



REPORT TO

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

PROCLAMATION: MAY 3, 2018 AS POLISH HERITAGE DAY AT THE TCDSB

“He wrote them to observe the days as days of feasting and joy...”
Esther 9:22

Created, Draft	First Tabling	Review
March 26, 2018	April 5, 2018	Click here to enter a date.

John W. Yan, Senior Coordinator, Communications, Media and Public Relations
Nick D’Avella, Superintendent of Equity, Diversity, and Indigenous Education

RECOMMENDATION REPORT

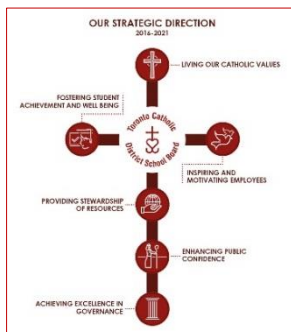
Vision:

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

M. Puccetti
Acting Associate Director
of Planning and Facilities

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

A. EXECUTIVE SUMMARY

The Toronto Catholic District School Board received a communication dated March 15, 2018 from the Consul General of the Republic of Poland in Toronto, informing the Board of the 100th Anniversary of Independence of Poland (Appendix A).

The letter invited our students and school communities to share in the commemoration of this historic occasion on May 3, 2018 as part of “Polish Heritage Days”, which is the Consulate’s initiative celebrating this landmark 100th Anniversary with Poles in Toronto and around the world.

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

The cumulative staff time required to prepare this report was 3 hours.

B. PURPOSE

1. At the March 22, 2018 Regular Meeting of the Board, Trustees approved a motion of receipt and referral, directing staff to come back with a report at the April 5, 2018 Student Achievement Committee meeting, in consideration of this special request from the Consul General of the Republic of Poland in Toronto.

C. BACKGROUND

1. Over 1 million Canadians claim full or partial Polish ancestry, of whom over 20 percent reside in Toronto, with a great majority attending our Catholic schools.
2. From a faith perspective, the first Polish Catholic priest arrived in southern Ontario to serve Polish immigrants as early as 1862, well before Canadian Confederation in 1867. Since that time, the Polish 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.

3. The rich history of the Toronto Catholic District School Board has also benefited greatly from the participation and celebration of Polish traditions and culture, as seen through student, parent and staff representation in many of our school communities.

D. ACTION PLAN

1. An official proclamation designating May 3rd, 2018 as *Polish Heritage Day in the TCDSB*, in recognition of the historic 100th Anniversary of the Independence of Poland (Appendix B) will be signed and distributed to the TCDSB community under the signatures of the Board Chair and Director of Education.
2. Board staff under the leadership of the Superintendent responsible for Equity, Diversity, and Indigenous Education will coordinate access with the Consulate General of the Republic of Poland in Toronto, for information, educational and promotional material (films, books, cultural and historical resources etc.) about Poland for TCDSB school administrators and teachers.
3. All information and materials will be collated for easy one-stop, online access via a special *Polish Heritage Day* micro-website on the Board's website.

E. METRICS AND ACCOUNTABILITY

1. The Communications Department 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 and other materials.

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 email system to CSPCs, CPIC, OAPCE-Toronto).

2. Strategic actions will focus on both mainstream and community-based media (with a focus on Polish media), supported by communications modalities including, but not limited to, online web custom designed micro-site, E-News, Twitter, Instagram.

G. STAFF RECOMMENDATION

Staff recommends that the Board's official proclamation designating May 3, 2018 as *Polish Heritage Day in the TCDSB* as outlined in Appendix B be approved.