

Principl(ed)

A man with short hair, wearing a white long-sleeved button-down shirt and dark trousers, is leaning on a wooden handrail. He is smiling warmly at the camera. The background is a blurred indoor setting with warm lighting.

Welcome to our new BCPVPA Magazine!

We've changed our name

For more than 30 years, *Adminfo* has been the communications vehicle of the BCPVPA, and has ably represented our membership with stories about education in BC. In talking to our members in more recent years, there was a growing sentiment that *Adminfo*, and the reference point of an 'Admin', was no longer the way that our members identified.

Our new *Principl(ed)* movement rolls out this Fall: you'll see the brand as the centre of an awareness campaign in a variety of media, and in a new podcast targeted for launch next Spring. When we were considering a new brand for the relaunch of our magazine, *Principl(ed)* was the clear choice with its focus on education, our members and their integrity.

We've enhanced our content

The goal of the *Principl(ed)* campaign is to introduce the people behind the roles. BC's Principals and Vice-Principals practice in every corner of the province, and come from backgrounds as diverse as you could imagine. *Principl(ed)*, the magazine, will focus on our members, their lives, their interests, their activities and their challenges. We'll also profile our sector and community partners, and the many great initiatives and activities that are taking place in BC's public school system.

Principl(ed) will be published three times each year, in the Fall (November), Spring (March) and Summer (June). We hope that you enjoy the inaugural issue of *Principl(ed)*.

*David DeRosa, President
BC Principals' & Vice-Principals' Association*