

## **Demographics & Enrollment Ad Hoc Committee (D&E) Meeting Summary – December 21, 2016**

### **Present:**

Sharad Bhargava (Chair) – St Thomas High School  
Ingrid Oldenburg– Dorval  
Renee Aspiotis – Margaret Manson  
Mike Besner – MacDonald High School  
Michelle Johnstone – Childrens World Academy  
Ovidiu Burlec – Petes  
Len Podgurny – Wilder Penfield  
Dayo Odubayo - PCHS

### **Regrets:**

Illana Schattauer – Riverdale High School  
Natasha Drysdale – Lakeside Academy

---

### **Mandate**

Look at historical impact of Bill 101 and explore ways around its limitations

Study trends of enrollment and see how we can utilize that information

Explore ways to make Entrance Exams and Open Houses more appealing/ successful in drawing students (some overlap with communications and marketing)

---

1. Everyone introduced themselves and gave their expectations from the committee
2. The Mandate was reviewed
3. Everyone has received the following documents:
  - LBPSB Marketing Survey
  - LBPSB Enrolment Numbers
  - Link to Bill 101 Eligibility criteria
  - Link to QFHSA Resolution **2012 -3 - WIDER ACCESS TO ENGLISH EDUCATION**
  - 2016 Presentation on The Decline of the English School System in Quebec and What Can Be Done About It.
  - 2013 Presentation on One Size Does Not Fit All from Advisory on English Education

Thanks to Michelle for providing the last two documents.

4. The Communication Committee at the School Board had commissioned a Marketing Research firm to create a “Market Profile” of our current population, and conduct an analysis of current and projected population in our territory, and an overview of the issues the board faces with respect to the overall decline in birth rates, movement of families and choice of education. The results of the research were distributed.

The Communication Committee agreed to proceed with Phase 2 of the research and to contract out for a Market Survey, based on the established profile, to determine how to establish a Marketing Program that effectively markets our system, and more importantly, to whom..

The D&E committee will plan our strategy on Marketing after the second survey has been received and the Boards plan is known.

#### 5. General Notes

- EMSB campaigned to French parents
- Bring in Kids from Local Day Cares to Elementary Schools
- More Social Media. Encourage more use of social media
- Sell to the Francophone population
- LBPSB – Presence not picked up on the Web
- Vanier has students doing Youtube Videos
- Improve/Increase Programs to attract students
- Administrators have to be doing marketing
- Open House – focus on your Magnet Programs
- Exchange Programs between English and French Schools
- Get Feedback at Open Houses
  - Have students with IPADS soliciting feedback
  
- EPCA
  - Focused on Eligibility.
  - Separate Page in French on Eligibility
  - Targeted Ads on Social Media will be done

#### 6. Bill 101

We brainstormed on what we could do and came up with the following:

- Ask Government to relax Bill 101 restrictions to allow children age 12 and over coming from countries where they have had their education in English to be allowed access to English schools
- We ask the PC to write a letter to EPCA asking them to lobby the Government on the above
- We do a resolution to the QFHSA co-sponsored by several schools asking them to lobby the Government on the above

Action Items:

1. Dayo to do analysis on new LBPSB Web Pages and see how they fare
2. Sharad to do resolution for QFHSA for Bill 101 for committee to review
3. Mike: Can you please do a short writeup on how MacDonald gets Open House feedback. Will send this to Administration as a recommendation from our committee.