

# Report *from the Chair*

BRITISH COLUMBIA PUBLIC SCHOOL EMPLOYERS' ASSOCIATION

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By E-mail: Five Pages

*As our minds turn to vacation plans, it's a good time to reflect on the successes of the 2007-2008 school year. Although many challenges remain ahead, the BCPSEA Board and staff wish you a restful and enjoyable summer.*

## Exempt Staff Compensation

### ▪ 2007-2008 Labour Market Adjustments

Districts have now been advised of their 2007-2008 exempt staff labour market adjustment allocation (see the *Exempt Staff Issues* bulletins on our public website <http://www.bcpsea.bc.ca/access/publications/exemptstaff/exemptstaff.html> for more information on the *Public Education Negotiating Framework Compensation Plan – Exempt Staff* (PENFCP), including the general wage adjustments and labour market adjustments in each year of a four year period (2006-2010)).

BCPSEA is currently working with districts to finalize application of the LMA funds to exempt staff salary structures. Details on the 2008-2009 LMA process were included in *Exempt Staff Issues* bulletin No. 2008-07, dated June 30, 2008.

### ▪ Executive and Exempt Compensation Administration

As reported in *Exempt Staff Issues* bulletin No. 2008-06, dated June 11, 2008, the amendments to the *Public Sector Employers Act* contained in Bill 33, *Miscellaneous Statutes Amendment Act, 2008* received Royal Assent on May 29.

### Effect of the Proposed Changes

Responsibility for determination of Superintendent compensation now rests solely with the board of education.

In addition, a comprehensive executive compensation disclosure document is now required to be completed by employers and made available to the public. The enhanced disclosure requirements apply to chief executive officers and the next four highest paid executives, where these positions hold an annual base salary of \$125,000 or more.

It should be noted that where the Superintendent does not earn an annual salary of \$125,000 or more, there is still be a requirement to file a disclosure report for that position.

Shortly, BCPSEA will distribute a template disclosure form which boards may use as a reference guide. Information required includes:

- Explanation of the school district's compensation philosophy and principles
  - the objectives of the compensation program

- what the compensation program is designed to compensate and reward; i.e., the base salary is set at level relative to the market (median, first quartile, etc) and any incentive compensation is set at a level relative to the market
  - details of each form of compensation (base pay, vehicle allowance, paid time off, health and welfare benefits, incentives, etc.), and how the organization determines the amount (and, where applicable, the formula) for each
  - how each element of compensation and the organization's decisions regarding that element fit into the organization's overall compensation objectives and affect decisions regarding other elements.
- Discussion of any new policies, actions or decisions that were made after the end of the most recently completed fiscal year that could affect a fair understanding of compensation for the last fiscal year.
  - Identification of all incentive plan performance targets and the objective identifiable measures related to the pursuit of the performance targets; disclosure of how any incentive payments made relate to the performance measures and the performance targets.
  - Identification of all leaves (sabbaticals, vacation, administrative or other leaves) and discussion of how they relate to the organization's compensation philosophy.

## Sustainable Workforce

As part of our work on a sustainable workforce in the K-12 public education sector, BCPSEA is currently examining the question, where will your leaders come from? This project involves an analysis of, among other issues, demographic realities and trends including generational mix and values; and compensation, both retrospectively and prospectively; to determine whether we are at risk as a sector and, if we are, what is the scope of that risk? Reliable and factual data will be a cornerstone of this initiative in order to make the labour market case to policy makers.

## K-12 Employment Data Project

BCPSEA and the Ministry of Education are establishing a new data collection system to collect, share and use employment data from the public school system. An update on this project, the *K-12 Employment Data and Analysis System* or EDAS, was distributed to all districts on May 8 and provided the background, key deliverables and the timelines for key development/ implementation milestones as they were known at that time.<sup>1</sup>

Development of the PE-EDAS is led by BCPSEA in partnership with the Ministry to design and construct the system, and also to establish inter-organizational processes required to support the PE-EDAS in production.

Based on the PE-EDAS data requirements, the data elements are extracted from district human resource/payroll systems to the Ministry Data Transfer Platform. The data, once verified, are transferred to the BCPSEA Data Staging Area for quality assurance purposes. Once confirmed, the data are transferred to the EDAS Data Warehouse. The data are then drawn upon for a variety of purposes including district funding (Ministry of Education), sectoral and district human resource planning, collective bargaining, and research.

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<sup>1</sup> If you do not have a copy of this email, please contact Stephanie Tassin at [stephaniet@bcpssea.bc.ca](mailto:stephaniet@bcpssea.bc.ca)

The EDAS project will establish a common data collection system to collect employment data from public school districts which will improve our ability to make informed management decisions. It will allow for more streamlined and efficient data collection by reducing duplication of requests, and automating the data extraction and transfer process. We expect the EDAS will result in better quality data and will be less time consuming for districts.

The project is moving quickly and we will ensure we keep you informed as we move forward on this challenging and exciting initiative.



**Makeafuture.ca** was successfully launched on April 28. The Make a Future – Careers in BC Education project is more than simply the job search/application tool itself. The project has three main purposes, specifically it:

1. Creates a high-impact destination for potential candidates to learn and appreciate the employment and lifestyle opportunities of each region and district in BC. It provides a “face” for employment in the education sector in British Columbia.
2. Provides a number of recruitment tools to support districts in their efforts. In addition to the applicant database and application process, it provides districts with cost-effective marketing and advertising under the Make a Future – Careers in BC Education banner.
3. Will be source of valuable labour market data, which is necessary to inform public policy decisions concerning employment in the sector.

- **Moving Forward**

The April 28 launch was the first version of the [makeafuture.ca](http://makeafuture.ca) site. We have been receiving feedback from districts and users and are following up on suggestions about enhancements to the site. The site will continue to be refined in anticipation of a larger, more public, launch in August.

- **Marketing the [makeafuture.ca](http://makeafuture.ca) Site**

Make a Future – Careers in BC Education is pursuing an aggressive marketing campaign in order to ensure brand name recognition and frequent site visits. The strategies include:

- *Online marketing*  
As of June, Make a Future – Careers in BC Education will be placing banner advertisements on related websites, purchasing sponsor links spaces on search engines, and building the ranking of [makeafuture.ca](http://makeafuture.ca) within search engine results.
- *Print advertisements to market the brand*  
Beginning at the end of May, Make a Future – Careers in BC Education began purchasing print advertisements in national and local newspapers in order to maximize exposure of the Make a Future – Careers in BC Education brand.

- *Print advertisements in partnership with districts to cost share*  
Make a Future – Careers in BC Education is offering a cost sharing advertising opportunity to school districts that choose to continue to use print media as an advertising vehicle. The plan is as follows:
  - Make a Future – Careers in BC Education would leverage the relationship it has with its marketing firm to purchase more affordable advertising space in newspapers
  - Make a Future – Careers in BC Education would work with districts to develop a joint advertisement which profiles the position details and highlights the district and the Make a Future – Careers in BC Education name
  - Make a Future – Careers in BC Education would profile those advertised positions on the “Position Profile section” of the makeafuture.ca home page
  - Make a Future – Careers in BC Education will share up to one-third of the cost of placing this newspaper advertisement.

## BC Teachers’ Federation: Labour Relations Issues

As the 2007-2008 school year comes to a close there are a number of labour relations matters at issue with the BC Teachers’ Federation (BCTF). 2006-07 was the first year in which Bill 33 had application. Stemming from this legislation, the BCTF has filed provincial grievances for the 2006-07 and 2007-08 school years on issues including consent, consultation, Individual Education Plans, and segregated/dedicated special needs classes.

In addition, at their recent AGM the BCTF articulated a number of priorities with considerable employment implications. Among other matters, these include

- **Recommendation 1—Priorities for 2008–09**

That the priorities for 2008–09 be:

To improve classroom conditions in BC schools through reductions in class sizes/caseloads and increased support for inclusion and class composition that supports effective teaching and learning.

1. To actively involve members in municipal and provincial elections and to ensure that support for public education is a vote determining issue in the May 2009 provincial election.
2. To enhance the work of the BCTF in professional development and to assert the professional autonomy of teachers and our primary role in all professional issues.
3. To achieve greater equity in our schools and society through a strengthened social justice network and inclusion of a social justice lens on all of our programs and initiatives.
4. To actively involve the membership in preparation for our next round of bargaining, including the training of new bargainers, with the intent to improve working conditions, salary and benefits, and health and welfare of teachers.

- **Recommendation 13—Provincial Election**

That the Federation develop a campaign leading up to the May 2009 provincial election that:

1. publicly highlights teacher concerns about classroom conditions, professional concerns about curriculum and assessment, and social concerns about equity and inclusion.
2. seeks to make public education a vote determining issue in the election.
3. ensures a high level of local and member involvement in all aspects of the election.
4. co-ordinates BCTF efforts with those of community groups and labour.

- **Recommendation 14—Public Education Defence Fund**  
That \$3,000,000 be transferred from the Collective Bargaining Defence Fund to the Public Education Defence Fund for the 2008–09 fiscal year to support the BCTF campaign leading up to the November trustee elections and continuing into the provincial election.
- **Recommendation 15—Political Action Fund**  
That the Executive Committee bring to the 2009 AGM a strategy to establish a Political Action Fund for purposes of ensuring a Federation role in raising teacher and public education issues in municipal, provincial, and federal elections.

BCPSEA will assess and manage these issues in consultation with districts.

## Trustee Engagement Committee

The Trustee Engagement Committee, comprised of Board members Marika Townshend, Mickey Kinakin, Michel Saab, and Silvia Dyck, is currently reviewing their purpose and communications. In addition, the committee is planning the New Trustees Orientation session that will be provided by BCPSEA after the November board of education elections.

We encourage trustees to contact any committee member or any member of the Board of Directors with your questions, concerns, and comments. The Board and staff contact information can be found under Contact Us on the BCPSEA website ([www.bcpsea.bc.ca](http://www.bcpsea.bc.ca)).



Ron Christensen  
Chair