final allocation in 2020-21.

This funding has been used to complete deferred maintenance including replacing the roof on Building 2, completing the lobby of Building 1, updating the St. Clements Room. The funding has also been used to create new spaces for staff as additional positions are added through the budget process.

Financial Implications

All financial implications are within existing budgets.

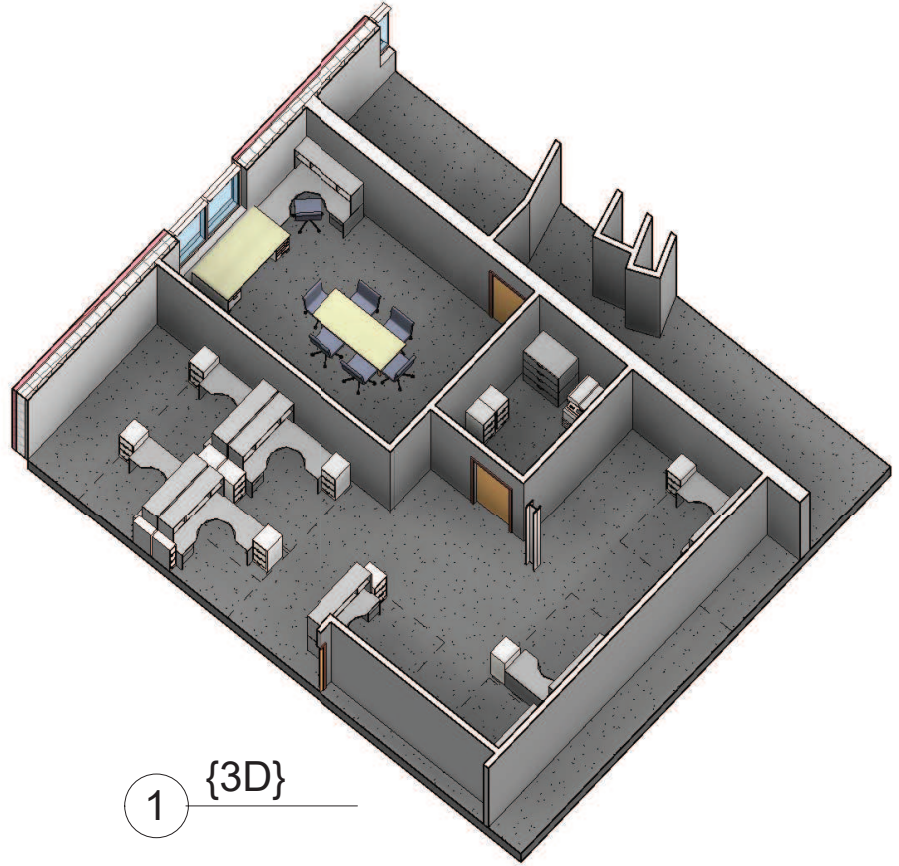
Communications

No further communication required.

Prepared by: John Bryant, Director of Education & Secretary of the Board
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2 3D View 1



1 {3D}



3 3D View 2

WATERLOO REGION DISTRICT SCHOOL BOARD		
PROJECT: Ed Centre Renovation 2018 - Part B		
TITLE: New Office		
DATE: Dec 14, 2018	DRAWN BY: AD	APPR.: .
PREV. REV:	SCALE:	DWG. NO: 101