



REPORT TO

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

**ANNUAL REPORT 2019-2020: COMMUNICATIONS
AND COMMUNITY ENGAGEMENT**

Peace be to the whole community, and love with faith,
from God the Father and the Lord Jesus Christ. *Ephesians 6:23*

Created, Draft	First Tabling	Review
September 21, 2020	October 1, 2020	Click here to enter a date.
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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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Executive Summary

The Toronto Catholic District School Board is committed to continuous improvement through authentic community engagement. It continues to leverage the expertise and resources within the broader community to enhance programs and services, and continues to be responsive to the needs and input of all 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 2019-2020 academic year.

The scope of communications and community engagement initiatives undertaken by staff in the 2019-2020 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 2019-2020 year was unique, impacted and affected by labour disruption and a system-wide school closure due to the COVID-19 pandemic. Therefore, the number of events and activities that took place are fewer than in an average year. As we are now learning to adapt to the new reality of distance learning, the hope is that programming and activities in the future will be modified to meet whatever learning environment in which students are engaged, so that the resumption of more programming can occur.

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

A. 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 2019-2020 school year.

B. 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 2019-2020 school year.

C. EVIDENCE/RESEARCH/ANALYSIS

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 2019-2020, the broader TCDSB community was engaged in person and virtually on matters related to the budget, capital and planning projects, learning during the pandemic parent/guardian survey, return to school surveys, parent/guardian registration questionnaires and an annual parent voice survey.
3. In 2019-2020, 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. During the school closure, heritage celebrations took the form of videos that were shared across the system.
4. The TCDSB Community Consultation webpage continues to provide the public with information about all active TCDSB public consultations and opportunities for involvement. (<https://www.tcdsb.org/Board/TCDSB-Community-Consultations/Pages/Default.aspx>)
5. The Communications Department continues to amplify the TCDSB's reputation, profile and reach through the use of various communication tools including:
 - a. School Messenger has been used more than ever to disseminate pertinent information (labour, COVID-19, return to school, etc) directly to TCDSB parents/guardians;
 - b. Social media (twitter, Instagram and Facebook);
 - c. Weekly Wrap-up (targets everyone on exchange);
 - d. Daily digest of pertinent communications to school administrators and business leaders via Message Management Forum;
 - e. Monthly updates for schools to include in their newsletters;
 - f. Trustee newsletters; and
 - g. TCDSB website continues to be updated with COVID-19 and return to school information including daily FAQ updates; and is undergoing an internal user-friendly assessment as we work to finalize an RFP for the website overhaul.
6. The Communications Department constantly monitors and evaluates the effectiveness of communication tools, including social media platforms and trends to ensure content and messages are received by intended audiences including parents, students and staff.
7. The Communications Department has been developing TCDSB's first-ever social media guidelines and will be sharing more in the weeks ahead.

8. In the 2019-2020 academic year, advisory committees have worked with Board staff to implement a variety of wise practices to support student achievement and well-being through cultural responsiveness and equity.

D. 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's social media strategy has led to enhanced reach and profile for the TCDSB. With the addition of a TCDSB Facebook profile and through content creation/curation, the use of tools to schedule posts to maintain a constant presence and the use of active content (ie. videos, quality images and graphical interchange formats (GIFs), all TCDSB managed accounts have seen a significant increase in followers and impressions.
 - a. TCDSB Twitter saw an increase of 9,913 followers since September 2019 (currently there are 46,713 followers), with an average of more than 1.04M impressions per month, up from an average of 750,000 per month;
 - b. Instagram followers have increased to 5,057 up from 2,209 last year; and
 - c. We continue to explore additional social media channels to engage the TCDSB community including the use of Facebook (introduced in October 2019).

E. CONCLUDING STATEMENT

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