

Creating and Improving Communications & Infrastructure within the TDSB

Discussion and Future Feedback to Parent Involvement Advisory Committee (PIAC)

Ross Parry, Executive Officer
Community, Government and Public Relations

Tuesday, June 21, 2016



Improve, Create and Broaden Interactive Communication with Employees and Parents

What: Pilot live interactive webcasts using *ScribbleLive*

Status:

- Two Principal/Vice Principal broadcasts
- Two Parent/Guardian and Community broadcasts
- Four Employee broadcasts
- Archived on website

<http://www.tdsb.on.ca/aboutus/directorofeducation/videosandpresentations.aspx>

Reach:

- 300 – 5,000 – to unlimited

Review:

- High ratings/high demand

Next Steps:

- Fully implement for the 2016-17 school year
- Programming and content are key - planning over summer
- PIAC: online survey to provide programming/content ideas – best timing for survey?
- Role and participation of PIAC in webcasts (to be discussed)

Improve and Create Communication to Internal and External Stakeholders

Corporate (TDSB-wide) News, Board Actions, Resolutions and New Policies

What:

- TDSB Update e-newsletter
- Target Audience/Distribution: 500
Growing list of Toronto Education and community stakeholders (includes PIAC members)

Status:

- 3 issues produced in 2016 (March, April & May)
- Posted on website – www.tdsb.on.ca/Leadership/Boardroom/TDSBUpdate

Review:

- Preliminary analytics suggest good readership based against national benchmark for e-newsletters

Next Steps:

- Continue in 2016-17
- Broaden direct distribution to more internal stakeholders
- Promote on website
- Improve and shorten language and increase use of links

Utilize Central Email Database to Improve Direct Communication to Parents

What:

- Change Registration Form to permit TDSB to communicate with parents via email (e.g. information of importance to child's education and/or decisions of Board affecting students, parents or school operations)

Why:

- Previous form was highly restrictive in terms of use of emails
- Critical information affecting the operation of schools (e.g. impact of labour relations needs to be quickly communicated to parents)
- Printed communications via back-packs (sent home with students) is wasteful, time consuming, costly and unreliable, especially in high schools

Considerations :

- Use in moderation
- Keep it timely and relevant
- Brief with links for those that want to know more
- Respect privacy – email data base to be maintained by TDSB
- Need to update email addresses and promote the importance of providing an email address

Central Email Database Continued...

Considerations:

Quarterly update

- System information – e.g. EQAO results
- Safe schools information
- Budget
- Busing
- News and tips parents can use

Secondary goals

Improve and promote role of trustee and relationship and connectivity to parents and all constituents on a ward-by-ward basis (Board expectation and Hall Panel suggestion)

Employee and Parental Consultation and Engagement

What:

- Increase participation and contribution of parents and employees in decision making and priorities beyond face-to-face meetings
- Improve our ability to learn from and take action on parent & employee engagement efforts by ensuring diverse participant opinions are considered and results are well understood
- Build confidence and trust through engagement processes defined by accessibility, transparency, civility and collaboration

Under consideration/In design:

- Software-driven online process with facilitation to engage and ability to ask open-ended questions with the goal as many thoughts/opinions/suggestions as possible will be considered
- The platform and software allows each participant to consider his/her own thought/opinion/suggestion along with the contributions of others, and indicate which are most valuable
- Helps ensure that priorities and views of parents or employees are considered

Status:

- Research on software and cost
- Consultation with staff and parents, e.g. PIAC
- Depending on feedback, RFP could be issued in Fall 2016



Toronto
District
School
Board