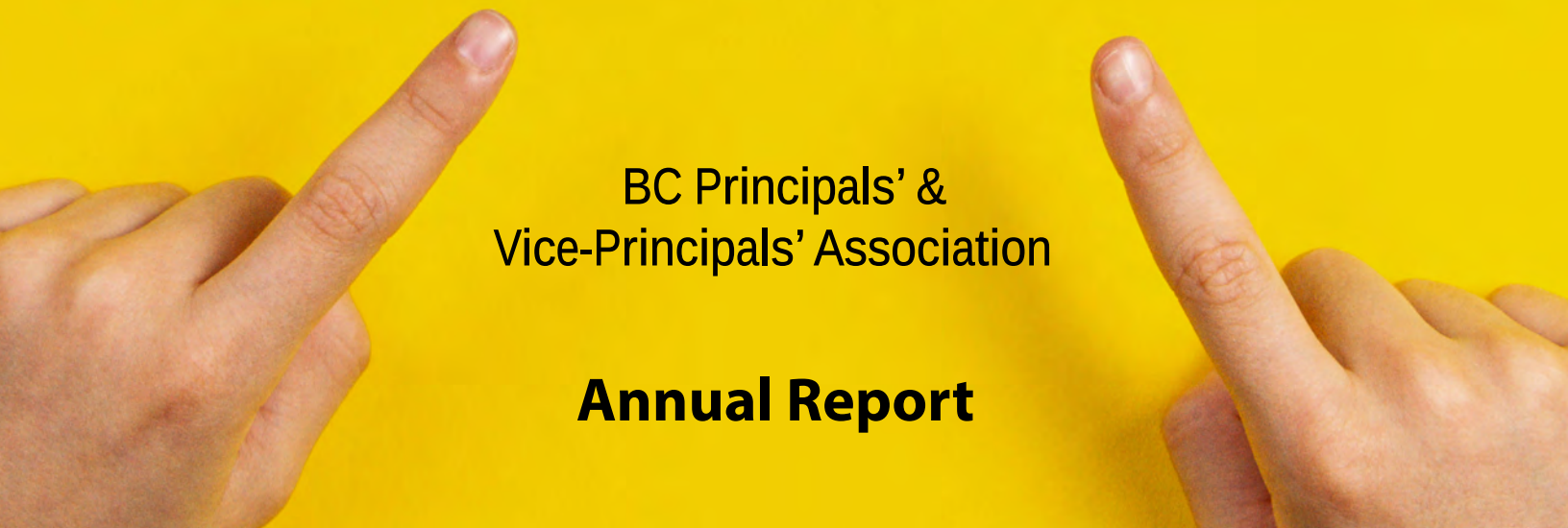




bcp  vpa

OUR YEAR

July 1 2019 - June 30 2020



BC Principals' &
Vice-Principals' Association

Annual Report



The B.C. Principals' & Vice-Principals' Association (BCPVPA) is a voluntary professional association representing school leaders employed as Principals and Vice-Principals in BC's public education system.

The BCPVPA provides its members with the professional services and supports they need to provide exemplary leadership in public education.

We are proud to have more than 2500 Members in the province's 60 school districts, and a local Principal and Vice-Principal association recognized as a Chapter of the BCPVPA in each of those districts.



**bcp
vpa**

BC Principals' & Vice-Principals' Association

Annual Report

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June 30 2020

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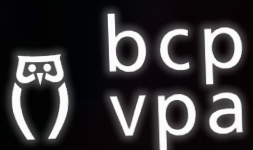
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Executive Director's Report

It is an honour to serve as the Executive Director of the BC Principals' & Vice-Principals' Association and to support our 2,600 members across the province. This past year has been a pivotal one for both the organization and its membership. At the time of writing this report, Principals and Vice-Principals across the province have worked under tremendous pressure to create safe and supportive school restart plans in response to the pandemic, and have welcomed teachers, staff and cohorts of students back to schools.

My role as Executive Director involves three major pillars: support for the Board of Directors, support for the President, and the management of the Association. The Board is charged with establishing the strategic vision of the Association, and the Executive Director is charged with carrying out the vision as intended by the Board. After more than a year in the making, the BCPVPA Board of Directors has now completed the development of our next Strategic Plan.



Kevin Reimer

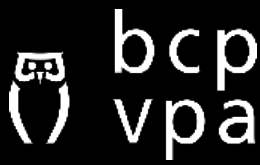
joined the BCPVPA as Executive Director in July 2018. Prior to that, he served as a Director of the Board of the BCPVPA, and as the elected President from 2016-2018. Over the past 28 years, Kevin has worked as a secondary teacher and as an elementary and middle school Principal, most recently in the Comox Valley.

Executive Assistant

Sharon North

Reception Services

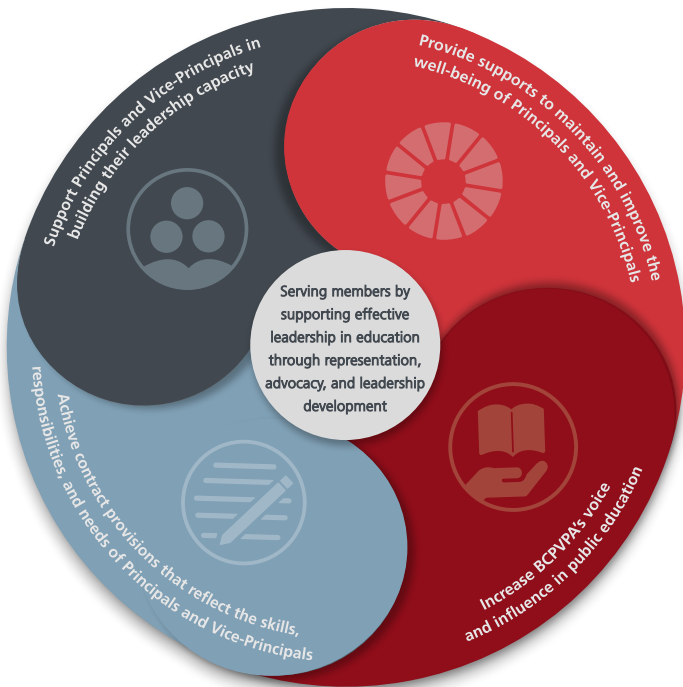
Kim Maxwell



Executive Director's Report

BCPVPA Strategic Plan (2020-2023)

1. Achieve contract provisions that reflect the skills, responsibilities, and needs of Principals and Vice-Principals
2. Provide supports to maintain and improve the well-being of Principals and Vice-Principals
3. Support Principals and Vice-Principals in building their leadership capacity
4. Increase BCPVPA's influence and voice in public education



Our Strategic Plan is critical to our organization as it provides our direction and outlines measurable goals and indicators of success. The Plan and its objectives guide the day-to-day decisions of the BCPVPA staff whose work is to operationalize the Board of Directors' Strategic Plan. A great deal of our focus this past year has been to address escalating levels of stress and burnout for our members. Record numbers of our members are accessing the BCPVPA Long-Term Disability (LTD) Plan, or deciding to return to the classroom due to intensification in their roles. To assist in addressing the health and wellbeing crisis our members are experiencing, the BCPVPA welcomed Rochelle Morandini to our staff. Rochelle is supporting our members on LTD, and providing resources and supports to assist our members as they address their health and wellbeing.

Our Directors of Professional Learning and Development, Jessica Antosz and Liz Bell, continued to provide a rich slate of professional learning for our members with a focus on building instructional leadership capacity.

As we continue to build the BCPVPA brand and the advocacy of the organization led by our Director of Communications, Sandra Murphy, we were very pleased to welcome Paige Jung to the BCPVPA team to support Sandra's work.

And, we welcomed Magdalena Kassis as a new Director of Member Support Services to join current Directors Ellen Roberts and Don Boyd. Magdalena came to BCPVPA from the Vancouver School Board, where she was a Director of Instruction.

The BCPVPA also welcomed a new President, Darren Danyluk, to lead the BCPVPA at the end of June. David DeRosa now assumes the position of BCPVPA Past-President, and the Association gratefully thanks David for two years of exemplary leadership.

A significant focal point of the reporting year has been the planning and work to migrate core systems and processes to a new BCPVPA membership platform. In the coming year, BCPVPA members will be able to access all their information and resources through a platform called MemberTech. The platform will include a revised website, newsletter and communication tools, and will offer members the ability to manage their own personal information within the platform.

For several years, the BCPVPA has been advocating for significant changes that could address the employment relationship processes for our members. More than ever before – and in an unprecedented time of uncertainty – our members need supportive processes embedded into their contracts of employment, and the ability to achieve their workplace goals. Our advocacy on this front is moving forward, albeit in a much slower way than we would hope, and than our members deserve. Our organization and our members are known for quiet, effective, and impactful leadership. This past year we took a bold step to increase our leverage with the BC government to direct their attention to staggering inequity and power imbalance that exists for BCPVPA members across the province. While progress is still very slow, we can say with confidence that our advocacy is making a difference.

BCPVPA members and others reading our Annual Report will certainly be impressed by the range of Association programs and activities, and by the health of our Association. A small BCPVPA staff provides a rich range of supports and services to our members. The addition of several new staff members allows us to continue to provide the responsiveness and wraparound support that our members need. Our support staff, led by Sharon North, provides great service to the Association and ensures that the BCPVPA's support of its membership is of the highest calibre.

Our audited financial statements once again demonstrate that Carol Powell, our Director of Finance, capably manages the resources of the Association. Programs in Professional Learning and Development, led by Jessica Antosz and Elizabeth Bell, build capacity that give life to the Association's mission to 'Provide Quality Leadership in Education'. The work of Member Support Services, led by Don Boyd, Magdalena Kassis and Ellen Roberts, benefits the membership at large through support for negotiations, and for many individual members who face challenges arising from their employment relationships. Sandra Murphy has led our Communications initiatives to ensure that our members feel a strong connection to our Association through branding, messaging, storytelling and social media. The members of the Association are served by an outstanding group of senior staff and support staff. I am honoured to work with such an exceptional team that serves our membership, the Board of Directors and the vision of the BCPVPA so capably.

As we launch our BCPVPA Strategic Plan, all of our actions going forward will be aligned with our four priorities and will become the focus of both our staff and financial resources. The BCPVPA remains committed to continually striving to enhance our support for members and advocacy for their important work. We will continue to work to improve terms and conditions of employment and reduce the intensity of our members' roles so that they can focus on the instructional leadership that attracted them to school leadership in the beginning of their careers. We will continue to increase our influence and voice in public education as we develop evidence-based and non-partisan positions on issues of importance to school communities and public education. Our core focus on the pillars of our Strategic Plan will ensure a clearly defined vision for the BCPVPA that will allow us to most effectively meet the needs of our members.

**2017-2020
Strategic
Plan**

Goal 1

Achieve contract provisions and total compensation that reflect the skills, responsibilities, and needs of Principals and Vice-Principals

Member Support Services continued to support each Chapter's contract team. The focus throughout the reporting period was on advocating for an annual contract review clause; dispute resolution language; and agency, through the recognition of Chapter contract teams in member contracts. The most common supports for individual members and Chapters were related to termination without cause/return to teaching; the evaluation process; and compensation.

Member Support Services has reviewed contracts and recommended language to 34 Chapters as they entered into contract negotiations with their Districts.

The updated Regional Salary Grid was provided to each Chapter, along with a regional overview of each District's approach to the implementation of the proposed salary increase guidelines.

Member Support Services also worked to support the improvement to benefits packages for Principals and Vice-Principals. Of the 60 local Chapters, 48 have fully transitioned to the Teachers' Benefit Plan, while three have signed on for the Extended Health Plan and nine have remained with their own Benefit Plan.

Goal 2

Support Principals and Vice-Principals in building their leadership capacity

BCPVPA continued a focus on supporting school leaders at all stages in their careers. Short Course I for new and nearly new Principals and Vice-Principals was delivered in partnership with UBC in July 2019. A significant pivot was necessary in Spring 2020, and a targeted condensed virtual program was developed; while not a replacement for Short Course I, Essentials for New School Leaders was delivered in early July 2020, and offered excellent foundational support and a new network for new leaders.

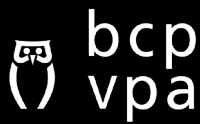
The two levels of Leading a Culture of Learning continued, and supported the development of both mid-career and seasoned leaders. Professional Learning & Development and Member Support Services supported a critical combination of skill development

**You never truly
'conclude'**

**a Strategic Plan:
the goals and
objectives which
have been your
roadmap evolve
and continue to
guide the next
phase of your work.**

The four goals and associated objectives of the 2017-2020 Strategic Plan have offered focus and guidance for the BCPVPA in our core services of member support and professional development, and through all of our initiatives to enhance the member experience.

These are some of our achievements during the reporting year.



2017-2020 Strategic Plan

and resources, and drew upon the expertise of experienced members in all leadership programs.

Building upon the Ministry of Education's Leadership Development Framework, BCPVPA commissioned further research to inform and catalyse the next phase of development to support leadership learning. This study – *Leadership Learning and Development* – identified how a strong and supported leadership framework can influence student outcomes and wellbeing, and how professional learning for school leaders can have a strategic impact on student learning.

BCPVPA led a breakout presentation at the BC School Superintendents Association (BCSSA) Fall conference, and discussed with attendees the commissioned study and its recommendations for development of a leadership framework in the sector. Professional Learning & Development Directors met with the BCSSA's Professional Development committee to further discuss programs and possibilities.

In a bid to introduce the BCPVPA and the needs of members to the provincial government, the Association participated in a Lobby Day at the BC Legislature in November. The formal presentations and resulting dialogue centred on the rigors and

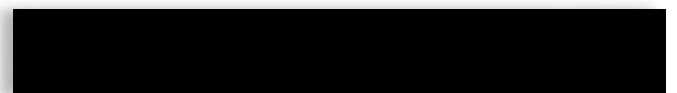
critical nature of the school leader role, and the challenges members can experience in achieving equity and fairness in their contracts within BC's 60 school districts.

BCPVPA continued to offer a deep level of instruction to members on what guides and directs the practice of school leaders from a legal and regulatory perspective. This included an orientation for Teacher Evaluation processes, supporting a better understanding of personal contracts, a primer on the roles of Ministry personnel and partner groups in the education sector, and an examination of the investigation process.

To ensure a more comprehensive platform of support for members, BCPVPA worked with Conseil scolaire francophone (CSF) to develop a French translation of the Leadership Standards for Principals and Vice-Principals in BC, and re-issued the BCPVPA Leadership Planning Guide, a definitive handbook for aspiring, new and seasoned leaders.

As part of an exploration of learning through new channels, BCPVPA launched its first member Book Club in the Fall, with a monthly online gathering of members studying Michael Fullan's *Nuance*. The sessions offered an opportunity for members to connect and share their thoughts about leadership and learning.

For the second year, BCPVPA embraced the power of member networks through the Leading the Way: Women in Leadership luncheon in September. The event featured keynote speakers Judge Joanne Challenger and Dianne Turner, and was a forum for 136 members to engage in collegial discussion of issues and trends in BC's education sector.



Goal 3

Support the efficacy of school leadership provided by Principals and Vice-Principals

In September 2019, BCPVPA expanded humanworks' Early Intervention Program (EIP) to support members in all 60 school districts. The expansion of staff expertise and one-on-one support for members on short- or long-term disability in January 2020 has enhanced the ongoing support of member health and well-being.

With the expansion of LTD support services, BCPVPA has been able to support more members in their return to work from LTD and has shared ways to increase and maintain their wellness.

BCPVPA's focus on wellbeing has resulted in the increased development of resources for members, including the launch of the weekly series The Learning Brain in February 2020, and the publication of in-depth health articles in Principl(ed) magazine. Health and wellbeing topics are now being addressed within many of BCPVPA's workshops and presentations.

Goal 4

Strengthen the engagement of members with the Association and each other

There are many opportunities in a provincial organization for members to connect with and learn from each other, and BCPVPA is aware of the importance of the profound diversity of the membership and the range of needs of members.

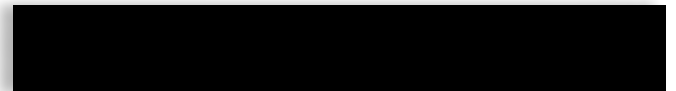
The Association focused on the delivery of programs like the Instructional Leadership workshop to members in their districts, and helped members to develop their skills through training as facilitators in a number of our programs. The implementation

of a 'train-the-trainer' model for the BetterEducate platform meant that members around the province could offer Growth Plan workshops in their own local regions.

BCPVPA highlighted the voices of members with the launch of an annual digital back to school magazine, and with the re-launch of the Association's print publication under a new name: Principl(ed). Each issue focuses on stories from the field and the experiences of our members, and features enlightening articles from the Member Support Services and Professional Learning and Development teams and other recognized education leaders. The launch of a monthly podcast in collaboration with a BCPVPA member has also allowed for a deeper level of storytelling about leadership, and created new conversations.

The delivery of the annual Connecting Leaders conference in a regional model has offered the opportunity for members from more remote regions to attend the conference, experience the learning and connect with colleagues. The focus on delivery of programs to more remote regions led to Leading a Culture of Learning sessions being held in districts such as Haida Gwaii and the Gulf Islands.

The advent of Zoom as a communications tool has been a game-changer for connecting the BCPVPA and its members. The Association engaged remotely in regular Town Hall meetings with Chapter Presidents, and introduced a weekly Coffee Connections drop-in for all members to meet with the BCPVPA President, Board and staff — and with each other. Similarly, the launch of a member app in response to the COVID-19 pandemic provided an additional level of immediacy in communications with members.





**Member
Support
Services**

The MSS team continued their ongoing support of negotiations between districts and local Principal and Vice-Principal associations, and of members experiencing investigations. In the Spring of 2020, MSS supported members in one district in the first certification application to the BC Labour Relations Board from a local Chapter, right as COVID-19 began to affect life in BC.

Across the province, work continued towards achieving fair and reasonable compensation for members. While some districts have placed their Principals and Vice-Principals at the top of the salary grid, other districts still lag far behind. The MSS team met in person and virtually with contract teams, providing them with data on trends in neighbouring districts, and strategies for negotiating language in their contracts.

Another key focus was to ensure engagement with members in all parts of the province, offering both face-to-face support and presentation opportunities. COVID-19 complicated this approach, but we continued to offer one-on-one support for members involved in investigations, those experiencing health concerns affecting their ability to work and those needing advice about new contracts or retirement. All in-person workshops were cancelled from March 2020 onward, but district presentations continued via Zoom. The Association's Town Hall meetings in the Spring provided opportunities for MSS to engage with members both on the platform and in follow-up calls.

Enhancing the Team

In January 2020, Rochelle Morandini joined MSS to offer direct support to members involved with wellness-related concerns including LTD and workplace accommodations. Rochelle has contributed timely and well-received print resources through series in BCPVPA's e-News and Principi(ed) publications. In March 2020, the Association hired Magdalena Kassis as a Director of MSS to work alongside Don and Ellen in providing support to members.

Events

'Legal Side of Leadership' Presentations

MSS travelled to several districts offering customized versions of this presentation to expose members to the statutes, policies and guidelines that direct their decision-making and practice. Travel was curtailed in the Spring, and a plan has been put in place to offer future virtual sessions.



Member Support Services

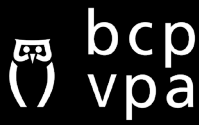
The role of Member Support Services is to provide support and guidance to members of the BCPVPA who require legal and employment contract related assistance.

The focus is on fair and reasonable compensation and treatment for all members.

Directors,
Member Support Services
Don Boyd
Magdalena Kassis
Ellen Roberts

Member Health
& Well-being
Rochelle Morandini

Administrative Assistant
Emily Rogness



Member Support Services

Contract Advisory Committee (CAC) Meetings

Regional CAC representatives gathered twice to share information about contract irregularities; to review changes to contracts and benefits; to learn more about negotiation representation; and to gather perspectives on regional contract and employment relationship issues. Guest presenters at these sessions included legal counsel Marli Rusen, BC School Trustees Association (BCSTA) CEO Mike Roberts, and HUB International Vice-President, Benefits Consulting, Ingrid Gailler.

Contract Workshop

CAC representatives and Contract Chairs from all districts joined together for a day dedicated to exploring issues around employment contracts and relationships, the law and negotiation. In addition to five workshops presented by MSS, guest presenters including DLA Piper Partner Allen Soltan, TRB Commissioner Howard Kushner and BCSTA CEO, Mike Roberts, shared their unique perspectives with our membership.

BC Student Voice

Fifteen groups of students from across BC attended the Fall BC Student Voice conference. Guest presenters spoke on topics chosen by the students as areas of interest: vaping, anxiety and mental health, leadership, and an update from the BC Ministry of Education. Students were treated to a private workshop and scientific fun at Science World. The Spring BC Student Voice conference was cancelled due to COVID-19.

Professional Health

Member Support Services is regularly in review with approximately 60 active Long-Term Disability (LTD) cases with Desjardins, and 15 active LTD cases with Manulife.

Fall 2019 saw MSS partner with stakeholder organizations including the BC School Superintendents Association (BSSA), BC School Trustees Association (BCSTA), BC Association of School Business Officials (BCASBO), BC Public School Employers Association (BCPSEA) and the Benefit Consultants Morneau Shepell to discuss and review the annual LTD Plan renewal, the elevation in proposed fee rates and the overall disability trends.

The stakeholders jointly acknowledged the increase in demands and pressures on LTD Plan participants, and how this contributes to disability trending. BCPVPA was creative in mitigating the significant fee increase recommended by Desjardins, so that members experienced a very minimal raise in their LTD premiums for 2020.

During the reporting period, MSS continued to see LTD cases dominated by mental illness claims: approximately 60%. There is a continuing trend of members experiencing complex workplace issues which lead to or contribute to claims. The impact of the work on the mental health of members has also been noted in the increased filing – and acceptance – of WorkSafe BC claims by school administrators for mental injury.

The inherent challenges of the COVID-19 pandemic impacted the efficacy of the LTD documentation and submission process in some districts, and MSS worked to maintain a proactive view of claims to ensure that members were supported.

The overall increase in LTD claims was a significant concern leading into the reporting period, and MSS is concerned that the new and existing pressures experienced by members as they lead through crisis will continue well into the future.

humanworks: Early Intervention Program

This past year we have seen an increase in issues around personal/professional isolation, navigating COVID-19 expectations, workplace labor relational issues and overexposure to work stressors or dynamics. Given the tendency for many BCPVPA members to push through difficult situations or workloads, they remain at risk of being overwhelmed by professional fatigue and burnout.

Many members feel challenged to attend to their own professional health while meeting the demands of work responsibilities or emerging local or systemic issues. Members have shared how emotionally unsettling labour relationship issues can be, and how professionally vulnerable they feel at times. Members tend to self-isolate when things are not going well, often due to feelings of shame and embarrassment. This can lead to greater mental health issues and disconnection from the professional community.



BY THE NUMBERS

Engaging with Our Members

Retirement and Pension Seminars

Nine seminars for 262 members

Contract Workshop

for 90 members

Legal Side of Leadership

Three workshops for 98 members

Short Course 1

Workshops on Teacher Evaluation, Legal Side of Leadership and Leading a Unionized Workplace each presented to 170 members

Investigations

School district / Conduct: 21

Harassment and/or bullying: 43

TRB: 25

BC Student Voice

13 members and 39 students

Scholarship Selection Committee

5 interviewers,

benefitting 20 students:

10 children of BCPVPA members,

2 Indigenous students,

8 other graduating students

Member Outreach - phone, email, Zoom

1170 contacts

with 636 members

from 60 school districts

A young girl with light brown hair in two braids, wearing black-rimmed glasses and a blue and white striped shirt, is smiling broadly and holding a black tablet in front of her chest. The tablet displays the text "Professional Learning & Development" in white. The background is a solid teal color.

**Professional
Learning &
Development**

2019 - 2020 was a busy year with a continued focus on three key areas based on the BCPVPA Leadership Standards for Principals and Vice-Principals:

- 1) to support members throughout the province and overseas by delivering and developing professional learning opportunities and resources;
- 2) to provide opportunities for members to build their leadership capacity by involving them in committees, presentations, book clubs, program planning, and facilitation sessions; and
- 3) to continue exploring the recommendations from the BCPVPA Leadership and Development Report authored by Dianne Turner.

The Association's concentration on these three areas has allowed for the continuation of delivery and development in new areas of interest, and engagement for members throughout BC.

Conferences

Short Course I

Short Course I in July 2019 represented the 42rd presentation of the conference for new and nearly-new leaders, and it was one of the most successful to date. With 161 participants, 27 facilitators and an exceptional line-up of 18 speakers from around the province, Short Course I was rich with learning and connection. BCPVPA placed increased attention on reducing the event's environmental footprint through the use of a conference app and online resources, and focused on engagement, fun and networking to complement the learning.

Connecting Leaders

The Connecting Leaders Conference was equally successful. The second annual conference to be offered in the regional format was held in Penticton, and a highlight of the event was the leadership of the local team. Working with the BCPVPA staff, the Operational Committee welcomed more than 300 colleagues to an event that offered learning, connection and collegiality.



Professional Learning & Development

The role of the Professional Learning and Development team is to support, develop and deliver programs for BCPVPA members based on the BCPVPA's *Leadership Standards for Principals and Vice-Principals in British Columbia*

Directors, Professional Learning & Development

Jessica Antosz

Elizabeth Bell

Administrative Assistant

Amorie Kruger



Professional Learning & Development

Publications

BCPVPA Leadership Planning Guide

Over the course of the year, the Leadership Planning Guide was reviewed, revised, and published both in print and electronically. This guide, originally created to support the learners at Short Course I, has become an instrumental resource for both new and experienced Principals and Vice-Principals.

BCPVPA Leadership Standards

The BCPVPA Leadership Standards underwent a substantial review in 2018-2019 and this year — with the help of colleagues from Conseil scolaire francophone de la Colombie-Britannique (CSF) — the document was translated into French. Both language versions are now available on the BCPVPA website and through the BetterEducate platform.

Programs

Leading the Way: Women In Leadership Luncheon

The second annual Leading the Way: Women in Leadership Luncheon was held in September 2019, and was a terrific way to begin the school year. The luncheon was held at the Capilano Golf and Country Club, with keynote speakers Dianne Turner and Judge Joanne Challenger. The inspirational words of the speakers, and the exquisite music by Justine Lynn, set the stage for 123 women leaders to connect, share and learn.

BCPVPA Book Club

The first BCPVPA online Book Club featured “Nuance” by Michael Fullan, and was conceived and delivered by the members of the Professional Learning and Development Advisory Committee. The four Book sessions were held monthly through the Fall, and attracted approximately fifty avid readers for guided discussions.

Webinars: Offshore Leadership Development Program

In Fall 2019, support continued for BC school leaders working abroad through the delivery of four informative and interactive webinars to participants of the BCPVPA Offshore Leadership Development Program.

Coffee Connections

In response to school closures due to COVID-19 following the March 2020 Spring Break, BCPVPA introduced Coffee Connections to provide Principals and Vice-Principals from around the province the opportunity to gather virtually and talk about some of the trends, highlights and challenges they were experiencing in their various schools and roles. The program launched in April with both a morning and afternoon coffee slot every Thursday, and shifted to a weekly 8am slot in mid-May in order to accommodate a weekly afternoon webinar series.

Members attending Coffee Connections met via Zoom to discuss a topic of the day in smaller breakout rooms, with approximately one hundred members participating from April to June.

PLD Readers’ Corner

An online content resource through the BetterEducate platform was established in April 2020, offering members weekly access to featured articles or blogs on a variety of leadership topics and issues.

Nearly 300 members accessed the site from April to June.

BetterEducate: Train the Trainer

This October session facilitated training for all PLD Reps on the BetterEducate platform and Growth Plans. PLD Reps could then join with a member of the BetterEducate Support Team to host member workshops in their local districts.

Essentials for New School Leaders (ENSL)

With the health protocols associated with the COVID-19 pandemic, it became necessary to cancel the 2020 Short Course I that was scheduled for early July. Once that final decision was made in at the end of April, work began on an online program that could — in an abbreviated way — provide new and nearly-new Principals and Vice-Principals with the essentials needed for embarking upon their leadership journey. Based on the Leadership Standards, ENSL offered those foundational tools, along with the precious opportunity to connect and network with current leaders and new colleagues.



BY THE NUMBERS

Engaging with Our Members

Leading a Culture of Learning 1
Metro Region - for 22 members
Salmon Arm - for 14 members

Leading a Culture of Learning 2
Haida Gwaii - for 9 members
Gulf Islands - for 19 members

Short Course I
161 members attended
27 member facilitators

Offshore Leadership Development Program
14 participants

Women in Leadership Luncheon
123 members attended

Connecting Leaders Conference
276 members attended

Connecting Leaders
2019, 2020 + 2021 Committees
78 members

LEAP Exchange
6 BC Host Principals

BCPVPA Book Club: Nuance
50 book club members

PLD Meeting October
80 members attended

PLD Meeting February
72 members attended

BetterEducate - Train the Trainer
10 member committee
82 PLD Reps trained
100 members workshopped

ENSL Planning Committee
12 members

PLD Advisory Committee
9 members & 2 Board members

A young boy with short brown hair and a wide smile is holding a black tablet. The tablet's screen is white and displays the word "Finance" in a bold, black, sans-serif font. The boy is wearing a light blue denim button-down shirt. The background is a plain, bright white.

Finance

**The BC Principals' & Vice-Principals' Association
June 30, 2020 audited financial statements
will be presented at the
2020 Annual General Meeting
on November 20, 2020**

**growth to
2,588
members**

effective June 30, 2020

The BCPVPA acknowledges
the BC Ministry of Education's
continuing contributions through the

Leadership Development Working Group Grants:

2019 - 2020

\$350,000

This funding has supported:

The BCPVPA Mentorship Program

cultivation of a network of support and collaborative partnerships,
engaging both active and retired Principals as mentors, and
matching mentors with newly appointed colleagues in districts
different to their own

BCPVPA BetterEducate

a BC-grown website platform that connects educators to
innovative practices and resources

Train the Trainer

a program that fosters excellence in knowledge, instruction and
support within our BCPVPA membership

Leadership Standards

the production of French-language versions of BCPVPA's
Leadership Standards for Principals & Vice-Principals guide and
companion workbook

BCPVPA Webinars

development of online opportunities to introduce thoughtful
content and encourage engagement and discussion



Finance

In addition to ensuring the
health of the day-to-day
operation of the Association,
the role of the Finance team
includes implementation of
many elements of the
Strategic Plan, and
management of the
Membership database and
associated activities.

Director, Finance

Carol Powell

Senior Accounting Clerk

Helen Tseng

Membership Services

Jennifer Harfield



Communications

The Communications department continued its multi-year plan to illuminate and elevate the critical work of BC's school-based and district Principals and Vice-Principals. The focus in the reporting period was to support BCPVPA's advocacy on behalf of school leaders, and to share the stories of members and help to amplify their voices. BCPVPA was delighted to welcome Communications Assistant Paige Jung to support this important work in March 2020.

Publications

Leading: Back to School

Recognizing that the Fall is a hectic time of year for members, BCPVPA conceived and launched an annual digital magazine designed to both inform and inspire. Leading: Back to School included practical resources to help members in their leadership journey, along with motivational stories from both members and other education professionals.



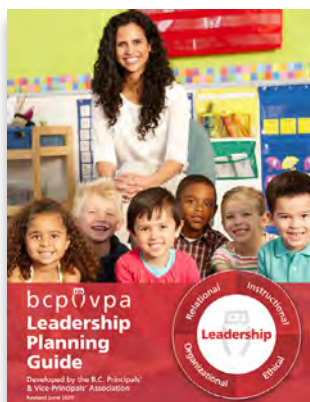
Principl(ed) Magazine

With the retirement of the BCPVPA's branded magazine Adminfo in June 2019, a fresh new member magazine launched in November 2019. Principl(ed) magazine is for, by and about BCPVPA members, with stories that feature the many facets of their leadership. The focus is on the people behind the role, and their pride in the work that they do in BC schools.



Resource Publications

2019-2020 saw the reissue of BCPVPA's key publications: Leadership Standards for Principals and Vice-Principals in BC (Guide and Workbook, English and French) and the BCPVPA Leadership Planning Guide.



Communications

The role of the Communications department is to serve members by supporting the work of the Executive Director, the Member Support Services and the Professional Learning & Development teams, and to effectively represent the Association through online and public communications.

Director, Communications

Sandra Murphy

Communications Assistant

Paige Jung

The Principl(ed) Podcast

Through the leadership and initiative of member Chris Horton, BCPVPA partnered to produce a monthly podcast that celebrates school leaders from across BC. The podcast launched in June 2020, and each episode features a thoughtful and revealing interview with a BCPVPA member.



Communications Tools

Website and Newsletter

During the reporting period, BCPVPA began the journey of enhancing and refining some of the most important conduits of communication with members and the public: the Association website and the weekly member newsletter. Modernizing these important tools will provide BCPVPA members with immediate and easy-to-access information, and a launch of this upgrade is anticipated in the 2020-2021 school year.

Member App

When the Ministry of Education announced the closure of schools in March 2020 due to the COVID-19 pandemic, BCPVPA recognized that the need to quickly explore new ways of communicating with members and ensuring that they had direct access to BCPVPA's contacts, updates and information. The MemberLink app was launched on March 23, and it has continued to be a valuable resource for members.

Branding

In the ongoing effort to create engagement and foster connection to a wide range of member events and initiatives, BCPVPA produced signature branding for Short Course I; Leading the Way: Women in Leadership; BCPVPA Book Club; Issues Forum; The Learning Brain series; and Coffee Connections, and enhanced the existing branding for BC Student Voice and the Connecting Leaders conference.



Campaigns & Connections

National Principals' Month

October is National Principals' Month in Canada, and this month has become a focal point of recognition for BCPVPA members and the work they do. An extensive online campaign celebrated the work of Principals and Vice-Principals, and was the launchpad for a 4-part video series and

companion discussion guide - Leading Student Success - that featured four of BC's most influential educators and their words of inspiration to school leaders.

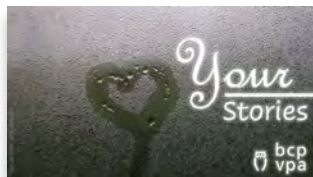
Negotiation Representation

Throughout the year, there was ongoing work to share BCPVPA's advocacy on behalf of members for fairness and equity in their employment contracts. This involved the extensive synthesis of informative materials, and the development of presentations to government, sector partners and the public.

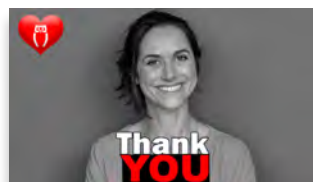
As part of this effort, BCPVPA held its first 'Lobby Day' at the BC Legislature and shared our members' stories and concerns with MLAs.

Appreciation

With the COVID-19 pandemic, our society experienced a renaissance in appreciation. We shared this sentiment, and lauded our members through a regular newsletter feature, Your Stories, where members shared touching experiences and encounters from their schools and communities.



This sense of being #InItTogether continued in an online campaign acknowledging sector colleagues who were experiencing similar challenges in their work, and who deserved recognition. The final online campaign of the school year recognized the grad class of 2020 through celebrity messages and celebratory posts, as they valiantly marked their passage from grade 12 to their next life stage.



BY THE NUMBERS

BCPVPA Online

@bcpvpa



262

Followers

281

Posts

1582

Average Monthly Reach

B.C. Principals' &
Vice-Principals' Association



65

Followers

273

Visitors

@bcpvpa



770

New Followers

910

Tweets

101K

Average Monthly Impressions

While it only occupied the final three and a half months of the reporting period, the COVID-19 global pandemic loomed large in our year.

A hand with light blue nail polish holds a black tablet. The screen of the tablet displays the words 'The Pandemic' in white, bold, sans-serif font. To the right, another hand with light blue nail polish holds a black smartphone. The screen of the smartphone displays the word 'Pivot' in white, bold, sans-serif font. The background is a solid light pink color.

**The
Pandemic**

Pivot

Given the face-to-face nature of a member organization, we found ourselves reimagining everything we do to make sure that our members continued to be well-served.

When members are in stressful and challenging situations at their schools or in their districts, the Member Support Services team has made it their practice to meet personally with those members to support them. The ban on travel, and restrictions on gathering, have affected their ability to create a personal connection and sense of trust in the same way.

Like so many people in so many sectors, the team turned to technology to support members in their time of need. Although investigations were initially put on hold, they slowly moved forward and virtual meetings through Zoom, Teams and Skype became the norm.

Member Support Services also increased access to resources by reworking presentations to be offered virtually through Zoom. In offering workshops in this way, members from all districts can register, and the frequency of workshops has been increased as there is no travel time involved.

In a post-COVID world, the BCPVPA will consider a hybrid version of virtual and in-person workshops that can be timely, responsive and interactive.

With the shutdown, the Professional Learning and Development team reviewed scheduled sessions and workshops, and optimistically postponed upcoming programming. But the most significant pivot was related to larger events. While Short Course I & II were rescheduled, there remained a desire to provide much-needed leadership development for brand new Vice-Principals and Principals.

The new online program *Essentials for New School Leaders* was realized through three months of intense planning, and was delivered to 88 registrants by Zoom over four mornings in early July 2020. It was a full team effort, and was validation that while members couldn't gather in person, there could still be rich and positive experiences created for members. Although ENSL was not intended to replace Short Course I, new school leaders could be introduced to the essential components of their new roles, connected to colleagues, and supported by the BCPVPA.

As UBC's Mark Edwards would say, perhaps this course was one of the unforeseen '*Gifts of COVID*'.

In a world where people are starting to feel isolated, how does an Association make sure that its members can feel connected? BCPVPA's focus has traditionally been on reaching out to members and creating events and spaces where they can connect both with the Association and with each other. While teleconferencing was a platform for certain events in the past, it had not been the BCPVPA's first line of communication.

With the pandemic, all of that changed. BCPVPA established regular opportunities to connect virtually with members through weekly Town Hall and Coffee Connections sessions, and webinar content that was topical for leaders faced with a challenging experience was sourced and scheduled. BCPVPA increased resources related to health and wellness, and a member app was launched in March so that contacts, communications, updates and resources were readily available. BCPVPA focused on celebrating members and others in the sector in every way possible.

The events of 2020 have challenged the BCPVPA and changed both procedures and thinking. Those events have sparked a re-examination of practices, and a true celebration of successes and connections.

A young woman with long dark hair, wearing a bright yellow turtleneck sweater, is smiling and holding a black tablet. The tablet screen displays the text "2019-2020 Board of Directors" in white. The background is a solid yellow color.

**2019-2020
Board of
Directors**



L to R Clockwise: Des Sjoquist, Carmen Eberle, Susan Clough, Tom Aerts, Sally Zryd, Lee Karpenko, Read Jorgensen, Brett Johnson, Brian Leonard, Bev Forster, David DeRosa, Heidi Grant, Darren Danyluk

President David DeRosa	SD 20	Kootenay-Columbia
President-Elect Darren Danyluk	SD 6	Rocky Mountain
Director Tom Aerts	SD 61	Victoria
Director Susan Clough	SD 36	Surrey
Director Carmen Eberle	SD 35	Langley
Director Bev Forster	SD 54	Bulkley Valley
Director Heidi Grant	SD 91	Nechako Lakes
Director Brett Johnson	SD 61	Victoria
Director Read Jorgensen	SD 61	Victoria
*Director Lee Karpenko	SD 57	Prince George
Director Brian Leonard	SD 43	Coquitlam
Director Des Sjoquist	SD 23	Central Okanagan
Director Sally Zryd	SD 73	Kamloops-Thompson

*Director Karpenko left the Board in January 2020, and is currently Assistant Superintendent in SD 57

B.C. Principals' & Vice-Principals' Association

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