



2021-22 Operating Budget Communications: Overview of Communication Supports (Draft)

To: Special Finance, Budget and Enrolment Committee

Date: 25 November, 2020

Report No.: 11-20-3994

Strategic Directions

- Allocate Human and Financial Resources Strategically to Support Student Needs

Recommendation

It is recommended that the report regarding the 2021-22 Operating Budget Communications – Overview of Communications Support (Draft) be received.

Context

The attached draft chart (Appendix A) is being presented to begin preliminary discussions about communications support for this year's budget process with the Finance, Budget and Enrolment Committee. After the discussion, this chart will be updated to reflect Trustee feedback. Given the unpredictability of this year, all dates below are subject to change. Similarly, communications support will be flexible and adaptable as the TDSB works through this year's budget process.

Action Plan and Associated Timeline

Appendix A provides an overview of key dates in this year's budget process and the corresponding communications support being proposed.

Resource Implications

Not applicable

Communications Considerations

As we proceed in the budget process, we will update this plan with a focus on strategic considerations relating to messaging, stakeholder issues management and overall strategy.

Board Policy and Procedure Reference(s)

Not applicable

Appendices

Appendix A: 2021-22 Operating Budget Communications – Overview of Communications Support (Draft)

From

Ross Parry, Executive Officer, Government, Public and Community Relations at ross.parry@tdsb.on.ca or at 416-397-3951.

Zoya McGroarty, Communications Officer, Government, Public and Community Relations at zoya.mcgroarty@tdsb.on.ca or 416-706-1998.

APPENDIX A: 2020-21 OPERATING BUDGET COMMUNICATIONS – Overview of Communications Supports (DRAFT)

Date/Month	Budget Milestone	Communications Support
October 2020	Ministry of Finance Pre-Budget Consultation	<p>Worked with the Finance department to prepare the speaking notes and written submission.</p> <p>Posted to the TDSB website.</p> <p>Shared electronically with TDSB stakeholders as part of TDSB update.</p>
November 2020	Launch of TDSB Budget 2021-2022 webpage	<p>Webpage includes a section to highlight latest budget updates, background information on the budget process, and all relevant documents and presentations. Once finalized, information on public consultations will be posted and promoted.</p> <p>Links to access recorded videos of all FBEC meetings moving forward will also be posted.</p> <p>Banner has been posted on the internal and external websites, as well as all school websites.</p> <p>The webpage will continue to be updated throughout the process.</p>
November 25, 2020	Preliminary discussion of communications support for this year's budget process at the Finance, Budget and Enrollment Committee meeting.	<p>Draft communications support document.</p> <p>Trustee feedback, suggestions and guidance to be incorporated into draft.</p>
January/February 2021	Financial Facts	<p>Finalize all edits and updates to Financial Facts for 2021-2022.</p> <p>Post to budget webpage.</p>

Date/Month	Budget Milestone	Communications Support
		<p>Create and post an accessible version of Financial Facts to the website.</p>
<p>February/March 2021</p>	<p>Finalize public consultation plan on 2021-22 budget</p> <p>Presentation and approval of school-based staffing</p>	<p>Public consultation dates (virtual ward forums, deputation opportunities, web chat) posted to the website and tweeted.</p> <p>Share in News You Can Use and in the Virtual School newsletters.</p> <p>Assist the Finance department with the creation of public consultation presentation.</p> <p>Virtual budget consultation/web chat where participants can hear from staff and ask questions (specific details TBD).</p> <p>Update website with school-based staffing presentation.</p> <p>Explain staffing process and this year's staffing approach in clear and easy to understand web copy.</p> <p>Talking points/key messages for Trustees.</p> <p>Media responses and preparation of spokespeople.</p> <p>Fact sheet for media and the public.</p>
<p>March/April 2020</p>	<p>Update on Grants for Student Needs announcement from Ministry (if available)</p>	<p>Possible options, depending on the nature of the announcement, include: news release, media statement, interviews, etc.</p> <p>Update web content.</p>

Date/Month	Budget Milestone	Communications Support
		<p>News You Can Use and Virtual School newsletter items.</p> <p>Trustee Weekly.</p> <p>TDSB Connects.</p> <p>Talking points/key messages for Trustees, senior team, principals, media spokespeople, etc.</p>
<p>May 2021</p>	<p>Presentation of 2021-22 Operating and capital budget – Draft report</p>	<p>Fact sheet/Q&A for media and the public (website).</p> <p>Prepare spokespeople with key messages and background information.</p> <p>News You Can Use and Virtual School newsletter items.</p> <p>Update website.</p> <p>TDSB Connects.</p>
<p>June 2021</p>	<p>Approval of operating and capital budget for submission to Ministry</p>	<p>News release on the night of the Board Meeting.</p> <p>Fact sheet/Q&A for media and the public (website).</p> <p>Prepare spokespeople with key messages and background information.</p> <p>News You Can Use and Virtual School newsletter items.</p> <p>Update website.</p> <p>TDSB Connects.</p>