

## Advisory Group (Public)

A strategy for engaging stakeholders

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### You might form a Public Advisory Group when...

You might form a public advisory group when you desire the perspectives of a diverse group of stakeholders in strategic planning for your school. The English Learner Advisory Committee (ELAC) is an example of a public advisory group that already exists at your school.



### Description

A public advisory group is a strategy for engaging a purposely recruited group of stakeholders in strategic inquiry, visioning and planning. (For example, the ELAC is recruited specifically to represent the needs of English Learners at the school.) Public advisory groups meet regularly (typically monthly or quarterly) to review the details of planned approaches to implement change. They are able to provide more in-depth feedback on the actions the school is taking to achieve improvement within the school.

Purpose and benefits of forming a public advisory group include:

- Because public advisory groups are generally more intimate (than a town hall meeting or Listening Campaign, for example) and meet more often, they can provide an important and more in-depth level of visioning and planning.
- Since the public advisory group represents a diverse set of stakeholders, these groups provide an important range of perspectives to the visioning and planning work.

### The “How To” of a Public Advisory Group

- Making decisions at the onset about group structure, such as membership, roles, norm setting and meeting frequency are necessary in ensuring the public advisory group is managed effectively and is successful.
  - See the Parent Community Services Branch (PCSB) website for policy bulletins and bylaws associated with existing advisory committees, such as ELAC: [Click Here](#)
- Since participation in public advisory groups is not mandatory, the leaders of the group should ensure that meetings are productive and valuable to members so they attend and participate. Leaders can do this by:
  - Sharing information relevant to the group’s interest
  - Being clear about what the impacts of the group’s meetings will be on the school
  - Demonstrating that the group has made an impact.