

THE PRIVATIZATION PLAYBOOK

THE GOVERNMENT OF ONTARIO IS SETTING THE STAGE FOR OUTSOURCING ONTARIO'S PUBLIC EDUCATION SYSTEM.



SET THE STAGE AND FIND SOMEONE TO BLAME

- "15 YEARS OF LIBERAL MISMANAGEMENT"
- "ONTARIO EDUCATION SYSTEM IS BROKEN"
- "BUNCH OF UNION BOSSES USING STUDENTS"



UNDERMINE SUPPORT

- DISTORT STANDARDIZED TEST RESULTS
- ACCUSE UNIONS OF FEAR MONGERING
- CLAIM THAT 100,000 STUDENTS RALLYING ARE JUST UNION PAWNS



CREATE ALTERNATIVES TO THE SYSTEM

- FINDING A PRIVATE "SILVER BULLET" TO "SAVE" EDUCATION
- MANDATORY E-LEARNING—PRIME FOR PRIVATIZATION
- REPEATED REFERENCES TO FOR-PROFIT AND PRIVATE EDUCATION SERVICES



ADJUST THE MESSAGE BASED ON REALITY

- 2019 BUDGET - CUTTING \$1 BILLION OUT OF EDUCATION
- CLAIM EDUCATION IS OFF THE RAILS, NEED TO GET BACK TO BASICS
- PRETEND LAYOFF NOTICES AREN'T REAL, JUST "ROUTINE"



HAVE A LEGAL STRATEGY

- THREATENING WORKERS NOT TO STRIKE
- "NOTWITHSTANDING CLAUSE" POSSIBILITY
- READY TO IMPOSE CHANGE THROUGH REGULATION AND LEGISLATION



NEW FORMS OF PRIVATIZATION

- FUNDING FOR TUTORING COMPANIES
- CENTRALIZED E-LEARNING CONSORTIUM
- VIRTUAL AND TRAVEL-BASED LEARNING

