

KAWARTHA PINE RIDGE DISTRICT SCHOOL BOARD

PARENT INVOLVEMENT COMMITTEE MEETING SUMMARY

The committee met on January 23, 2017 and reports as follows.

ATTENDANCE

Present: Denise Durnan and Elizabeth Ward (Committee Co-chairpersons), , Eric Baker, Janet Clarkson, Danielle Magvas, Carolyn McColl, Dana Petrillo, Annette Simpson and John Vickers.

Also Present: W.R. (Rusty) Hick (Director of Education), Gloria Tompkins, (Principal, Program) and Greg Kidd (Manager, Corporate Affairs).

Regrets: Trustee Jaine Klassen Jeninga, Amanda Amyot, Jennifer Jickels, and Marie Visser

Kindergarten Parent Information Sessions

Gloria Tompkins, Principal, Program, presented an overview of changes in the provincial Kindergarten program, as well as a series of Kindergarten Information Sessions that have been planned to share these changes with families. These four evening information sessions were scheduled for the month of February across the Board's jurisdiction. These events are an opportunity for families of current and future Kindergarten students to learn not only about the new provincial curriculum, but also tangible ways to support and prepare their child for the Kindergarten program. Portable computer stations will also be available to help new families register their child for Kindergarten at the event. Community agencies and partners also have been invited to host information booths during the event, with all families receiving a small kit with learning materials to take home. To further encourage attendance, a light dinner and child-care is also being provided.

The committee discussed aspects of the event and changes to the provincial curriculum. Members expressed thanks and appreciation to Principal Tompkins for her presentation of this information, and noted its alignment with the committees mandate of supporting parent engagement in the education of their children.

The committee discussed its current budget situation for the year, and reserved a decision to allocate funds to support these information sessions pending a further budget update at its next meeting.

Parent/Student Engagement – Grade 8 Information Night Supports

G. Kidd reviewed with the committee that, in recent years, the board has increased its focus on Kindergarten Registration promotions given that students who enroll in Kindergarten with the board tend to stay with KPR for the rest of their elementary schooling. Grade 9 is another key transition time when students and parents make choices about their education. This year, the Corporate Affairs area piloted a program in Clarington to create promotional videos for all four secondary schools, and cross-

promote using social media, in order to provide parents and students with positive impressions and key information, to help them choose our schools.

The objectives of these videos is to highlight the unique programs and culture of each secondary school in order to better promote these features and attract potential students and families. G. Kidd shared a sampling of these videos that were created for use at Grade 8 Information Nights in Clarington schools. Short 30 second teaser videos were also created to promote the Information Night dates, through Facebook and Instagram. Initial results of social media viewings were overwhelmingly positive with between 7,500 to 22,000 views, per video, in one week.

Following the Information Nights, the full five-minute videos were also posted on Facebook, attracting thousands of views as well.

Next year, secondary schools in Northumberland will be supported through the creation of videos and social media promotion, followed by Peterborough the following year, and then back to Clarington again to update/create new videos.

2017 Annual Parent Conference – Preliminary Planning

The committee continued reviewing programming and feedback from the most recent annual parent conference.

This annual conference provides workshop opportunities for parents on issues of common concern in education. This year's conference occurred in the Northumberland region (Cobourg Collegiate Institute), and focused on continuing the broad theme of Healthy Children, including youth mental health supports.

General discussion by the group included positive feedback from participants with respect to the workshops provided. The committee continued preliminary discussion of the various workshops, length of conference timing, organization of the day, keynote speakers, as well as possible future overall themes for the 2017 conference. More discussion and next steps in planning for the 2017 conference will continue at future meetings.

Denise Durnan and Elizabeth Ward
Co-Chairpersons