

# **Creating and Improving Communications & Infrastructure within the TDSB**

## **Discussion and Future Feedback to Parent Involvement Advisory Committee (PIAC)**

Ross Parry, Executive Officer  
Community, Government and Public Relations

Tuesday, June 21, 2016



# Improve, Create and Broaden Interactive Communication with Employees and Parents

**What:** Pilot live interactive webcasts using *ScribbleLive*

**Status:**

- Two Principal/Vice Principal broadcasts
- Two Parent/Guardian and Community broadcasts
- Four Employee broadcasts
- Archived on website

<http://www.tdsb.on.ca/aboutus/directorofeducation/videosandpresentations.aspx>

**Reach:**

- 300 – 5,000 – to unlimited

**Review:**

- High ratings/high demand

**Next Steps:**

- Fully implement for the 2016-17 school year
- Programming and content are key - planning over summer
- PIAC: online survey to provide programming/content ideas – best timing for survey?
- Role and participation of PIAC in webcasts (to be discussed)

# Improve and Create Communication to Internal and External Stakeholders

## *Corporate (TDSB-wide) News, Board Actions, Resolutions and New Policies*

### **What:**

- TDSB Update e-newsletter
- Target Audience/Distribution: 500  
*Growing list of Toronto Education and community stakeholders (includes PIAC members)*

### **Status:**

- 3 issues produced in 2016 (March, April & May)
- Posted on website – [www.tdsb.on.ca/Leadership/Boardroom/TDSBUpdate](http://www.tdsb.on.ca/Leadership/Boardroom/TDSBUpdate)

### **Review:**

- Preliminary analytics suggest good readership based against national benchmark for e-newsletters

### **Next Steps:**

- Continue in 2016-17
- Broaden direct distribution to more internal stakeholders
- Promote on website
- Improve and shorten language and increase use of links

# Utilize Central Email Database to Improve Direct Communication to Parents

## What:

- Change Registration Form to permit TDSB to communicate with parents via email (e.g. information of importance to child's education and/or decisions of Board affecting students, parents or school operations)

## Why:

- Previous form was highly restrictive in terms of use of emails
- Critical information affecting the operation of schools (e.g. impact of labour relations needs to be quickly communicated to parents)
- Printed communications via back-packs (sent home with students) is wasteful, time consuming, costly and unreliable, especially in high schools

## Considerations :

- Use in moderation
- Keep it timely and relevant
- Brief with links for those that want to know more
- Respect privacy – email data base to be maintained by TDSB
- Need to update email addresses and promote the importance of providing an email address

# Central Email Database Continued...

## Considerations:

### Quarterly update

- System information – e.g. EQAO results
- Safe schools information
- Budget
- Busing
- News and tips parents can use

### Secondary goals

Improve and promote role of trustee and relationship and connectivity to parents and all constituents on a ward-by-ward basis (Board expectation and Hall Panel suggestion)

# Employee and Parental Consultation and Engagement

## **What:**

- Increase participation and contribution of parents and employees in decision making and priorities beyond face-to-face meetings
- Improve our ability to learn from and take action on parent & employee engagement efforts by ensuring diverse participant opinions are considered and results are well understood
- Build confidence and trust through engagement processes defined by accessibility, transparency, civility and collaboration

## **Under consideration/In design:**

- Software-driven online process with facilitation to engage and ability to ask open-ended questions with the goal as many thoughts/opinions/suggestions as possible will be considered
- The platform and software allows each participant to consider his/her own thought/opinion/suggestion along with the contributions of others, and indicate which are most valuable
- Helps ensure that priorities and views of parents or employees are considered

## **Status:**

- Research on software and cost
- Consultation with staff and parents, e.g. PIAC
- Depending on feedback, RFP could be issued in Fall 2016



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