

PUBLIC EVENTS PROTOCOL

Background

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained by Northern Lights School Division No. 69. Therefore, proper protocol is to be followed for public events organized by schools. Principals are required to ensure that staff members charged with organizing these events be briefed on proper protocols and that any public communications of such events be approved by the principal. The success of a Division or school event depends largely on good planning, as well as having a defined agenda and purpose for the event.

Division Invitations

It is appropriate to invite members of the Board of Trustees and the Office of the Superintendent to public events organized by the schools. Invitations should be sent to the Board Chair and the Superintendent of Schools allowing for a reasonable amount of time to respond and schedule. Typically this is at least 30 days prior to the event. Schools will be notified of the Trustee(s) or Division Office Executive(s) that will attend.

Procedures

1. Protocols will vary from one situation to another, depending on who is involved in the particular event. Accordingly, in the planning for an event, the order of introductions and speakers must be given special attention. *Introduce* the most senior dignitaries first; for example,
 - 1.1 Members of the Senate representing Alberta
 - 1.2 MPs (cabinet members first)
 - 1.3 Ranking Members of Canada's Armed Forces
 - 1.4 MLAs (cabinet members first)
 - 1.5 FNMI Representatives
 - 1.6 Municipal Leaders (Mayors or Reeves)
 - 1.7 NLSD Board Chair
 - 1.8 Other civic councilors and trustees
 - 1.9 Senior bureaucrats and heads of other organizations (including NLSD executive staff, municipal CAO's, military officials etc.)
 - 1.10 Prominent community members

2. When organizing an event within the schools of NLSD No. 69 the *introductions* will take place in the following order:
 - 2.1 Board Chair
 - 2.2 Vice Chair
 - 2.3 Trustees in attendance
 - 2.4 FNMI Representatives
 - 2.5 Superintendent, Associate Superintendent(s)
 - 2.6 Principal and Assistant Principal(s)
3. When organizing the order of *speakers*, protocols dictate that the most senior dignitary speaks last. (Note that it is in the reverse order of introductions.)
4. Seating should be arranged so that the most senior dignitary is closest to the podium at all times.
5. Trustees should be introduced at all times whether they are speaking or not.
6. Provision should be made for Trustees and other important guests to be greeted by staff or students at the entry and escorted to reserve seating.
7. As audience members, dignitaries should also be provided with reserved seating in the front row.
8. Invitations to Trustees should be issued through a letter of invitation to the Chair of the Board of Trustees and the Superintendent of Schools. The role and expectation should be defined in the invitation and address such matters as to whether the representative will be expected to speak, be invited to follow-up events and whether or not the representative may bring a guest such as a spouse.
9. Provisions for parking should be made for dignitaries and Trustees.
10. Trustees and the Office of the Superintendent should be notified at least 30 days prior to the event.
11. The Trustee invitation and Division Office notice should indicate who will serve as the Master of Ceremonies.
12. When no Trustee is available to attend, the MC will be advised to express regrets on behalf of the Board.
13. When no member of the Office of the Superintendent is available to attend, the MC will be advised to express regrets on behalf of the Superintendent.
14. If a dignitary is expected to read a list of names, special care shall be taken to ensure a correct pronunciation is available.
15. Ensure that that the jurisdictions that politicians represent are correctly identified. For example "City" of Cold Lake, not "Town" of Cold Lake.

16. Ensure that members of Canada's military are identified by their correct rank and last name. Verify as necessary. Note that the pronunciation of Lieutenant follows the British model.
17. Letters of invitation, thank you notes, and programs must have the NLSD approved logo displayed.
18. If students are included in a public event, such as a graduation ceremony or awards night, they shall be advised of proper protocols and etiquette for such occasions. This may include a standard of dress. Awareness of protocols is part of good education.
19. Facilities should be adequate for the size of the event planned. Do not exceed the occupancy regulations. Before formal ceremonies begin, it is appropriate to point out emergency exits, washroom facilities and any behavioral expectations for the audience. (i.e. silencing cell phones, photography or recording limitations, areas to remain clear etc.)
20. In some circumstances, it may be appropriate to provide a dignitary or guest speaker with a gift or other token of appreciation. The gift should be symbolic and provided at the end of the speech or presentation. The gift may be presented by the Master of Ceremonies or designated to another senior official as appropriate.
21. The Canadian flag shall be displayed at the ceremony.
22. O Canada shall be played, sung or performed at the outset of the ceremony.
23. For further advice or assistance on matters of protocol, contact the Office of the Superintendent.

Royal and Other Special Visits

While extremely rare, school boards or schools occasionally may be included in royal visits (including those of Canada's Governor-General and/or Alberta's Lieutenant Governor); visits by the Prime Minister or Premier, senior cabinet ministers, ambassadors; or other prominent dignitaries. In such circumstances, the formal protocol of either the Government of Canada or Province of Alberta takes precedence. Information on proper protocol in these special circumstances can be obtained from the Government of Alberta. The Superintendent of Schools must be contacted in these instances.

In these circumstances, it is expected local event organizers will ensure Trustees are properly recognized and included in the event whenever possible.

Reference: Section 60, 61, School Act
Provincial Government Protocol
Federal Government Protocol

Revised October, 2011