

bcp  vpa

BC Principals' & Vice-Principals' Association

OUR YEAR

2024-2025
Annual Report

July 1, 2024 to
June 30, 2025



A Message from the 2024-2026 BCPVPA President

With the thoughtful development of our 2023-2026 Strategic Plan, our Board of Directors has designed a powerful and meaningful roadmap for our Association. This Plan addresses the important and complex work of our members and what they need to be successful, and encapsulates how the BCPVPA will support them on that journey. Here, in the second year of the Plan, it is gratifying to see that the framework we have created has been so effective in guiding the work of the Association in everything that we do.

While in some ways it feels that we have only just begun the work under the current Plan, we can also recognize the exceptional progress and innovation we have experienced in the 2024-2025 year. In the pages ahead, you will hear from the Executive Director, Scott Robinson, about the shape of the year and some of the key highlights. The staff reports that follow tell the story of our Association and detail our engagement with the objectives under each of our five goal areas.

Thank you to my dedicated Board colleagues for their clarity of vision in defining the course for the Association, to our BCPVPA staff for helping to bring the vision to life and, most importantly, to our members who are at the centre of our work and decision-making, every day.

2024-2025 BCPVPA Board of Directors

Board President Succession

*One Year as
President-Elect*

*Two Years as
President*

*One Year as
Past-President*



President
Dr. Shannon Behan
School District 47
qathet



Past-President
Brian Leonard
School District 43
Coquitlam

*10 Elected
Board Directors*

*Two-Year
Terms*



Director
Jacqueline Borosa
School District 68
Nanaimo-Ladysmith



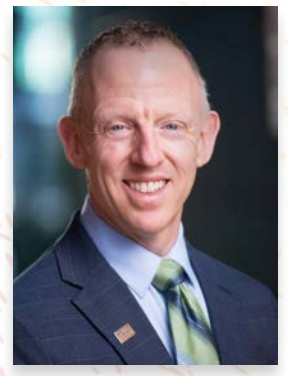
Director
Renee Hislop
School District 62
Sooke



Director
Sid Jawanda
School District 57
Prince George



Director
Sanj Johal
School District 44
North Vancouver



Director
Paul Marsden
School District 36
Surrey



Director
Charity Peal
School District 92
Nisga'a



Director
Tina Pierik
School District 61
Greater Victoria



Director
Navshina Savory
School District 38
Richmond



Director
Aaron Thorn
School District 05
Southeast Kootenay



Director
Bryn Williams
School District 43
Coquitlam

The BC Principals' & Vice-Principals' Association Board of Directors is comprised of practicing Principals and Vice-Principals who are active members of the Association.

The Board represents the voices of district and school leaders from all across BC.

The 2024 - 2025 Board took office July 1, 2024. The BCPVPA Board meets regularly throughout the school year, and each Board Director is an active member of one or more BCPVPA Committees. Board Directors also represent our members on public education sector committees and working groups.



bcp
vpa

BC Principals' & Vice-Principals' Association

Annual Report

July 1, 2024 —
June 30, 2025

06	<i>Executive Director's Report</i>
08	<i>2023 - 2026 Strategic Plan</i>
10	<i>REDI Champion</i>
12	<i>Employment Equity</i>
14	<i>Leadership Development</i>
16	<i>Member Health</i>
18	<i>Respected Voice</i>
20	<i>BCPVPA Staff</i>
21	<i>BCPVPA - Our Year in Numbers</i>
22	<i>BCPVPA Contacts</i>

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

The BCPVPA has more than 2,700 members in BC's 60 school districts, and a local Principal and Vice-Principal association recognized as a Chapter of the BCPVPA in each of those districts.

The office of the BC Principals' & Vice-Principals' Association is located on the ancestral unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Selilwitulh (Tsleil-Waututh) peoples. We respect the knowledge of the peoples who have traditionally lived on these lands, and we strive to share their words and history with each generation of learners in our classrooms. We humbly recognize that we still have much to learn, and we embrace this journey.



*Thank you
to our 2,700+
members*



Executive Director's Report

It is always interesting to reflect on the rhythm of a year.

Here in the second year of our 2023-2026 Strategic Plan, we can feel the momentum building, and we can see the impacts of our planning. This plan has felt truly representative of who we are as an Association, where we are in time, and what we want to achieve.

The 2024-2025 Annual Report takes on a different approach to celebrating Our Year. In past reports, we have focused on departmental reporting; as we have moved through the current Strategic Plan, the synergy of our work as an Association has continued to coalesce and in this report we have united that collective work under the goals of the Plan.

During the reporting period, our partnership with Canadian professional associations for education leaders continues to deepen, and we have developed important connections with the Association of Administrators of English Schools of Quebec (AAESQ); Association des Directions et Des Directions Adjointes des Écoles Franco-Ontariennes (ADFO); the Catholic Principals' Council of Ontario (CPCO); the Ontario Principals' Council (OPC); and the Public School Administrators Association of Nova Scotia (PSAANS). Our regular meetings with the leaders of these organizations have been a source of new ideas and fresh perspectives in supporting our members. During the reporting year, BCPVPA has also been a member of the Canadian Association of Principals (CAP). We have continued our international outreach with the election of Deputy Executive Director Magdalena Kassis as the Americas Representative to the International Confederation of Principals (ICP). We share many of the same goals and priorities with our international colleagues, including encouragement of members of the teaching profession to pursue school leadership; finding strategies for global issues that include artificial intelligence and climate education/sustainability; and fostering the role of student voice in school leadership.

We have continued to be grateful for our BC education sector relationships, and for new relationships that are being formulated, such as our new connections with both the Federation of Independent School Associations (FISA), and the Yukon Department of Education and First Nation School Board in the Yukon Territory. The latter collaboration came about with the attendance of education leaders from the Yukon to the 2024 Foundations for New School Leaders, and the reciprocal learning that resulted has been rewarding.

The 2024 Foundations program was also the first hosting engagement for our 2024-2026 President, Dr. Shannon Behan, and several of our 2024-2025 Board Directors joined the event as facilitators. This annual week-long learning and networking event for new Vice-Principals and Principals is always a significant marker: the end of the school year, the beginning of our reporting year, and a reminder of the excellence of BC education leaders.

Executive Director's Report

Our conference schedule kept us busy again this year, beginning with the first in-person Board of Directors meeting in October, and the first of three provincial Chapter Council meetings in November. The Connecting Leaders Conference was held in Vancouver in late October, and was co-created with leaders from our northern Chapters; with the theme of Growing Capacity of Self and Others, the conference introduced the BCPVPA Leadership Competencies to our members and other attending colleagues, and also revealed more about the leadership path in the north, and committing to land-based knowledge in leadership. We welcomed session leaders Carolyn Roberts, leading circle work; Dr. David Burns, introducing the Competencies; and Leona Prince, on growing capacity; along with our special guest Elder Darlene McIntosh and conference co-chairs, members Will Bedard (SD50) and Stephanie Davies (SD62).

February's IDEAS (Innovation - Dialogue - Education - Achievement - Synergy) Conference was an interactive session with the author of *Critical Hope*, Dr. Kari Grain, introducing to attendees a helpful framework for action-oriented leadership that honours a broad spectrum of emotions and effectively works toward systemic change.

BCPVPA members have stepped up with their support on advisory committees to the Board of Directors, including the Budget Advisory Committee, the Indigenous Leadership Advisory Committee, the Professional Learning and Development Advisory Committee, and the Workplace Intensification, Safety & Health Advisory Committee. The Contract Advisory Committee, first established at a time when there was no provincial compensation framework, wound up operations in June and the new model of an enhanced Contract Representative structure will commence in the 2025-2026 reporting year.

The new Equity, Diversity and Inclusion Advisory Committee, approved in 2024, launched in the reporting year and has been effective in offering rich response in regard to many of our core projects and initiatives. This committee will continue to offer a perspective on the BCPVPA's programs and services from the lens of our Equity Theory of Change which was developed over several years of research and review, and introduced to members in September 2024.

The objectives of our support for members are varied, and there is a recognizable diversity in the needs of educational leaders around the province. In August 2024, we redesigned our intake processes for our newest members to offer a cycle of personal check-ins, and an available conduit for questions as these leaders embarked upon their new path. At the same time, we introduced a New Member section to our online member portal, providing resources and orientation information to help these members as they begin their new roles. During the reporting year, we have been planning the next step of support for new members which is scheduled to include a fall in-person meeting for new leaders from across the province, and a two-year pilot project of learning and connection to support new members, particularly those working in rural and remote settings. We are excited for the work ahead that will benefit our members.

Our team experienced a few changes through the reporting year. In September 2024, we welcomed Lynda Bonvillain as a Director, Member Support Services. In November 2024, and May 2025 respectively, we extended our best wishes to Emily Taylor, Member Support Services Assistant, and Nick Faulkner, Professional Learning and Development Coordinator, as they moved on from the Association. In recognition of her valuable support of the Association in many capacities, Magdalena Kassis was made Deputy Executive Director alongside her current role of Director, Member Support Services in February 2025.





REDI CHAMPION

BCPVPA leads and champions Truth and Reconciliation, diversity, cultural competency, and equitable opportunities to ensure a safe and inclusive educational community.



EMPLOYMENT EQUITY

Fair and equitable terms and conditions of employment are in place that reflect the competencies, responsibilities, and needs of Principals and Vice-Principals.



MEMBER HEALTH

Principals and Vice-Principals have the support and resources required to maintain and improve their overall well-being.



LEADERSHIP DEVELOPMENT

Principals and Vice-Principals have access to the learning opportunities and programs needed to build their leadership capacity.



RESPECTED VOICE

BCPVPA is an influential partner and a respected voice within public education.



GOAL: REDI Champion

BCPVPA leads and champions Truth and Reconciliation, diversity, cultural competency, and equitable opportunities to ensure a safe and inclusive educational community.

Objectives

- Develop and implement a comprehensive Reconciliation, Equity, Diversity, and Inclusion (REDI) policy and strategy that permeates all aspects of the Association's operations.
- Advance the Commission of Canada's Truth and Reconciliation Education Calls to Action through the association's REDI policy, strategy, and initiatives.
- Attract and retain talented individuals that reflect the diversity of BC within the Association's staff, its committees, and on the Board.
- Identify and promote learning opportunities that enhance the cultural competency(ies) of all staff and members regarding racism, oppression, and SOGI issues.
- Conduct regular and thorough REDI assessments and audits to gauge progress, identify disparities, and track representation amongst staff and the Board.

Our work in pursuit of the REDI Champion objectives has laid the groundwork for important initiatives during the 2024-2025 year. Analysis of the data and anecdotal commentary gathered from the 2022 BCPVPA Member Census contributed to the development and delivery of the 2024 Member Diversity Survey in October. This first targeted self-identification survey asked members to share the information that will help us to know them better and to ensure that our programs and services regularly meet the needs of a diverse membership with changing composition.

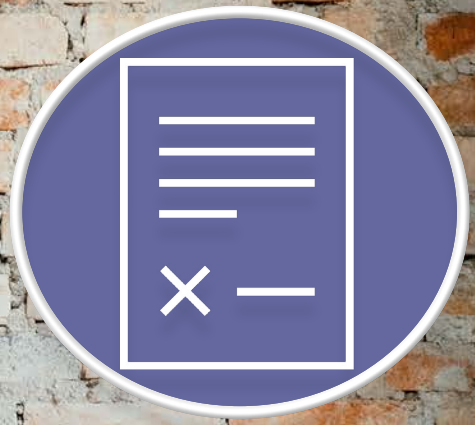
With the objective of advancing the Commission of Canada's Truth and Reconciliation Education Calls to Action, we announced in Spring 2025 the first Indigenous Members Symposium that will be held in Whistler, BC, in October 2025 in alignment with our Connecting Leaders Conference. We anticipate the opportunity for BCPVPA members who identify as Indigenous to come together, connect with each other, and have their voices heard in a facilitated discussion.

The representation of many voices from across the province is critical in all aspects of our operation, and during the reporting period we have been intentional in inviting members to see themselves in roles on the Board and on Advisory Committees through our advertising and promotional focus for recruitment. We have revised the Association's Advisory Committee Terms of Reference to include a direction to embed selection criteria related to diversity for all committees.

Member voice was also strongly represented through the ideas of our working group, and feedback from our Advisory Committees and focus groups in the development of the *BCPVPA Leadership Competencies for BC Principals and Vice-Principals*, our core guidance for members that is grounded in core values, beliefs, and system goals, and that signals the shift from traditional leadership standards to a competency-based approach that aligns with the complex and evolving landscape of educational leadership.

We are also working towards representing the voices of members through the development of a narrative AI tool as part of the online instance of the *Leadership Competencies*. This tool will enable members from across the province to share their learning stories with others, and document their work of improving outcomes for all learners through an anti-oppression lens.

While the development and release of a Reconciliation, Equity, Diversity, and Inclusion statement that represents the Association's aspirations and position in all aspects of our operation is still ahead, we have gained input from the Equity, Diversity, and Inclusion Advisory Committee on the parameters the Board can consider in advance of engaging a consultant in Fall 2025.



GOAL: Employment Equity

Fair and equitable terms and conditions of employment are in place
that reflect the competencies, responsibilities, and needs
of Principals and Vice-Principals.

Objectives

- Work with local Chapters to promote an equitable, transparent, and inclusive provincial negotiation process.
- Enhance local Chapters' understanding of employment agreements to increase their capacity to advocate for equitable and fair contract provisions.
- Monitor the implementation of common contract provisions across the 60 districts for fairness and equity.



The BCPVPA has continued our work with our 60 provincial Chapters to promote an equitable, transparent, and inclusive provincial negotiation process. In working with our sector partner the BC Public School Employers Association (BCPSEA), we established during the reporting year the key elements of the negotiation process, and issued for members the first volume of the BCPVPA Contract Agreement Manual. We also developed the Negotiators Checklist, and made this available to contract teams through our member portal, My BCPVPA.

We continued our review of the local contracts for all 60 districts, and identified the strengths and vulnerabilities of each contract, including the identification of key areas where local Chapters may wish to seek improvements. In January 2025, we hosted the Contract Workshop which was attended by representatives of 58 districts, and which highlighted key topics in relation to achieving employment equity across all districts.

Through our work related to contracts, we have increasingly found that a Chapter-based approach to support contract negotiations has proven to be more effective than the province-wide approach that has been in place for several years. During the reporting year, we announced that the transition from a Contract Advisory Committee to a Chapter Representative structure would begin in Fall 2025 and offer a better opportunity for direct connection with each Chapters' Contract Representatives. This modernization of process will greatly enhance our members' knowledge and engagement in the contract process.

We have ensured that members receive timely reminders about their practice, as it relates to their employment relationship. This has been through ReSource, a weekly column in our member newsletter that has highlighted topics ranging from understanding your pension, to aligning with the professional standards, to fiduciary relationships, to investigations.

The Member Support Services team continued to author, support, and deliver professional guidance and important employment-related content for our members and others through presentations at the learning events Explorations for Aspiring School Leaders, and Foundations for New School Leaders; through BCPVPA's *Principi(ed)* and *Leading: Back to School* magazines; and through scheduled and on-demand member workshops that included Educational Leadership: A Regulatory Lens, Know Your Contract, Fiduciary Responsibilities & Decision Making, and Avoiding Pitfalls. The MSS Directors worked one-on-one with members across the province in response to inquiries for support and through investigation processes.



GOAL: Member Health

Principals and Vice-Principals have the support and resources required to maintain and improve their overall well-being.

Objectives

- Identify and promote offerings that provide Principals and Vice-Principals with resources, tools, and education to maintain and improve their overall wellbeing.
- Advocate for consistent application of regulations, policies, and practices that prioritize the safety, health, and well-being of Principals and Vice-Principals.
- Advocate and facilitate access to timely mental health support.
- Collaborate with sector partners to promote and nurture a culture of psychological safety for Principals and Vice-Principals.
- Monitor members' access to the well-being support provided through the BCPVPA.



The BCPVPA continued to offer our members resources, tools, and educational opportunities to support their well-being. Through our biweekly ReFresh columns, we covered content that ran the gamut, from choosing your personal wearable health technology, to diving into your sleep patterns, to considering the importance of food safety. Members were also supported through Chapter workshops that touched upon a range of topics related to WorkSafeBC, mental health, physical health, and psychological safety.

The BCPVPA Violence and Trauma at Work Survey, issued in June 2024, was open for member input and commentary through July 2024. The findings were collated, and an executive summary was presented to a team of senior staff members of the Ministry of Education and Child Care. Ministry staff are in the process of considering how the Ministry can work alongside the Association to address the findings of the survey. The data from this survey will be used as a basis for additional research and advocacy. In support of this important topic that is increasingly prevalent in BC education, we issued a feature article, “Moments Count”, in the May 2025 *Princip(ed)* magazine, examining the effects of exposure to trauma on educators and school communities, and developing tools and incorporating resources to identify and support the health impacts

In August 2024, we launched the Member Health tile in our member-only portal, My BCPVPA. This digital location houses a library of well-being information and resource links related to the BCPVPA's Early Intervention Program (EIP), WorkSafeBC injury claims and disability leaves, and psychological safety in the workplace, and provides many links to general resources for mental and physical health. In promoting and facilitating member use of the resources in this site, we hope to ease access to critical information and documentation, and to encourage incident reporting to ensure accurate statistical models. A reporting checklist to help members with the process is currently being developed.

Our support of our members' mental health is an important component of our well-being plan, and the BCPVPA has engaged in discussions with the BC Public School Employers Association (BCPSEA) on enhancements to the Employee and Family Assistance Program (EFAP) that would be of benefit to our members.

The BCPVPA members serving on the Workplace Intensification, Safety & Health (WISH) Advisory Committee continue to provide meaningful feedback to the Board, and participated both in the preliminary development of the survey Violence and Trauma Survey, and as a focus group to develop member feedback reporting on the Association's health and well-being support.



GOAL: Leadership Development

Principals and Vice-Principals have access to the learning opportunities and programs needed to build their leadership capacity.

Objectives

- Develop and offer professional learning opportunities that support the diverse needs and aspirations of Principals and Vice-Principals.
- Research and develop resources to equip BCPVPA staff and members with the knowledge and skills needed to lead the successful integration of emerging technologies (for example, AI) in BC's K-12 education system.
- Grow communities of practice where Principals and Vice-Principals can share best practices, exchange ideas, and engage in peer-to-peer learning.
- Provide access to user-friendly up-to-date tools and resources to assist members in developing their growth plans and their leadership profiles and portfolios.
- Evaluate the impact of professional development on the leadership capacity of Principals and Vice-Principals.



The creation and evolution of a wide range of leadership development opportunities has continued to be a focus of our professional learning team. A significant project came to fruition in the reporting period with the October 2024 launch of the *BCPVPA Leadership Competencies for BC Principals and Vice-Principals*. The curriculum for all BCPVPA core programs — Explorations for Aspiring School Leaders, Foundations for New School Leaders, Leading a Culture of Learning, and Amplification for Experienced School Leaders — was reimagined over the reporting period in alignment with the Leadership Competencies, and Cognitive Coaching, Aspire, and Adaptive Schools cohorts were also held. Our focus on coaching and mentorship was further enhanced with the training of our professional learning team in the education and leadership practices of BTS Spark and Maxwell Leadership, and these programs and strategies will be shared with our members and integrated in upcoming learning opportunities.

Both Amplification for Experienced School Leaders, in two levels, and Leading a Culture of Learning were offered to members as destination learning sessions in response to member requests for a curated remote learning experience. The opportunity to learn and collaborate within this level of focus made these sessions very popular with attendees.

We advanced our offerings on D2L Brightspace, and introduced the reflective self-assessment tool “My PGP” which gives members a framework for developing a personal growth plan in alignment with the Leadership Competencies. Forward planning is taking place for the development of programming that will support members’ understanding of their employment relationships, and health and well-being best practices.

With the goal of equipping members with the capacity and skills needed to lead in a changing technological environment, we launched what will become an annual webinar roundtable series — AI, Your School, and You. The series brought to our members exclusive networking opportunities alongside practical strategies for innovative leadership. The roundtable identified members who are integrating emerging technology in their schools, and this has helped us to create a community of practice.

Our members continue to be at the heart of our program planning and delivery. Through focus groups and participation as program facilitators, members are both enhancing their learning and professional development, and ensuring that the Association has the pulse of the dynamic needs of the membership.



GOAL: Respected Voice

**BCPVPA is an influential partner and
a respected voice within public education.**

Objectives

- Provide platforms and communication channels to actively share the stories, experiences, and perspectives of Principals and Vice-Principals.
- Engage with policymakers, government officials, other educational partners and the public to foster an understanding of the work of the BCPVPA and the importance of strong leadership in education.
- Develop an advocacy strategy to effectively communicate the needs, concerns, and aspirations of Principals and Vice-Principals to key partners.
- Evaluate and assess the impact and reach of the Association's communication and advocacy efforts.



In order to fully represent the voice of our members, and to champion the work taking place in public education, the BCPVPA has been on a journey of organizational reflection, undergoing an honest assessment of the belief systems and values that drive our own work. In September 2024, along our path of discovery, the BCPVPA released to our members our Equity Theory of Change. We are shifting our lens on the development and performance of all of our work to ensure that our service to members is equitable, and that our internal and external approaches and activities consistently live into our values. At the core of this work is a focus on modeling anti-racism, decolonization, reconciliation, equity, and inclusion, and on equipping our members with the knowledge and resources to cultivate those conditions in their schools. Every BCPVPA program and service is held up to this light to ensure accountability.

The BCPVPA's advocacy on behalf of our members and the public education sector has continued to grow over the reporting period. In September, we issued a statement regarding protests against sexual orientation and gender identity policy in schools, reiterating our support on behalf of our members for safe, inclusive, and enriching school environments free of exclusion, harassment, and bullying. In March 2025, our statement supporting the bilateral agreement on school food programs applauded the federal and provincial governments' funding agreement. And, in June 2025, the BCPVPA was proud to be part of the joint statement on behalf of the Ministry of Education and Child Care and our K-12 education partners on our support for Pride 2025.

Our engagement with the Ministry has also been effective, as has our collaborative relationship with our K-12 education partners. The alignment of our Leadership Competencies with the BC School Superintendents Association's Spirit of Leadership has been a significant step forward in ensuring that we are on a coordinated journey, while charting a unique path. Our connection with our partners through regular meetings, event attendance, and presentations at partner-sponsored events has helped us to share the stories of our members, and to foster an understanding of their work within the context of BC's education system.

We have continued our recognition of individuals and organizations in communities around the province for their exceptional support of our members and their schools. The 2024 BCPVPA Partnership Awards honoured the work of five recipients from five BC districts who have supported the needs of children and youth in their school communities: Denisiqi Services Society (SD27), Friends of qathet (SD47), Selen Alpay (SD57), Laichwiltach Family Life Society (SD72), and Ryan Wank (SD87).

2024-2025 BCPVPA STAFF

Executive Team

Scott Robinson	Executive Director
Magdalena Kassis,	Deputy Executive Director & Director, Member Support Services
Sharon North	Executive Assistant

Member Support Services

Lynda Bonvillain	Director, Member Support Services
Carmen Eberle	Director, Member Support Services
Magdalena Kassis	Deputy Executive Director & Director, Member Support Services
Rochelle Morandini	Director, Member Health & Well-being
David Nelson	Director, Member Support Services
Emily Taylor	MSS Assistant (to Nov 2024)

Professional Learning & Development

Peter Johnston	Director, Professional Learning and Development
Nick Faulkner	PLD Co-ordinator (to May 2025)
Dr. Andrea McComb	Director, Professional Learning and Development

Finance and Membership

Simon Couture	Director, Finance
Supipi Godakanda	Accounting Clerk/Accounts Payable/ Payroll
Vinod Tiwari	Accounting Clerk, Accounts Receivable/Membership

Communications

Sandra Murphy	Director, Communications
David A. Serpa	Communications Assistant

BCPVPA - Our Year In Numbers

The BCPVPA's June 30, 2025, audited financial statements will be presented at the Annual General Meeting (AGM) on November 22, 2025.

June 30, 2024: 2,727 Members June 30, 2025: 2,717 Members



367 Followers

437 Posts

590 Average Monthly Impressions



673 Followers

362 Posts

5704 Average Monthly Impressions



673 Followers

245 Posts

2505 Average Monthly Impressions



162 Followers

Annual insights not available



7605 Followers

510 Posts

9331 Average Monthly Impressions



BCPVPA joined the Bluesky community during the reporting year

PUBLICATIONS *39 issues of Member eNews*

2 issues of Principled magazine: 33 original articles

1 Issue of Leading: Back to School, digital resource magazine

BCPVPA Leadership Competencies: A Short Trip in the Canoe



BC Principals' & Vice-Principals' Association
#200-525 West 10th Avenue
Vancouver, BC V5Z 1K9

604-689-3399
1-800-663-0432

bcpvpa.org

Scott Robinson
Executive Director
scott@bcpvpa.bc.ca

Magdalena Kassis
Deputy Executive Director
magdalena@bcpvpa.bc.ca

Amy Parmar
Executive Assistant to the
President & Executive Director
amy@bcpvpa.bc.ca

Sandra Murphy
Director of Communications
sandra@bcpvpa.bc.ca

