

External Communications

What is our goal?

- To improve connectivity between Trustees and parents/guardians by leveraging the opportunities created with the change from School Connects to School Messenger.
- To improve and increase parent access to TDSB resources.
- To retrofit the TDSB Boardroom internet broadcast capabilities and create more dynamic use of Boardroom for webcasting.
- To broaden communications with public school taxpayers who do not have school or system connectivity through school children.

How will we achieve it?

- Connect parents/caregivers directly to their school Trustee
- Consult with representatives of PIAC to create new parent portal on TDSB public website (September 2018)
- Complete the renovation of the Boardroom's 17 year old A/V system and webcast technology (October 2018)
- 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 (October 2018 and ongoing)
- Explore technologies in addition to email, to communicate with a variety of audiences and review software related to school-home communication. (Winter 2018)
- Begin phased-in rollout 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. (fully implemented by September 2019)

How will we know we are successful?

- Conduct user satisfaction/awareness levels with TDSB Connects (parent version). This will allow us to closely assess parent satisfaction with TDSB Connects and collateral communication products, parent portal and TDSB Update and determine parent awareness levels of Trustees and the role of Trustees, etc. (March 2019).