



2021 ASCA Conference Board Led Sessions Summary ASCA Leading with Purpose – What should ASCA do?

- *If ASCA could inform, consult, involve, collaborate with, and empower School Councils in a manner it is not doing now, what would that look like?*
- *How could ASCA better empower your SC?*
- *How could ASCA work with your SC to help it achieve its goals?*
- *Are there ways that ASCA could be more accessible?*
- *What about the provincial level SC voice? What more can we do?*
- *How can SC chairs help ASCA?*

Media

- In almost all media reporting, other organization is quoted almost every time ASCA is featured. Confusion - people believe the two are tied together. What it looks like from the outside is that ASCA is tied to the other organization. More resources at ASCA to be deployed to brand management than single schools have.

Brandi: Perception can become reality for people - our partners understand that ASCA is its own entity - our resources empower the SC voice (not individual parents). When news outlets ask for interviews, if our sound bite isn't what they are looking for, they will not include what ASCA has said. Recognize that for some parents, the advocacy of other organizations is more visible. ASCA has a process it follows.

- Parents are feeling like their voice is being overwhelmed by other groups (that may or may not be aligned with their children's needs and supportive of educator teams).
- Media is often looking for 'juicy' or polarization.

Marketing/Recognition

- ASCA needs to be brought more to the forward.
 - Marketing is expensive – better to use methods like SM.
- Understand that SM is vital - had intended to focus resources in that direction when funding cut received, It is still an area of growth we are wanting to explore.
- At stakeholder tables, other advocacy groups aren't there - ASCA is the recognized partner. Also, ASCA sticks to its member policies, and what's best for students. Example: small class sizes is an advocacy position (has been for years).
- Need stronger brand recognition.
- One thing that gives me pause - parents may not know what the 'positions' of ASCA are. They aren't the personal views of the Board - a democratic process.
- ASCA has an extremely powerful voice that doesn't get used very often. ASCA should be a recognizable brand within Alberta (like people go to the ATA) for people to find out what parents are thinking.

School Division/CoSC

- A few people in SDs need more information about ASCA (Superintendents, trustees, principals).
 - School welcome packages need to include info on ASCA.
- A school division has CEPAC (all chairs from all school councils) meets every couple of months. That would be a great way for ASCA to reach all SCs at once.
 - Another school division is similar.



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- We have a joint council meeting. Two times a year. It would be good to have an ASCA present at those.
- Superintendent and trustees attend. Great relationship building.
- Great ideas - being in a rural area that might work (virtual). It's tough from a rural council perspective.
- It was previously mentioned maybe having meetings like this more often. It does take manpower and resources. What if we could assist with networking of school councils in geographic zones?
 - If ASCA could develop a framework, we could probably figure out how to do that. No "CoSC" model.
 - Could ASCA help SD see the value of CoSC and help set one up?
 - CoSC meetings would have to be impactful. Too many meetings, in personal and business life.
- Knowing ASCA has presented at ASBA, and at Zone meetings in previous years - can ASCA present at Zones again, so there are opportunities for discussions? Maybe ask ASBA if ASCA can present at their fall meeting, to educate new trustees?

ASCA Workshops/Resources

We know we have a variety of resources, content, virtual engagements, SCETF, E-news, lots of awareness about education. That's what it looks like for us - what does it look like for members?

- SC Purpose workshop is really clear on defining roles (SC, Principal, Trustee, etc.) very basic. Could be expanded.
- Transition to chair position - not great orientation - had to ask questions in order to get information about ASCA. How can we put ASCA in the forefront - many chairs have the same experience.
- Take little clips of livestream sessions and push them out to help with brand recognition.
- Inundated email boxes...hard to keep up with everything. Maybe SC needs to schedule ASCA as a regular speaker (once or twice a year).
- Knowledge - boundaries, examples of what SCs can do, legislation framework, but more specifics.
- Promoting the relationship between SC and Admin.
- I have a friend who just became a chair and she was lost and wondered about an "on boarding" process to let her know what she's supposed to do. Not sure if ASCA can help with that, especially if it's up to the administration at her school to give her that info from ASCA.
- SC Orientation documents would be helpful for when chairs and exec change.
 - ASCA cheat sheet?

Member Engagement

- Can be calls for action - asking for more to sign up for e-news, follow and share SM, create movements.
- What ASCA could do - be bold - push itself into schools and let them know what ASCA offers. I learned of ASCA from our Trustee. The SC Chair and principal didn't tell us. ASCA needs to connect more with Trustees.



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- Thinking back to when I first joined SC, and attended ASCA conference, Minister Hancock - funding issues, imploring Boards to think outside of the box. We've been trying to move inside the box we're in, instead of trying to step outside of it. Disruption leads to innovation - and ASCA is experiencing that.
- Communications to system leads - they all have very different perspectives, or the culture won't allow them to step outside the box, and do things differently with SCs.
- Working with system leads is a good thing, however it's not effective. Perhaps inviting the chairs of SCs to have mini-meetings with the ASCA Board a few times a year to explore ideas, hear concerns, conversations related to keeping the momentum going, how to work with principals.
- Key message or motto for ASCA would help get message out. Like "ASCA is the collective voice for parents through school councils" and add a number (SCs, parents, etc.) That's where ASCA's power is. Leveraging the power of the number.
- We need to find out what ASCA is doing, see what is new and can be brought to the parent community. Switch from ASCA coming at us to us going to ASCA.
- Touch base with SCs once a year - preferably via phone?
- Are the chairs aware of ASCA? Expand our distribution list.
- Perhaps a mini-event, maybe just with SC Chairs?
- Maybe quarterly, or semi-annual, expand on the work of the task force?
- Building relationships with system leads for ASCA and school councils is imperative for successful school council work for student success.
- Include a blurb in the newsletter asking SC Chairs to share specific information to other parents.
- Enews often doesn't get shared with larger groups
 - Wendy: is the perception that the e-news is only for SC Chairs?
 - Not sure - we're learning that parents are only interested in very small pieces of information at a time.
- ASCA /council chair meeting is a great idea.
 - Let's have a mixer: Caesars and Chairs.
- SCs in a division - there is an ASCA report at every Citywide (CoSC) meeting, but ASCA is rarely mentioned at individual SC meetings. When I was a parent chairing SCs, I always had "ASCA" as an agenda item. The idea of having a SC chair/ASCA Board meeting might help to encourage SC chairs to start including ASCA on their agenda. Also - bite-sized information is a good idea.
- Previous comments, having ASCA on a SC agenda, creating awareness: for some SCs there is a difference and sometimes a fine line. Not all SCs want to talk about ASCA - they prefer to focus on their local roles (school and division). In some SCs, they do want to have that provincial level 'voice'. How does ASCA empower SCs to have conversations on provincial topics at the local level?
- Another key message: school councils are legislated to be the voice of parents in schools. Not listening to ASCA is a big deal.