

### Issues Management for School and System Leaders

#### What is our goal?

To create a culture and practice of good issues management among Superintendents and school administrators.

#### How will we achieve it?

- Provide issues management and media relations training for Principals and Vice-Principals (Fall/Winter/Spring 2018-19)
- Encourage central departments and school administrators to involve Communications in initiatives and decision-making to proactively identify and address potential issues. (ongoing)
- Support effective communication for all leaders in TDSB as well as the ability to communicate complex issues in community meetings and to facilitate difficult discussions with their staff, especially those discussions related to human rights.

#### How will we know we are successful?

- Reduction in issues reaching a heightened degree of stakeholder discourse or conflict.
- Perceptions and feedback from system and school leaders that early issue identification, risk assessment and issue response/recovery are having a positive impact.