



# Arrowsmith PROGRAM<sup>®</sup>

245 St. Clair Avenue West, Toronto, Ontario M4V 1R3

Tel: 416 963-4962 | Fax: 416 963-8464 | [www.arrowsmithschool.org](http://www.arrowsmithschool.org)

## MESSAGE FROM BARBARA ARROWSMITH-YOUNG RELATED TO VOLUNTEER ADVOCATES

Since 1978, our experience has been that volunteer advocates have played a positive and important role in starting the process towards the Arrowsmith Program being implemented at some schools. Parents and teachers of students with learning difficulties can talk effectively with school administrators about the effects of learning difficulties on students as well as the struggles that the students face at school. We acknowledge and appreciate the efforts of these volunteer advocates in building awareness for the program and its goal of addressing the challenges faced by students with learning difficulties. My team and I, like advocates, are committed to making Arrowsmith Program a recognised and well respected program, giving children and adults the opportunity to enhance their learning experiences. For the advocacy process to work, certain guidelines set by Arrowsmith Program need to be followed. The reason for these guidelines is to help you to explain your advocacy role to other people and to make sure that Arrowsmith Program meets its legal and regulatory obligations in your country.

**Role of Volunteer Advocates:** Advocates can help to raise awareness of the Arrowsmith Program among educators, professionals and educational institutions. However, it should be noted that advocates are not designated representatives, nor have any official status, and as such are unable to make representations on behalf of Arrowsmith Program. Individuals may choose to volunteer their time to advocate for the program. Arrowsmith Program is not requesting that advocates do this; we are only providing a framework for the efforts of this advocacy.

**Role of the Arrowsmith Program Representative:** Arrowsmith Program has designated representatives available to communicate with educational institutions once they become interested in learning more about the program. Contact information for the representatives can be found on the [Advocacy Page](#). Advocates can play a role in making these introductions which may eventually lead to a school or educational setting becoming a participating Arrowsmith Program site. However, the journey from an initial introduction to the actual signing of an Agreement with Arrowsmith Program can be a lengthy, complex, and very delicate process. Once a school or educational institution is interested in exploring the implementation of the program, it is essential that an Arrowsmith Program representative becomes the primary point of contact with the school administrators.



### **Arrowsmith Program's Protocol of Non-Disclosure of Conversations with Prospective Sites:**

In order to provide the best possible framework for successfully transforming preliminary interest into Arrowsmith Program classrooms being implemented in schools or educational settings, Arrowsmith has a policy and protocol that we follow in all of our conversations and negotiations with prospective sites.

Most Potential Sites do not want their enquiries or interest to be made public. There are good reasons for this, not least of which is that potential sites which do not proceed may lead to disappointment amongst prospective students and parents.

Making Arrowsmith Program's conversations with prospective schools or educational institutions public, unless this is done with the full consent of the school or educational setting and Arrowsmith, can be fundamentally counterproductive to the completion of negotiations, and it is this reality that has led to the formulation of Arrowsmith Program's Policy and Protocol Related to Disclosure of Conversations with Potential Sites. It is in the best interests of advancing the potential implementation of the Arrowsmith Program in a school or educational setting if we all respect this Policy and Protocol Related to Disclosure of Conversations with Potential Sites.

#### **Arrowsmith Program: Policy and Protocol Related to Disclosure of Conversations with Potential Sites**

One of the basic operating principles and business practices of Arrowsmith Program is to maintain in complete confidence all of our conversations with schools that are prospective sites unless and until the following criteria are met:

1. The school in question has formally authorized (in writing) Arrowsmith Program to make these preliminary conversations public knowledge
2. The school in question has completed the Arrowsmith Program Site Information Form and has given their approval to be listed as a Prospective Site on Arrowsmith's website and other social media channels (Facebook, Twitter, and others)
3. The school in question has signed the Arrowsmith Program School Agreement and has authorized Arrowsmith to make public that the school is a Participating School through being listed as such on Arrowsmith's website and other social media channels (Facebook, Twitter, and others)

If you become aware of conversations or are invited to participate in conversations you will need to respect the confidentiality of the fact and content of any conversations with potential sites. At the earliest opportunity and with consent from potential or new Arrowsmith sites, Arrowsmith Program announces these sites under Prospective Schools or Participating Schools on our website mentioned above.



**Use of Trademarks:** There are a number of registered and unregistered trade-marks (Arrowsmith Trademarks) used by Arrowsmith School and Arrowsmith Program under license which can be found on our website: <http://www.arrowsmithschool.org/arrowsmithprogram/trademark.html>

These trade-marks may be used by the schools listed as Participating Schools on this web site pursuant to and only in accordance with the terms and conditions of their respective agreements with Arrowsmith Program. No one may use Arrowsmith Trademarks without the consent of the trade-mark owners. The use of these trade-marks by any other person or company in connection with any other product or service or in any manner that is likely to cause confusion among customers with the services provided by Arrowsmith is prohibited. Nor may anyone use the trade-marks in a way that disparages or discredits Arrowsmith, the trade-mark owners or the Licensees.

#### **Online presence of Advocates**

Advocates may not create an online presence for their advocacy that in any way causes confusion in the public arena including any statement which suggests that the advocates are authorized to represent the Arrowsmith Program in any representative or legal capacity. Advocates may not use any Arrowsmith Trademarks in their online presence without the express consent of the trade-mark owner. Arrowsmith has an online presence through its website, Facebook page and Twitter account and this is what advocates need to present to the public as the official source of information related to the Arrowsmith Program.

**Advocacy Guide:** This is the link to our [Advocacy Guide](#). This Guide will help provide direction on how to introduce the program to educational administrators. It points to particular sections on the website as well as giving tips to advocates.

I thank you for your advocacy of the Arrowsmith Program and your interest in helping individuals that struggle with learning difficulties.

Sincerely,

Barbara Arrowsmith-Young  
Director  
Arrowsmith School  
Arrowsmith Program