



PARENT INVOLVEMENT COMMITTEE

Date: 8 April 2019

Report No. 19-048

Parent Survey for District Communication Tools

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PURPOSE:

1. To provide input on the communication tools we are using with parents, specifically the schools websites, the parent portal and the OCDSB app.

CONTEXT:

2. The survey provides an opportunity to gather further input from parents/guardians, students and staff.

KEY CONSIDERATIONS:

3. At the February 20, Parent Involvement Committee meeting, the committee provided staff with feedback on the parental portal, school websites and district app. To build on this feedback, we are seeking input from the wider parent community through a survey. Questions will be similar to the questions asked at the February 20th meeting. This feedback will help the district in planning for the next phase of development of the parent portal and any changes or upgrades required to our existing communication tools.

RESOURCE IMPLICATIONS:

4. All items were covered within the existing operating budget.

COMMUNICATION/CONSULTATION ISSUES:

5. Communication Tactical Plan.

Date	Activity
April 3, 2019	Principals Operations Meeting – Principals informed survey would be reviewed with PIC and provided to school council chairs

April 17, 2019	Survey presented to PIC
April 25, 2019	Finalize Survey
April 26, 2019	Survey link to School Council Chairs via School Council Newsletter
May 3, 2019	Reminder – School Council Newsletter
May 10, 2019	Reminder – School Council Newsletter
May 17, 2019	Final Reminder – School Council Newsletter
May 24, 2019	Close Survey
May 27-31, 2019	Review Feedback
September 2019	Review Feedback with PIC

STRATEGIC LINKS:

6. Effective consultation connects to the engagement and stewardship objectives, as outlined in the current strategic plan. Therefore, by seeking input from a variety of stakeholders, the OCDSB is not only able to demonstrate its commitment to enhancing engagement and demonstrating accountability through stewardship of resources, but more importantly is able to develop strategic priorities which reflect the input of stakeholders.

SUMMARY:

7. Through the survey, the Board will develop a better understanding of the issues, concerns, and ideas for improvement, as voiced by stakeholders.

GUIDING QUESTIONS:

8. Will this survey allow parents to share their thoughts in a way that will help us to better address client needs?

Are there other questions or issues which would help to inform the next steps in our parent portal project?

Should the primary target audience for this survey be school councils with access to interested parents or should the primary audience be all parents?

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