

THE PRIVATIZATION PLAYBOOK

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

1 

SET THE STAGE AND FIND SOMEONE TO BLAME



2 

UNDERMINE SUPPORT



3 

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



4 

ADJUST THE MESSAGE BASED ON REALITY



5 

HAVE A LEGAL STRATEGY



6 

NEW FORMS OF PRIVATIZATION

