

Upper Grand District School Board PIC Committee

Monday, October 26, 2020

## MINUTES

**Those present:** Kumudinie Kariyapperuma (Co-chair), Gillian Prieur (Co-chair), Brent McDonald (Superintendent), Jason Boyce (Principal representative for elementary), Heather Pierce (Principal representative for secondary), Martha MacNeil (Trustee), Jennifer Edwards (Trustee), Martha Rogers (Director of Education), Debbie Bush (Secretary), Maureen Oesch (Equity rep), Jessica Robbins (Communications officer), Anita MacFarlane, Tina Coates, Tara Dean-Whitt, Karen Kennedy, Jeff Bennett, Lisa Thompson, Colette Bayani, Christy Evangelista, Jacquie Corley, Jen Tulloch, Jennifer Cuthbertson, Monica Gabriela Cojocar, Sarah Ward, Jessica Meyers, Tracey King-McFarlane

Presenter: Jenny Marino, Heather Loney

**Approval of agenda:** Motion by Tracey King-McFarlane to accept the agenda. Seconded by Colette Bayani.

**Approval of minutes:** Motion by Colette Bayani to accept the minutes. Seconded by Sarah.

**Guest: Heather Loney - Communication and Community Engagement Officer**

Positive Stories out into the community

- How do you engage people within the community through social media? Who is the audience? What is the best way to reach them?
- UGDSB: Twitter, Instagram, YouTube, Facebook
  - Twitter almost all are re-tweets from schools, community partners eg Public Health right now. It has the most followers and is the most popular
  - Facebook: Features stories, good news, most engaged with schools, powerful tool. During the last two years it was used in a negative way by some users. Proceed with caution and keep control of the messaging.
  - Instagram: photos cannot be used without consent
  - YouTube: going to events and sharing cuts of the events - creative with content
  - Amplifying things happening in the school
  - UGConnect has increasing usage
  - School Messenger is direct communication from teachers
  - UGDSB website- primary form of communication. Greatest reach through websites and social media is getting people to the website. Translation capabilities.
- Schools: May vary and vetted through UGDSB
- UGDSB Guidelines
  - Boards Policy and Procedures and what the board does with the code of conduct
  - Promote positive communication
  - [Policy 312 Website and Social Media](#)
  - Heather Loney has Tips and best practices that people can reach out to her for
  - Strategize and plan: What information to convey, what type of interactions, responsibility to monitor
  - School Council account: Official school email account, promotion, positivity, privacy, voluntary, evaluate
  - Always have permission before posting students/individuals pictures, if shared on social media and only use their first name

- Social Media is always evolving. Reassess whether the current platform is the best way to get a message out.

## Guest: Jenny Marino - Mental Health Lead

### COVID-19 Survey March 2020

- Offord/McMaster: Impact related to lockdown within the first 3 months
- Lots has been done since
- Mental Health / Substances and food security
- Key Findings shared around: caregiver reported symptoms of depression; moderate to high concerns to remote learning, screen time, child anxiety and stress and behaviour; Balancing work and caregiving; maintaining routines; deteriorations in child mood; children bored; catching COVID; Loved ones catching; spousal conflict
- Challenges with insecurities:
  - Food and supplies
  - Healthcare
  - Paying rent/mortgage
  - Bills
  - Income loss
- Positives: Eating together, spending time doing enjoyable activities, increasing physical activity, spending more time in nature, more together time.
- Resources: Mental Health and Me on UGcloud grade related; Webinar for parents coming next month; participate with the umbrella project and activity link!

## Board and Ministry Report

Brent McDonald shared information.

- Fundraising: Continue to hold on traditional fundraising, the board will continue to assess monthly
  - Can proceed thoughtfully with Upper Grand Learning Foundation as a fundraiser
    - Best Practice: ensure the purpose is clearly stated - eg: support families
    - Learning Foundation is set up well for online
- \$500 has been deposited to each school council with a small write-up expected in May/June 2021
- November 30th change: Numbers are changing the school make-up of staff:
  - Elementary 900 completed the survey indicating they want to change; 190 returned to Bricks & Mortar, 700 are joining the remote school which leaves 4600 remote elementary students;
  - 5300 online secondary; 1900 families in remote school; Thirty families are coming back from homeschooling; 300 remote from secondary

Questions:

- When using the Upper Grand Learning Foundation remember that anything above \$20 can get a tax receipt.
- What about services provided by School Councils that have already started? Can they continue? Items such as Mabels labels that have already started can continue for now
- Chromebooks: Tech purchases have to be processed through the board, even when school council money is being used.

Martha Rogers shared information.

- Ministry repeal of Regulation 274:
  - Current hiring practises for teachers were established in 2012 and will be changing on October 29th
  - no longer need to hire top 5 senior applicants
  - UGDSB will have to create an interim hiring policy

- Some temporary relief of rules for retired teachers (current rules state after 50 days pension funds are affected). It is currently challenging to find enough supply teachers, before taking into account illness due to the winter season. This easing of the rules will allow the board to utilize retired teachers during this pandemic.
- In person and remote: There is a shortage of money for both modes of education. UGDSB has already used the allowed 2% from its savings for both modes of education, and hired 65 teachers to lower class sizes Grade 4-8; The Board plans to request further use of savings in November.

## Trustee Report

- Nothing shared - board meeting tomorrow October 27, 2020 evening

## Treasurer's Report

- About \$46,000 has been allocated at this time. \$500 has been sent to each school \$38 000. Approximately \$8 000 is available once funds are allocated for future committee ideas.
- \$20,000 Parent Reach Out (PRO) funding come to the UGDSB - PIC will look at how to utilize it to engage parents
- \$28 000 in total for PIC to plan and suggest

## Chairs' Report - PRO Grant Priorities and Planning for 2020/2021

- PRO Funding
  - Same model as last year - 4 outcomes needed
  - The board was divided up into 3 different geographical regions last year: Strengthening Family Relationships; Sam Deema making an impact outside the classroom with breakout sessions; Social Media Fitness; Dr Laura Markham Aha parenting
  - The whole UGDSB can get engaged in all events when hosted online
  - Tina Coates: Orlando Bowden was suggested
  - Please let Brent, Kumudinie or Gillian know if you are interested in being on the planning committee

## New and Other Business

- Monica asked about Rapid testing - Martha MacNeil will ask for further information

Meeting adjourned at 9:05 PM.

The next meeting will be on Monday, November 30th at 6:45 PM – location TBD