

School-Based Communications Survey Results

In what way(s) is your school/school council effective at communications?

1. By providing varied information on the newsletter
2. Council has Facebook and website updated regularly
3. Council meetings are effective and run efficiently.
4. Email newsletter and facebook
5. Frequent blog updates (+ associated email notifications) as well as links to the blog in the weekly Principal's newsletter
6. {...} We set up or own parent database via envoke.com for monthly email updates to parents - TDSB was useless - even TDSB teachers who were parents were blocked from receiving our messages. Now at {...}, they too cannot make it work. {...} works great - why can they do it and {...} can't???
7. Lots of info is provided by email and at Council meetings.
8. n/a
9. newsletter is direct and gets the basic info across
10. office robocall for timely info, SC regular e-newsletter
11. send emails when required
12. The principal's weekly newsletter always includes items from the school council & is the main way we keep in touch. Our blog contains lots of good info as well, and is updated whenever we have news to share (including news about community events, People for Education etc)
13. The website is updated almost daily.
14. This communication is effective. I missed the first few weeks because I did not know about it.
15. Uses a lot of technology, seems relatively transparent
16. Weekly email from principal

In what way(s) is your school/school council communications-challenged?

1. All the paper forms! They need to get online for better management and communication.
2. Families speak multiple languages at our school and all communications are in English. Council relies heavily on email -- which of course does not reach every family. A lot of info is shared at School Council meetings, so if you don't go to Council you won't know.
3. High ESL parent community. School updates come from school to council only at monthly meetings.
4. I don't really know who they are or what they do. I'm far more familiar with the Home & School Association.
5. It is odd to me that this comes from the council and not the school. I feel like I might be missing something.
6. Long blog updates that likely don't get read
7. No direct email communication between school and parents, very few teachers maintain blogs, or communicate by email
8. No printed communications.
9. Only a small percentage of parents have signed up to receive notifications from the blog
10. Parents don't know when students are getting awards or are performing at school functions (assemblies).
11. SC board email address doesn't work so we have no 2-way access between parents & SC. Parent/teacher communication problematic: little communication from teachers, hard to reach
12. school started an email newsletter
13. Some schools have gmail calendars on their websites. This would be such a help!
14. Sometimes confusing messages, not always timely communication, sometimes hard to access
15. We are challenged to get more parents to subscribe to the blog

What school-based tips or tricks could you share with others?

1. 1 pg monthly school newsletter is very effective. Lots of content.
2. ask your families what method of communication they prefer
3. Each grade should have a specific code so when they graduate, their contact is archived and the new grade comes in with a new code.
4. more is more. parents crave information

5. not sure what this question is asking
6. Our principal takes photos every week and includes them in his newsletter. This pretty much guarantees a very high open rate!
7. Stay in touch with teachers, principals, other parents

What would you want to learn most from a roundtable on school-based communications?

1. how is the board going to fix the SC emails? (password update issue)
2. How to keep school > council lines open. How to communicate with ESL stakeholders
3. How to move the TDSB from paper to digital
4. Is anyone using text messaging to communicate with parents? What
5. not sure what this question is asking
6. What information is basic/ needed, how to avoid rumours or miscommunications and how to reach everyone in a timely manner
7. when can I expect the communications

In what ways do the communications at your school promote/enhance teaching and learning?

1. Alerts the parents on what the school is doing with their kids, helps us communicate with our kids and get involved in the community further
2. hardly at all
3. It's hard to say, with the job action this year. I haven't even met my children's teachers yet....
4. I think they could be used to a much greater degree to promote learning at home
5. Notification of events that can accommodate parental involvement and engagement. Simply being informed of school events prompts conversations with kids.
6. Not sure
7. some quizzes on the side of the page sometimes
8. They don't really. I would like to know more about what is going on or coming up in my child's classes.
9. Tips for parents. Knowing what classes are working on & what special activities take place helps us engage with our children at home.

(OPTIONAL) What is your school community? If more than one, please select the one that is most familiar to you.

- Blake - 1
- Bruce - 1
- Earl Grey - 1
- Frankland - 1
- Jackman - 2
- Leslieville - 1
- Monarch Park - 1
- Morse - 1
- R H McGregor - 2
- Riverdale - 1
- Westwood - 1

The survey was conducted in November 2015 and 17 people responded.

Thank you to everyone who participated!