

# APPENDIX A: 2022-23 OPERATING BUDGET

## COMMUNICATIONS – Overview of Communications Supports (DRAFT)

| Date/Month            | Budget Milestone   | Communications Support  |
|-----------------------|--|---|
| October 2021          | Board motion - letter from the Chair to request adequate pandemic funding support  | <p>Worked with the Chair and the Finance department to prepare a letter to the Minister requesting adequate pandemic funding support.</p> <p>Posted to the TDSB website.</p> <p>Shared electronically with TDSB stakeholders as part of TDSB update.</p>  |
| November 2021         | Launch of TDSB Budget 2022-2023 webpage  | <p>Webpage will include a section to highlight latest budget updates, background information on the budget process, and all relevant documents and presentations.</p> <p>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 will be 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> <p>Update the Capital section of the TDSB website and link to the Operating Budget section of the website.</p> |
| November 2, 2021      | 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 document.</p>   |
| January/February 2022 | Financial Facts  | Finalize all edits and updates to Financial Facts for 2022-2023.  |

|                     |  |   |
|---------------------|--|---|
|                     |  | <p>Post to budget webpage.</p> <p>Create and post an accessible version of Financial Facts to the website.</p> <p>Highlight key elements of Financial Facts on social media (infographics).</p>   |
| February/March 2022 | <p>Finalize public consultation plan on 2022-23 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 information in News You Can Use.</p> <p>Share all public consultation opportunities with SEAC, PIAC and other community advisory committees. Also share with Union/Federation partners.</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 2022    | <p>Update on Grants for Student Needs announcement from Ministry (if available)</p>                                  | <p>Possible options, depending on the nature of the announcement, include: news 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, senior team, principals, media spokespeople, etc.</p>   |
| May 2022  | Presentation of 2022-23 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 item.</p> <p>Update website.</p> <p>TDSB Connects.</p>  |
| June 2022 | 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 item and TDSB Connects.</p> <p>Update website.</p> |

**Blank Page**