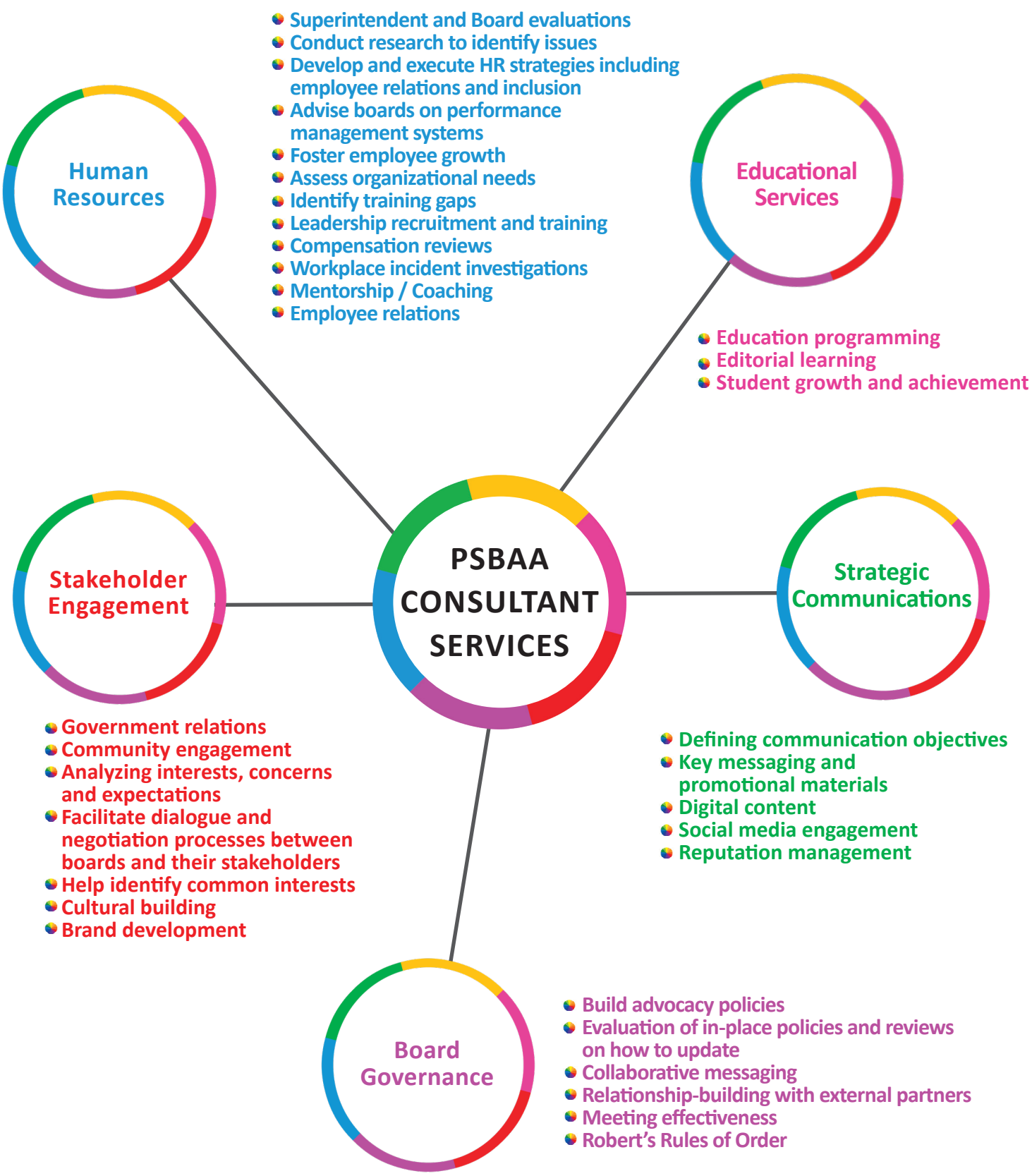
PUBLIC SCHOOL BOARDS'
ASSOCIATION OF ALBERTA®

CONSULTANT SERVICES

Updated: May 2026


PSBAA CONSULTANT SERVICES
Human Resources
Superintendent and Board evaluations
Conduct research to identify issues
Develop and execute HR strategies including employee relations and inclusion
Advise boards on performance management systems
Foster employee growth
Assess organizational needs
Identify training gaps
Leadership recruitment and training
Compensation reviews
Workplace incident investigations
Mentorship / Coaching
Employee relations
Educational Services
Education programming
Editorial learning
Student growth and achievement
Stakeholder Engagement
Government relations
Community engagement
Analyzing interests, concerns and expectations
Facilitate dialogue and negotiation processes between boards and their stakeholders
Help identify common interests
Cultural building
Brand development
Strategic Communications
Defining communication objectives
Key messaging and promotional materials
Digital content
Social media engagement
Reputation management
Board Governance
Build advocacy policies
Evaluation of in-place policies and reviews on how to update
Collaborative messaging
Relationship-building with external partners
Meeting effectiveness
Robert's Rules of Order

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Message from PSBAA Chief Executive Officer Troy Tait

The Public School Boards' Association of Alberta (PSBAA) believes public schooling should be for everyone. This statement is at the core of our values and our main goal is to ensure students across Alberta receive the best possible education. In order to fulfil this mission, we want to provide our trustees and our school boards with the tools and people best suited to aid in achieving those goals. The PSBAA has compiled a team of consultants with an array of expertise in governance, strategic planning, messaging and more. We take pride in our consultants, and we know they are here to support our member boards on multiple levels. We encourage our members to reach out to our consultants at any time as they are passionate and here to assist.

If a service is required that is not mentioned in this brochure, contact us and we will point you in the right direction. We will connect you with the consultant that can help fill your board's needs in the best way possible.

CONTACT US

Please email: *ceo@public-schools.ab.ca*

Address: #105, 10470 176 Street, Edmonton, AB, T5S 1L3

Phone: (780) 479-8080 or (780) 999-5050

BRIAN CALLAGHAN

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

During his long tenure with Canadian Rockies Public Schools, Brian was instrumental in leading a seven-year process of community engagement and generative governance that transformed the division's teaching and learning into a true 21st Century learning model known as Inspiring Hearts and Minds. This process was adopted by the provincial government as it developed its foundational Inspiring Education document.

Brian implemented an International Student Program in 1995. Thirty years on the program has welcomed more than 1,000 students from more than 20 countries who live and learn in the Canadian Rockies for five-month or one-year stays sometimes longer, providing the division with significant non-government revenue with which to expand and grow other programming.

He has also worked closely with German education officials and researchers in areas of common interest. Most recently organizing a fact-finding trip to Alberta by a delegation of German Education Ministers.

Brian has been a part of the PSBAA for many years and his passion and expertise in public education is far-reaching. He is the respected resource for board members and his skills are sought after.

He has also served as the College of Alberta School Superintendents President, Chair of Council on Alberta Teaching Standards and Alberta School Attendance Tribunals.

Consulting and education services are available in the following areas:

- Board / CEO relationship / Superintendent relationship
- Board and Superintendent leadership coaching
- Leadership recruitment
- Board and Leadership evaluation
- Policy / Procedure review and re-writes
- Ward boundary reviews
- Strategic planning, community engagement process
- Human Resources support, compensation review

CHARMAINE BROOKS

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Charmaine Brooks, Ph.D., brings over 30 years of professional experience, spanning leadership roles in school divisions, post-secondary institutions, and Alberta Education. While at Alberta Education, her career included a range of portfolios, such as provincial policy implementation for technology, professional learning, strategic planning, stakeholder engagement and reporting.

Currently, she is an instructor for the Masters in Education in Educational Studies (MES) program at the University of Alberta. She incorporates AI into the curriculum, emphasizing its practical application and critical evaluation. She is also collaborating with the faculty of Native Studies and providing instructional design expertise for a new online course, Indigenous Relationship Development Fundamentals.

Charmaine is interested in focusing her work with school boards in two primary areas, the selection and evaluation of their superintendent and the assessment of board effectiveness. Her robust, research-based process is data-informed and built on transparency and constructive dialogue. The resulting reports are designed to inform continuous improvement and strategic planning.

Consulting and education services are available in the following areas:

- Leadership recruitment and evaluation
- Board effectiveness assessments
- Organizational culture reviews
- Ethical use of AI for trustees

CHRIS MACPHEE

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Chris is an experienced educational leader who served as President of the College of Alberta School Superintendents during the 2017–2018 school year. In this role, he provided thoughtful, forward-looking leadership at the provincial level, supporting effective governance and advancing the work of school system leaders across Alberta.

Chris brings more than 14 years of executive leadership experience as Superintendent of Schools with Canadian Rockies Public Schools. Throughout his career, he has demonstrated a strong commitment to innovation, student success, and strengthening instructional leadership across school communities. His entrepreneurial approach has helped translate new ideas into impactful initiatives that enhance teaching, learning, and leadership within the division.

Under Chris's leadership, the creation of the Outdoor Learning Centre connected curriculum with the natural environment in meaningful ways, providing students with opportunities for hands-on, nature-connected learning. Guided by a commitment to equitable access to programming, Chris has consistently worked to ensure that all students—regardless of where they live—have the opportunity to succeed and pursue their own learning pathways.

Consulting and education services are available in the following areas:

- Governance and board relations
- Human Resources leadership
- Policy development and policy leadership support
- Employee relations
- Performance management
- Instructional leadership and system improvement
- Strategic planning and organizational effectiveness
- Innovation in educational programming and experiential learning

DENNIS PARSONS

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Dennis has enjoyed a long and successful career in public education. He was a teacher, principal, Assistant Superintendent, Superintendent of Education/CEO for 19 years, and Assistant Professor Leadership, Policy and Governance with the Werklund School of Education, University of Calgary.

In Alberta, Dennis served as the Superintendent of Education/CEO with Fort MacMurray Public School Division, Superintendent of Learning Services with Calgary Board of Education, and most recently Superintendent of Education/CEO with Grande Yellowhead Public School Division. He has also served as Superintendent of Education/CEO in other regions of Canada. As an Assistant Professor with the Werklund School of Education, Dennis was one of the researchers involved in the Ministry of Education's commissioned 4-year longitudinal mixed methods research study designed to assess, deepen, and extend the implementation process for Alberta's three professional practice standards: The Teaching Quality Standard, the Leadership Quality Standard, and the Superintendent Leadership Quality Standard. He helped generate insights from both qualitative and quantitative methods and reported results to Alberta Education, participants, and stakeholders on a yearly basis from 2019 to 2022.

Dennis has worked with multiple education partners to develop a critical, systematic, and research informed knowledge base within the field of educational leadership. He strongly believes educational leadership positively impacts teaching and learning.

Consulting and education services are available in the following areas:

- School board governance
- Board and Superintendent leadership coaching
- Leadership recruitment
- Strategic planning
- Board and Leadership evaluations
- Policy development and re-writes
- Human Resources support and review

DIANA BACON

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Diana Bacon is a Governance Systems Consultant specializing in governance systems, policy alignment, and decision-making effectiveness. She holds a Master of Business Administration with a specialization in governance and leadership. She has also earned the highest credential—Professional Registered Parliamentarian®. Diana founded Governance Optimizer Ltd. to help boards move beyond isolated improvements toward stable, effective governance systems.

Organizations often request parliamentary procedure training to address meeting challenges. However, one-time training rarely resolves underlying governance issues. Meeting difficulties often reflect broader governance gaps, such as unclear roles, inconsistent decision-making practices, policy misalignment, or leadership transitions affecting knowledge continuity. Because governance quality ultimately manifests in meetings, improving governance requires more than procedural training alone.

Diana's approach begins with a governance or policy review to identify improvement areas and provide structured recommendations. As both a Governance Systems Consultant and Professional Registered Parliamentarian®, Diana brings a combined governance and procedural perspective to strengthen governance frameworks and support effective, confident meetings.

Diana also offers the School Board Governance Optimizer Program, designed to build whole-board governance capacity and strengthen decision quality, consistency, leadership, and public trust.

Consulting and education services are available in the following areas:

- Policy and Governance Reviews
- Board Chair Coaching
- Customized Governance Education

JONI AVRAM

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Joni Avram helps communicators, educators, and advocates use research to create positive social change. Joni offers boards new approaches for addressing social issues in ways that support positive school environments and promote trusting relationships with governments, parents, and the larger community. With a Master's in Behavioural Science, Joni is able to guide teams to look at topics and issues in multiple different ways. She is here to help members with topics related to communication, stakeholder engagement, and societal change.

Highlights of Joni's work for the PSBAA:

- Advocacy
- Reputation management
- Qualitative and quantitative research
- Strategic planning
- Culture-building and internal engagement
- Stakeholder engagement campaigns and social activation
- Message development and messenger training

MAURICE FRITZE

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Maurice Fritze is a highly accomplished consultant, mediator, and educator with a proven track record in strategic leadership, government relations, and conflict resolution. With decades of experience across multiple industries, Maurice brings unparalleled expertise to help clients navigate complex challenges and achieve their objectives.

Key Accomplishments:

- **Government & Advocacy Expertise:** A registered lobbyist with 17+ years advising school boards, municipalities, and business organizations, including the Public School Boards' Association of Alberta.
- **Master Communicator:** Dynamic speaker and university instructor, teaching critical courses on leadership, negotiation, lobbying, communication and conflict resolution at MacEwan University.
- **Trusted Mediator:** Resolves civil disputes, contractual disagreements, and communication breakdowns with diplomacy and strategic insight.
- **High-Level Security Clearance:** Held Level Two SECRET clearance from CSIS, ensuring discretion and trust in sensitive matters.

Why Work With Maurice?

Whether you need strategic government relations, expert mediation, or high impact leadership training, Maurice delivers results. His deep experience, persuasive advocacy, and proven methodologies empower clients to succeed.

Maurice Fritze provides expert consultancy in governance, leadership coaching, and strategic decision-making, helping organizations and leaders enhance effectiveness, resolve conflicts, and achieve their goals with clarity and confidence.

MELISSA JONES

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Melissa Jones, M.Ed., brings more than 20 years of experience in education and more than 15 years in leadership roles across school, non-profit and provincial association contexts. Her professional background includes special education, school leadership, provincial non-profit leadership, governance, stakeholder engagement, strategic planning, change management and leadership development.

As the former CEO of the Alberta Foster and Kinship Association, Melissa led complex organizational work involving board governance, member engagement, government and stakeholder relations, strategic communications, policy development, advocacy and organizational transition.

Through Blue Robin Consulting, Melissa's approach is strengths-based, relational and practical, helping boards and organizations identify what is working well, listen deeply to member and community voice, clarify priorities, and move forward with greater alignment and purpose.

Melissa is also a certified Appreciative Inquiry Facilitator/Coach, Birkman Method Facilitator, EQ-i 2.0 Practitioner, and Certified Professional Coach.

Consulting and education services are available in the following areas:

- Appreciative Inquiry facilitation
- Strategic planning and strategic management support
- Change management and transition support
- Team development and effectiveness
- Leadership coaching and reflective practice
- Survey design, engagement analysis and theme reporting

SANDY MCDONALD

PUBLIC SCHOOL BOARDS' ASSOCIATION OF ALBERTA®

Alexander (Sandy) McDonald served the Grande Prairie Public School Division for 34 years, including 10 years as Superintendent of Schools/CEO, retiring in December 2025.

As Superintendent, Sandy focused on supporting effective board governance while guiding the division in developing mature structures, supports, and processes aimed at continuously improving student growth and achievement. During this time, both the Board and the division experienced measurable improvements across all areas.

As a system leader, Sandy also served two terms on the provincial Board of Directors for the College of Alberta School Superintendents (CASS). In 2023, Sandy was recognized as Alberta's recipient of the national EXL Award for School System Leadership.

Now working as a consultant, Sandy brings a thoughtful and collaborative approach, drawing on extensive experience and certification as an executive coach to work alongside boards in a variety of roles. Sandy supports boards in developing clarity, actionable strategies, and realistic timelines to achieve their priorities.

Consulting and education services are available in the following areas:

- Board governance support
- Strategic planning and implementation
- Organizational structures and process development
- Continuous improvement in student growth and achievement
- System leadership
- Executive coaching
- Board facilitation and priority setting

YOUR PSBAA MEMBERSHIP HAS VALUE

What PSBAA Members have to say!

"We reached out to PSBAA for suggestions on how to assist with our messaging and external communications, and we were directed to a consultant who was able to assess our concerns and help build an updated communications strategy."

"Utilizing the PSBAA consultants has been transformative for our public school division and has driven positive change at every level."

"With the guidance from the PSBAA consultant, we've been able to unlock new potentials within our school system, enhancing our operational efficiency."

"Having the PSBAA consultants as a membership benefit has been instrumental to our division."

"Thanks to the invaluable insights provided to us by the PSBAA consultant, we are not just meeting our goals, but exceeding them for education excellence."

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