

2020-21 OPERATING BUDGET COMMUNICATIONS – Overview of Communications Supports (DRAFT)

Month	Budget Milestone	Communications Support
January 2020	Ministry of Education GSN Consultation Document	<p>Worked with the Finance department to compile and edit the document.</p> <p>Will be posted to the TDSB's budget webpage.</p>
January 2020	Ontario Pre-Budget Consultations 2020	<p>Worked with the Finance department to prepare Chair Pilkey's written submission.</p> <p>Will be posted to the TDSB's budget webpage.</p> <p>Submitted to the Standing Committee on Finance and Economic Affairs, and shared with MPPs.</p> <p>Will be shared electronically with stakeholders as part of TDSB Update.</p>
February 2020	Launch of TDSB Budget 2020-21 Webpage	<p>Webpage includes a section to highlight latest budget updates, background information on the budget process, all relevant documents and presentations, information on public consultations (including ward forums), and links to access recorded videos of all FBEC meetings moving forward.</p> <p>Webpage will continue to be updated throughout the</p>

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		<p>budget process.</p> <p>Banner on internal and external website, as well as all school websites.</p>
February 2020	<p>Preliminary discussion of communications support for this year's budget process at the Finance, Budget and Enrollment Committee meeting.</p> <p>Trustee feedback, suggestions and guidance to be incorporated into draft document.</p>	Draft communications support document.
February 2020	Financial Facts	<p>Finalize all edits and updates to Financial Facts.</p> <p>Post to budget webpage.</p> <p>Create and post an accessible version of Financial Facts to the website.</p>
March 2020	Options to Balance presented to FBEC	<p>Update website.</p> <p>Key messages for Trustees and senior team.</p> <p>Draft op-ed for Chair, Trustees (TBC).</p>
March 2020	Presentation and approval of school-based staffing	<p>Update website with school-based staffing presentation.</p> <p>Explain staffing process and this year's staffing approach in clear and easy to understand web copy.</p>

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		<p>Talking points/key messages for Trustees.</p> <p>Media responses and preparation of spokespeople.</p> <p>Fact sheet for media and the public.</p> <p>Share options to balance going before FBEC with stakeholders.</p>
March/April/May	Public Consultation	<p>Public consultation dates (ward forums, deputation opportunities, web chat) posted to website and tweeted.</p> <p>Assist the Finance department with the creation of public consultation presentation. Finance staff may be available to assist at meetings as required.</p> <p>Fact sheet for distribution at public consultations.</p> <p>Hold a virtual budget consultation/web chat where participants (who cannot attend a public consultation in person) can hear from staff and ask questions (TBD).</p>
April 2020	GSN Announcement	Re-evaluate depending on the nature of the announcement: news

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		<p>release, media statement, interviews, etc.</p> <p>Update web content.</p> <p>News You Can Use item.</p> <p>Trustee Weekly.</p> <p>TDSB Connects.</p> <p>Talking points/key messages for Trustees and senior team.</p>
May 2020	Operating Budget Approval	<p>News release on the night of the Board meeting.</p> <p>Fact sheet/Q&A for media.</p> <p>Prepare spokespeople with key messages and background information.</p> <p>News You Can Use item.</p> <p>Update website.</p> <p>TDSB Connects.</p>