

George Jay Potential Name Change Consultation: Engagement Summary Report: November 25, 2019



INTRODUCTION

In September 2019, the Board of Education passed a motion to develop a consultation process that explored changing the name of George Jay Elementary School. The motion was in response to concerns brought forward from community members about segregationist policies that were championed by George Jay while he was Board Chair from 1907-1934.

The policies passed specifically excluded Chinese Canadian students from attending specific schools until they had passed an English exam.

THE PROCESS

In October, the District released an online survey to gather input on the possibility of renaming or keeping the name of George Jay Elementary. More than 2,500 people participated.

In addition, an open house was held at the school on Wednesday, November 6, 2019 from 6:00-8:30 p.m. where approximately 50 came to share their input and some of their own personal experiences. Feedback was captured via comment cards.

WHAT WE DID

Communications and awareness efforts

To ensure the survey and open house was broadly communicated to raise awareness and build relationships with interested stakeholders.

Actions included:

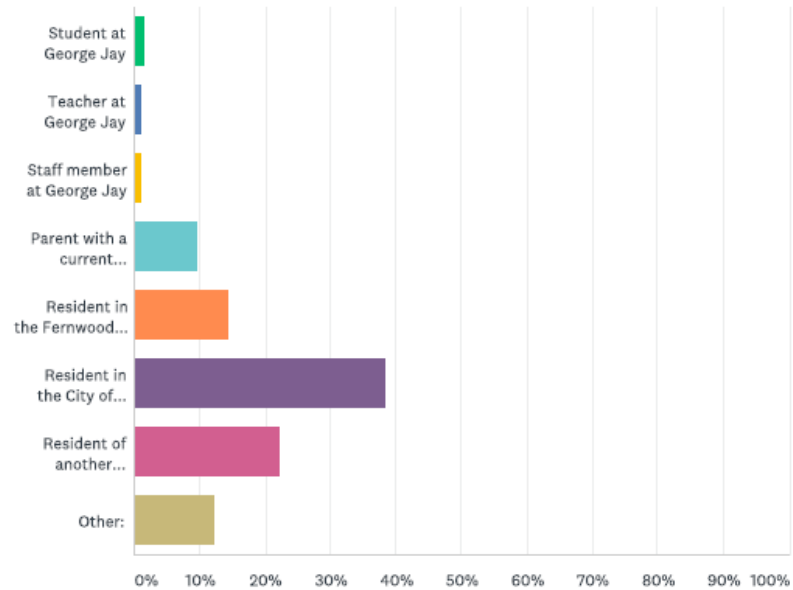
- Front page of Greater Victoria School District website;
- Shared on GVSD Facebook and Twitter throughout active engagement period from October 17-November 6, 2019;
- Media release issued Wednesday, October 17, 2019, “Greater Victoria School District Issues Survey to Receive Input on Changing George Jay Elementary Name”;
- Media Coverage;
- Letters/Survey emailed to all George Jay parents;
- Frequently Asked Questions on District website based on questions being received from the public;
- Invitations to Chinese Community and Cultural Associations;

SUMMARY AND ANALYSIS OF INPUT

Overview of Survey Results — *Full Survey Results Attached*

Q1 Are you a student, parent, staff or community member?

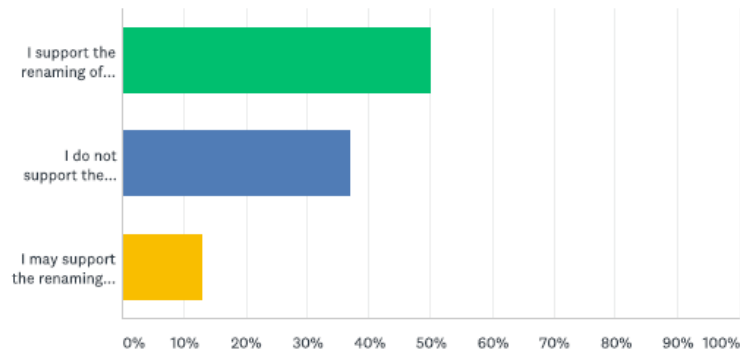
Answered: 2,526 Skipped: 0



ANSWER CHOICES	RESPONSES	
Student at George Jay	1.46%	37
Teacher at George Jay	0.95%	24
Staff member at George Jay	1.07%	27
Parent with a current child(ren) at George Jay Elementary	9.62%	243
Resident in the Fernwood neighbourhood	14.33%	362
Resident in the City of Victoria	38.20%	965
Resident of another community	22.17%	560
Other:	12.19%	308
TOTAL		2,526

Q2 Please choose the option below that best reflects your views regarding the potential renaming of George Jay Elementary School.

Answered: 2,494 Skipped: 32



ANSWER CHOICES	RESPONSES
I support the renaming of George Jay Elementary School.	50.00% 1,247
I do not support the renaming of George Jay Elementary School.	37.09% 925
I may support the renaming of George Jay Elementary School, but only once I know of new naming options.	12.91% 322
TOTAL	2,494

Q3 Are there any other important considerations?

Answered: 980 Skipped: 1,546

To review all of the full qualitative responses please them attached at the end of the document (45 pages).

Quantitative Analysis of Written Comments in Survey:

- 49% in support of the changing the school name
- 5% neutral
- 44% not in support of changing the school name
- 1 % nil

Q3



Save as ▼

Are there any other important considerations?

Answered: 980 Skipped: 1,546

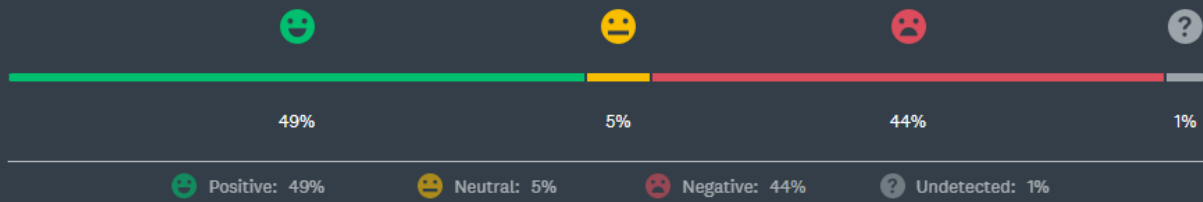
RESPONSES (980)

WORD CLOUD

TAGS (0)

Sentiments: ON

How people feel:



Apply to selected ▼

Filter by tag ▼

Filter by sentiment ▼

Search responses



Showing 980 responses

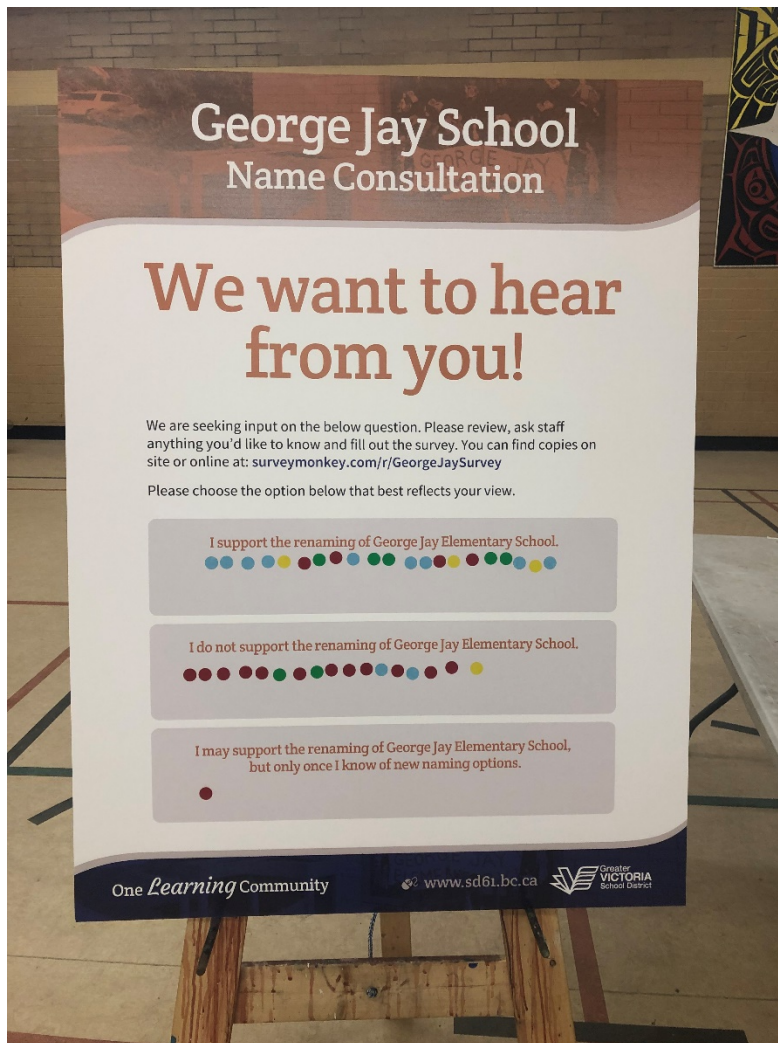
Overall Key Themes in Survey:

- Don't change the school name; we cannot view history through today's lens
- If you change the name you are erasing history
- Proceed cautiously if you are to explore changing the name
- Bring people together to have these conversations about potential naming options
- Ensure you are consulting with Chinese Canadians and Local Nations
- Calculate the costs of the name change (signage, stationary, etc.)
- Rename the school but create a space or plaque to honour George Jay
- Develop a policy, stating why you are proceeding with the name change
- Consider renaming the school the following:
 - A name that recognizes the First Nations and Traditional Territory
 - A name that recognizes the Chinese Canadian Community
 - North Park Elementary
 - Fernwood Elementary
 - Cook Street Elementary

OPEN HOUSE INPUT

Quantitative Analysis of Interactive Display Board:

I support renaming the school	I do not support renaming the school	I support the renaming, but once I know naming options
17	20	1



Quantitative Analysis of Comment Cards:

Keep the Name	Rename the School	Neutral
20	10	3 (cost considerations, would like to know names first, include kids in the process)

All of the comment cards are attached.