

BCPVPA

Welcome to our New Executive Director

Magdalena Kassis

The Year Ahead

Magdalena Kassis is the BCPVPA's new Executive Director effective August 1, 2026.

Magdalena first joined the BCPVPA as a Director of Member Support Services in March 2020, and served as Acting Executive Director from October 2023 to January 2025. Since that time, Magdalena continued in the role of Deputy Executive Director, alongside her work as MSS Director, supporting the Association's organizational strategy, operations and governance, and representing the BCPVPA at a provincial, national, and international level.

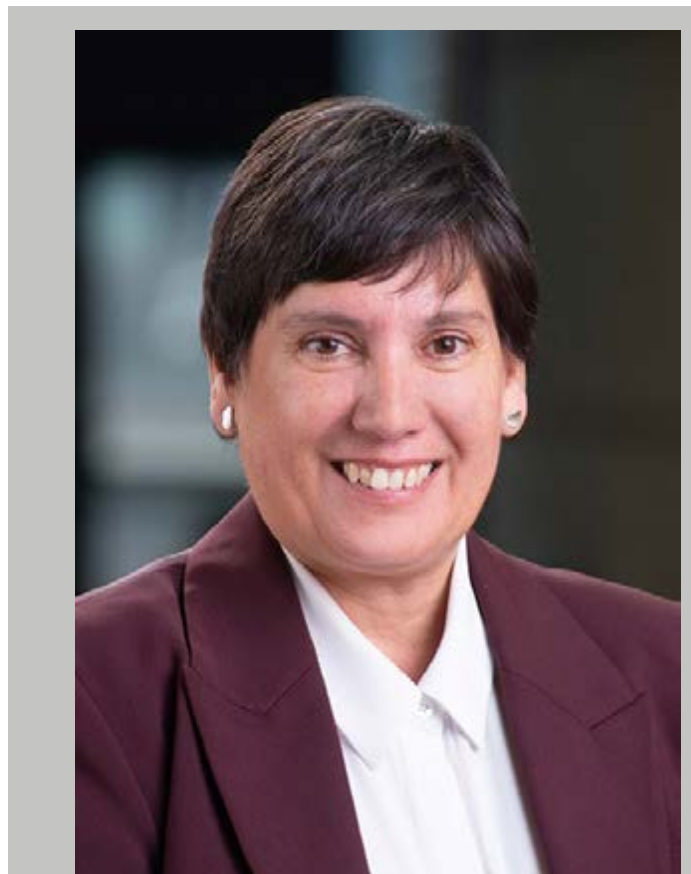
As a new school year begins, I want to take a moment to recognize the extraordinary role that Principals and Vice-Principals play in schools, districts, and communities across British Columbia.

Schools are much more than places of learning. They are community hubs: places where students and families experience belonging, connection, opportunity, and care. As

educational leaders, you help shape the culture of those communities every day. Your leadership is visible in the decisions you make, the relationships you build, and the way you respond when circumstances are difficult. You are role models not only for students, but also for educators, families, and the communities you serve.

I also want to specifically acknowledge our members who serve as District Principals and Vice-Principals. Although your leadership may not always be centred in a single school community, your work reaches across schools and supports students, staff, families, and educational leaders throughout your districts. You lead important initiatives, provide specialized knowledge and support, strengthen connections across the system, and help translate district priorities into meaningful practice. Your contributions are an essential part of public education and of our BCPVPA community.

The responsibility of educational leadership — whether at the school or district level — is both important and demanding. We are navigating complex times globally, provincially, and within our own communities. Social and economic pressures, increasingly diverse needs, rapid change, and difficult conversations all find their way into our schools and districts. Educational leaders are frequently called upon to provide calm, thoughtful, and compassionate



leadership, even when the path forward is not immediately clear.

In this environment, connection matters more than ever.

One of the greatest strengths of the BCPVPA is the collective experience, wisdom, and generosity of its members. No Principal or Vice-Principal should feel that they need to have every answer or navigate every challenge alone. Sometimes the most helpful next step is simply to ask a colleague or friend, or to call Member Support Services. Reaching out is not a sign that we are any less capable as leaders; it is one of the ways we sustain ourselves, learn from one another, and make thoughtful decisions.

As we begin implementing the Association's 2026–2030 Strategic Plan this fall, our priorities reflect both the complexity of the present moment and our aspirations for the future.

We will continue working to champion reconciliation, equity, diversity, and inclusion. This requires more than statements of commitment. We are called upon to listen, learn, reflect, and act, and to examine the systems, practices, and assumptions that shape the experiences of students, families, educators, and leaders. This work will not always be easy, but it is essential if every person is to feel respected, valued, and able to participate fully in our schools, districts, and communities.

We will maintain a strong focus on member health and well-being. Educational leadership can be deeply rewarding, but it also carries significant responsibility and emotional weight. Supporting others cannot mean continually setting aside our own well-being. As an Association, we want to help members access the relationships, resources, and supports they need, not only when circumstances become difficult, but as part of sustaining a healthy and fulfilling career.

Employment equity will also remain an important focus. Our members deserve fair, transparent, and equitable working conditions, regardless of where they serve in the province or whether they work in

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a school- or district-based role. We will continue to advocate for practices and conditions that recognize the complexity and importance of the Principal and Vice-Principal role and that support the recruitment, retention, and success of diverse educational leaders.

Professional learning and development remain central to our work. Leadership is never static, and none of us ever truly finishes learning. I encourage you to take advantage of the many opportunities available through the Association, to deepen your practice, explore new ideas, build relationships, and learn alongside colleagues from across the province. Just as importantly, I encourage you to share your own knowledge and experience. The strength of our professional community depends on members learning both with and from one another.

We will also continue working to ensure that the perspectives and experiences of all Principals and Vice-Principals — whether serving in schools or in district roles, and in both rural and urban communities — are heard and understood. A respected voice is built through credibility, relationships, and thoughtful advocacy. By listening carefully to members and bringing their experiences forward, the BCPVPA can help inform conversations and decisions about public education at the provincial level and beyond.

We are fortunate that this work does not happen in isolation. I want to acknowledge and express appreciation for the many sector partners who work alongside us — provincially, nationally, and globally. Our relationships with education partners, government, other professional associations, and



international colleagues broaden our perspectives and strengthen our collective ability to respond to shared challenges. Although our roles and viewpoints may sometimes differ, our strongest partnerships are grounded in respectful dialogue, a willingness to learn from one another, and a shared commitment to students and public education.

As we look toward the year ahead, I encourage every member to consider how you might become more connected with your Association. Participate in a learning opportunity. Apply for a committee or join a network. Attend a Chapter meeting. Reach out to a colleague. Share your perspective with us. Ask for support when you need it, and offer it when you can.

The BCPVPA is not simply an organization that provides services to members. It is a professional community shaped by the participation, knowledge, and leadership of its members. That is our strength.

As I begin my first school year as Executive Director, I am also looking forward to working in close partnership

with our new 2026-2028 President, Sid Jawanda, and with the Board of Directors and staff. Together, and always guided by the experiences and priorities of our members, we will do everything we can to ensure that Principals and Vice-Principals are supported — both individually in the opportunities and challenges they encounter, and collectively as an essential and respected voice within public education.

Thank you for the many ways you lead, often quietly and without recognition. Thank you for the example you set and for the care you bring to your schools, districts, and communities. Most of all, thank you for the difference you make each day for students, educators, families, and communities across British Columbia.

I am excited about all that we can accomplish together

 **@bcpvpaED**

 **Magdalena Kassis**