



**Alberta School Boards Association  
2012 Public Engagement Award**

# Alberta School Boards Association

## 2012 Public Engagement Award

### Background

Public engagement is a collaborative process that helps put the 'public back in public education'. It is one way to address the chronic lack of involvement in the education system. The Alberta School Boards Association believes reaching out to, informing, and involving stakeholders is critical if excellence in public education is to be maintained.

The annual ASBA Public Engagement Award, introduced in 2010, is intended to recognize the efforts of school boards to embrace public engagement as a method to inform, involve and gain input from stakeholders on school jurisdiction plans, programs and services.

A school jurisdiction with good public engagement understands what their stakeholders and communities think of how schools are doing, what they should be doing and how they should be doing it. This requires a regular collection of data and clear, two-way communications. School leaders and stakeholders share ownership for plans and educational directions, and school board decisions reflect community input and interests.

### Criteria

The ASBA Public Engagement Award is open to any ASBA member school board that has engaged the public at any time in the previous school year cycle and can demonstrate two or more of the following benefits, as a result of its public engagement effort:

- An avenue for two-way conversation with the public was created;
- The public had a tangible opportunity to participate in school board decision-making on a topic or issue;
- The public engagement effort involved a cross-section of participants;
- Participants were satisfied their input was used or considered;
- There was follow-up with participants and/or the public after the public engagement effort;
- The public engagement helped the school board make a better, more informed decision for students.

**Please note:** At least one letter from an organized group or community leader that partnered with, participated in or witnessed the engagement effort must accompany the submission. The letter must make reference to the credibility and/or value of the engagement effort from the perspective of the group or leader. Examples of such groups or leaders are school councils, chambers of commerce, community leagues, social clubs, municipal councils, MLA, Mayor, church leader, etc.

### Procedural Guidelines

Each school board is eligible to submit one nomination for the Public Engagement Award for a project initiated in their own jurisdiction. One Public Engagement Award will be awarded each year to the school board that best meets the application criteria. Up to two school boards may receive honourable mention as finalists.

### Awards Presentation

The winning recipient shall receive an engraved crystal plaque bearing the Association's logo. The winner and up to two finalists will each receive a framed certificate bearing the Association's logo. The award and certificates will be presented by the President of the Alberta School Boards Association at the ASBA Fall General Meeting.

The winner and finalists' projects will have their projects showcased as examples of successful public engagement practices on the ASBA website as part of the public engagement learning section.

# Alberta School Boards Association 2012 Public Engagement Award

## Nomination Form

Nomination forms must be completed and received by the ASBA on or before **September 28, 2012** to be considered.

---

Jurisdiction (Please record the school board's name precisely as it should appear on the award)

---

Contact Name	Telephone	Email
--------------	-----------	-------

---

Jurisdiction Address

---

Town/City/Province/Postal Code	Telephone	Email
--------------------------------	-----------	-------

By motion of the Board at a meeting held on \_\_\_\_\_, 2012, the Alberta School Boards Association is requested to consider the above nomination for the Public Engagement Award. **(Please provide a copy of the motion.)**

Information supporting the nomination must be included on the attached pages of this form. Please respond to the questions in full, attaching additional pages as required. Letters referencing the credibility and/or value of the engagement effort from the perspective of a group or community leader should be attached to this form.

Nominator:

---

Name (please print)

---

Signature

---

Jurisdiction/Zone

Return to:

Corporate Services  
Alberta School Boards Association  
1200, 9925 - 109 Street  
Edmonton AB T5K 2J8  
Tel: 780.482.7311 Fax: 780.482.5659

# Alberta School Boards Association

## 2012 Public Engagement Award

1. Describe the school board's particular public engagement initiative(s), outlining the process by which stakeholders and/or communities were brought together to discuss and provide input on an issue or topic. Did the initiative have a clear purpose or need? Was this a new approach? Attach additional pages as required.

---

---

---

---

---

---

2. Cite any creative methods the school board used to encourage individuals, groups or communities to participate in the engagement.

---

---

---

---

---

---

3. Outline the process the school board used to follow up with participants after the public engagement initiative ended. Were participants clear on how their input would be used? Were they satisfied with the process?

---

---

---

---

---

---

# Alberta School Boards Association 2012 Public Engagement Award

4. Describe the outcomes and benefits gained as a result of the public engagement. What is different? What has been gained? Attach additional pages as required.

---

---

---

---

---

5. Outline any efforts by the school board to keep the conversation going with participants and the community at large beyond this particular initiative.

---

---

---

---

---

**Additional Comments:**

---

---

---

---

---