

Appendix C

Survey period: February 14 – 24, 2017 (9 business days)

Total # of respondents = 186

- SOE 3
- Admin Liaison 3
- Principals 100
- Vice Principals 21
- Office Administrators 59

1. How familiar are you with Policy P.041 SCS: Distribution and Display of Materials for Students and Parents from External Groups?

- Very familiar 7.5%
- Familiar 41.4%
- Somewhat familiar 35.5%
- Not familiar 15.6%

2. How would you quantify the number of flyers distributed in your school on a weekly basis?

- Very high 0.5%
- High 19.4%
- Just right 22.6%
- Low 55.4%
- Unsure 2.2%

3. How frequently do you receive distribution of material requests in your school/department?

- Daily 1.1%
- 1-2 times/week 28%
- 3-5 times/week 2.7%
- 6+ times/week 0.5%
- 1-2 times/month 10.2%
- Rarely 7.5%
- 2-3 times/month 1.6%
- Other (occasional throughout the year) 48.4%

4. How relevant/important are the services/programs being promoted in your school through distribution of materials to meet the needs of your students?

- Very relevant/important 4.8%
- Important 12.4%
- Moderate 61.3%
- Not relevant/important 18.3%
- Not Applicable 3.2%

5. Have you had any feedback from parents or students in regards to the flyers being distributed in your school?

- | | |
|--|-------|
| ○ Yes, want more flyers | 2.2% |
| ○ Questioned reasons for the distribution of flyers | 8.1% |
| ○ Do not wish to receive any non-profit flyers | 4.3% |
| ○ Do not wish to receive any for-profit flyers | 3.2% |
| ○ Do not wish to receive any non-profit Partners' flyers | 3.8% |
| ○ Do not wish to receive any for-profit Partners' flyers | 3.8% |
| ○ No feedback or objection | 86.6% |
| ○ Other suggestions | 4.8% |

6. How do you decide regarding a new distribution of materials request?

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|---|-------|
| ○ Local decision (by Principals) | 44.1% |
| ○ Check with Supervisors | 33.3% |
| ○ Check with Central Partnership Office | 21% |
| ○ Check with Business Development | 26.9% |
| ○ Check with Business Development SharePoint site | 28% |
| ○ Other | 4.8% |

7. When you receive a distribution of material request, are you able to navigate the Business Development SharePoint site to identify if the flyer/poster has been approved for distribution or not?

- | | |
|-------------------------|-------|
| ○ Yes | 26.3% |
| ○ Somewhat | 14.5% |
| ○ Not really | 10.2% |
| ○ Never used SharePoint | 48.9% |

8. How would you rate the efficiency of the existing distribution of materials process in TDSB?

- | | |
|------------------|-------|
| ○ Very efficient | 2.7% |
| ○ Efficient | 23.7% |
| ○ OK | 52.2% |
| ○ Not so great | 11.3% |
| ○ Poor | 3.2% |
| ○ Other | 7% |

9. When the draft policy is ready, would you be interested in reviewing the document?

- | | |
|-------|-------|
| ○ Yes | 42.5% |
| ○ No | 57.5% |

10. Would you like to make any additional comments or suggestions? (i.e. missing questions, areas of Improvements with the DOM process, better ways to distribute flyers in schools, other)

- **Key Comments:**

- Too many promotional flyers, selling products and services.
- Schools are too busy to be distributing external agencies materials on their behalf.
- Schools not want to be viewed as endorsing or promoting external programs for external agencies.
- Schools should not be the outlet for community organizations to send their materials.
- Parents do not want children be used as messengers/distributors of mail.
- Our families often cannot afford most things offered (e.g. camps, athletics).

- **Recommendations:**

- Limit or reduce the number of flyers allowed for distribution within TDSB.
- Align TDSB distribution of materials policy with other Board's policy, in particular when handling non-partner's request for distributing promotional focused materials.
- Materials should be screened for educational relevance or with a purpose to support school activities.
- Clearer policy around the type of materials that are allowed for distribution within the school community.
- Clarification around for-profit and non-profit promotion by external groups.
- Ensure service/programs are relevant to schools/students/community