



REPORT TO

REGULAR BOARD

PROCLAMATION OF JUNE AS FILIPINO HERITAGE MONTH AND JUNE 12 AS FILIPINO HERITAGE DAY

*Serve the Lord with celebration!
Come before him with shouts of joy!*

Created, Draft	First Tabling	Review
April 26, 2018	May 17, 2018	Click here to enter a date.
Nick D'Avella, Superintendent of Equity, Diversity, and Indigenous Education John W. Yan, Senior Coordinator, Communications, Media and Public Relations		

RECOMMENDATION REPORT

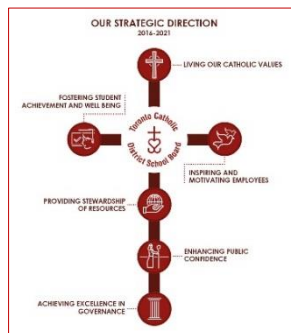
Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



Rory McGuckin
Director of Education

D. Koenig
Associate Director
of Academic Affairs

T.B.D.
Associate Director
of Planning and Facilities

L. Noronha
Executive Superintendent
of Business Services and
Chief Financial Officer

A. EXECUTIVE SUMMARY

The Director of Education of the Toronto Catholic District School Board received a letter dated April 19, 2018 from the Filipino Heritage Month Council (FHMC). The letter (Appendix A) informed the Board that in November 2017, the City of Toronto Council formally declared June as the Filipino Heritage Month in the City of Toronto. The communication contained a request that the Toronto Catholic District School Board “consider celebrating the Filipino Heritage Month in June” and that “June 12 be declared Filipino Heritage Day this year and every year in TCDSB to commemorate Filipino independence”

The Director of Education received a second letter dated April 25, 2018 from the Filipino Canadian Parent Association in Catholic Education (FCPACE). The letter (Appendix B) requested that TCDSB Proclaim June as Filipino Heritage Month in the TCDSB, and specifically, June 12 as Filipino Heritage Day every year, or the Monday following June 12 should it occur on a weekend.

Further, a letter from the Consulate General of the Republic of the Philippines Toronto, dated April 26 2018, (Appendix C) expressed strong support for the request that the Toronto Catholic District School Board (TCDSB) declare June Filipino Heritage Month and June 12 Filipino Heritage Day within the TCDSB.

Recommendations contained in this report outline the official proclamation and how the Board will use this important opportunity to raise cultural awareness of the Filipino diaspora in Canada.

The cumulative staff time required to prepare this report was 6 hours

B. PURPOSE

1. At the May 2nd, 2018 Regular Meeting of the Board, Trustees approved a motion of receipt and referral, directing staff to come back with a report at the May 17, 2018 the Regular Board meeting in consideration of this special request from the Filipino Heritage Month Committee and the Filipino Canadian Parent Association in Catholic Education.

C. BACKGROUND

1. Filipino migration to Canada started in the early 30s in small numbers. In just a few short decades, Canada's Filipino community has grown from less than a thousand residents to become one of the country's largest immigrant demographics.
2. The Philippines became Canada's top source country of immigration from 2006-2016. In the 2016 Census, Filipinos comprised the fourth largest visible group in Canada, with 837,130 people reported being of Filipino ethnic origin, of whom over 30% reside in Toronto.
3. From a faith perspective, more than 80% of Filipinos are Roman Catholic and have chosen to enrol their children in Toronto Catholic District School Board schools. Within the TCDSB, Filipinos comprise a significant ethnic community, representing at least 30% of the student body.
4. The Filipino Canadian community has contributed enormously to the growth and development of our country. This continues today with significant contributions to our schools by sharing its rich heritage, cultural experiences and language.
5. The Toronto Catholic District School Board has also benefited greatly from an increased enrolment coming from this community.

D. ACTION PLAN

1. An official proclamation designating June as Filipino Heritage Month and June 12 as Philippine Heritage Day, coinciding with the Philippine Independence Day celebrations will be signed (Appendix D) and distributed to the TCDSB community under the signatures of the Board Chair and Director of Education.
2. The Community Relations Department under the leadership of the Superintendent responsible for Equity, Diversity, and Indigenous Education will coordinate access with the Consulate General of the Philippines in Toronto, and other Filipino community agencies.

3. Information, educational and promotional materials (films, books, cultural and historical resources) about the Philippines and the Filipino community will be made available to school administrators, students, parents and teachers via the Board portal.
4. The inaugural TCDSB Filipino Heritage Day will be commemorated through a Board Mass, followed by the official signing of the proclamation declaring the annual observance of June 12 as Filipino Heritage Day, and the designation of June as Filipino Heritage Month. The official signing will be held by the Director of Education, the Board Chair, and the Philippine Consul General at the Catholic Education Centre on June 12, 2018.

E. METRICS AND ACCOUNTABILITY

1. The Communications and the Community Relations Departments will monitor the uptake and engagement in schools who participate in this initiative through mainstream media coverage, social media metrics (Twitter) and online contributions received to its website in the form of tweets, photos, exhibits and other materials.
2. The Community Relations Department will monitor school community engagement in this initiative through school activities and programs that highlight the contributions of the Filipino community.

F. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN

1. A comprehensive communications plan will be implemented and all available communications tools will be used to publicize and promote awareness of the special proclamation and the Board's initiative to the entire TCDSB community via school newsletters, exchange e-mail system to CSPCs, CPIC, OAPCE-Toronto).
2. Strategic actions will focus on both mainstream and community-based media (with a focus on Filipino media), supported by communications modalities

including, but not limited to, online web custom designed micro-site, e-news, twitter, instagram.

3. Community Relations Department will liaise with school staff to plan and implement activities highlighting the contributions of the Filipino community at the school level.

G. STAFF RECOMMENDATION

That the Board officially proclaim June as Filipino Heritage Month and June 12 as Filipino Heritage Day in the TCDSB as outlined in (Appendix D).