



REPORT TO

STUDENT ACHIEVEMENT AND WELL BEING, CATHOLIC EDUCATION AND HUMAN RESOURCES COMMITTEE

ANNUAL REPORT 2018-2019: COMMUNICATIONS AND COMMUNITY ENGAGEMENT

"And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another—and all the more as you see the Day approaching".

Hebrews 10: 24-25

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INFORMATION 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.



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A. EXECUTIVE SUMMARY

As a Catholic learning organization, the Toronto Catholic District School Board is committed to continuous improvement through authentic community engagement in order to fulfil its mission and vision. It continues to leverage the expertise and resources within the broader community to enhance programs and services. The Board continues to be responsive to the needs and input of over half a million Catholic stakeholders through accessible, effective, and transparent communication, as well as, authentic consultation and engagement opportunities.

This report highlights key staff-planned, supported and executed system-wide communications and consultation initiatives, learning opportunities, community and cultural engagement events, and advisory committee undertakings for the 2018-2019 academic year.

The scope of communications and community engagement initiatives undertaken by staff in the 2018-2019 school year is comprehensive and supports all six strategic directions of the Multi Year Strategic Plan, with particular emphasis on *Enhancing Public Confidence*, *Achieving Excellence in Governance* and *Living our Catholic Values*.

The cumulative staff time required to prepare this report was 40 hours.

B. PURPOSE

1. This report is submitted in compliance with mandatory reporting requirements in two policies: Communications Policy (A. 37) and Community Engagement Policy (T. 07).
2. The Communications Policy (A. 37) states:

The effectiveness of this policy in supporting comprehensive best practice communications across the Toronto Catholic District School Board (TCDSB) will be evaluated annually. The highlights, analysis and findings will be documented and published in a formal annual report and presented to the Board of Trustees in September of each year for review.
3. The Community Engagement Policy (T.07) stipulates:

A report of the community engagement process as reported by staff is to be reviewed by the Board annually.

4. The appendices in this report contain the main communications, consultation, community engagement and cultural events, as well as, promising practices to promote student achievement and wellbeing undertaken by the Board's various community advisory committees in the 2018-2019 school year.

C. BACKGROUND

1. As per Board instructions of September 2016, this report is structured in two parts:
 - a. Communications report related to community engagement to include description levels, purpose, and outcomes; and
 - b. A separate listing of community engagement initiatives featuring major learning opportunities and cultural events.
2. The Community Engagement, Communications, and Community Consultations, activities summarized in Appendices A and B seek to capture the scope and breath of community outreach and involvement within the TCDSB.
3. Appendix C, summarizes promising practices and initiatives undertaken by staff in consultation with the Board's Community Advisory Committees in the 2018-2019 school year.

D. EVIDENCE/RESEARCH

1. The TCDSB strives to involve parents/guardians, stakeholders, and community members in meaningful ways on matters under the Board's purview to better understand priorities and community concerns when making decisions. The variety of community engagement and initiatives is evidence of the Board's commitment to effective community involvement to foster relationships, promote equity, and garner stakeholder input.
2. In 2018-2019, the broader TCDSB community was engaged in: budget consultations, capital and planning dialogue, local program and curriculum

discussions, a survey on preferred communications channels and an annual parent voice survey. For 2018-2019, the International Languages Elementary parent voice survey is worthy of particular mention.

3. In 2018-2019, learning opportunities afforded through workshops, monthly cultural and heritage celebrations and events, demonstrated the Board's commitment to creating and sustaining a rich environment of learning, inclusion, diversity, and equity.
4. The TCDSB Community Consultation webpage continues to provide the public with information about all TCDSB public consultations and opportunities for involvement. (<https://www.tcdsb.org/Board/TCDSB-Community-Consultations/Pages/Default.aspx>)
5. The Communications Department continues to expand the TCDSB's profile and reach. Utilizing social media and other communications channels, the Communications Department constantly monitors and evaluates social media platforms and trends to ensure content and messages are received by intended audiences including parents, students, and staff.
6. In the 2018-2019 academic year, established advisory committees have worked with Board staff to implement a variety of promising practices to support student achievement and well-being through cultural responsiveness and equity.

E. METRICS AND ACCOUNTABILITY

1. The outcome/impact of each initiative in Community Engagement and Outreach, Communications, and Advisory Committees undertakings is outlined in a dedicated column in each of Appendix A, B and C. Outcome/impact is measured both qualitatively and quantitatively in accordance with the nature and purpose of the initiative.
2. An important guiding principle of community engagement and consultation at the TCDSB is broad-based accessibility. The Board strives to engage the greatest number of stakeholders meaningfully and authentically. To this end, the Board routinely uses a variety of web-based tools, virtual and actual town-hall forums, face-to-face meetings, workshops, and information sessions.

3. The Communications Department has deployed a variety of effective strategies to ensure that the TCDSB community is informed and engaged and will proactively:

- a) continue to highlight the “TRANSLATE” feature on TCDSB webpages, offering public access to web materials in over 75 languages and providing translated versions of surveys when required by families;
- b) continue to promote TCDSB consultations via the Community Consultation webpage featuring all active opportunities for public input; (<https://www.tcdsb.org/Board/TCDSB-Community-Consultations/Pages/Default.aspx>)
- c) explore, in collaboration with the IT Department, opportunities to make the Board website more user-friendly;
- d) continue to support schools with the maintenance of their websites;
- e) implement a social media strategy to amplify the Board’s profile and reach, on Twitter and Instagram, through content creation/curation, the use of tools that schedule and automate posts to maintain a constant presence, and actively engage audiences in relevant ways using videos, images and graphical interchange formats (GIFs);
- f) continue to explore new approaches including sharing relevant information, sharing user-generated content, answering questions, addressing concerns, and showing appreciation for staff;
- g) continue to communicate with TCDSB stakeholders on Twitter[®] (currently there are 36,600 followers, an increase of 6,600 followers since January 2019, with an average of more than 750,000 impressions per month, up from an average of 500,000 per month);
- h) explore additional social media channels to engage the TCDSB community including the use of Instagram[®] (introduced in February, 2018, with 2,400 followers, up by 1,000 followers);
- i) explore the use of YouTube, Facebook, LinkedIn, Search Engine Optimization, and online advertisements to promote TCDSB initiatives, programs, events, and alumni networks; and

- j) continue to strategically map general dates for anticipated consultation initiatives early in the academic program year to optimize community engagement initiatives in order minimize consultation fatigue and allow for advance notice, whenever possible, for key parent engagement groups (CPIC and OAPCE Toronto).
4. Evaluation of current social media content reveals that people are more likely to engage with content, when it is simplified and when it impacts a large number of stakeholders. Accordingly, the Communications Department has shifted its strategy to create content with the use of simplified and direct messages and graphics.

F. CONCLUDING STATEMENT

This report is for the information and consideration of the Board.