

Association des comités de parents anglophones English Parents' Committee Association



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The English Parents' Committee Association (EPCA) expresses its concern and dissatisfaction about the imposition of new logos and branding on school service centres.

The centres, which are to replace school boards as per Bill 40: *An Act to amend mainly the Education Act with regard to school organization and governance*, have been assigned new logos and titles by the provincial government that break with a longstanding tradition of educational networks identifying themselves according to their own values and the communities they serve.

“The uniform, government branding appears to visibly absorb service centres into the anonymity and homogeneity of government apparatus, without any mind or need to individual communities’ symbolism or aesthetic” says EPCA President Katherine Korakakis. “We believe that the branding and most identifiable instances of a school service centre must be distinct from that of any other government or para-public institution, and that it is immediately recognizable amid the bureaucratic drabness of government services and materials.”

The visual value is even more significant given the recent Supreme Court of Canada decision hinging on a broad interpretation of Section 23 of Canada's Charter of Rights and Freedoms, which guarantees minority language educational rights: The judges’ stressed the importance of linguistic minorities to “develop in their own language and culture,” something that is ostensibly more difficult if their visual identities are dismissed and distanced from their stakeholders.

“It should be immediately obvious to any reasonable person filling out an online form or viewing a website, that they are visiting an institution with which they register their child,” says Korakakis, “as opposed to a web page where one applies for a pond-fishing license.”

EPCA hopes that revisions will be considered to redress this lapse quickly and definitively, to allow service centres to define themselves according to community values, with all its implicit symbolism and values to which they subscribe.

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About the English Parents' Committee Association (EPCA)

EPCA is a coalition of parent committees from English-language school boards across Quebec and is the official voice of parents of students in Quebec English-language school boards, representing nearly 100,000 students in the youth sector.

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