

## Renaming Project: Q+A

### BACKGROUND

School District No. 57 (Prince George) ((SD57)) is considering a renaming and redesign project to better represent and include the students, communities and Nations it serves.

If it proceeds, the project will include an extensive engagement process in all four district communities and Nations. It will involve students, parents, guardians and caregivers, Elders, School District 57 administrators, teachers and staff.

The current name and visual representation of the district (logo, colour scheme, design elements) are:

- Not inclusive to the communities or local First Nations,
- Not reflective of the new strategic vision for the district and the innovative teaching methods utilized in School District 57,
- Not representative of the way in which the district wants to recognize the Indigenous lands on which we live and learn.

Through a collaborative community engagement and public participation process, School District No. 57 (Prince George) will arrive at a new name and identity that is representative, inclusive and reflective of the new vision and mission for this thriving district.

#### 1. Why is School District No. 57 (Prince George) considering changing its name?

The official name is School District No. 57 (Prince George)

- It does not include or represent the four communities in the district:
  - Prince George
  - McBride
  - Valemount to the southeast
  - Mackenzie to the north
- It also doesn't represent the three Indigenous Nations whose unceded land the district is situated on:
  - Lheidli T'enneh First Nations
  - McLeod Lake Indian Band
  - Simpcw First Nation

History:

- In 1971 School District 58 (McBride) amalgamated with School District 57 (Prince George) , and the name was never changed. In 2016 there was a rural community consultation, and the recommendation was to combine the communities under one district.
- It's a number, not a name - and not representative of how the District aims to know and consider all students' we nurture and empower all students where they are to be proud, confident, and engaged lifelong learners.

- Not reflective of the world of teaching and learning today or the way in which the district wants to recognize the land on which we live and learn.

## **2. Why a rebrand/redesign?**

With the renaming of the District comes the opportunity for School District No. 57 to represent the values and vision for the district, its learners and its communities through its visual identity. As a result, the District will see a new logo/wordmark, colour scheme, website updates, and signage and other asset replacements.

Currently:

- No one knows the origin or the age of the logo
- The person in the current logo is literally in a box and sitting behind a desk, which contradicts the new mission for the School District:
  - *Through innovation, high standards and culturally responsive care, we nurture and empower all students where they are to be proud, confident, and engaged lifelong learners.*
- It also overlooks the renewed relationship with the communities and the First Nations served within the region/district

## **3. Have you consulted with the FN communities that you want to rebrand/rename?**

- Indigenous Education Leadership Table has been informed
- Local First Nations are aware, and they will be part of the engagement process
- Communication will be ongoing to the public and participants

## **4. How will you be engaging people in the project?**

School District 57 subscribes to the framework provided by [CE20: Spectrum to Community Engagement to Ownership](#).

This engagement and participation process will be considered COLLABORATIVE under their definition. It will ensure the *“community capacity plays a leadership role in decision-making and the implementation of decisions. Community leadership and expertise are critical to how we address the issue [and opportunity]”*.

## **5. Who will be engaged in the project?**

The project will be overseen by an advisory working group made up of representatives from these SD57 stakeholders:

- students, Elders, School District employees, parents, guardians and caregivers

Engagement and participation will take place within the four district communities:

- There will be one Focused Community Session per the four communities. Each will include representatives from these feedback groups:
  - Students, admin, staff, parents, Elders First Nations and Indigenous Partner participants.
- There will be one full-scale online public participation survey for broad-based public input.
- It will be highly communicated and the outcomes will be transparent

**6. How much will this cost?**

- Typical project of this nature would be approx. \$60,000 - \$80,000
- This project will cost approx. a quarter of the price
- We have selected a local professional firm, Monogram Communications, to support the work. They have over 18 years of experience in communications and engagement, and experience teaching in this district.
- The replacement of assets will take place gradually as they reach end of life to manage replacement costs associated with the project.

**7. Who will design the logo? Will there be a contest for school kids to design it?**

This is more than a school logo contest - we need someone who is trained and professional - a logo and a brand is more than a logo, it needs to consider multiple communities and perspectives, and it will represent the district's strategic plan and vision.

All of our school communities and local First Nations will be considered. There will be a graphic designer who will work closely with any artist(s) who may be involved to ensure the artist's renderings are incorporated into all final pieces.

**How can I learn more?** throughout the project, there will be:

- A project page on the SD57 website
- Email updates to families in SD57
- Video updates from the Superintendent
- Media relations
- School newsletter updates (as appropriate)

**When will it start and end?**

The project kicked off last week in the preliminary stages to gather feedback from school communities. If the project moves forward, the public will be made aware of more details of the project, and an opportunity to participate.

**8. The last time the district engaged in a renaming project, it was painful for many people in our community. How will this project be different?**

We are taking time to get this project right. The first step is to engage school communities with a preliminary survey for feedback on the current identity of the District. This feedback will help the School District better understand whether the current identity and name meet the needs of the District and our communities, and if it is the right time for this project.

In addition, this project will be led by an advisory working group made up of representatives from our school communities. They will provide leadership, advice, and feedback throughout the process, and will ultimately be responsible for making a recommendation to the Board of Trustees.

