



Peterborough Victoria
Northumberland and Clarington
Catholic District School Board

MINUTES

THE MINUTES OF THE COMMUNICATIONS, FOI/PROTECTION OF PRIVACY AND RECORDS MANAGEMENT ADVISORY COMMITTEE, held on Wednesday, October 5, 2005, at 7:00 p.m., in the Boardroom, 1355 Lansdowne Street West, Peterborough.

PRESENT:

D. Heslinga, L. Corkery, C. Stricko, K. Ross, Rev. J. Moran, S. Smith, C. Dunn, J. Whibbs

Administration:

J. Mackle, N. Sharpe, A. Bradley, J. Leahy

Regrets: S. Musclow, P. Young, D. Williams, M. Barrick, D. Godin, D. Willette, D. Thomas, D. Mather, D. Benninger, G. Reeves, I. Grace, R. McNamara, J. Sloggett, K. Procyk

A. **CALL TO ORDER/WELCOME**

1. Opening Prayer C. Dunn

B. **RECOMMENDED ACTIONS**

Approval of Agenda

Moved by J. Whibbs

Seconded by L. Corkery

CARRIED

Approval of Minutes - May 18, 2005

Moved by Rev. J. Moran

Seconded by C. Stricko

CARRIED

C. **DISCUSSION ITEMS**

1. Renaming of Department
This item will be discussed at a later date.

D. **INFORMATION ITEMS - UPDATES**

The following Policies will proceed to the Board of Trustees for final approval:

1. Policy 301 - Video Surveillance
2. Policy 704 - Confidential Communications
3. Policy 103 - Display of Flags
4. Policy 406 - Accessibility and Barrier Free
5. Policy 702 - Research Request

The following policy will proceed to the Board for first review before going out for public consultation:

6. Policy 706 - Diversity and Equity
The Ministry has mandated that every Board across Ontario implement this type of policy. Funding provided from the Ontario Race Relations Board has allowed the hiring of a student from Trent University to review this policy and provide comments.

The Committee recommended that the numerous definitions be removed from the policy and placed in an appendix to the policy - reference to this appendix will be made in both the policy and the procedures.

7. Communication Services - Intranet
A goal of the Communication's Department this coming year is to set up an intranet presence. P/VPs want a series of letters to be available to them when crisis situations arise, ie. intruders and suspicious person in the vicinity or on the property, a bear in the area, trespass notices. There will also be a section to obtain standard forms. The department intends to also provide "camera ready" items/documents. N. Sharpe will bring an implementation plan to the next Communications meeting.
8. Communications Audit
N. Sharpe will investigate a Canadian company, located in Ottawa, that will perform Communications Audits at a cost of approximately \$4,000-\$5,000. N. Sharpe will report back to the Committee at the next meeting.
9. Bus Campaign
J. Sloggett is interested and will be contacting the busing companies to discuss a partnership. N. Sharpe will work with Joel on this item.

10. **School Opening**
Funds have been allocated to St. John Catholic Elementary School in Peterborough based on previous school opening celebrations. Event is set to take place on October 23, 2005.

11. **Pathways to Success - Marketing Plan and progress**
“Your choice = Your Success”
The program and promotional video shows different options for being successful – the message is geared to students as well as parents. A series of six posters have been developed, with each one showing a pathway to a different profession, along with a display unit used for career fairs, break-away lanyards (8 different colours), student portfolio (envelopes) and information brochures. A website will be developed at a later date and CHEX will produce a ½hr. program, titled “School Watch”. SSFC is a partner in this project and has been involved in the development of the marketing plan.

12. **Special events**
Policies and protocol pertaining the school celebrations will be reviewed at a future governance meeting. Until that time the Communications Department will maintain the status quo for the Official Opening and Blessing of St. John Catholic Elementary School since it will be the last new school in the Peterborough area for some time.

The Sod Turning for the new Clarington area school (Aspen Springs Drive) is set to take place in November. The School Naming Committee will begin the process of naming the new school during the month of October, and into November, if necessary.

Two schools celebrating 50th anniversary in 2006 – St. Joseph’s Douro and St. Mary’s, Port Hope.

Recent retirement celebrations - R. Rigby, Y. Mahoney and Board retirement dinner (19 retirees). J. Mackle is hopeful that we can form a partnership with OECTA and CUPE to host the annual Board retirement - discussions are ongoing.

The United Way Campaign kick-off took place in September and it is expected that the Board will exceed the target of \$65,000 (\$68,000 was raised Board-wide in 2004).

13. Board Video

The promotional video can be used for a variety of situations, including recruitment fairs, speaking engagements (Kinsmen Club, Rotary Club, etc.), real estate companies, prospective parents, new families, website.

Following review of the video, the Committee provided feedback to administration. Suggestions included, identifying a catch-phrase (line/theme), acknowledging the quality of employees, changing the photo used to promote integration (special needs as opposed to racial), inclusion of Catholic Graduate Expectations, incorporating a photograph of children attending Mass with their class. These suggestions will be considered prior to finalization of the video.

14. Freedom of Information/Protection of Privacy

FOI – 3 requests this year – all relating to special education students.

Criminal records checks – questions we must ask are:

- *where is the information to be kept?*
- *is it being stored safely?*

There is a need for N. Sharpe to review school practices in order to streamline procedures and ensure consistency. A handbook will be provided at the next meeting. Staff needs to request Volunteers and new employees request a “Vulnerable Sector Check” when requesting a Criminal Records. The declaration form is in need of revision.

Custody issues - requests for student information by parents (non-custodial parents also have the right to this information). N. Sharpe intends to issue a notice about such issues.

Zires – Student information is kept up-to-date on handheld technology. Principals are requesting this technology to help support student discipline.

Photographers – Criminal Record Checks are required, with the exception of media photographers.

ID tags – There must be an agreement in place between the Board and the company that manufactures these tags. Some companies have been duplicating and misusing them.

ID cards – The Board should consider these for our employees.

15. Records Management

An inventory of all records is in progress. Files are continually being purged and resorted based on retention schedule. Employees who have retired or left the Board have turned records over to records management and been either purged or integrated into current system.

Files/records will not be accepted into records retention unless it comes organized and inventoried. It was suggested that the Board consider a system to scan files and file electronically on a CD. N. Sharpe is concerned that as technology changes, we must be continually updating equipped to view these document.

16. Graphics Manual

The manual will assist all employees when preparing documents to ensure consistency. It will also help to reduce costs by avoiding duplication. This standardization manual will be for use by schools as well as the Board office employees and will include such things logos and Board name (resizing and proper use, etc.). A policy will also be developed to ensure all employees adhere to the manual.

17. Annual Report

Superintendents have been asked by J. Mackle to submit their department information to the Communications Department. The department is looking at a “new look” this year.

D. **WRAP UP**

1. Opening/Closing Prayers at next meeting - K. Ross
Next meeting date - January 25, 2006

2. Closing prayer

C. Stricko

3. Adjournment

Moved by L. Corkery

Seconded by J. Whibbs

CARRIED