



HWDSB  
HWDSB  
HWDSB  
**HWDSB**

Annual Plan

Report

Effective

Communication

Monday, December 19, 2022

Standing Committee

## MISSION

We empower students to learn and grow to their full potential in a diverse world.

## COMMITMENT

We are committed to learning, equity, engagement and innovation.

## PRIORITIES

**POSITIVE CULTURE AND WELL-BEING** - We will build student and staff well-being through positive climate strategies and supportive relationships.

**STUDENT LEARNING AND ACHIEVEMENT** - We will improve student learning and achievement through effective instructional strategies.

**EFFECTIVE COMMUNICATION** - We will improve our communication through comprehensive strategies.

**SCHOOL RENEWAL** - We will optimize opportunities to invest in improved school facilities.

**PARTNERSHIPS** - We will strengthen our collaboration with new and existing community partners to enhance opportunities for students.

# HWDSB *Reimagined*



**curiosity.**

**creativity.**

**possibility.**

# HWDSB

## Strategic Communications and Engagement Plan 2018-2022

<http://bit.ly/HWDSBStrategicCommunications>

### Priority Areas

1. Leadership
2. Staff Ambassadors
3. Digital Engagement
4. Student Outreach
5. Partnerships



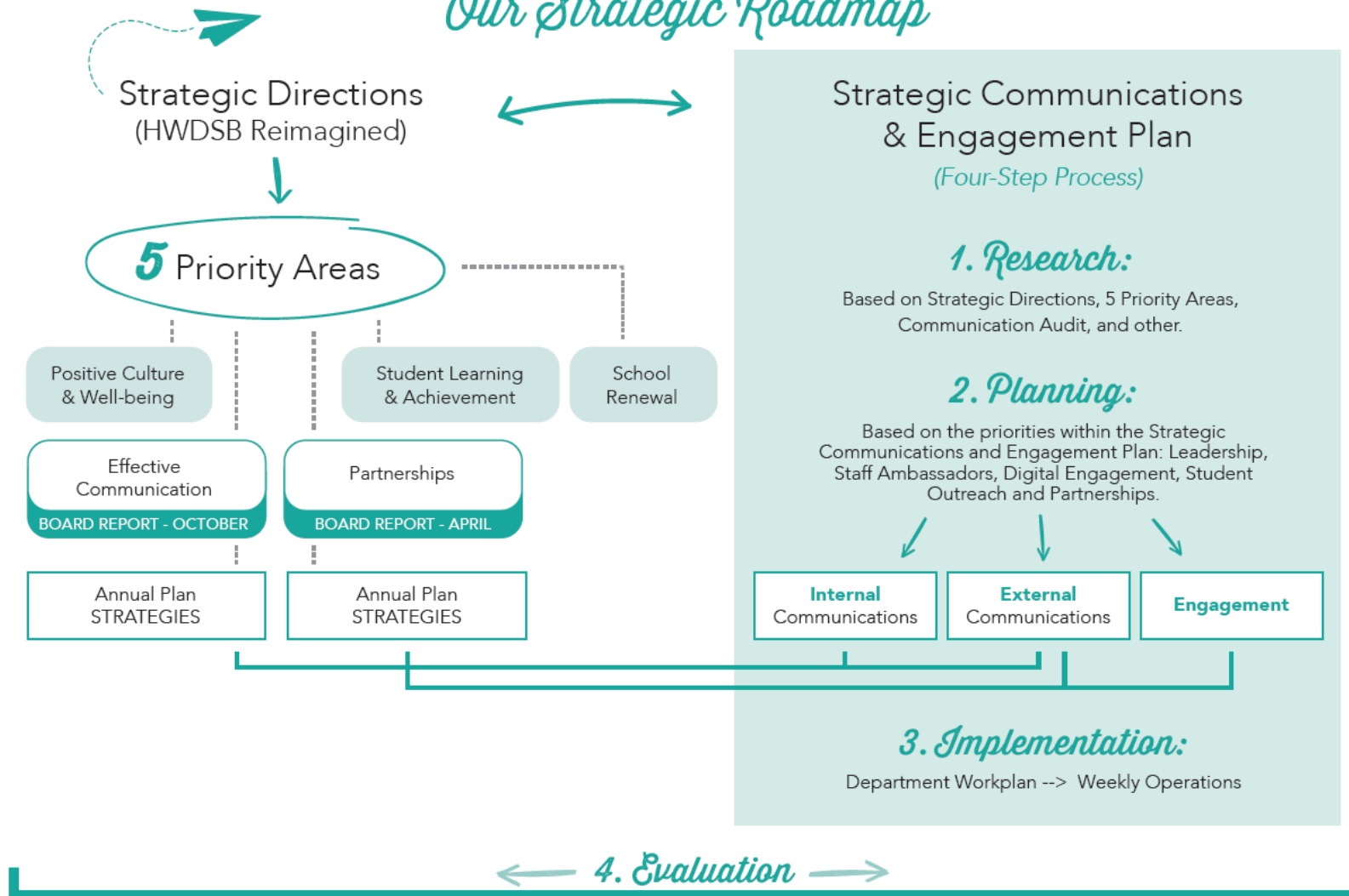
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# Effective Communication at **HWDSB**

## *Our Strategic Roadmap*



# HWDSB

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2018-21 Strategic Communications  
and Engagement Plan



# Leadership

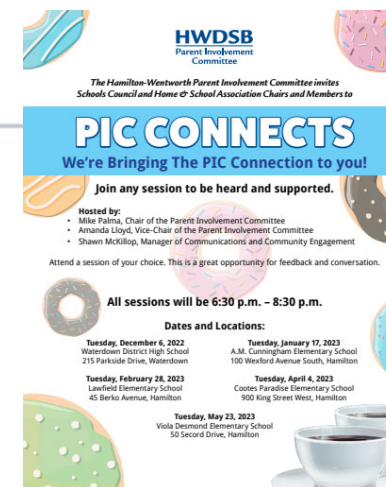
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# HWDSB

- Sessions for HWDSB leaders
  - Principal Learning
  - Executive Council Clinics
  - Trustees Information Sessions
  - PIC Connects
- Revised Memo Service
- Create a System Calendar
- Crisis Communication Plan
- Communication Standards
- Principals Communication Guide



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# HWDSB

2018-21 Strategic Communications  
and Engagement Plan

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# Staff Ambassadors

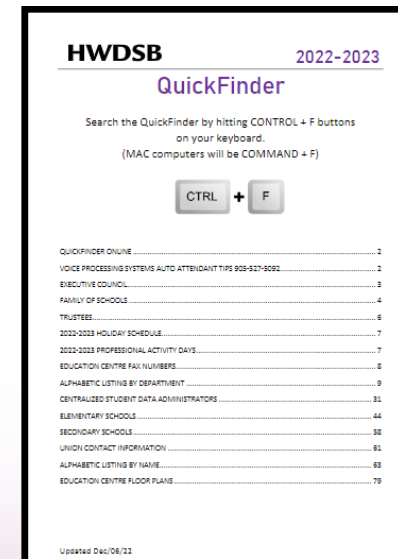
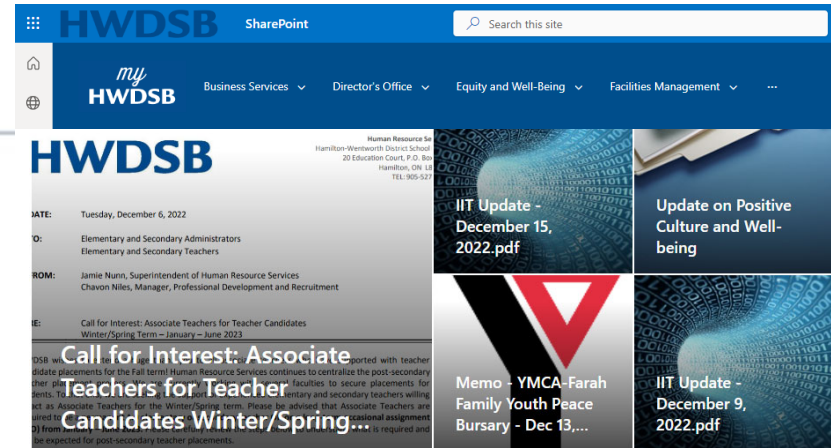
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# HWDSB

- Reinvented the Quick Finder
- Staff Intranet (myHWDSB)
- Director's Email Message
- Email Guidelines
- Social Media Guidelines
- Governance Model



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2018-21 Strategic Communications  
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# Digital Engagement

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# HWDSB

## PLATFORMS



## STORYTELLING



## CITIZENSHIP

Be respectful when connected.

### THINK FIRST

Identity...

Purpose...

Respect...

Organization...

## FEEDBACK

### HWDSB



ThoughtExchange

COMMUNICATIONS

**ENGAGE**

**HWDSB**

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# HWDSB

**ENGAGE**  
**HWDSB**



[engagehwdsb.ca](https://engagehwdsb.ca)

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## Join the conversation...



December 13, 2022

### What brings you joy?

I am new to this community and we are still getting to know each other. If there is anything I...

[View Project](#)



December 13, 2022

### Naming of Schools Policy Review

HWDSB's policies are reviewed every few years and when we want to make changes to a policy, we...

[View Project](#)



December 13, 2022

### Bullying Prevention & Intervention Policy - Public Consultation

[View Project](#)



December 13, 2022

### Whistleblower Policy

What are we doing?

Hamilton Wentworth District School Board (HWDSB) is committed to prov...

[View Project](#)

# HWDSB



2018-21 Strategic Communications  
and Engagement Plan

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# Student Outreach

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# HWDSB

- Awards and Bursaries
- Focused Recruitment
- Student Voice Committees
- Student Trustee Communication
- Student Voice Survey (Mental Health)
- Student Census and MDI
- Eco Summit
- Social Media
- Commencement



Thank you to all the youth leaders who joined us at the HWDSB Education Centre for today's Eco Summit 🌱

The event featured talks from students, small group workshops, booths from local environmental groups, and much more. We hope you use this learning to inspire change!



## Sharon Enkin Student Award on the Holocaust



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# Partnerships

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# Effective Communication

*We will improve our communication through comprehensive strategies.*

**Goal:** Improve internal and external communications.

**Target:** Implement year three of the 2018-2022 Strategic Communications and Engagement Plan

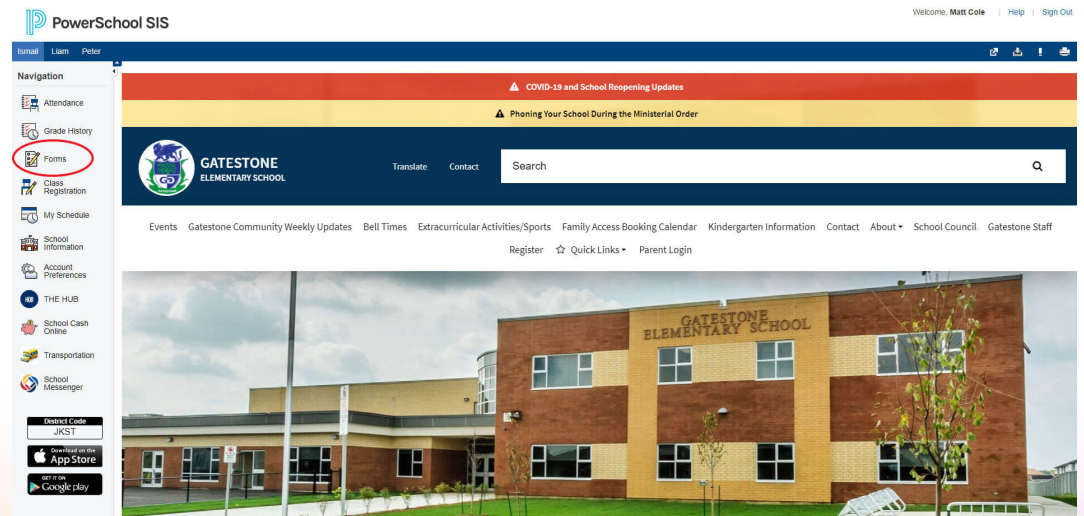
## **STRATEGIES:**

1. Complete implementation of the Parent Portal to improve communications with our parents, guardians and caregivers.
2. Standardize communications, including digital platforms, to improve communication with staff and students, especially during COVID-19.
3. Enhance digital engagement for external audiences through a story-telling strategy.



Complete implementation of the Parent Portal to improve communications with our parents, guardians and caregivers.

- 56,000 accessed the Parent Portal (last year, 20,000)

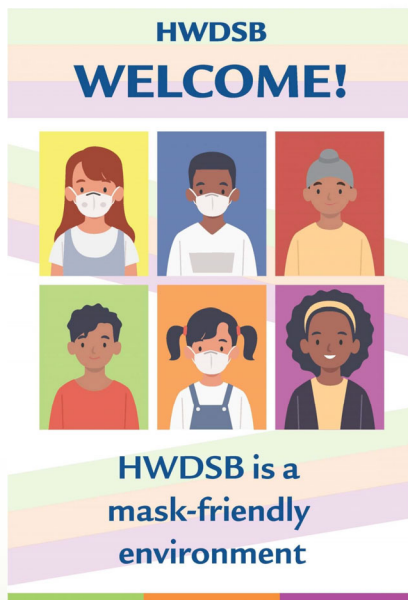


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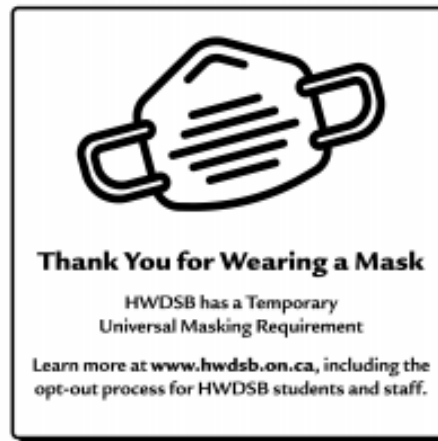
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Standardize communications, including digital platforms, to improve communication with staff and students, especially during COVID-19.






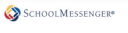


**HWDSB**  
Protect Yourself and Each Other



## Parents

**Parent**

Staying in touch with your child's school, board and services matters. Please use the summary of digital tools for families at HWDSB.

|   |   |   |
|---|---|---|
|  <p><b>Parent Portal</b></p> <p>Parent Portal is a high protected space that collects useful tools and information for HWDSB families including your child's grades, attendance and schedule.</p> <ul style="list-style-type: none"> <li>• Link</li> <li>• Doubleclicking</li> </ul> <p>Your child's school can provide support.</p> <ul style="list-style-type: none"> <li>• Contact your Elementary School</li> <li>• Contact your Secondary School</li> </ul>  |  <p><b>The HUB</b></p> <p>The Hub is Ontario's online learning centre where HWDSB educators teach content, assign work and receive submissions in a secure setting. Families can view their child's assignments.</p> <ul style="list-style-type: none"> <li>• Link</li> <li>• Video series for parents</li> <li>• Brightspace EQE</li> </ul>  |  <p><b>Microsoft Teams</b></p> <p>Microsoft Teams is a unified communications and collaboration tool that is used by staff, students and families.</p> <ul style="list-style-type: none"> <li>• Howtohub/teamsintro</li> <li>• What's next guide</li> <li>• Video series for parents</li> <li>• Microsoft accounts</li> <li>• Virtual Classroom Guidelines for Parents and Students (pdf)</li> </ul>  |
| <p><b>Hamilton School Bus</b> is the parent journal of Hamilton Wentworth Student Transportation Services (HWSTS), which transports eligible students at HWDSB. Give families details on their child's stops, pickup instructions and more.</p>   | <p>HWDSB and its schools use <b>SchoolMessenger</b> to notify families about important absences, as well as other important announcements. Use the free SchoolMessenger app or website to select how you want to receive these messages - phone, email, app or text message.</p>  | <p><b>HWDSB Helps</b> is a free and anonymous way for students to find help for themselves and one another. They may reach to students need health, bullying, substance use and more. The service receives anonymous messages and gives the user with staff who follow website Board and</p>  |





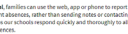
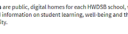
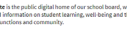
## Students

students.hwdsb.on.ca



























**HWDSB**

|   |  |   |  |
|---|--|---|--|
|  <p><b>Outlook Email</b><br/>School Email</p>                                  |  <p><b>The HUB</b><br/>Learning Centre for Ontario Students</p>                                 |  <p><b>Teams for Education</b><br/>Microsoft Teams</p>                                     |  <p><b>HWDSB TV</b><br/>Video content and streaming service for HWDSB</p> |
|  <p><b>HWDSB Commons</b><br/>Blog ideas that connects teachers to students</p> |  <p><b>Password</b><br/>Change/Recover Your Password<br/>Register for Password Self Service</p> |  <p><b>We Help</b><br/>Mental well-being resources and Non-emergency student reporting</p> |  <p><b>School Messenger</b><br/>Report a Student Absence.</p>             |
|  <p><b>Online Library Learning Commons</b><br/>Please select your school!</p>  |  |   |  |

## Staff

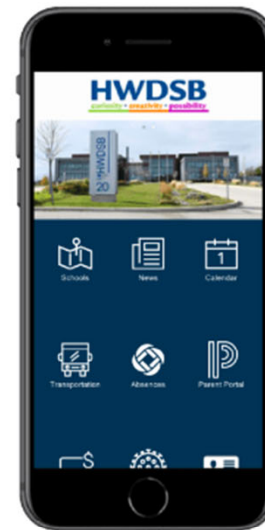
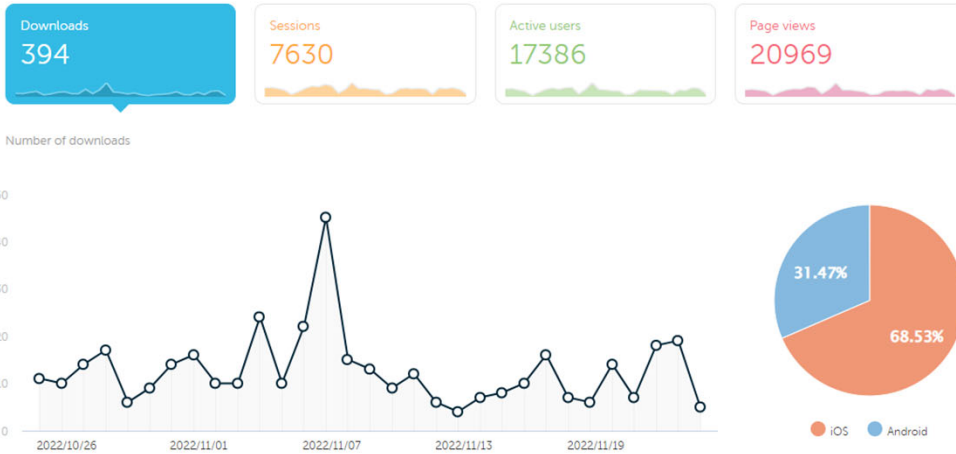
|  |  |   |
|--|--|---|
|  <p><b>KAMBEO</b></p> <p>HWDSB has partnered with Kambeo (formerly Edg) Marketplace to bring volunteer opportunities from the community directly to students. Remember to have a discussion with your parents/guardian(s) about using Kambeo, which is optional.</p> <ul style="list-style-type: none"> <li>• Link</li> </ul>  <p><b>Using Safe Arrival</b>, families can use the web, app or phone to report absences, rather than emailing notes or contacting the school. This helps our schools respond quickly and thoroughly to all absences.</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Link</li> <li>• Find the School Messenger app in app stores.</li> </ul> |  <p><b>Community Involvement Hours</b></p> <p>A web-based resource directly accessible to students, parents/guardians, and community partners on which you can explore and track a student's community involvement hours.</p> <p>Access via The HUB or visit our <a href="#">Community Involvement Hours web page</a>.</p>  |  <p><b>xello</b></p> <p>xello helps students build a future plan connecting school to real life in ways that can contribute to their academic achievement, classroom engagement, and success in their careers and lives.</p> <ul style="list-style-type: none"> <li>• Access via The HUB. Speak to the Student Services Department at your school for more information.</li> </ul> |
|  <p><b>HWDSB</b></p> <p><b>School websites</b> are public digital homes for each HWDSB school, where families can find information on student learning, well-being and their school community.</p> <ul style="list-style-type: none"> <li>• Elementary School Websites</li> <li>• Secondary School Websites</li> <li>• Subscribe to updates</li> </ul>  |  <p><b>HWDSB</b></p> <p><b>HWDSB's website</b> is the public digital home of our school board, where families can find information on student learning, well-being and the school board's functions and community.</p> <ul style="list-style-type: none"> <li>• Link</li> <li>• Subscribe to updates</li> <li>• Contact us at <a href="mailto:info@hwdsb.on.ca">info@hwdsb.on.ca</a></li> </ul> |  <p><b>HWDSB</b></p>   |

**Quick Links**

|  |   |   |  |
|--|---|---|--|
|  <p>Outlook</p>                         |  <p>The Hub</p>                                  |  <p>Teams for Education</p>                |  <p>PowerSchool Teachers</p>            |
|  <p>Apply to Education/Easy Connect</p> |  <p>Employee Webportal</p>                       |  <p>PD Place</p>                           |  <p>PowerSchool Occasional Teachers</p> |
|  <p>Sped Assist</p>                     |  <p>Safe Schools or Employee Incident Report</p> |  <p>Help Desk (eBASE)</p>                  |  <p>PowerSchool Administrators</p>      |
|  <p>Policies</p>                        |  <p>Passwords</p>                                |  <p>Register for Password Self Service</p> |  <p>Manage Student Passwords</p>        |
|  <p>Team Sites</p>                      |  <p>Sparkrock</p>                                |  <p>WordPress</p>                          |  <p>HWDSB Commons</p>                   |
|  <p>HWDSB.tv</p>                        |  <p>LifeWorks</p>                                |  <p>Online Library Learning Commons</p>    |  <p>Foundation</p>                      |
|  <p>School Messenger</p>                |  <p>School Cash Suite</p>                        |   |  |

# HWDSB

# HWDSB App



**HWDSB**  
Get Connected.  
Download Today!



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*Communication builds positive relationships with parents, guardians, and caregivers.  
We want you to be well informed and knowing what to expect.  
We want staff to know how, what and when to communicate.*

### HWDSB's Communication Standards Apply to all Schools

HWDSB is committed to fostering a culture of human rights, equity and inclusion. We offer learning and working environments that are welcoming, respectful, and free from discrimination and harassment.

- HWDSB's Response to Inquiries**
- Responses will be communicated within 2 business days during working hours
  - Staff follow the Right to Disconnect procedure to maintain healthy work life boundaries
  - HWDSB is committed to listening and establishing clear, fair, and effective processes to build an environment where human rights are upheld

**How you can support Communication Standards:**

- Ensure phone number and email is current at your school
- Secure passwords for HWDSB Platforms
- Frequently visit platforms to learn what is new
- Provide feedback at the class, school or board levels
- Navigate general and Human Rights concerns using Addressing Concerns @HWDSB resources

**Expected Topics and Examples**

You will receive communication on **expected topics**. *How?* Telephone, email, or mail.  
Emergency communications may occur after hours.

|                        |                        |                    |                           |                      |
|------------------------|------------------------|--------------------|---------------------------|----------------------|
| Student progress       | School closures        | Student attendance | Injury or harm            | Specialized Services |
| Safe Schools reporting | Secure School response | Class relocation   | New educator or principal | Major construction   |

**Additional Topics and Examples**

You may receive communication on **additional topics**. *Where?* Websites, Parent Portal, MS Teams, or on social media.

|                           |                       |                   |   |                         |
|---------------------------|-----------------------|-------------------|---|-------------------------|
| Accessibility disruptions | Transportation delays | Power outages     | Routine fire alarm  | Phone and internet down |
| Cold and heat alerts      | Program transitions   | And so much more! | <p>Learn more at <a href="http://www.hwdsb.on.ca">www.hwdsb.on.ca</a></p> |                         |

Enhance digital engagement for external audiences through a story-telling strategy.

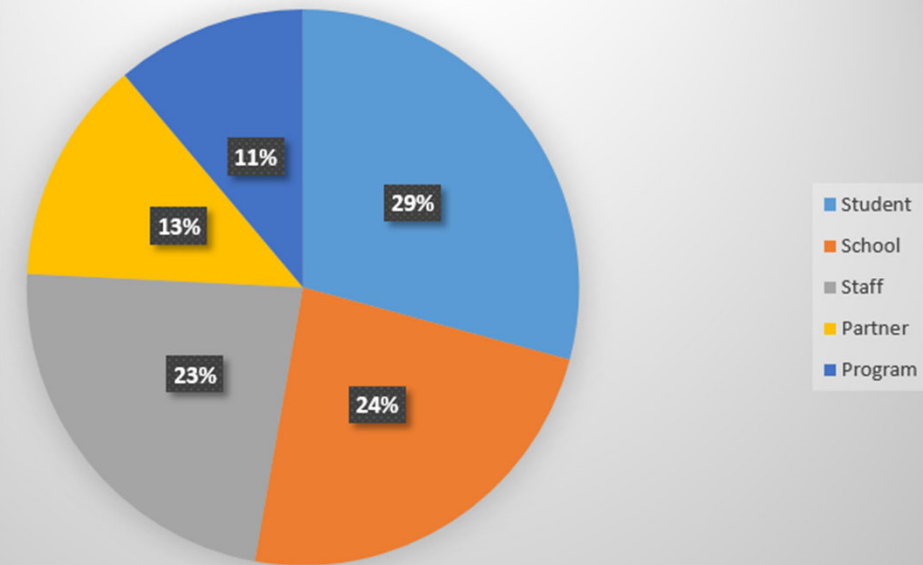


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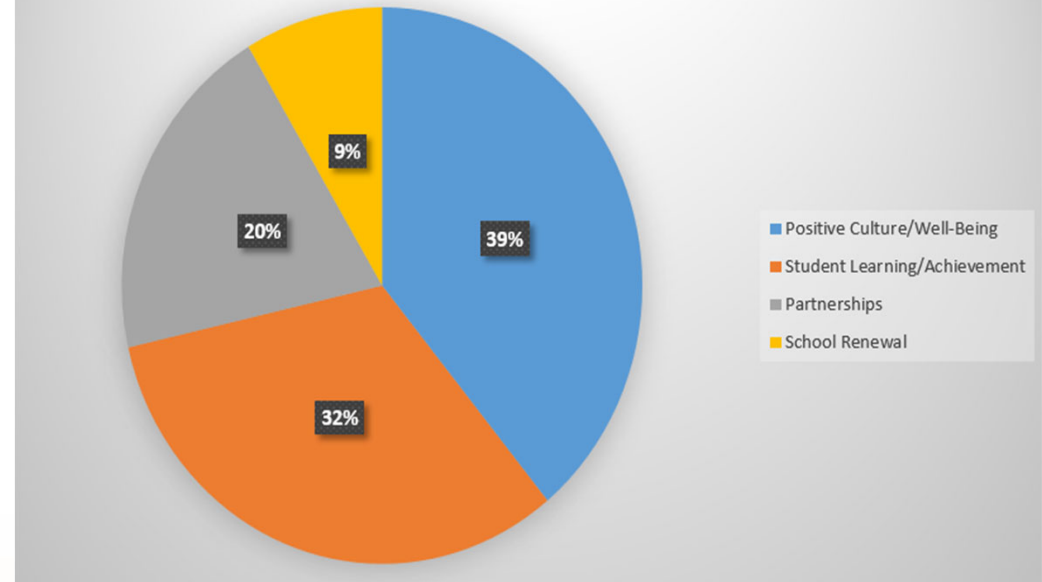
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2022 Stories by Content Area (57 Total)



2022 Stories by Strategic Direction (57 Total)



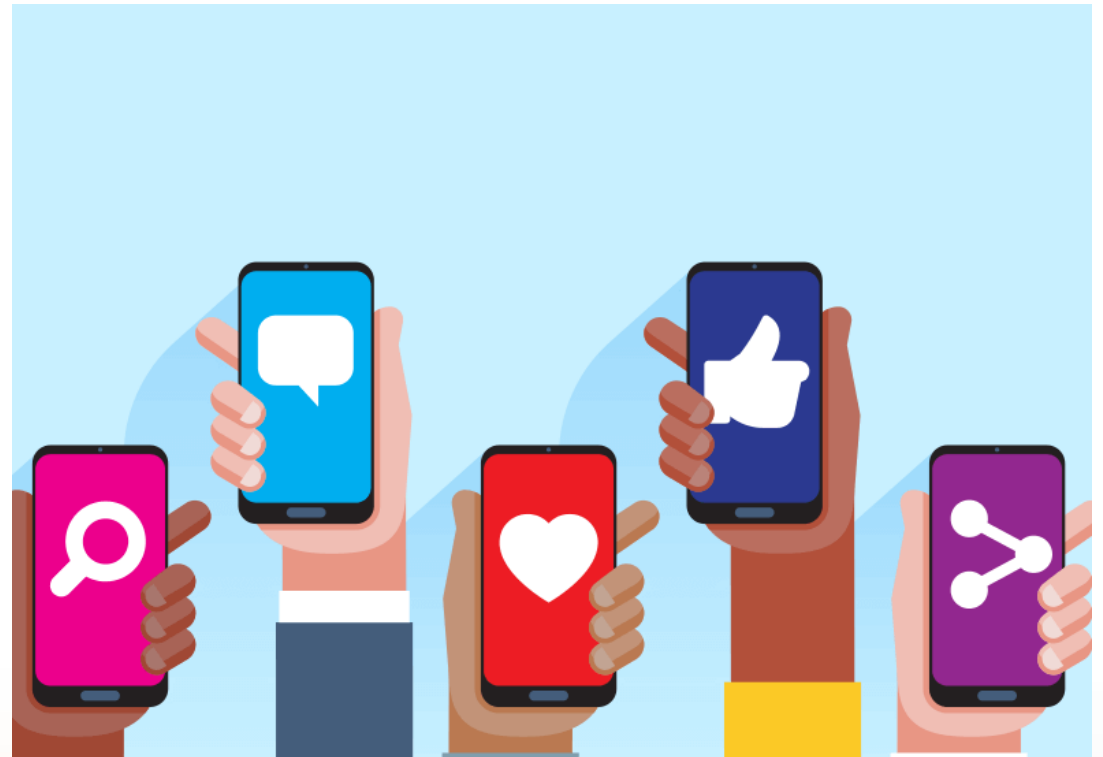
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### Trends in 2021-22 (UP)

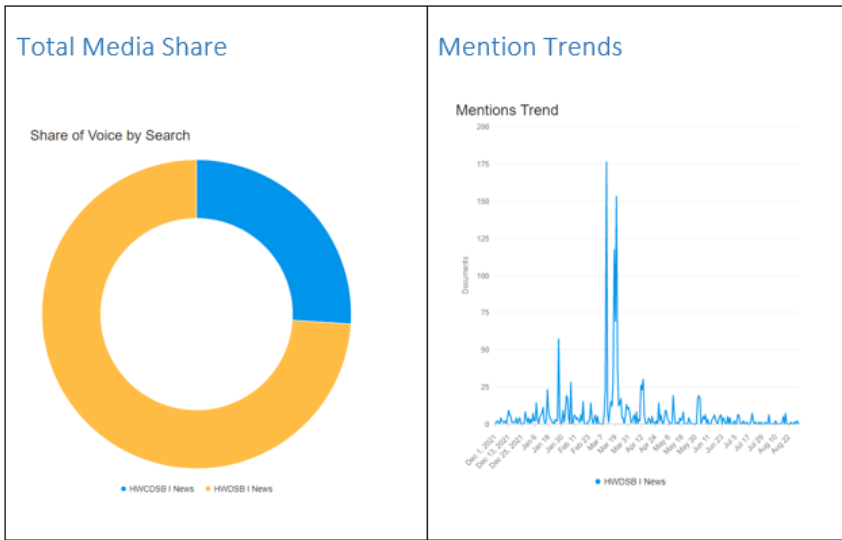
- Twitter: 12.8% increase
- Facebook: 9.7% increase
- Instagram: 29% increase



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## Website data: Audience Overview for the 2021-22 school year

### Audience Overview

All Users  
100.00% Users

1 Sept 2021 - 31 Aug 2022

#### Overview

#### Users



Users  
1,384,644

New Users  
1,344,993

Sessions  
3,970,672

Number of Sessions per User  
2.87

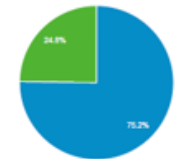
Page Views  
6,028,582

Pages/Session  
1.52

Avg. Session Duration  
00:01:20

Bounce Rate  
76.35%

New Visitor Returning Visitor



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Staff is on target to complete the 2018-2022 Strategic Communications and Engagement Plan.

Next Steps – Planning for a new:

- Strategic Directions
- Strategic Communications and Engagement Plan



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