

December 2, 2019

Ross Parry
Executive Officer
Government, Public and Community Relations

Dear Ross,

During the 2019-2020 school year, I would ask you to focus on the following priority areas and using the action plans provided, fulfill key aspects of all of the duties of your position.

- Strengthen our communications, intergovernmental relations and advocacy with Toronto MPPs from all three political parties and continue to ensure access points for the Board to advocate for Board policies and interests.
- Build on the successful pilot implementation of the TDSB survey platform *The Pulse* with Board employees, broaden the use of the survey engagement with other stakeholders including parents and students.
- Focus on department customer and client service.
- Fulfill the Board's request to draft, consult on and bring to the Board for approval a Communications policy.
- Focus on developing the department's employee skill set that responds with strategic communications to complex issues.
- Continued focus on internal communications.
- Continued focus on communicating and celebrating black student achievement.
- Ensure progress is made on TDSB/school website as part of the TDSB's overall AODA commitment to compliance.
- Continue progress on building a practice of good issues management among Superintendents and school administrators.
- Encourage central departments and school administrators to involve Communications in initiatives and decision-making to proactively identify and address potential issues and ensure department support to effectively communicate complex policies and school/community issues especially those discussions related to human rights.

In achieving your goals, I would ask that you collaborate intentionally and strategically with Governance and Board Services and Information Technology as well, work closely with all members of Executive Council to support effective communication.

Thank you for your Executive leadership in TDSB.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Malloy', with a stylized, cursive script.

John Malloy
Director of Education