



# Hastings and Prince Edward District School Board

*A Great Place to Learn and A Great Place to Work!*

Chair of the Board: Carl Pitman

Director of Education: Kathy Soule

## NOTICE OF MEETING

This notice is to confirm that the next regular meeting of the  
**Program and Human Resources Committee** will be held on:

**Monday, March 9, 2009**  
**commencing at 7:00 p.m.**  
**in the Board Committee Room, Education Centre**  
**156 Ann Street, Belleville, Ontario**

The agenda and supporting documents for this meeting are attached to this notice.

**Jim Williams, Chair**  
Program and Human Resources Committee

**Rob McGall**  
Superintendent of Education  
Human Resources

**Jan Montgomery**  
Superintendent of Education  
Elementary and Secondary Curriculum

**Trish FitzGibbon**  
Superintendent of Education  
Special Education

**June Rogers**  
Superintendent of Education  
Education Services

**Committee members:** T. Goodfellow, M. Hall, D. Inch, H. Marissen, C. Pitman, M. Walker, J. Williams  
A. Macdonald (Student Trustee) D. Smith (Student Trustee)



# Hastings and Prince Edward District School Board

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Chair of the Board: Carl Pitman

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## Program and Human Resources Committee PUBLIC AGENDA

Regular meeting of  
March 9, 2009 – 7:00 p.m.  
Board Committee Room, Education Centre

Section	Item	Report No.	Resp.
<b>A</b>	<b>Call to order</b>		
	Delegations / presentations - none		
	Approval of agenda		
	Approval of minutes – February 17, 2009	A-1	
	Business arising from the minutes		
<b>B</b>	<b>Recommendations</b>		
	Educational Programs In Care, Treatment and Correctional Facilities (Section 23)	B-1	TF/CP
	Proposed School Year Calendar 2009-2010	B-2	JM
	Textbook/Novel Approval	B-3	JM
<b>C</b>	<b>Information</b>		
<u>7:00</u>	School Effectiveness Framework (M. Smit)	Verbal	JM
<u>7:15</u>	Skopus Business Intelligence Tool demonstration (M. Norton)	Verbal	JM
<b>D</b>	<b>Correspondence</b>		
	None		
	<b>Motion to move into closed session</b>		
	<b>Adjournment</b>		

**Next regular meeting: Monday, April 20, 2009**



**HASTINGS AND PRINCE EDWARD DISTRICT SCHOOL BOARD  
PROGRAM AND HUMAN RESOURCES COMMITTEE  
PUBLIC MEETING MINUTES  
February 17, 2009**

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**Members Present:** H. Marissen, C. Pitman, T. Goodfellow, M. Walker, J. Williams

**Regrets:** M. Hall, D. Inch

**Resource:** R. McGall, T. FitzGibbon, J. Montgomery, J. Rogers, K. Soule

**Minutes:** J. Newman

**Delegations/Presentations**

None

**Approval of the Agenda**

Moved: H. Marissen

Seconded: M. Walker

**That the agenda be approved.**

**Carried**

**Approval of Minutes: regular meeting January 19, 2009**

Moved: C. Pitman

Seconded: H. Marissen

**That the minutes of the public session of the regular Program and Human Resources  
Committee meeting held January 19, 2009 be approved.**

**Carried**

**Business Arising from the Minutes**

None

**Recommendations**

None

## Information

### Student Success Report

Superintendent Montgomery introduced Mandy Savery-Whiteway who provided an update on the Student Success Program. It was noted that all eight secondary schools have functioning student success rooms. Mandy introduced Tracy Demianchuk and Amanda Allison, two student success lead teachers from Moira Secondary School, who provided an overview of student activities in the student success room at Moira Secondary School. In addition, Mandy provided an overview of system student success initiatives and provided an update on the "Parents as Life Coaches" program.

### Limerick & Wallastan Public Library Report

Superintendent Montgomery presented a letter from Superintendent Rutherford to the chair of the Wollaston and Limerick Union Public Library Board providing notice to terminate the current agreement governing the shared use of the library with Coe Hill Public School as of June 30, 2009. Superintendent Montgomery noted that the Board has been slowly dismantling the partnership and that current issues regarding student safety concerns and allergens prompted the need to formalize the process.

### School Year Calendar

Superintendent Montgomery presented a draft copy of both the elementary and secondary 2009-2010 school year calendar. Specific dates relating to board holidays, P.A. Days and exam days were noted.

## Correspondence

None

**Adjournment: 7:40 p.m.**



**Decision X Information \_\_\_\_\_**

**To:** The chair and members of the Program and Human Resources Committee

**From:** Trish FitzGibbon, Superintendent of Education, Special Education Services

**Re: Educational Programs In Care, Treatment and Correctional Facilities (Section 23)**

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**Background**

Each year the care, treatment and correctional facilities agreements, in accordance with Section 23 of Ontario Regulation 287/98, are reviewed by ministry and board personnel to determine whether the programs should be continued, modified, or expanded.

Criteria for the establishment and maintenance of these programs include:

- application for a Section 23 educational program must come from an approved facility;
- children and youths have been admitted to a facility for care, treatment or custody;
- ongoing care and treatment are to be provided by the facility's professional staff and supported by the teacher through a multi-disciplinary approach.

In early July 2008, the Hastings and Prince Edward District School Board was informed that the Ministry of Child and Youth Services made a decision to terminate the contract for Corbyville Children's Home, due to low numbers in the program. The Section 23 partnership was dissolved effective September 2008 and teaching staff was reassigned within the secondary panel. The board maintained the other five (5) Section 23 programs in conjunction with various care, treatment and correctional facilities. Only the direct costs of the Section 23 programs are fully funded by the Ministry of Education, and the sponsoring Ministry in each case. Indirect costs for administration, clerical, in-service, etc. are absorbed by the Hastings and Prince Edward District School Board.

**Current situation**

The Board wishes to continue with five (5) Section 23 agreements for the 2009-2010 school year.

PROGRAM	LOCATION	TEACHERS	E.A.s	STUDENTS (maximum)
<b>Corbyville Children's Home - <u>CLOSED</u></b> (Youth Justice Act) open custody, Phase 1; ages 12 -17 yrs with behaviour needs	Corbyville Thurlow Ward Belleville	(1)	(0)	(10)
<b>Parent- Child and Youth Clinic</b> Quinte Healthcare Corp) children in grades JK to 3 with mental health needs, involved in individual treatment programs	Sir John A. Macdonald Public School, Belleville	1	1	12
<b>Children's Mental Health Residential</b> (Children's Mental Health Services) ages 7 - 17 yrs with mental health needs	Honeywell House Thurlow Ward Belleville	1	1	8



<b>PROGRAM</b>	<b>LOCATION</b>	<b>TEACHERS</b>	<b>E.A.s</b>	<b>STUDENTS (maximum)</b>
<b>Junior Day Treatment Program</b> (Hastings Children's Aid Society) Grades 4 - 6 children who have difficulty in coping with the traditional structures, organization or demands of a regular school environment; behaviour and communication needs	Park Dale Public School, Belleville	1	1	12
<b>Cedarview</b> (Hastings Children's Aid Society) Grades 7 - 8 children who have difficulty in coping with the traditional structures, organization or demands of a regular school environment; behaviour and communication needs	Sir Mackenzie Public Bowell School, Belleville	1	1	12
<b>St. Leonard's Home</b> (Youth Justice Act) open custody, Phase 2; ages 12 -17 yrs ; behavioural needs, secondary school age	St. Leonard's Sidney Ward Quinte West	1	0	8 - 10

### **Recommendation**

Moved:  
Seconded:

**That the Program and Human Resources Committee recommend that the Hastings and Prince Edward District School Board approve for 2009-2010 the five (5) special programs in conjunction with the care, treatment and correctional facilities, subject to approval by the Ministry of Education.**

Respectfully submitted,

**Trish FitzGibbon,  
Superintendent of Education - Special Education Services**

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**Decision   X   Information**

**To:** The chair and members of the Program and Human Resources Committee

**From:** Kathy Soule, Director of Education  
Jan Montgomery, Superintendent of Education – Curriculum Services

**Re: Proposed School Year Calendar 2009-2010**

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**Purpose**

To approve the proposed School Year Calendar for the 2009-2010 school year.

**Background**

Each spring district school boards are required to establish a school year calendar for the next school year in accordance with Regulation 304 “School Year Calendar”. This regulation sets the beginning and end dates for the school year; stipulates school holidays; and prescribes the minimum number of instructional days (194) and the maximum number of professional activity days (6), examination days (10) and board designated holidays (2).

**Current situation**

The Ministry of Education has established the following days for school holidays for 2009-2010:

Labour Day	Monday, September 7, 2009
Thanksgiving Day	Monday, October 12, 2009
Christmas Break (inclusive)	Monday, December 21 – Friday, January 01, 2010
Family Day	Monday, February 15, 2010
Mid-Winter Break (inclusive)	Monday, March 15 – Friday, March 19, 2010
Good Friday	Friday, April 2, 2010
Easter Monday	Monday, April 5, 2010
Victoria Day	Monday, May 24, 2010

In establishing its annual School Year Calendar, it is the practice of the Board to consult with employee groups, parents, community members and neighbouring school boards about the use and placement of professional activity days, examination days, and board holidays in order to ensure the optimum use of school time and to minimize transportation costs. Meetings have been held with representatives of the Algonquin and Lakeshore Catholic District School Board (with whom this Board shares bus routes), the Limestone District school Board (with whom the Algonquin Lakeshore Board shares bus routes), and the Conseil des écoles publiques de l'Est de l'Ontario (which shares routes with all 3 Boards).

The following proposed School Year Calendar for 2009-2010 is submitted as a regular school year calendar with the following recommendation:



## **Recommendation**

Moved:

Seconded:

1. **That the first day of school be Tuesday, September 1, 2009;**
2. **That the Christmas Break be Monday, December 21, 2009 to Friday, January 1, 2010 inclusive;**
3. **That Semester 2 begin Tuesday, February 2, 2010;**
4. **That the Mid-Winter Break be Monday, March 15 to Friday, March 19, 2010;**
5. **That the last day of school be Wednesday, June 30, 2010;**
6. **That the following 6 dates be designated as professional activity days:**

**Friday, September 25  
Friday, October 23  
Monday, November 16  
Monday, February 1  
Friday, April 30  
Wednesday, June 30.**

7. **That 10 examination days be approved for secondary schools:**

**Friday, January 22 – Thursday, January 28, 2010  
Monday, June 21 – Friday, June 25, 2010.**

## **Appendices**

Sample draft of School Year Calendar for 2009-2010 is attached.

Respectfully submitted,

**Kathy Soule  
Director of Education and Secretary to the Board**

**Jan Montgomery  
Superintendent of Education – Curriculum Services**







**Hastings and Prince Edward  
District School Board**

**Program and Human Resources  
Committee Report No. B-3  
Page 1  
March 09, 2009**

**Decision X Information \_\_\_\_\_**

**To:** The chair and members of the Program and Human Resources Committee

**From:** Jan Montgomery, Superintendent of Education - Curriculum Services

**Re:** **Textbook/Novel Approval**

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**Purpose**

To seek approval for textbooks/novels not listed in the Ministry Curriculum Centre Learning Resources website which lists textbooks/novels approved for use in schools by the Minister of Education.

**Background**

The Ministry Curriculum Centre Learning Resources site has replaced "Circular 14" and is placed on the Ministry's website on the authority of the Minister of Education under the Education Act listing textbooks/novels approved for use in schools by the Minister of Education.

**Current situation**

Titles (attached as Appendix "A") have been reviewed by the school principal, Curriculum Services staff or superintendent and trustees on the Program and Human Resources Committee.

**Appendices**

Appendix A - Summary List of Materials Submitted for Board Approval

Appendix B - Textbook Correlation Information

**Recommendation:**

Moved:

Seconded:

**That the Program and Human Resources Committee recommend that the Hastings and Prince Edward District School Board approve "Sport Marketing" for use in schools as described in Appendix "A" as contained in the Program and Human Resources Committee public session report no. B-3 dated March 9, 2009.**

Respectfully submitted,

**Jan Montgomery  
Superintendent of Education**





**Hastings and Prince Edward  
District School Board**

<b>FORM F210-2</b>	
<b>Adopted</b>	October 6, 2008
<b>Last Revised</b>	October 6, 2008
<b>Review Date</b>	October, 2013

<b>Title:</b>  <i>Sport Marketing: A Canadian Perspective</i>	<b>Author:</b>  <i>Norm O'Reilly</i>
<b>Publisher/date:</b>  <i>Nelson</i>	<b>ISBN:</b>  <i>978-0-17-b10458-0</i>
<b>Submitted by:</b> <i>Centennial</i> (Name and School)	<b>Course/Grade:</b> <i>12</i> (Please do not use course codes)
Content synopsis: See attached.	
Rationale for request:	
Curriculum Connections: New course (Interdisciplinary Studies) "sports and Entertainment Marketing" (Business)	
Special Considerations: (if any) Immediate need - Canadian publication - new course	
Other Information: (critical reviews etc., if any)	

**APPENDIX B**

**TEXTBOOK CORRELATION INFORMATION**

**COURSE OUTLINE:**

This course explores the important role that sport and entertainment play in our modern economy. Students will use a wide range of information (print and electronic), and research skills to analyze the impact of media, sport and entertainment in Canadian society. In addition, students will obtain an understanding of business fundamentals and how to apply these fundamentals to sports and entertainment.

The course may include a field study to a major sport, entertainment, and/or media enterprise, giving students exposure to real-life scenarios. Possible field trips include (but are not limited to): Maple Leaf Sports & Entertainment, Toronto Blue Jays, Toronto Argos, Ottawa Senators, Vancouver 2010 Olympic Games, Canadian Football League and TSN.

The course combines the expectations for Interdisciplinary Studies, Grade 12, University Preparation with selected expectations from three other courses (International Business, Grade 12, University/College Preparation; Media Studies, Grade 11, Open; Marketing: Goods, Services, Events, Grade 11, College Preparation).

**UNITS OF STUDY:**

Unit 1: Fundamentals of Marketing, Economics, and the Sports & Entertainment Industry

- Introduction to Sports & Entertainment Marketing
- History of Sports & Entertainment
- The World of Marketing
- Fundamentals of Economics
- Differences in Sport and Entertainment Marketing

Unit 2: Sports Marketing

- The Appeal of Sport as a Business Tool
- Categories of Sport
- The Consumer and Sports Products
- Economic Impact of Sports Marketing

Unit 3: Sports Marketing Mix

- Product Design
- Pricing Strategies
- Distribution of Sport Leagues, Events and Apparel
- Promotional Strategies – Sponsorship, Advertising, Sales Promotions, Public Relations, Personal Selling
- Branding, Licensing and Endorsements
- The Marketing Plan
- Sports Marketing Careers

#### Unit 4: Entertainment Marketing

- Influence of Entertainment on Canadian Society
- Types of Entertainment Businesses – Movies, Television, Radio, Music, Internet, Video Games, Performing Arts, Theme Parks
- Types of Entertainment Products – Film, Music, Video Games, Print Media, Live Events
- Media Product Marketing
- Careers in Entertainment Marketing

#### Unit 5: Entertainment Marketing Mix

- Branding and Entertainment
- Product, Price, Place, Promotion
- Target Marketing
- Entertainment Outlets and Venues

#### **TEXTBOOK OVERLAP:**

##### Part 1: Introducing Canadian Sport Marketing

1. An Introduction to Sport Marketing
2. The Canadian Sport Industry
3. Sport Market Research
4. The Canadian Sport Consumer

This overlaps through the first unit of study, an introduction of terminology, history of the industry and also starts to assist in examining the differences that exist between sports and entertainment by focusing on the sports perspective.

##### Part 2: STP and the Canadian Sport Marketing Mix

5. Segmentation, Targeting and Positioning in Canadian Sport
6. The Sport Product
7. Branding in Sport
8. Pricing in Sport Marketing
9. Sport Promotion
10. Media and Distribution in Sport

This covers unit 2 very well further examining the idea of marketing sports, while delving deeper into the ideas of promotion and the influence of media/ entertainment within sports marketing.

##### Part 3: Important Strategic Elements of Sport Marketing in Canada

11. Sport Sponsorship
12. Building Successful Sport Sponsorships
13. Ambush Marketing
14. Technology in Sport Marketing
15. Social Marketing in Sport
16. Sport Marketing Strategy Implementation and Evaluation
17. Olympic Marketing
18. Marketing Plan Example

This section does a great job facilitating Unit 3 of the course, looking at more specific cases, the implementation process and having a working marketing plan (course culminating activity) to base information from.

Unit 4 and 5, because of their focus on entertainment more than sports are going to rely more on outside sources, magazine and new articles as well as other texts that I own. I will cross reference components from this textbook, because of the amount of Canadian based information and case studies from Canada.

#### **RATIONALE FOR CHOOSING TEXT:**

After examining 5 other textbooks from different publishers, this textbook almost fell into my lap, the other day searching other related information. The problem I had with the other textbooks were that they either seemed at too low of a level in the case of most sports and entertainment textbooks, or that they were entirely American based with no relevance to a course about Canadian Business. This book covers the Sport component of the course extremely well and also touches on key points related to entertainment (the media) as well. I would say around 70-75% of the course expectations are covered within this textbook, and outside sources will encompass the rest of the course. This text was designed, to my understanding for college, I found the content though heavy to be on par where I want this 4U course to be. The 3M Marketing course tends to bring in a certain type of student, and it is my hope to touch more into the BBB 4U (international business) student, and better prepare our stronger University bound students for future studies in business.