

**OFFICE OF THE DIRECTOR OF EDUCATION**

5050 Yonge Street, Toronto, Ontario M2N 5N8

November 1, 2018

Ross Parry

Executive Officer

Government, Public and Community Relations   
  
Dear Ross,

During the 2018-2019 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.

**Internal Communications**

* Promote the image of TDSB schools and staff within the community and chronicle the great things happening across the board by profiling the innovative, creative, unique, interesting and trend-setting stories from our schools and across the system.
* Broaden outreach and encourage two-way communication with internal (employee) audiences.
* Ensure that allemployees open their browser to the TDSBweb (intranet site for staff) when they login so that this daily connectivity will improve the Board’s outreach and communications to teaching staff and ensure that TDSDweb is an informative, timely and useful source of information for staff and for staff in all employee groups (e.g. teaching, facilities, business and operations, etc).
* Use Qualtrics software to provide opportunities for more dynamic online exchange of parent and employee ideas and opinions that will supplement traditional forms of public consultation.
* Working with IT and Employee Services, consult with employees on the usefulness and effectiveness of creating an internal social media platform and the extent to which it could improve communication and dialogue with employees.
* Create and promote feature stories about TDSB schools, students and staff, accompanied by photography and video (where possible), to be featured on the Board’s internal and external website, in e-newsletters and promoted via social media.

**External Communications**

* Improve connectivity between Trustees and parents/guardians by leveraging the opportunities created with the change from School Connects to School Messenger.
* Improve and increase parent access to TDSB resources.
* Complete the TDSB Boardroom internet broadcast capabilities and create more dynamic use of Boardroom for webcasting.
* Broaden communications with public school taxpayers who do not have school or system connectivity though school children.
* Connect parents/caregivers directly to their school Trustee.
* Consult with representatives of PIAC to create new parent portal on TDSB public website.
* Complete the renovation of the Boardroom’s 17 year old A/V system and webcast technology.
* Enhance creative partnerships with community electronic media to carry guest columns, limited and low cost advertising and a focus on ethnic media both editorial and limited and low cost advertising
* Explore technologies in addition to email, to communicate with a variety of audiences and review software related to school-home communication.
* Work with IT and Information Management systems to expedite the phase in of digital school forms to improve efficiency, increase security and convenience for parents, and further our commitment to the environment with the decrease of paper-based forms.

**Open Data**

* Improve the Board’s openness and transparency with respect to public access to TDSB data through a new Open Data policy.
* Implement the Board’s newly approved Open Data policy.
* Create website for reporting on open data initiatives and updating new information available for public access.
* Conduct business and operations department briefings on what Open Data is, identify sources of data for potential reporting and work with the Board’s Freedom of Information and Privacy Office to ensure reporting of data is consistent with any data reporting restrictions.

**Accessibility**

* Ensure AODA compliance – digital, video and web-based communications products.
* Continue employee training for department’s that self-post to the website to ensure information is in an accessible format.

**Issues Management**

* Create a culture and practice of good issues management among Superintendents and school administrators.
* Provide issues management and media relations training for Vice Principals and Principals.
* On an on-going basis, encourage central departments and school administrators to involve Communications in initiatives and decision-making to proactively identify and address potential issues.
* Support effective communication for all leaders in TDSB as well as the ability to communicate complex issues in community meetings and to facilitate difficult discussion with their staff, especially those discussions related to human rights.

**Government Relations**

* Create and leverage access points for the TDSB, through the Chair and the Board of Trustees to communicate Board views to the provincial government, MPPs and the City of Toronto on matters of interest or concern to public school students and parents.
* Send *TDSB Update* to MPs, MPPs, Councillors, city agencies, boards and commissions and community and business stakeholder groups.
* Engage Mayor/Chair meetings three times per year and dialogue regularly with Mayor’s staff.
* Support the participation of Trustees, Councillors and city-school board staff in the City-School Board Advisory Committee.
* Arrange at least two meetings annually with the Minister of Education and maintain regular dialogue with the Minister’s staff.
* Consider hosting a working reception at Queen’s Park for all Toronto-area MPPs, i.e. Progressive Conservative, NDP, Liberal parties and TDSB Trustees.

In achieving your goals, I would ask that you collaborate intentionally and strategically with your colleagues Lori Barnes and Peter Singh

Thank you for your Executive leadership in TDSB.  
  
Sincerely,



John Malloy

Director of Education