

Ministry of Education

Office of the ADM

Financial Policy and Business Division
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Ministère de l'Éducation

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900, rue Bay
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Toronto ON M7A 1L2



2015: B15

MEMORANDUM TO: Directors of Education

FROM: Gabriel F. Sékaly
Assistant Deputy Minister
Financial Policy and Business Division

DATE: **November 10, 2015**

SUBJECT: **New Communications Protocol for Major Capital Investments**

I am writing to inform you that the Ministry of Education has established a new communications protocol for school boards receiving funding from Capital Priorities, School Consolidation Capital or Capital Funding for new Construction of Child Care from the Ministry of Education.

As part of the ministry's 2015 Capital Priorities announcement, school boards who received funding approval were also provided with the following details regarding the ministry's new communications protocol.

Public Communications and Events

All public announcements regarding major capital investments funded through the Capital Priorities, School Consolidation Capital or Child Care Capital programs, should be considered joint communications opportunities for the provincial government and the district school board.

As such, you must not issue a news release or any other public communication regarding Capital Priorities, School Consolidation Capital or Child Care Capital projects unilaterally, unless agreed to by the Ministry of Education or a representative from the Government of Ontario.

For all public communications opportunities, you must invite the Minister of Education to your local event by emailing Minister.EDU@ontario.ca with at least three weeks' advance notice.

This includes announcements related to the awarding of project funding provided in the current and previous years, as well as all future milestone events for the funded project (e.g., ribbon-cutting, ground-breaking, school opening).

If the Minister of Education is unavailable, the Minister's Office will inquire with your local Member of Provincial Parliament (MPP) to determine whether they are available to jointly announce the new projects in your city/region at an upcoming event.

If he/she is available, their office will contact you to make arrangements in a timely manner. If he/she is unavailable, the Minister's Office, or a Ministry representative, will inform you that your school board can proceed with an event in the absence of a government representative.

Acknowledgement of Support

You must acknowledge the support of the Government of Ontario in communications of any kind, written or oral, relating to the agreement or the project. This could include but is not limited to, any report, announcement, speech, advertisement, publicity, promotional material, brochure, audio-visual material, web communications or any other public communications.

Should you have any communications-related questions, please contact Ryan Rigby at 416-325-2540 or via email at Ryan.Rigby@ontario.ca.

Sincerely,

Original signed by:

Gabriel F. Sékaly
Assistant Deputy Minister
Financial Policy and Business Division

cc: Superintendents of Business and Finance
Senior Plant Officials
Ryan Rigby, Senior Information Officer, Ministry of Education