

## Communications strategy – Budget 2025-2026

The Thames Valley District School Board will present its budget for 2025-2026 in June 2025. Communications about the budget will begin starting in January 2025, continuing until the budget is presented before the Board of Trustees in June.

### Goals

- To explain the budget process, receive community questions and help clarify the process in the lead-up to the 2025-2026 budget presented in June 2025.
- To provide clear, concise, correct and timely communications to the public which inform and educate the public about Thames Valley's budget situation for 2025-2026.

Audiences	
<b>Primary</b>	Caregivers, students, general public
<b>Secondary</b>	Trustees, school administrators/teachers, TVDSB staff

Tactic	Timing	Notes
Budget website – updates	November 2024 – continuing until June 2025 (after budget passed)	<ul style="list-style-type: none"> <li>• Updates to the site on a continuous basis to reflect current information</li> <li>• Serve as a hub for ongoing community education</li> <li>• Budget reports posted here after each Planning and Priorities Advisory (PAPA) Committee meeting</li> </ul>
Message from the Chair of the Planning & Priorities Advisory Committee	Early-to-mid January 2025	<ul style="list-style-type: none"> <li>• Statement from the incoming PAPA Chair about the budget, posted on budget website and promoted on main page as a news release</li> <li>• Message from PAPA Chair will act as a kick-off to openness and accountability, to be at the centre of communications efforts</li> </ul>
Budget – two-page information flyer	January 2025	<ul style="list-style-type: none"> <li>• Flyer containing important context on 2025-2026 budget, including figures from 2024-2025 budget, budget pressures, Multi-Year Strategic Plan priorities</li> <li>• Content available mid-January; completed flyer available for end of January</li> </ul>
News release – public budget presentation	Early February 2025	<ul style="list-style-type: none"> <li>• News release advertising public budget presentation scheduled for March, contains general details, link to Teams discussion</li> </ul>
School messenger – Public Budget follow-up, link	Late February 2025	<ul style="list-style-type: none"> <li>• School Messenger message to all caregivers about public budget session, link to Teams discussion</li> <li>• Sent Friday before public budget session meeting</li> </ul>
Community Information Meeting – budget presentation	Late February / March 2025	<ul style="list-style-type: none"> <li>• Teams meeting open to the public, to be recorded and posted on the budget website</li> </ul>
News release – initial budget discussions at PAPA	May 27, 2025	<ul style="list-style-type: none"> <li>• News release letting public know 2025-2026 preliminary budget will be discussed at PAPA on June 3</li> </ul>
School Messenger – public advisory: budget at PAPA	May 30, 2025	<ul style="list-style-type: none"> <li>• Message to all caregivers about budget discussions at PAPA on June 3; note to principals, trustees, union partners.</li> </ul>
Budget presentation	June 4, 2025	<ul style="list-style-type: none"> <li>• Content for public knowledge posted on Budget website after PAPA meeting</li> </ul>
Infographic update	June 4, 2025	<ul style="list-style-type: none"> <li>• Previously designed piece trustees can use when talking to constituents about Budget 2025-2026</li> </ul>
Trustee briefing notes	June 4, 2025	<ul style="list-style-type: none"> <li>• General notes on budget to accompany infographic, provide key talking points needed for budget discussions</li> </ul>
Official statement from Director of Education – Budget 2025-2026	June 4, 2025	<ul style="list-style-type: none"> <li>• Official statement from the Director of Education regarding Budget 2025-2026</li> </ul>
Social media posts – after preliminary budget presented June 3	June 4, 2025	<ul style="list-style-type: none"> <li>• Shared via X, Facebook, Instagram – provide information, request public input on Budget 2025-2026</li> </ul>
School Messenger – Budget 2025-2026 discussion at Board	June 20, 2025	<ul style="list-style-type: none"> <li>• Notice sent to families, advising Board of Trustees' agenda item on June 24</li> </ul>
News release – Budget 2025-2026	June 25, 2025	<ul style="list-style-type: none"> <li>• News release to be posted/distributed after budget 2025-2026 passed by the Board of Trustees</li> </ul>

## **Communications strategy – Budget 2025-2026**

### **Key performance indicators:**

- Email analytics
- Feedback from the public