



REPORT TO

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

SCHOOL MESSENGER COMMUNICATION PROTOCOL

“It’s no good, it’s no good!” says the buyer – then goes off and boasts about the purchase. Proverbs 20:14

Drafted

April 25, 2023

Meeting Date

May 30, 2023

D. De Souza, Senior Coordinator, ICT-Student Records & Reporting

M. Sequeira, Coordinator, Parent Engagement (CSPC, CPIC) & Inter. Lang.

R. Peterson, Superintendent of Education

O. Malik, Acting. Exec SO, Tech, Data & Strategic Transformation & CIO

RECOMMENDATION REPORT

Vision: *IN GOD’S IMAGE: Growing in
Knowledge, with Justice and Hope.*

Mission: *Nurturing the faith development and academic
excellence of our Catholic learning community through the
love of God, neighbour, and self.*



MULTI-YEAR STRATEGIC PLAN
2022 - 2025

IN GOD’S IMAGE: Growing in Knowledge, with Justice and Hope



Brendan Browne
Director of Education

Adrian Della Mora
Associate Director of Academic Affairs
and Chief Operating Officer

Derek Boyce
Associate Director of Corporate
Services and Chief Commercial Officer

Ryan Putnam
Chief Financial Officer and Treasurer

A. EXECUTIVE SUMMARY

1. School Messenger Communication Workflow from the CSPC Chair/Co-chair or Secretary through the principal will continue as an e-mail process.
2. CSPC's will notify the school Principal in writing of their intent at least 1 week prior to the message being sent out allowing the principal to respond within 48 hours to the intent.
3. CSPC must include CSPC signatures, their full name and title, for CSPC messages in compliance to all relevant school board policies and procedures and share a draft message with the school principal /(designate) for review and feedback seventy-two (72) hours prior to the requested distribution date of the message to families and parents.
4. CSPC's should incorporate the feedback, if applicable, or if conflict around the content cannot be agreed to then the School Superintendent of Education will make the final decision; at which time the school principal will distribute the message to families and parents using SchoolMessenger.

B. PURPOSE

To provide a clear process and to identify best practices for Catholic School Parent Councils (CSPC) to communicate to families and parents through TCDSB's online School Messenger platform, by standardizing the process for communication to increase engagement by the CPSC's within the Toronto catholic school community.

C. BACKGROUND

At the December 2022 board meeting the direction given to Staff was: That the existing practice of having principals send out Catholic School Parent Council (CSPC) messages via School Messenger remain in place and that staff implement a written protocol, in alignment with policy S.10 Catholic School Parent Councils, that ensures CSPCs are able to send messages to parents via the principal in a consistent manner at all schools.

D. EVIDENCE/RESEARCH/ANALYSIS

In alignment with policy S.10 under:

26. All communications from CSPC intended for distribution to all parents of children in the school, will be approved by the principal prior to the communication being sent to the intended recipients.

- i) All communications will be made available if/as required in the predominant language(s) spoken in the community.
- ii) The principal shall provide an opportunity for inclusion of parent council communications in the school newsletter and/or email updates from the school.

E. STAFF RECOMMENDATION

That the Board of Trustees approve the recommended School Messenger protocol listed in Appendix A.