

## Internal Communications

### What is our goal?

To broaden outreach and encourage two-way communication with internal (employee) audiences. To 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.

### How will we achieve it?

- Ensure that all employees 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 (Launched a refreshed TDSBweb reaching all employees September 2018)
- 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. (Fall/Winter 2018)
- Explore internal social media software/platforms (Winter 2018)
- Research and write at least nine 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 (October 2019)

### How will we know we are successful?

- Use ongoing feedback opportunities on TDSBweb.
- Conduct internal satisfaction survey (Winter 2019).
- Assess improvement in communicating broad Board policy changes through re-administered Research Department employee input/communications survey (Timing TBD).