

**OFFICE OF THE DIRECTOR OF EDUCATION**

5050 Yonge Street, Toronto, Ontario M2N 5N8

January 1, 2018

Ross Parry

Executive Officer

Government, Public and Community Relations

Dear Ross,

During the 2017-2018 school year I would ask you to focus on the following key areas while fulfilling all of the duties of your position:

* Continue developing ways to engage and communicate with TDSB communities effectively and creatively.
* Work with Board Services to develop guidelines to assist staff in improving the clarity of Board and committee reports and ensure reports effectively communicate information to the student and community audiences as well as staff and create ways to assist the Senior Team to enhance their proficiency in report preparations.
* Determine how to make all educational documents more accessible to our broader community through an Open Data strategy especially our work in Equity.
* Review the effectiveness of our website as a communication/public relation tool.
* Work in partnership with Student Information Systems (SIS), Research Services and Board services to continue developing new ways to use parent and student contact data such as emails, to broaden communication with TDSB communities.
* Using SIS data, develop ways to assist the Board of Trustees in communicating with their constituents, especially on a ward-by-ward basis, to communicate effectively as a Board not only as Ward Trustees.
* Update and modernize Boardroom AV services.
* Determine the sensitive and controversial issues that are emerging and brief myself and the Chair and the appropriate senior staff and provide issues management training opportunities for senior staff where appropriate.
* Work collaboratively with Board Services, FOI Office, Legal and Executive Council to make progress in making routine Board data more, open, accessible and transparent to the public.
* Continue to integrate web, creative and corporate communications services to offer more interactive communications and dialogue with the Board’s employees and community audiences and extend the reach of the Board’s communications.
* Work with Employee Services and IT to develop or utilize available platforms for enterprise social media (internal organizational social media platforms) to enhance internal communications and exchange of information.

I ask that you collaborate intentionally and strategically with the following colleagues:

Roula Anastasakos, Andrew Gold, Leola Pon, Peter Singh, Lori Barnes\*, John Malloy, (A).

In order to achieve the following impacts for TDSB:

1. Support the Governance Committee and assist the Board/Senior Team to be proactive in the face of all emerging issues.

Please develop an action plan with deliverables, measurements and budget and the date when various aspects of the plan will be completed.  
  
Thank you for your Executive leadership in TDSB.  
  
Sincerely,



John Malloy

Director of Education

\*Lead