

## APPENDIX A: 2020-21 OPERATING BUDGET COMMUNICATIONS – Overview of Communications Supports (DRAFT)

Date/Month	Budget Milestone	Communications Support
October 2020	Ministry of Finance Pre-Budget Consultation	<p>Worked with the Finance department to prepare the speaking notes and written submission.</p> <p>Posted to the TDSB website.</p> <p>Shared electronically with TDSB stakeholders as part of TDSB update.</p>
November 2020	Launch of TDSB Budget 2021-2022 webpage	<p>Webpage includes a section to highlight latest budget updates, background information on the budget process, and all relevant documents and presentations. Once finalized, information on public consultations will be posted and promoted.</p> <p>Links to access recorded videos of all FBEC meetings moving forward will also be posted.</p> <p>Banner has been posted on the internal and external websites, as well as all school websites.</p> <p>The webpage will continue to be updated throughout the process.</p>
November 25, 2020	Preliminary discussion of communications support for this year's budget process at the Finance, Budget and Enrollment Committee meeting.	<p>Draft communications support document.</p> <p>Trustee feedback, suggestions and guidance to be incorporated into draft.</p>
January/February 2021	Financial Facts	<p>Finalize all edits and updates to Financial Facts for 2021-2022.</p> <p>Post to budget webpage.</p>

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		Create and post an accessible version of Financial Facts to the website.
February/March 2021	<p>Finalize public consultation plan on 2021-22 budget</p> <p>Presentation and approval of school-based staffing</p>	<p>Public consultation dates (virtual ward forums, deputation opportunities, web chat) posted to the website and tweeted.</p> <p>Share in News You Can Use and in the Virtual School newsletters.</p> <p>Assist the Finance department with the creation of public consultation presentation.</p> <p>Virtual budget consultation/web chat where participants can hear from staff and ask questions (specific details TBD).</p> <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> <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>
March/April 2020	Update on Grants for Student Needs announcement from Ministry (if available)	<p>Possible options, depending on the nature of the announcement, include: news release, media statement, interviews, etc.</p> <p>Update web content.</p>

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		<p>News You Can Use and Virtual School newsletter items.</p> <p>Trustee Weekly.</p> <p>TDSB Connects.</p> <p>Talking points/key messages for Trustees, senior team, principals, media spokespeople, etc.</p>
May 2021	Presentation of 2021-22 Operating and capital budget – Draft report	<p>Fact sheet/Q&amp;A for media and the public (website).</p> <p>Prepare spokespeople with key messages and background information.</p> <p>News You Can Use and Virtual School newsletter items.</p> <p>Update website.</p> <p>TDSB Connects.</p>
June 2021	Approval of operating and capital budget for submission to Ministry	<p>News release on the night of the Board Meeting.</p> <p>Fact sheet/Q&amp;A for media and the public (website).</p> <p>Prepare spokespeople with key messages and background information.</p> <p>News You Can Use and Virtual School newsletter items.</p> <p>Update website.</p> <p>TDSB Connects.</p>

