

Administrative Procedure 155

EVENT PROTOCOL

Background

The Superintendent has been given the responsibility to ensure positive external and internal communications are developed and maintained. Proper protocol is to be followed for events organized by schools. The Superintendent is to be informed whenever elected officials or dignitaries are involved in District or school events.

The success of a District or school event depends largely on good planning, as well as having a defined agenda and purpose for the event. If the event is well planned protocols normally flow smoothly.

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.

Procedures

1. When organizing a public event at which dignitaries are present, introduce the most senior dignitaries first:
 - 1.1 Members of the Senate representing British Columbia
 - 1.2 MPs (cabinet members first)
 - 1.3 MLAs (cabinet members first)
 - 1.4 Board Chair and Vice-Chair
 - 1.5 Mayor
 - 1.6 Other trustees and civic councilors
 - 1.7 Senior administrators and heads of other organizations
 - 1.8 Prominent community members

2. When organizing an event within the District schools, the introductions will take place in the following order:
 - 2.1 Board Chair
 - 2.2 Vice-Chair
 - 2.3 Trustees in attendance

2.4 Superintendent, Assistant Superintendents, Secretary-Treasurer

2.5 Principal, Vice-Principal

3. When organizing the order of speakers, protocols dictate that the most senior dignitary speaks last.
4. Seating is to be arranged so that the most senior dignitary is closest to the podium at all times.
5. Trustees are to be introduced at all times.
6. Provision is to be made for trustees and other important guests to be greeted by staff or students.
7. As audience members, dignitaries are to be provided with reserved seating in the front row.
8. Provisions for parking are to be made for dignitaries and trustees.
 - 8.1 When extending an invitation to dignitaries for attending events.
 - 8.2 Use your discretion. Typically extend an invitation for more significant events.
 - 8.3 If the event is significant enough to invite the media, trustees should be invited.
 - 8.4 If the event involves any “outside” dignitaries (Mayor, MLA, MPs), trustees must be invited to attend. Similarly, if outside dignitaries are invited to speak, the Board Chair (or designate) must also be invited to speak.
 - 8.5 If you are unsure whether to invite trustees, please discuss with your Assistant Superintendent or the Superintendent’s Executive Assistant.
9. The Office of the Superintendent is to be contacted if a representative of senior staff is requested to attend a school event.
10. The trustee invitation and District Office notice is to indicate who will serve as the Master of Ceremonies (MC).
11. When no trustee is available to attend, the MC will be advised to express regrets on behalf of the Board.
12. The Office of the Superintendent is to be contacted for further assistance.

Reference: Sections 20, 22, 65, 85 School Act
Provincial Government Protocol
Federal Government Protocol

Adopted: December 15, 2020