

# Board Highlights – January 13, 2016



We provide these highlights as a quick overview of PHPS Board of Trustees' meetings. Please see the [official minutes](#) for the complete record of the board's decisions.

For more information contact **Tracy Meunier**, Secretary Treasurer at 780-674-8504.

## School board adopts new logo for Pembina Hills Public Schools

In November 2015, the school board adopted the name Pembina Hills Public Schools for use in division communications. The school board added the words "public schools" to clearly communicate the division's core business. The name change meant the current logo would have to be revised. This created a window of opportunity for the school board to update the division's 20-year-old logo, which was designed by former bus driver, Chris Mast.

Using the current logo as a starting point, the new logo:

- incorporates the new name "Pembina Hills Public Schools"
- honors the original logo by retaining key elements: the Pembina River and the hills of Swan Hills
- incorporates a new visual element – the sun – to reflect the warmth and energy of the division's employees – a strength identified in the communications audit
- addresses design issues: eliminating the lines around the logo and moving the river so the words Pembina and Hills are no longer divided



The new logo will be phased in as follows:

- Visual identity standards (rules about where and how to use the name and logo) will be developed.
- Templates for key business documents such as letterhead will be developed. Because the division is mostly paperless, printing costs will be minimal.
- As printed items – like business cards – are used up; they will be replaced with items featuring the new logo.
- As signs are replaced or introduced, the new logo will be incorporated. Administration will see if there are cost-effective ways to integrate the new logo into existing signage.

The goal is to ensure the division's name and logo (visual identity) are applied consistently and professionally.

## Board approves Swan Hills Travel Club visit to New York City and Boston

The board approved Swan Hills Travel Club's field trip to New York City and Boston in March of 2016.

## Jarvie Community Council buys former Jarvie School for \$1

The Jarvie Community Council purchased the division's former Jarvie School. The council plans to use the building as a community centre. As per policy, when the school board closes a school it looks for opportunities to return the building to the community.

## Student Services accountability report

Director of Student Services Rob McGarva presented the Student Services Accountability Report. It is available [here](#).

**The next board meeting** is Tuesday, January 26, 2016 at R.F. Staples Secondary School starting at 9:30 a.m. Everyone is welcome to attend.

We distribute the board highlights to local media, local government officials, (MLAs, MPs, local town and county councils) and all Pembina Hills staff.

The highlights are also posted in Latest News on our website and emailed to our news subscribers.

[Subscribe to Pembina Hills News](#)