

Special Edition

A Newsletter for Specialist Council Executive Members

Volume 2:1 October 2012

Another Year of Specialist Council Work Begins



Patrick Loyer
Executive Staff Officer,
Professional Development

Hello, specialist council executive members. I hope that your school year got off to a great start. But could someone please tell me where the time goes? It seems like only yesterday the school year was starting, and now we are already at the end of October and report cards are just around the corner.

I would like to introduce myself. I am the new specialist council factotum and am taking over from Andrea Berg, who has done an outstanding job in this capacity. Like Andrea I am an executive staff officer in the Professional Development program area of the Association. Andrea will be my guide for the next year as I transition into my new duties. I look forward to working with all of you, who are dedicated to advancing the teaching profession in your particular areas of expertise. Specialist councils serve a distinct and valuable service for the Association and its members, and I am glad to be working with each of you.

The Beginning Teachers' Conference was held at the end of September, and the invitation for specialist council participation was taken up very well. Almost every council was represented on the Saturday of the conference. On this day council reps have the chance to talk with new teachers and tell them about the work of their council with the hope of recruiting new members.

On October 15 we held our annual training session for presidents, editors, webmasters and treasurers, and I found it to be a very valuable experience. This was my first formal engagement with the specialist councils, and I appreciated having this opportunity. I do need to confess, though, that my colleague Andrea was a huge contributor to the success of the day. The turnout was quite good, and I believe the specialist council representatives who were here came away with a positive experience, some great networking contacts and some good information to help them in their work with their council. I look forward to other opportunities to explore topics that are relevant to specialist councils and the Association.

I would like to express my thanks to all specialist council members who dedicate time and effort on behalf of their council. Please know that you can contact me with questions, comments or suggestions. I can be reached at 1-800-232-7208 (toll free), directly at 780-447-9467 (Edmonton and area) or by e-mail at patrick.loyer@ata.ab.ca.

Have a great school year, everyone, and if you can answer the question about where the time goes, I would love to hear from you.



Summer Conference

The 2012/13 specialist council season kicked off with an Olympics celebration at Summer Conference, in Banff, in August. Sixteen councils were represented at the joint session for presidents and conference directors. Together, participants explored topics including promoting membership and conference attendance, marketing strategies, financing, technology issues, alternative ideas for professional development and privacy legislation, among others. It was a fantastic opportunity to network and get to know other council executive members.



Event Wizard Annual Licence Agreement



Cheryl O'Brien
Administrative Officer,
Professional Development

The Association has signed an annual agreement with Event Wizard that will allow specialist councils to design online conference registration forms with all the bells and whistles (usually \$4.25 per registration) for \$2.75 per registration.

The annual licence covers the following:

- Registration fees
- All à la carte options and associated fees
- All e-commerce fees associated with processing through the client's own gateway or a client PayPal account

The annual licence allows for an unlimited number of event registration forms to be created in the Association's account and for an unlimited number of event registrations to be processed. If you are interested in taking advantage of this offer, please contact Cheryl O'Brien, by phone at 780-447-9468 (toll free 1-800-232-7208, ext 468) or by e-mail at cheryl.obrien@ata.ab.ca.



Did You Know ...?

Special and joint project funds up to \$2,000 are available to help specialist councils expand member services, including the production of inservice materials or programs designed to improve teaching and learning. The application must be submitted at least two months in advance to Cheryl O'Brien, at cheryl.obrien@ata.ab.ca, for approval by the provincial Table Officers Committee. Applications must include a description of the project, an outline of the process, a schedule and a budget.

Beyond the special and joint project grants, up to \$4,000 is available to encourage specialist councils to cooperate with le Conseil français in offering workshop opportunities.

Additional information can be found on page 69 of the *Handbook for ATA Specialist Councils*.



Beginning Teachers' Conference

The annual Beginning Teachers' Conference was held at the Fantasyland Hotel, in Edmonton, on September 27–29, with 694 beginning teachers from across the province in attendance. More than 40 curriculum presentations and 21 booths were facilitated by specialist council volunteers. During the course of the weekend, much buzz was created about the specialist councils and their critical role in professional development. Nearly 200 new members registered for a council. We look forward to our next big membership drive at the teachers' conventions in February and March. Thank you for the generous donations to the prize draw and for the time and dedication you offered that weekend for our beginning teachers.





Succession Planning with Your Council



Andrea Berg
Executive Staff Officer,
Professional Development

The fear of being replaced needs to be substituted by a desire to be replaced.

It is important to begin conversations early in the succession planning process to develop concrete steps that will help to ensure the success of your specialist council.

Succession planning is a critical area of need in most organizations and can enhance the strength and continuity of Association committees and subgroups. Everyone in the council has a role to play in finding new leaders for the committee, and recruitment for leadership positions must begin long before the immediate need arises.

A review of research on the topic of succession planning with a group reveals six areas to consider:

1. Do you have a strategic plan in place?

It is critical to have a long-term (three-year) strategic plan in place that reflects educational trends and corresponding developments in the council. A strategic plan should outline the long-term objectives and goals of the committee. Strategic plans must be based on an environmental scan of strengths, weaknesses, opportunities and threats.

2. Have you identified competencies required of the volunteers to meet committee needs?

Defining the specific set of values, skills, knowledge and experience required of each position on the council executive will help to recruit volunteers best suited for the roles. Volunteers want to know precisely what will be expected of them regarding the skills and time commitment required. It is helpful for members of the executive to evaluate job descriptions at the end of each term and to alter them based on their experiences. A review of job descriptions provides a good opportunity to discuss setting term limits for committee members, allowing for committees to rejuvenate themselves. Succession planning becomes essential.

3. Do you have a recruitment plan in place?

Through networking, all council executive members must begin identifying a pool of possible replacement members long before they are needed. It is desirable to engage in a one-to-three year “courtship” process that will

allow others to see the shared vision of the future of the committee. Consider all of your connections and networks to find potential new members. Pay careful attention at meetings of teachers to identify new faces. Ask other teachers to suggest to you people they know who may be interested. Think of those teachers who are comfortable expressing their opinions on broad educational issues, take pride in their work and exhibit professionalism and passion. It is likely that you already know some who would be good candidates, as these people are already good teachers. It is a fact that the same teachers who become involved in one volunteer position are the ones who end up looking for additional opportunities. The 80/20 per cent trend demonstrates that often it is 20 per cent of the people who do 80 per cent of the volunteer work. Consider inviting members at large to attend regular or ad hoc committee meetings. After a year or so of including members at large in meetings, encourage them to run for a position. Try to match people with positions according to their motivation, knowledge, skills, experience and time.

4. How do you manage transition and orientation of new members?

Once new members of the committee have been confirmed, it is important to provide support through the transition and orientation period. Creating a plan for how and when the transfer of knowledge will occur will be helpful. Consider how your council will archive materials to be passed on. Adequate documentation must be in place to identify history, vision, goals and procedures. Consider scheduling overlapping time for shadowing of positions and providing opportunities for mentoring. Gradually increase new members' responsibilities, but be careful not to overwhelm them.

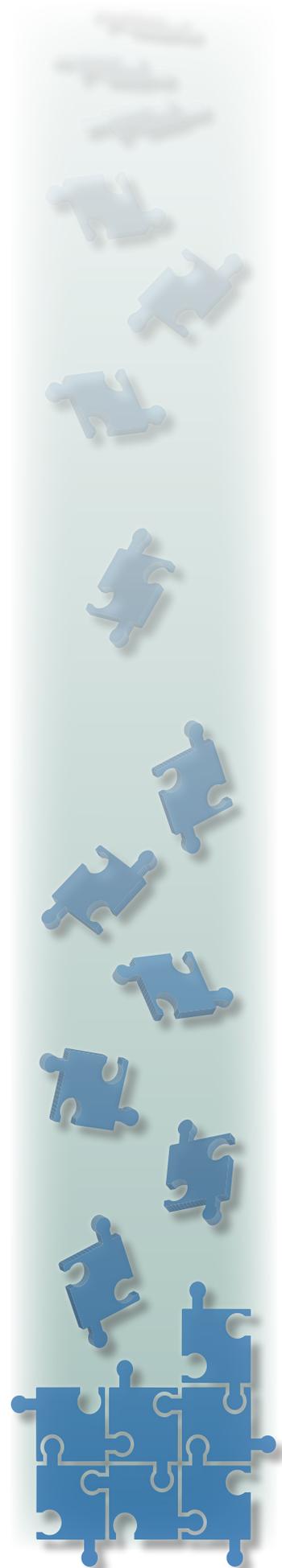
5. How do you build capacity from within?

If you invest in your volunteers now, they are more likely to commit to your council in the longer term. Explore types of professional development opportunities that can help build the capacity of the current executive members. For example, courses in webmaster training, writing or leadership might be helpful.

6. How do you value your volunteers?

The degree to which you value your volunteers affects your organization with respect to recruitment of new and retention of existing volunteers, levels of volunteer satisfaction, and how well members do their jobs. The way you value your volunteers is essential to succession planning. Recognition or reward may come in different forms. To reduce the possibility of criticism for rewarding volunteers with gifts of a perceived value, it is important to be open about how you came to decide on that reward and to include guidelines in your council handbook.

A thoughtful succession planning process can help to ensure smooth transitions and develop new leaders who are prepared for their roles in your organization. For further information on succession planning, contact andrea.berg@ata.ab.ca.

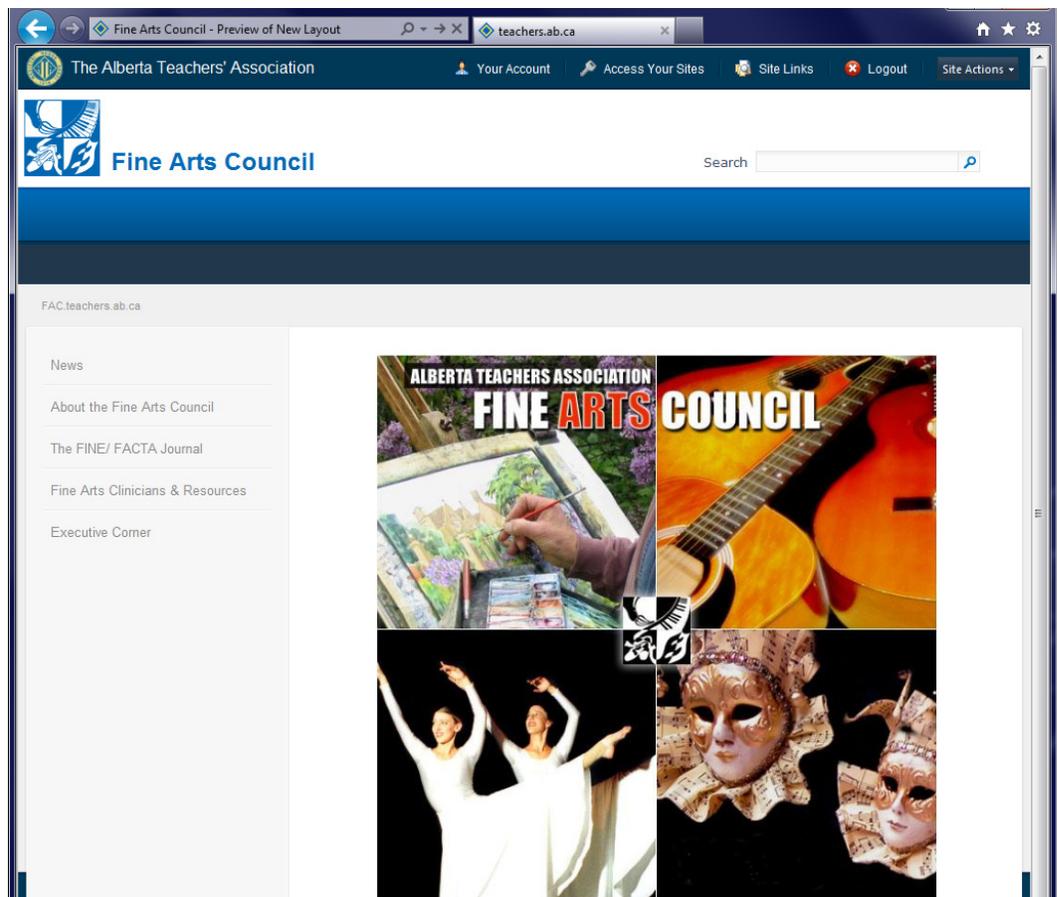


New Unified Visual Presentation for Specialist Council Websites Now Available



Gregory J Romaniuk
Information and
Technology Services

On Monday, October 15, nine specialist council executive members attended the webmaster session of the workshop for presidents, editors, webmasters and treasurers of specialist councils. Much of the day consisted of webmasters learning how to prepare their ATA-hosted site for the upcoming visual update. In brief, the visual upgrade involves two steps: transforming the site's page layout, then adjusting the site hierarchy to support horizontal navigation. A specialist council webmaster needs do little preparation for the page layout upgrade, and once the

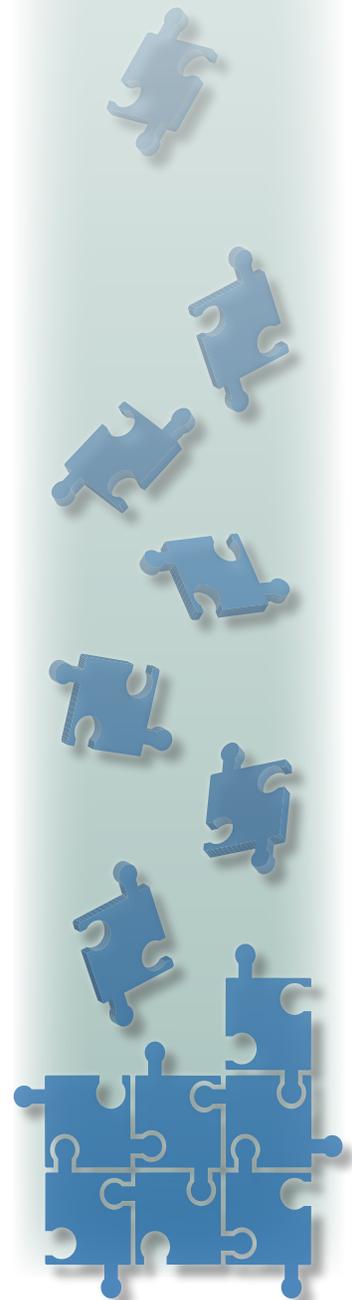


upgrade is completed, existing and new webpages should work without additional action by the webmaster. After the page layout migration is completed, webmasters will be able to adjust the hierarchical layout of their sites using the Manage Content and Structure tool to allow horizontal site navigation, similar to the navigation found on the front page of the ATA provincial website.

If you are ready to begin your site's visual upgrade, or if you have any questions, please contact me at Barnett House, Information and Technology Services—e-mail greg.romaniuk@ata.ab.ca, or telephone 780-447-9415 (direct) or 1-800-232-7208, ext 415 (toll free). We may discuss different upgrade options and considerations for your site, and I will schedule the process of transforming your specialist council site to the new look and feel. All sites will be updated by December 3, 2012.



Beginning
Teachers'
Conference



Copyright and Copy Wrong



Karen Virag
Supervising Editor, Publications

At the October 2012 seminar for specialist council editors, as always, we talked about copyright, which has become a bit of a minefield with the advent of the digital world. Although the government has just passed new copyright legislation, some basic principles don't change. I talk about them below. Then to give you an idea of what the new copyright bill entails, you will find some information from ATA records and information manager, privacy officer and archivist, Maggie Shane, that has been reprinted—with permission, of course—from the *ATA News*.

Some Basic Copyright Rules

- Protected works include photos, cartoons and artwork, and permission must be obtained before reprinting any of these. However, you may borrow concepts from previously published illustrations when doing illustrations of your own.
- Newspaper articles are copyrighted. Permission must be obtained before reprinting.
- The fair dealing provision of the copyright law states that, under certain circumstances, excerpts from copyrighted works may be quoted without permission. These circumstances are that the excerpted material (a) must be used for the purpose of research, criticism, review or newspaper study and (b) must not constitute more than a small portion of the original work. The line between infringement and fair dealing is a fine one; always seek permission if in doubt about the legality of reprinting material.
- Some publications include a paragraph stating that articles may be reprinted without permission if the source is acknowledged. An example of this is *Just in Time*, the newsletter of the ATA's Diversity, Equity and Human Rights Committee.
- Ever wonder why you see so many books and films with the same title? It's because titles cannot be copyrighted, so they may be used without acknowledgment or permission.
- Remember that neither facts nor ideas can be copyrighted. It is the reproduction of these things that is protected by copyright.

Copyright on the Internet

There is a common misconception that material appearing on the Internet is in the public domain, meaning that it is not protected by copyright law. This is wrong, and the misapprehension is a source of many unintentional copyright infringements. A published work, regardless of whether it exists in print or electronic form, is subject to all the protection afforded by copyright law, even if the copyright symbol is not displayed anywhere on the document. Therefore, take care when downloading material found on the Internet. When in doubt, call me.



The following article from the October 23, 2012, *ATA News* provides more information about new copyright legislation.

New copyright rules for schools: Copyright law and Supreme Court expand “fair dealing”

Margaret Shane

Freeing teachers from red tape is one of the features of new federal legislation.

On June 29, 2012, the Canadian copyright reform bill received royal assent. Although the *Copyright Modernization Act* (Bill C-11) has passed, its coming-into-force date is still forthcoming. On July 12, 2012, the Supreme Court issued its Access Copyright decision, protecting and expanding “fair dealing” in schools. The law and the courts have defined new copyright rules for schools (see <http://copyright.ubc.ca>).

The Law: Copyright Modernization Act

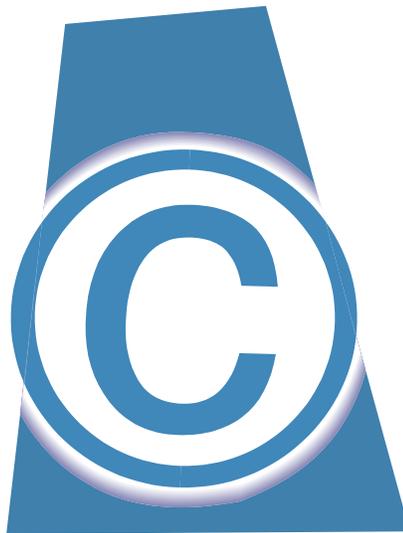
1. Expanded fair dealing uses

Fair dealing defends some uses of protected works against copyright infringement. The act specifically extends fair dealing to education, as well as satire and parody, research, private study, criticism, review and news reporting.

2. Expanded educational exceptions

Teachers and those acting on behalf of a school can do the following:

- Do anything necessary to display a work. The display of a work is now technology neutral (no more specific talk of whiteboards and so on). However, the work should be purchased when it is

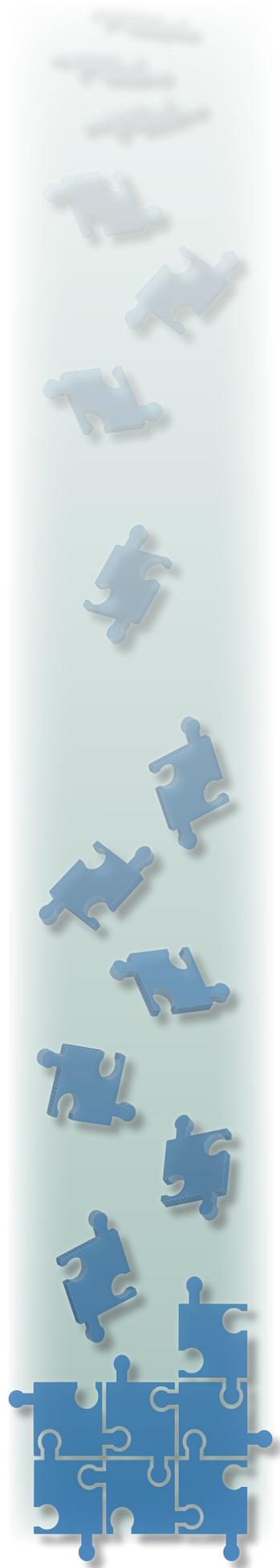


(1) commercially available in a school-friendly format,
(2) reasonably priced and
(3) accessible in the Canadian market.

- Show a legally obtained film, documentary or other video in class.
- Use, reproduce and communicate (for example, by telecommunication) legally posted Internet content so long as (1) sources and authors are cited, (2) the content is not digitally locked, (3) there is no clearly visible copyright protection notice and (4) the school knows (or should know) that the work is not on the Internet as a result of a copyright infringement in the first place.
- Stop paying royalties, destroying or tracking multiple copies of news reports and commentaries.

3. Distance learning supported

Distance education teachers can provide student lessons through telecommunication. Students can copy the lesson for later use as long as both school and student destroy the copy 30 days after final assessments reach the students. Schools must secure lessons against unauthorized access (through digital locks, encryption, passwords and so on).



The Supreme Court: Access Copyright decision

Michael Geist, copyright analyst and scholar, writes: “The Access Copyright case has enormous implications for education and copyright in Canada” (see “Supreme Court of Canada stands up for fair dealing in stunning sweep of cases,” www.michaelgeist.ca/content/view/6588/125/).

The decision specifically addresses teachers’ fair dealing as vital to education. Geist quotes Justice Abella:

Teachers have no ulterior motive when providing copies to students. Nor can teachers be characterized as having the completely separate purpose of “instruction”; they are there to facilitate the students’ research and private study.

Abella goes on to say that photocopies made by a teacher ... are an essential element in the research and private study undertaken by those students. The fact that some copies were provided on request and others were not, did not change the significance of those copies for students engaged in research and private study. (*Alberta [Education] v. Canadian Copyright Licensing Agency [Access Copyright]*, 2012 SCC 37)

The new provisions will advance classroom learning and free teachers from the burden of negotiating outdated copyright laws.

Margaret Shane is the ATA’s records and information manager, privacy officer and archivist.



Don't Forget!

Your ATA executive staff advisor is required to have signing authority on all council bank accounts, including those established for the conference. Please contact your bank as soon as possible to set this up.

Highlights of the Specialist Council Treasurers Seminar



Didi Heer
Accountant, Subgroup Services

For those of you not fortunate enough to attend the premier treasurer event of the year, I thought that I would relate some of the more interesting highlights of the seminar:

2012/13 Annual Grant

The calculation worksheet for the grant amount, including the membership count as at August 31, 2012, is now available. If you have not completed the 2012/13 budget or if you have not finalized and obtained approval of the budget, you can use the actual grant amount—there is nothing like taking the guesswork out of budget assumptions. I will e-mail

the worksheet to those who were not able to attend the seminar.

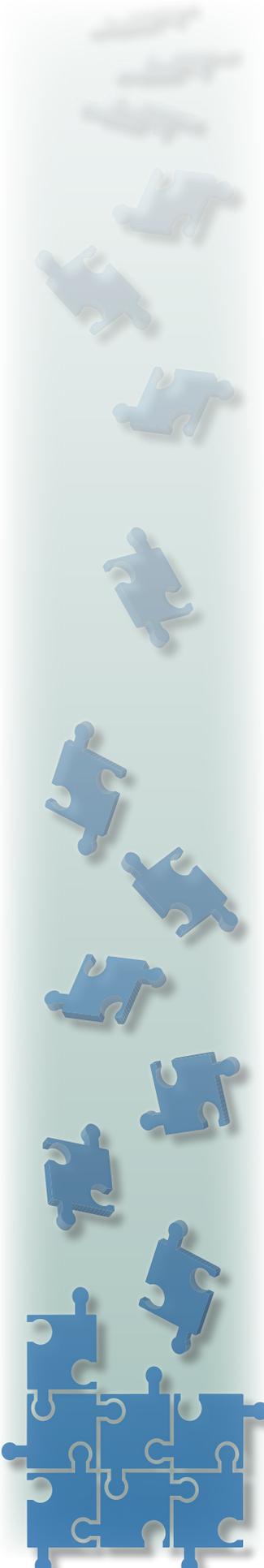
Summer Conference Update

I had the pleasure of presenting to council presidents and conference directors at the 2012 Summer Conference. I covered three fascinating topics with the presidents—highlights of the 2011 specialist council treasurers' reports, a financial overview for specialist councils and the Association policy on professional development funds. I told the conference directors about the conference budgeting process from concept to creation, bank account set-up and advances from provincial council. My purpose was to inform specialist council presidents and conference directors about the knowledge and expertise that treasurers need to effectively manage the financial well-being of the councils, and to give them an idea of treasurers' reporting responsibilities to primary stakeholders—the council executive, council members and the Association.

Regarding professional development funds, I distributed a handout on Association policy and Canada Revenue Agency (CRA) rules. As a general rule, professional development funds are considered an employment benefit. To avoid this benefit from becoming taxable to the recipient, the benefit must comply with Association policy and CRA rules.

As I do every year, I reviewed the 2012 treasurers' handbook. I compile and update this handbook every year specifically for treasurers to guide you in fulfilling the treasurer's duties and responsibilities. I highlighted page 3 of the handbook, which outlines the monthly and annual





reporting requirements. Pages 4 and 5 contain a description of the reports and, for your viewing pleasure, a sample of the standard report template. Page 7 outlines a discussion on the guiding principles for subgroup financial operations that were approved by Provincial Executive Council in December 2009 for inclusion in the handbook. These guiding principles serve as guidelines for councils with respect to allocation of council financial resources as well as disclosure of council financial activities to council members. Strategic planning and budgeting are critical factors in efficient use of the councils' cash. The guiding principles were developed to assist subgroups in complying with surplus requirements from all subgroups pursuant to resolution passed at the 2010 ARA. To reiterate, each council is to maintain an unencumbered surplus that does not exceed 50 per cent of prior year operating and conference expenditures. It is important that you incorporate cash planning and surplus target in the annual budget. I am required to report on the year-end surplus of all subgroups each year. As I complete the year-end review of your books, I will endeavour to provide you with surplus calculation for the 2011/12 fiscal year, as well as a surplus projection for 2012/13.

Resource Materials Available to Treasurers

- Treasurers' and specialist council handbook—provided by the Association to address treasurers' needs and provide a comprehensive overview of specialist council operations
- Specialist council policy handbook—developed by each council for effective

administration of council internal operations. The handbook covers council policies such as reimbursement of expense claims by executives, PD fund policy (subject to Association policy and CRA rules), and other business and administrative policy. It is the council's responsibility to review and update, where applicable, the policy handbook. Treasurers should take ownership of the review and update of the financial policy section each year. Ideally, the policy handbook should be reviewed by the council executives at the first meeting in the fall each year.

- Constitution—the formal document with respect to governance of the council (as opposed to the council policy handbook, which addresses the administration). This document outlines the underlying authority with respect to the function of each council executive member.

Conference Corner

- Beanstream and Event Wizard—if you are not yet set up with them and contemplating doing so, please think carefully about the bank account where the conference money will be credited. For those that have temporary conference bank accounts, please do not use this bank account for online registration. Beanstream (the online payment processor) requires a permanent bank account for legal and administrative reasons. Therefore, it is better to use the council bank account to accept payments for online registration. This means that the council treasurer will need to transfer money to the conference bank account on a monthly basis

(if council and conference bank accounts are separate). Otherwise, the conference will not have sufficient cash to pay for expenses. To determine how much money was received for conference payments, please review the monthly bank statement. The conference transactions are easily identifiable.

- Conference budgeting and accounting—PowerPoint presentation on budgeting tips, accounting procedures, checklist and worksheets available in Excel. Please let me know if you want these presentations and I will e-mail them to you. Also,

please advise the conference treasurers that this information is available for their use.

- Accounting 101 session—tips on getting the most of your Quickbooks sessions. This is a demo on easy steps in budgeting and creating effective financial reports using Quickbooks.

Intrigued? Call me at 780-447-9437 or toll free at 1-800-232-7208, ext 437.

I would also like to thank each one of you for working with us throughout the year and for respecting the deadlines for submitting the books for review.



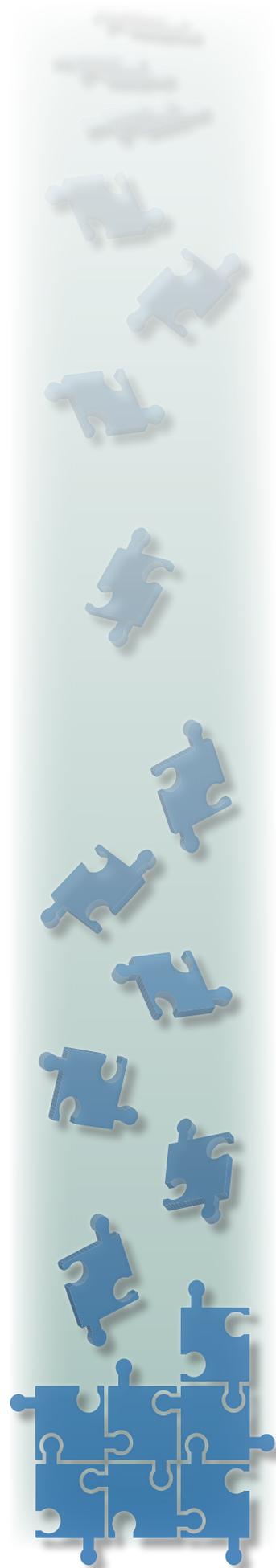
Handbook

**for treasurers
of specialist councils**

Fall 2012



The Alberta Teachers' Association



Meeting Spaces Around Alberta— What's Happening



Leanne Calderwood
Director,
Global Accounts
Helmsbriscoe

Alberta's booming economy has been attracting attention from meeting planners worldwide, and the province has seen a great increase in meetings and conventions business over the past few years. With this blessing of added revenues to the economy comes the strain of lack of good-quality meeting space. This is slowly changing because of some great additions and renovations throughout Alberta.

Sheraton Capri, Red Deer—Formerly known as the Capri Centre, this space has been almost fully renovated and rebranded to provide their customers with exceptional service and amenities—but Billy Bob's is still the place to go to unwind after a long day at events. The Sheraton Capri is ideal for conferences of more than 350 people and can accommodate a large exhibition.

Mayfield Inn, Edmonton—This large event hotel will undergo a full year of renovations in 2013 and is

not accepting any new business for the next year. HelmsBriscoe is staying in the loop as to their progress and when they are ready to accept new bookings again. Be ready for an outstanding (and possibly rebranded) space.

Radisson Edmonton South—If you haven't checked out the new Silverbirch Conference Centre for your smaller meetings and conferences, it's a must-see—it has state-of-the-art technology, continuous break stations with great catering and fantastic attentive staff.

Fairmont Jasper Park Lodge—Lots of news and happenings from this fantastic resort destination. More news to come; please contact me if you're interested in learning more.

Calgary Airport Hotels—This area is exploding with new hotels and spaces. Hilton Worldwide has announced that a three-flag hotel village will be developed, with the largest of the three hotels being completed by the end of 2015. Learn more about this new development at www.meetingscanada.com/magazine/news/hilton-worldwide-to-develop-first-three-flag-hotel-village-in-calgary. Calgary certainly needs the space, so this is very welcome news.

At HelmsBriscoe, we are continually kept abreast of hotel renovations and happenings by our hotel partners. We ensure that you are also kept in the loop as we research the spaces available for your meetings and conferences. We're here to help and inform, and we continue to enjoy our relationship with all of you at the ATA. Have a great fall season!



lcaldерwood@helmsbriscoe.com
403-668-0285



Upcoming Activities and Deadlines

Fall 2012: Councils with fall conferences and annual general meetings must provide an updated list of executive members to the Association and must advise of any changes made to membership fees. Councils must also submit information to the Association about how many memberships were sold at the conference.

October 2012: Following receipt of each council's annual report, the Association determines the council grant and advises councils as to the amount.

November 2012: All councils receive a base grant of \$7,500 and a per-member grant based on membership as of August 31, 2011.

November 15, 2012: Strategic Planning Grant deadline—Each year, the Association offers its subgroups—locals, specialist councils and convention associations—matching grants of up to \$2,000 each to offset the costs of organizing strategic planning retreats to discuss their plans and set long-term goals. Applications will be considered in two rounds. The first deadline was September 15, following which five applications were chosen to receive grants. The second deadline is **November 15**, following which five additional applications will be selected. Go to www.teachers.ab.ca and click on For Members/ Grants, Awards and Scholarships for more information.

November 23–24, 2012: The fall regional Professional Development Area Conference is held in Edmonton. All specialist council presidents or designates are invited to attend. Extra delegates may attend at the council's expense. Please register at www.surveymonkey.com/s/2012PDAC.

December 31, 2012: Councils must provide information to the Association on honoraria and expenses paid to conference presenters and/or council executive members for the 2011 calendar year. Names, addresses, social insurance numbers (where applicable) and amounts are required.

© Copyright 2012

The Alberta Teachers' Association
11010 142 Street NW, Edmonton,
AB T5N 2R1

Telephone: 780-447-9400 or
1-800-232-7208

www.teachers.ab.ca

Please contact Karen Virag,
supervising editor, Publications,
for permission to reprint material
from this newsletter.

She can be reached at
karen.virag@ata.ab.ca.

Submissions for this
newsletter should
be sent to
andrea.berg@ata.ab.ca.

PD-SC-27 2012 10

