

## ANTI-SPAM LEGISLATION AND SCHOOL DIVISIONS



Canada's anti-spam legislation (CASL) is scheduled for implementation on July 1, 2014.

The legislation generally prohibits the sending of commercial electronic messages without the recipient's consent, unless an exemption applies. At first glance, school divisions may not seem to have much involvement in the sending of "commercial electronic messages,"

but when you dig a little deeper . . . What about the newsletter that promotes the latest school fundraiser? Ever partnered with a local business to offer a school community special discounts? These are examples of commercial enterprises that could be covered under CASL. Details of the legislation, including FAQ's, can be found at [fightspam.ca](http://fightspam.ca). An [article](#) in a recent Fillmore Riley newsletter, while speaking to the legislation as it would apply to a commercial enterprise rather than a not-for-profit or school division, is also instructive. For now, the recommended course of action is to ensure that all recipients—e.g. parents—consent to being included in any mass email sent by schools or divisions.

## PROVINCIAL ACCESSIBILITY LAW ROLLING OUT

[The Accessibility for Manitobans Act \(AMA\)](#) became law December 5, 2013, and school boards are explicitly identified



as being among the public sector bodies to which it applies. The purpose of this legislation is to prevent and remove barriers that affect persons with disabilities. The legislation will be implemented in stages through the introduction of standards in five areas: customer service, information and communication, transportation,

employment and the built environment. A Customer Service Standard Development Committee is currently working in the first of these areas, and will be conducting public consultations later this month. More on this [committee](#) and the [legislation](#) can be found on the [Manitoba Disabilities Issues Office](#) website.



## THE LATEST FROM YOUR ASSOCIATION

Our most recent Division Dispatch, [Your Provincial Executive](#), features President Floyd Martens in a question and answer session with Board Development Consultant Janis Arnold, exploring the role of the association's

governing board, the electoral process for becoming an executive member, and more. Janis will also be leading our next webinar, which will focus on [leadership for learning](#) and the five leadership roles of school boards as identified in the Lighthouse Study. This webinar will be held at 12:00 noon on Tuesday, June 10; to register, email [Janis Arnold](#). And finally, the advent of warmer weather may also mean the advent of severe weather. Tornado season extends from April to September, with peak months in June and July, but they can occur at any time of year. Be aware of the hazards and know what to do when a severe summer storm threatens your area by checking out this [Risk Management Bulletin](#).



## CHANGE IN EDUCATION

The Canadian Education Association (CEA) has prepared a [discussion guide](#) designed to help facilitate local conversations about what's standing in the way of change in education.

The discussion guide builds on regional workshops that were held across Canada this spring, and provides processes and tools for school boards, teachers, parent organizations and ministries of education to use in building understanding and consensus around critical issues in education. This discussion guide is just one of the resources that can be found on a new website, [standingintheway.ca](#). This interactive site also allows users to share their thoughts in four broad areas: schools at their best, barriers to change, conditions for change, and learning for the future.



Teachers in particular are encouraged to use this site to spark discussions with their students about change in education and, in the process, enter the [Shaping Future Classrooms Challenge](#). The challenge requires the production of a 3-5 minute video or photo essay that captures a classroom's reflections and compelling ideas for education change. Three teachers will win a trip to Toronto to present their ideas at the Canadian Education Association's annual Council Meeting in October 2014.