BRANT HALDIMAND NORFOLK
Catholic District School Board

Agenda

Communications and Technology Advisory Committee
Tuesday, November 22, 2016 – 3:30 p.m.
Boardroom

Members: Dan Dignard (Chair), Tracey Austin, Cliff Casey, Norm Cicci, Tom Grice, Bonnie McKinnon, Rick Petrella, Chris Roehrig

1.	**Opening Prayer**	Dan Dignard
2.	**Approval of the Agenda**	Dan Dignard
3.	**Approval of the Minutes of April 18, 2016**	Dan Dignard
4.	**Declaration of Conflict of Interest**	Dan Dignard
5.	**Business Arising from the Minutes**	
6.	**Information Items:**	
	6.1 Technology Learning Fund (TLF) Update	Michelle Shypula, Brian Englefield
	6.2 Bring Your Own Device (BYOD) Update	Michelle Shypula, Brian Englefield
	6.3 Information and Communication Technology Operational Plan Update Chart	Norm Cicci, Brian Englefield
7.	**Trustee Inquiries**	Dan Dignard
8.	**Move to In-Camera Session:** n/a	Dan Dignard
9.	**Report on In-Camera Session:** n/a	Dan Dignard
10.	**Next Meeting & Adjournment**	

Next Meeting: April 2017

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Catholic District School Board

Minutes
Catholic Education Centre
322 Fairview Drive
Brantford, ON   N3T 5M8

Communications and Technology Advisory Committee
Monday, April 18, 2016 – 3:30 p.m.
Boardroom

Present: Dan Dignard (Chair), Tracey Austin, Cliff Casey, Bill Chopp, Norm Cicci, Brian Englefield, Tom Grice, Carol Luciani, Bonnie McKinnon, Rick Petrella, Chandra Portelli, Chris Roehrig, Michelle Shypula, Linda Luciani (Recording Secretary)

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1. **Opening Prayer**
   Chair Dignard opened the meeting with prayer.

2. **Approval of the Agenda**
   Moved by: Cliff Casey
   Seconded by: Bonnie McKinnon
   THAT the Communications and Technology Advisory Committee approves the agenda of
   April 18, 2016.
   Carried

3. **Approval of the Minutes**
   Moved by: Bonnie McKinnon
   Seconded by: Rick Petrella
   THAT the Communications and Technology Advisory Committee approves the minutes of
   June 23, 2015.
   Carried

4. **Declaration of Conflict of Interest** – Nil

5. **Business Arising from the Minutes** – Nil

6. **Information Items**

   6.1 **Communications Department Report, including Board Twitter Process**
   Tracey Austin, Manager of Communications and Public Relations, described, in detail, her
   Department's areas of responsibility, the projects and initiatives, which have been completed
   and the projects to be undertaken in 2016. Much of her attention is focused on the following:

   Graphic Design and Layout Services
   • This includes Board templates, print and online advertising layouts, designs for system
     initiatives, and contracted services.
   • Trustee Casey wondered if the pictures of students / children in our printed material,
     websites, etc. were pictures of students of the Board. Tracey shared that more initiatives are
     supported by our student images (Secondary Open House campaigns) and that we continue
     to share student images (using strict safety practices) via school websites and Twitter.
     General Consent is forwarded to parents during the *Student Verification* Process, which
     allows parents to give their consent for the Board to use images of their child(ren) for

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general purposes, i.e., group or classroom photos, fundraising events, etc. When these photos are used, the child's last name and school are never identified.
- When a student's photo is used for a special project (a project that sits outside regular advertising), a Special Project Consent form is forwarded to the student's parent(s).
- We attempt to use images that visually represent our students.
- Graphic design services are sometimes used for larger Board initiatives, i.e., the Board 3-year theme. This artwork is repurposed for subsequent internal projects.

Secretary Professional Development
- This includes software training, forms and processes, school websites.
- Trustee Casey asked who was responsible for keeping school websites up-to-date and fresh. Tracey responded that it normally is a team effort between the school principal and the school secretary. However, the principal is ultimately responsible for what is on their school's web site.
- Tracey also provides support to school websites by pushing down information to the school sites, i.e., the Easter message from Pope Francis.
- Tracey is responsible for the Board's website.

Events
- This includes Catholic Leadership Awards, Celebration of the Arts, Faith Day.
- Chair Dignard asked about feedback pertaining to the new Service Recognition event format. Tracey noted that there was some negative feedback and that the comments were being reviewed. Modifications to the format of the event, if any, will be proposed to the Board of Trustees at a future meeting.

Community Use of Schools
- This includes the Board's online booking system, childcare programs, building community partners, Ministry reporting.
- Trustee Casey wondered how often our schools, particularly elementary schools, are used by community groups. He asked that a statistical report be prepared, as an addendum to the Minutes, which provides this information. Tracey will forward a report to be shared via the minutes or with the trustees at a future Committee of the Whole or Board meeting.
- Trustee Chopp asked how the Board governed fair access to our facilities by user groups. Tracey responded that priority booking is given to school events, our parishes, members of the Board's Joint Use Agreement and non-profit organizations. The Board also considers historical bookings when determining fair access.
- Tracey highlighted the fact that the Community Use of Schools procedures and program are continually monitored and reviewed to ensure that everyone has fair and equitable access to our sites. It is important to recognize new groups as well as maintain good working relationships with current groups. Percentages of rent and services being subsidized are often up for review.

Crisis Communications
- This includes assisting public health and other emergency services, school or system-level crisis and inappropriate online activity.

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Privacy Officer / Freedom on Information (FOI) / Consent
- This includes privacy and information management, privacy breach, employee training and Freedom of Information Requests made to the Board.

Community Relations
- This includes the Board's community profile, Board contact and assistance, County, City and political connections, police services.

Website / Social Media / Technology
- This includes Board and school websites, social media accounts, online activity monitoring.
- Trustees expressed concern regarding inappropriate online activity by students. Norm Cicci, Manager of Information Technology, commented that the Board's filters are very tight in an effort to ensure that students cannot access an inappropriate website.
- Trustee Petrella asked that a report be brought to the Board regarding what types of activity / sites are being blocked or trapped by the Board's filters.

Communications (Internal / External)
- This includes providing staff and trustee support, forms and processes, political and Catholic organizations, media releases and invitations.
- Trustee Casey commented that in years past, newspaper reporters were in attendance at Committee Meetings, Board Meetings, Board / school events, etc. How does the Board maintain relations with media outlets when there is no longer a physical presence at Board / school events? Tracey commented that our new *School and Community Communication Training* for school administrators guides staff through the media invitation process. This process is being used to build relationships with media staff (reporters) so that together, news can be localized and shared.
- Our system-wide Twitter campaign is developing into an effective communication tool. Schools are doing amazing work sharing the good things happening with their communities.
- Trustee Petrella wondered how principals were responding to the *Tweet a Day* initiative. Tracey noted that many of the schools are exceeding a tweet a day; while others are not using the tool as often as hoped. Those schools may be engaging their parents in other ways such as the school websites. Support for both websites and Twitter are being offered to the schools so that everyone is prepared for the beginning of the 2016-17 school year.
- A discussion ensued regarding the expectations of school secretaries with regard to websites and tweeting. Tom Grice noted that it is the expectation of school secretaries to update websites, however, they are not expected to tweet. Further training will be given to secretaries who require and request additional support.

Department Support and Special Projects
- This includes public consultation initiatives, French Immersion, new technology, leadership support, catholicity.
- Trustees asked that a copy of the *Parent Communication Survey* be forwarded to them.