
To: Board of Education

Prepared By: Jason Reid
Secretary Treasurer

Subject: Advocacy Plan

Date: June 10, 2026

Purpose and Background

The purpose of this briefing is to present a draft Advocacy Plan for consideration by the Board of Education.

[Board Policy 2 \(Role of the Board\)](#) outlines the Board's role regarding political advocacy/influence and includes that the Board shall "Develop an annual plan for advocacy including focus, key messages, relationships and mechanisms." The Board's Annual Workplan schedules approval of the annual Advocacy Plan in June.

At a Special Meeting of the Board on November 18, 2025, the Board passed the following motion that included direction for a future Advocacy Plan:

"That the Board Chair and zonal Trustees meet with local municipal partners to discuss the promotion of affordable family housing as it relates to school population and that such an annual meeting be reflected in the draft advocacy plan that will next be considered by the Board in June 2026."

Draft Advocacy Plan

The draft Advocacy Plan attached to this briefing is consistent with the previous plan, except the applicable years have been updated and the following sentence has been added to paragraph 5 in response to the November 2025 motion: "The Board Chair and zonal Trustees will meet with local municipal partners annually to discuss matters relevant to Saanich Schools and public education."

Respectfully,



Jason Reid
Secretary Treasurer

JR/klg

Attachment: Draft Advocacy Plan

Advocacy for Public Education

The Board's advocacy for public education is based on respect for democratic processes and has the long-term goal of building support for Saanich schools, and a healthy public education system in general, specifically through the provision of adequate funding and strengthening equality and equity within the system.

Developing this support may occur through a variety of outreach avenues, such as lobbying the provincial government and local MLAs, building awareness and developing informed allies among local governments and community groups, and positioning the district as an engaged and cooperative community resource.

Internally, the Board's advocacy should be focused on continuing to build respectful awareness and support and strong two-way communication links with district parent and employee groups, building relationships through a practice of continuous engagement.

Focus 2026-27

Objective:

To secure adequate provincial funding through a revised finance formula that meets actual costs, including inflationary increases, for 2026-27 and beyond.

Strategies:

1. Continue building awareness and informed relationships with internal and external groups and agencies.
2. Arrange meetings with the Minister of Education and Child Care, various Ministry officials, and local MLAs to demonstrate the need for a revised funding formula and increased levels of support.
3. Seek leadership and support from provincial bodies such as BC School Trustees' Association (BCSTA), BC School Superintendents' Association (BCSSA), BC Association of School Business Officials (BCASBO) and BC Confederation of Parent Advisory Councils (BCCPAC).
4. Demonstrate and share successes and challenges, and encourage internal allies to advocate for increased funding
5. Provide opportunities for meetings with local community governments and community agencies such as Beacon Community Services to exchange information and support common interests. The Board Chair and zonal Trustees will meet with local municipal partners annually to discuss matters relevant to Saanich Schools and public education.