



*The Niagara Catholic District School Board through  
the charisms of faith, social justice, support and leadership,  
nurtures an enriching Catholic learning community for all  
to reach their full potential and become living witnesses of Christ.*

*AGENDA AND MATERIAL*

## **BOARD MEETING**

**TUESDAY, FEBRUARY 23, 2021  
6:30 P.M.**

*FATHER KENNETH BURNS, C.S.C. BOARD ROOM  
CATHOLIC EDUCATION CENTRE, WELLAND, ONTARIO*



**SEEDS OF FAITH**  
MASS • MERCY • MISSION  
2018-2021

*Public Access Phone No: 1-647-558-0588 Meeting ID: 996 4180 0970 Password: 603421*

### **A. ROUTINE MATTERS**

1. Opening Prayers – Trustee Huibers -
2. Roll Call -
3. Approval of the Agenda -
4. Declaration of Conflict of Interest -
5. Minutes of the Board Meeting of January 26, 2021 A5
6. Consent Agenda Items
  - 6.1 Unapproved Minutes of the Committee of the Whole Meeting of February 9, 2021 and Consideration of Recommendations A6.1
    - 6.1.1 Accessibility Customer Service Policy (800.8.1) A6.1.1
  - 6.2 Financial Investment Report as of December 31 2020 A6.2
  - 6.3 Approved Minutes of the Special Education Advisory Committee (SEAC) Meeting of January 6, 2021 A6.3
  - 6.4 In-Camera Agenda Items F1, F2, F4, F5, F6 & F7 -

### **B. DELEGATIONS/PRESENTATIONS**

### **C. COMMITTEE AND STAFF REPORTS**

1. Special Equipment Amount – SEAiT Software – Gino Pizzoferrato C1
2. Niagara Catholic 2021 Recruitment Campaign – Camillo Cipriano C2
3. Financial Reports as at January 31, 2021 – Giancarlo Vetrone C3

### **D. TRUSTEE ITEMS, OPEN QUESTION PERIOD & OTHER BUSINESS**

1. Correspondence -
2. Report on Trustee Conferences Attended -
3. General Discussion to Plan for Future Action -
  - 3.1 April 12, 2021 March Break/Committee of the Whole Meeting – Camillo Cipriano -

- 4. Trustee Information
  - 4.1 Calendar of Events – March 2021

D4.1

- 5. Open Question Period  
*(The purpose of the Open Question Period is to allow members of the Catholic school supporting public to ask about items on that night's public agenda or any previous agendas, and the Board to answer and react.)*

**E. NOTICES OF MOTION**

**F. BUSINESS IN CAMERA**

**G. REPORT ON IN CAMERA SESSION**

**H. FUTURE MEETINGS AND EVENTS**

**I. MOMENT OF SILENT REFLECTION FOR LIFE**

**J. ADJOURNMENT**

**TO: NIAGARA CATHOLIC DISTRICT SCHOOL BOARD  
BOARD MEETING  
FEBRUARY 23, 2021**

***PUBLIC SESSION***

**TITLE: MINUTES OF THE BOARD MEETING OF  
JANUARY 26, 2021**

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**RECOMMENDATION**

**THAT the Niagara Catholic District School Board approve the Minutes of the Board Meeting of January 26, 2021, as presented.**



## MINUTES OF THE BOARD MEETING

**TUESDAY, JANUARY 26, 2021**

Minutes of the Meeting of the Niagara Catholic District School Board, held electronically on Tuesday, January 26, 2021.

The meeting was called to order at 6:30 p.m. by Chair Huibers.

### A. ROUTINE MATTERS

1. Opening Prayer

Opening Prayers were led by Trustee Burtnik.

2. Roll Call

Chair Huibers noted that all Trustees and Student Trustees were in attendance.

Trustee	Present	Present Electronically	Absent	Excused
Rhianon Burkholder		✓		
Kathy Burtnik		✓		
Frank Fera		✓		
Larry Huibers		✓		
Daniel Moody		✓		
Leanne Prince		✓		
Dino Sicoli		✓		
Paul Turner		✓		
<b>Student Trustees</b>				
Luca DiPietro		✓		
Sydney Yott		✓		

The following staff were electronically in attendance:

**Camillo Cipriano**, Director of Education; **Ted Farrell**, **Lee Ann Forsyth-Sells**, **Kimberly Kinney**, **Gino Pizzoferrato**, **Pat Rocca**, Superintendents of Education; **Giancarlo Vetrone**, Superintendent of Business & Financial Services; **Clark Euale**, Controller of Facilities Services; **Anna Pisano**, Recording Secretary/Administrative Assistant, Corporate

3. **Approval of the Agenda**

Moved by Trustee Sicoli

Seconded by Trustee Burtnik

**THAT** the Niagara Catholic District School Board approve the Agenda of the Board Meeting of January 26, 2021, as presented.

**CARRIED**

4. **Declaration of Conflict of Interest**

Disclosures of Interest were declared by Trustees Huibers, Fera and Moody with Item F8.3 of the In Camera Agenda. These trustees have family members who are employees of the Board. They left the meeting during discussion of this item.

5. **Approval of Minutes of the Board Meeting**

5.1 **December 15, 2020**

Moved by Trustee Prince

Seconded by Trustee Sicoli

**THAT** the Niagara Catholic District School Board approve the Minutes of the Board Meeting of December 15, 2020, as presented.

**CARRIED**

5.2 **December 17, 2020**

Moved by Trustee Prince

Seconded by Trustee Burtnik

**THAT** the Niagara Catholic District School Board approve the Minutes of the Board Meeting of December 17, 2020, as presented.

**CARRIED**

6. **Consent Agenda Items**

Trustee Burtnik requested Item F6 be held. Trustee Sicoli requested Item A6.1 be held.

6.1 **Unapproved Minutes of the Committee of the Whole Meeting of January 12, 2021 and Consideration of Recommendations**

Moved to Section A6.6

6.2 **Board Committee Membership 2021**

**THAT** the Niagara Catholic District School Board approve the 2021 Board Committee Membership, as presented.

6.3 **Approved Minutes of the Niagara Catholic Parent Involvement Committee (NCPIC) of November 5, 2020**

**THAT** the Niagara Catholic District School Board receive the approved Minutes of the Niagara Catholic Parent Involvement Committee Meeting of November 5, 2020, as presented for information

**6.4 Approved Minutes of the Special Education Advisory Committee (SEAC) Meeting of December 2, 2020**

**THAT** the Niagara Catholic District School Board receive the Approved Minutes of the Special Education Advisory Committee Meeting of December 2, 2020, as presented.

**6.5 In-Camera Items F1, F2, F4, F5, F6, F7 & F11.1**

Moved by Trustee  
Seconded by Trustee

**THAT** the Niagara Catholic District School Board adopt the consent agenda items.  
**CARRIED**

**6.6 Unapproved Minutes of the Committee of the Whole Meeting of January 12, 2021 and Consideration of Recommendations**

Moved by Trustee Burkholder  
Seconded by Trustee Burtnik

**THAT** the Niagara Catholic District School Board receive the unapproved Minutes of the Committee of the Whole of January 12, 2021, as presented.  
**CARRIED**

Discussion took place regarding the motion recommended by the Committee of the Whole.

Moved by Trustee Burtnik  
Seconded by Trustee Burkholder

**THAT** the Niagara Catholic District School Board approve that Trustees in conflict with the exception of Student Trustees, be placed into a holding room during discussion of the item and reenter the meeting, following the discussion of the item, to complete the remainder of the meeting.  
**DENIED**

## **B. DELEGATIONS/PRESENTATIONS**

## **C. COMMITTEE AND STAFF REPORTS**

**1. Niagara Catholic System Priorities Mid-Year Achievement Report 2020-2021**

Director Cipriano presented the Niagara Catholic System Priorities Mid-Year Achievement Report 2020-2021.

**2. Financial Report as at December 31, 2020**

Giancarlo Vetrone, Superintendent of Business & Financial Services presented the Financial Report for information.

Superintendent Vetrone answered questions of Trustees.

**3. Mid-Year Strategic Planning**

Director Cipriano presented the Mid-Year Strategic Planning report for Trustee information.

Director Crocco answered questions of Trustees.

Moved by Trustee Burtnik

Seconded by Trustee Fera

**THAT** the Niagara Catholic District School Board establish an Ad Hoc Committee comprised of three to four Trustees to facilitate the process of developing a Mid-Year Strategic Plan with a mandate to report to the Board.

**CARRIED**

**D. TRUSTEE ITEMS, OPEN QUESTION PERIOD & OTHER BUSINESS**

**1. Correspondence**

Nil

**2. Report on Trustee Conferences Attended**

Trustees Turner, Burkholder and Prince presented a brief update on the OCSTA 2021 Virtual Catholic Trustees Seminar.

Trustee Burtnik provided a brief update on the Intensive Human Rights Program.

**3. General Discussion to Plan for Future Action**

Due to the continued emergency lockdown, the February 9, 2021 Committee of the Whole meeting will be held virtually.

**4. Trustee Information**

**4.1 Calendar of Events – February 2021**

Chair Huibers highlighted the February 2021 Calendar of Events.

**5. Open Question Period**

None Submitted

**E. NOTICES OF MOTION**

**F. BUSINESS IN CAMERA**

Moved by Trustee Prince

Seconded by Trustee Burtnik

**THAT** the Niagara Catholic District School Board move into the In Camera Session.

**CARRIED**

The Niagara Catholic District School Board moved into the In Camera Session of the Board Meeting at 7:34 p.m. and reconvened at 7:56 p.m.

## **G. REPORT ON THE IN-CAMERA SESSION**

Moved by Trustee Prince

Seconded by Trustee Burtnik

**THAT** the Niagara Catholic District School Board report the motions from the In Camera Session of the Board Meeting of January 26, 2021.

**CARRIED**

### **SECTION A: STUDENT TRUSTEES PRESENT**

Moved by Trustee Burtnik

Seconded by Trustee Burkholder

**THAT** the Niagara Catholic District School Board approve the Minutes of the In Camera Session of the Board Meeting - SECTION A: Student Trustees Present of December 15, 2020, as presented.

**CARRIED (Item F1)**

Moved by Trustee Burtnik

Seconded by Trustee Burkholder

**THAT** the Niagara Catholic District School Board receive the unapproved Minutes of the In Camera Session of the Committee of the Whole Meeting - SECTION A: Student Trustees Present of January 12, 2021, as presented.

**CARRIED (Item F2)**

### **SECTION B: STUDENT TRUSTEES EXCLUDED**

Moved by Trustee Burtnik

Seconded by Trustee Burkholder

**THAT** the Niagara Catholic District School Board approve the Minutes of the In Camera Session of the Board Meeting - SECTION B: Student Trustees Excluded of December 15, 2020, as presented.

**CARRIED (Item F4)**

Moved by Trustee Burtnik

Seconded by Trustee Burkholder

**THAT** the Niagara Catholic District School Board receive the unapproved Minutes of the In Camera Session of the Committee of the Whole Meeting - SECTION B: Student Trustees Excluded of January 12, 2021, as presented.

**CARRIED (Item F5)**

Moved by Trustee Burtnik

Seconded by Trustee Burkholder

**THAT** the Niagara Catholic District School Board approve the recommendation as outlined in Item F11.1 of the In Camera Agenda.

**CARRIED (Item F11.1)**

## **H. FUTURE MEETINGS AND EVENTS**

## **I. MOMENT OF SILENT REFLECTION FOR LIFE**



## **J. ADJOURNMENT**

Moved by Trustee Sicoli  
Seconded by Trustee Prince

**THAT** the January 26, 2021 meeting of the Niagara Catholic District School Board be adjourned.

**CARRIED**

This meeting was adjourned at 7:58 p.m.

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Minutes of the Meeting of the Niagara Catholic District School Board held on **January 26, 2021**.

Approved on **February 23, 2021**.

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Larry Huibers  
Chair of the Board

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Camillo Cipriano  
Director of Education/Secretary -Treasurer

**TO: NIAGARA CATHOLIC DISTRICT SCHOOL BOARD  
BOARD MEETING  
FEBRUARY 23, 2021**

***PUBLIC SESSION***

**TITLE: SPECIAL EQUIPMENT AMOUNT – SEAIT SOFTWARE**

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The Special Equipment Amount – SEAiT Software report is presented for information.

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Prepared by: Gino Pizzoferrato, Superintendent of Education  
Alyson Armstrong, SEA Facilitator  
David O'Rourke, Student Support Coordinator

Presented by: Gino Pizzoferrato, Superintendent of Education  
Alyson Armstrong, SEA Facilitator  
David O'Rourke, Student Support Coordinator

Approved by: Camillo Cipriano, Director of Education/Secretary-Treasurer

Date: February 23, 2021



## REPORT TO THE BOARD FEBRUARY 23, 2021

### THE SPECIAL EQUIPMENT AMOUNT – SEAIT SOFTWARE REPORT

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#### BACKGROUND INFORMATION

##### **Purpose:**

The Special Equipment Amount (SEA) provides funding to school boards to assist with the costs of equipment essential to support students with special education needs. This equipment is to provide students with accommodations that are directly required and essential for one or more of the following: attending school, accessing the Ontario curriculum, accessing a board determined alternative program.

Boards have a responsibility to meet the special education needs of their students. SEA funding assists with the equipment and training costs associated with meeting these needs. Boards will develop an internal process that equitably allocates the funding to support student needs in an equitable and timely fashion. Boards must internally allocate sufficient funding to meet these needs and to ensure that all students with special education needs who require equipment have access to appropriate equipment.

Boards must maintain documentation for purchases made with SEA funding that correlate equipment to the students for whom it has been purchased. School boards are required to submit a list of all purchases made, by category, annually to the Ministry. This report includes a list of expenditures and additional reporting questions. All documentation maintained by boards may be requested for review by Ministry staff.

##### **Background:**

The Niagara Catholic Student Support department has been maintaining documentation for SEA claims since the inception of this funding mechanism in the early 2000's. Prior to purchasing this software from LEARNstyle Ltd., Niagara Catholic staff completed each claim using a cumbersome and time-consuming paper process. Individual files required 10 separate tabs of information and typically 25-30 pieces of paper. In a typical year, Niagara Catholic would generate several hundred files. Student Support staff gathered this information from school records which led to duplicate copies of student information being stored in several central filing cabinets. This was inefficient, time consuming and prone to error.

Since the purchase of SEAIT software in September 2019, Niagara Catholic has processed over 700 SEA-claims. With average annual SEA-related expenditures totaling nearly \$750,000.00, this software has virtually eliminated central storage of all paper related to SEA documentation. Student Support staff continue to manage the electronic SEA files, but all documents remain in the student's OSR at their school. Schools can now initiate the SEA-claim process using this software and staff can complete the purchasing process remotely.

**Conclusion:**

The implementation of SEAIT software has led to tremendous efficiencies and greatly improved accuracy when reporting to the Ministry on SEA purchases. Students are receiving equipment quickly because schools can initiate the claim and central Student Support staff can manage files while working remotely. Paper files are no longer generated which frees up valuable time and space. Overall, SEAIT software has allowed schools and staff to focus on delivering necessary accommodations to students with special education needs instead of managing cumbersome paper files.

The Special Equipment Amount – SEAIT Software report is presented for information.

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Prepared by: Gino Pizzoferrato, Superintendent of Education  
Alyson Armstrong, SEA Facilitator  
David O'Rourke, Student Support Coordinator

Presented by: Gino Pizzoferrato, Superintendent of Education  
Alyson Armstrong, SEA Facilitator  
David O'Rourke, Student Support Coordinator

Approved by: Camillo Cipriano, Director of Education/Secretary-Treasurer

Date: February 23, 2021

**TO: NIAGARA CATHOLIC DISTRICT SCHOOL BOARD  
BOARD MEETING  
FEBRUARY23, 2021**

***PUBLIC SESSION***

**TITLE: NIAGARA CATHOLIC 2021 RECRUITMENT CAMPAIGN**

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The Niagara Catholic District 2021 Recruitment Campaign report is presented for information.

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Prepared by: Camillo Cipriano, Director of Education/Secretary-Treasurer  
Jennifer Pellegrini, Communications Officer

Presented by: Camillo Cipriano, Director of Education/Secretary-Treasurer  
Jennifer Pellegrini, Communications Officer

Approved by: Camillo Cipriano, Director of Education/Secretary-Treasurer

Date: February 23, 2021



## REPORT TO THE BOARD FEBRUARY 23, 2021

### NIAGARA CATHOLIC 2021 RECRUITMENT CAMPAIGN

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#### BACKGROUND INFORMATION

The registration portal for Niagara Catholic's 2021/22 school year opened in mid-December. Our first online application came in on Sunday, December 6, at 9:49 p.m. for a child registered for JK at Sacred Heart Catholic Elementary School.

As of February 19, we had **1,024** students pre-registered for the 2021-2022 School year. In comparison to two previous years (below), this is a **significant** increase:

- November 2018 – February 2019 - 504 registrations
- November 2019 – February 2020 - 691 registrations

These numbers represent new applications and registrations in all grades. As is the case each year with new registrations, these numbers may also include in-system moves - meaning, some of these students may already be in the system. A breakdown of new applications for each grade is attached.

Possible explanations for the dramatic increase in registration numbers may include parents who held off registering First Year Kindergarten students this past year during the pandemic as Kindergarten registration is not mandatory and have now chosen to register them in Year 2. Virtual workplaces have led to an increase in families from the GTA/GTHA moving to Niagara in search of a better quality of life. Other reasons include the elimination of on-line registration with a significant improvement in user-friendly on-line registrations. Finally, a targeted and focused on-line registration campaign for both Kindergarten and Secondary schools resulted in greater impact and views by potential families.

Specifically, the 2020 - 2021 Kindergarten campaign generated 1,000, 000 impressions targeting 60,000 people on Facebook, Instagram and Spotify vs. 800,000 impressions in the previous year.

In secondary, there was an intentional move away from board marketing to individual school marketing (team focus vs league focus) in order to highlight and target specific communities. Each Catholic secondary school was provided \$750 from the central advertising budget to create an ad to promote their open houses. This contribution (\$6,000) was largely offset by savings on the elimination of leased signs for elementary open houses, which comes with an annual cost of approximately \$4,800.

Overall, the total cost of paid advertising on the social media part of the campaign was \$18,000, broken down as follows:

- \$8,000 elementary
- \$8,000 secondary (\$1,000 allocated to each school's campaign)
- \$1,000 Spotify elementary
- \$1,000 Spotify secondary

A further \$2,000 has been set aside to run another campaign in the spring/summer for both panels.

Our Secondary Ads were targeted to students aged 13 and 14 and their parents on Instagram. Students and families were identified through postal codes, so only qualified audiences in a particular school's catchment area would view the advertisements. This allowed for targeted campaigns and efficient use of resources with no wasted funds spent on advertising to individuals outside of Niagara. These ads were run on Spotify, using targets for these same demographics.

Each of these campaigns were supported by strong organic campaigns at the central and school level, leveraging spread by followers. A PowerPoint of the breakdown is attached.

Appendix 1 shows a breakdown of new registrations by school/grade.

Appendix 2 shows an overview of our 2021/2022 registration campaign.

The Niagara Catholic 2021 Recruitment Campaign report is presented for information.

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Prepared by: Camillo Cipriano, Director of Education/Secretary-Treasurer  
Jennifer Pellegrini, Communications Officer

Presented by: Camillo Cipriano, Director of Education/Secretary-Treasurer  
Jennifer Pellegrini, Communications Officer

Approved by: Camillo Cipriano, Director of Education/Secretary-Treasurer

Date: February 23, 2021

# CAMPAIGN REVIEW

*Niagara Catholic*

KINDERGARTEN & SECONDARY  
OPEN HOUSE CAMPAIGN 2021

 POSTMEDIA SOLUTIONS





# Strategy Review

## AWARENESS

We needed to get the message of kindergarten registration in front of moms of children aged 1-5 years old.

## TRAFFIC

We wanted to drive traffic to niagaracatholic.ca so moms can learn more about how open houses were taking place this year and how to register their little one for kindergarten.

## REGISTRATION/ OPEN HOUSE

In addition to driving traffic, we wanted moms to register their little ones for kindergarten. Or, if the decision was not made yet on which school/school board their little one was going, we at least wanted them to register for the virtual open house.

# Campaign Performance

GOOGLE ADS - January Only

5,390

IMPRESSIONS

1,964

CLICKS

18.09%

CTR

\$0.64

CPC

- In January, the campaign exceeded industry benchmarks in terms of % users clicking through to the site and the cost per click
- The search term that produced most clicks was “niagara catholic district school board” which was captured by our keywords

## SEM Benchmarks for Education

CTR

CPC

3.78%

\$2.40

### Learning Through Play | Belonging And Contributing

[Ad](#) niagaracatholic.ca/Catholic\_School/Kindergarten 9057350240

Catholic Students Are Reflective And Creative Thinkers. Find Out More!

Students Learn Self-moderation Through Meditation And Prayer. Call Now!

Cooperative Education · Apprenticeship Programs · Kindergarten Goals · Ca...

[Contact Us](#)

[About Us](#)

[High Schools](#)

[The Kindergarten Program](#)

### Kindergarten Curriculum | Niagara Catholic School Board | Register Now

[Ad](#) niagaracatholic.ca/Kindergarten/Program

At Niagara Catholic School Board, We Welcome Young Ones To Learn & Grow Together In Faith. Find Out How Your Child Will Be Taught With Our Program By Giving Us A Call Today.

[Contact Us](#)

[About Us](#)

[High Schools](#)

[The Kindergarten Program](#)

# Campaign Performance

SOCIAL MEDIA ADVERTISING | KINDERGARTEN CAMPAIGN

64,828

REACH

941,297

IMPRESSIONS

3,895

CLICKS

0.51%

CTR

\$1.60

CPC

166

REACTIONS

87

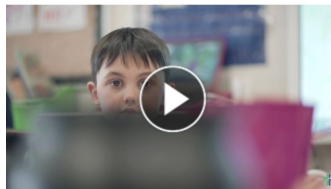
COMMENTS

24

SHARES



Sending your baby to kindergarten is a huge milestone – 2021 will be no different. Our Kindergarten Open House may ...See More



NIAGARACATHOLIC.CA  
**Kindergarten Open House** [LEARN MORE](#)  
Wed. Jan. 27

You, Liz C... 69 Comments 14 Shares

Like Comment Share



Sending your baby to kindergarten is a huge milestone – 2021 will be no different. Our Kindergarten Open House may look ...See More



NIAGARACATHOLIC.CA  
**Kindergarten Open House** [PREREGISTER](#)  
Wed. Jan. 27

Jill Pascu... 35 Comments 10 Shares

Like Comment Share

- For Facebook, we tested 2 call-to- actions: learn more and preregister. Preregister performed better in terms of % or users clicking through and cost per click. (.51% vs .37% CTR, \$1.34 vs \$1.76 CPC). This was likely to the higher intent call to action.
- For this campaign we had a higher click-through-rate of .51% compared to .47% from the previous year.
- Impressions saw an increase of over 200K compared to last year
- In terms of engagement, the learn more call-to-action produced more post reactions, post comments, and post shares

# Campaign Performance

SOCIAL MEDIA ADVERTISING | **SECONDARY CAMPAIGN**

**19,154**  
REACH

**566,037**  
IMPRESSIONS

**2,562** **0.45%** **\$2.44**  
CLICKS CTR CPC

**368**  
REACTIONS

**15**  
COMMENTS

**62**  
SHARES

- Overall, users engaged more in this campaign than in previous years
- The campaign served an impressive 566,037 impressions with .45% click-through-rate



Niagara Catholic District School Board  
Sponsored · 🌐



Become a mustang at Saint Michael High School! Check out our Virtual Open House on February 4 at 6pm! #JoinTheStable



NIAGARACATHOLIC.CA  
Saint Mike Virtual Open House

[LEARN MORE](#)

Susan Yadagar ... 3 Comments 8 Shares

# Campaign Performance

SOCIAL MEDIA ADVERTISING | SAINT MICHAEL

3,067

REACH

85,038

IMPRESSIONS

450

CLICKS

0.53%

CTR

\$1.73

CPC

72

REACTIONS

6

COMMENTS

14

SHARES

- This school saw the most activity, producing the most amount of clicks and highest click-through-rate.
- In terms of engagement, this school produced the 2nd highest post reactions, and most comments and post saves.



Niagara Catholic District School Board  
Sponsored · 🌐

Become a mustang at Saint Michael High School! Check out our Virtual Open House on February 4 at 6pm! #JoinTheStable



NIAGARACATHOLIC.CA

**Saint Mike Virtual Open House**

[LEARN MORE](#)

👍❤️ 54

3 Comments 8 Shares



Like



Comment



Share

# Campaign Performance

SOCIAL MEDIA ADVERTISING | [HOLY CROSS](#)

3,250

REACH

79,714

IMPRESSIONS

370

CLICKS

0.46%

CTR

\$2.11

CPC

41

REACTIONS

0

COMMENTS

6

SHARES

- This school saw the 2nd most clicks and 3rd highest click-through-rate
- In terms of engagement, this school was mid-tier. We didn't see any post comments and only 1 post saves which tells us parents were clicking through to the site just not necessarily interacting with the ad.



Niagara Catholic District School Board

Sponsored · 🌐

Kindness lives at Holy Cross Secondary School. See for yourself at our Virtual Open House on February 2 at 6pm!  
[#WeTheNorthEnd](#) [#KindnessLivesHere](#)



ANDREW BOON  
PRINCIPAL

NIAGARACATHOLIC.CA

**HC Virtual Open House**

[LEARN MORE](#)

Feb. 2 at 6pm

34

4 Shares



# Campaign Performance

SOCIAL MEDIA ADVERTISING | [NOTRE DAME](#)

2,643

REACH

75,623

IMPRESSIONS

353

CLICKS

0.47%

CTR

\$2.21

CPC

3

REACTIONS

84

COMMENTS

15

SHARES

- This school saw the 3rd most clicks and 2nd highest click-through-rate
- In terms of engagement, this school had the highest amount of comments and post shares. Parents really engaged and shared this ad on their timeline.



Niagara Catholic District School Board  
Sponsored · 🌐

At Notre Dame, Tradition is uNDeniable!  
Check out our Virtual Open House on January 28 at 7pm! #WeAreND



NIAGARACATHOLIC.CA

**ND Virtual Open House**

Jan. 28 at 7pm

[LEARN MORE](#)

73

5 Comments 22 Shares



Like



Comment



Share

# Campaign Performance

SOCIAL MEDIA ADVERTISING | SAINT PAUL

2,054

REACH

70,445

IMPRESSIONS

325

CLICKS

0.46%

CTR

\$2.40

CPC

26

REACTIONS

2

COMMENTS

4

SHARES

- This school saw the 4th highest clicks and 3rd highest click-through-rate
- In terms of engagement, it was 2nd last. Meaning, this school had more users clicking through to the site rather than engaging with the ad



Niagara Catholic District School Board  
Sponsored · 🌐

Experience the PATRIOT difference at Saint Paul's Virtual Open House on February 3 at 6pm!



NIAGARACATHOLIC.CA

**St. Paul Virtual Open House**

[LEARN MORE](#)

23

3 Comments 15 Shares

Like

Comment

Share



# Campaign Performance

SOCIAL MEDIA ADVERTISING | **BLESSED TRINITY**

1,978

REACH

72,919

IMPRESSIONS

303

CLICKS

0.42%

CTR

\$2.57

CPC

54

REACTIONS

0

COMMENTS

9

SHARES

- This school was mid-tier in terms of clicks and click-through-rate compared to the other ads
- In terms of engagement, is was mid-tier compared to other ads



Niagara Catholic District School Board

Board

Sponsored · 🌐

Check out Blessed Trinity's Virtual Open House on February 4 at 7pm! #BTSTRONG



NIAGARACATHOLIC.CA

**BT Virtual Open House**

Feb. 4 at 7pm

[LEARN MORE](#)

👍❤️ 50

14 Shares

👍 Like

💬 Comment

➦ Share

# Campaign Performance

SOCIAL MEDIA ADVERTISING | LAKESHORE CATHOLIC

2,249

REACH

59,357

IMPRESSIONS

282

CLICKS

0.48%

CTR

\$2.77

CPC

26

REACTIONS

0

COMMENTS

1

SHARES

- This school saw less than 300 clicks but click-through-rate was above campaign average
- In terms of engagement, it produced on the lower end compared to other ads but it had parents clicking through to the site for more information



Niagara Catholic District School Board  
Sponsored · 🌐

At Lakeshore Catholic, we got this! Check out our Virtual Open House on Thursday, January 21 at 7pm! #GatorNationWeGotThis



SEE YOU JANUARY 21ST AT 6:30  
VISIT OUR WEBSITE [LAKESHORECATHOLIC.CA](https://LAKESHORECATHOLIC.CA) FOR MORE DETAILS

NIAGARACATHOLIC.CA

Lakeshore Catholic Virtual  
Open House

LEARN MORE



Dana Koabel and 19 others

6 Shares



Like



Comment



Share

# Campaign Performance

SOCIAL MEDIA ADVERTISING | SAINT FRANCIS

2,265

REACH

77,760

IMPRESSIONS

240

CLICKS

0.31%

CTR

\$3.25

CPC

20

REACTIONS

0

COMMENTS

9

SHARES

- This school saw less than 300 clicks and lowest click-through-rate but this school also had a lower reach
- In terms of engagement, it had the least amount of engagement on it's ads but also had lesser reach than other ads



Niagara Catholic District School Board  
Sponsored · 🌐

Phoenix Always Rising in Mind, Body and Spirit! Check out Saint Francis' Virtual Open House on February 4 at 7pm!



SF Virtual Open House

Feb. 4 at 7pm

LEARN MORE

SF Virtual Open House

Feb. 4 at 7pm

👍❤️ 12

👍 Like

💬 Comment

➦ Share

# Campaign Performance

SOCIAL MEDIA ADVERTISING | DENIS MORRIS

2,117

REACH

45,481

IMPRESSIONS

239

CLICKS

0.53%

CTR

\$3.26

CPC

45

REACTIONS

4

COMMENTS

4

SHARES

- This school saw the lowest click but mid tier click-through- rate. Meaning it produced quality clicks as user were clicking through at a good rate
- In terms of engagement, it came in 3rd for amount of comments and 4th for reactions



Niagara Catholic District School Board

Sponsored · 🌐

Catch the Spirit at Denis Morris Secondary School Virtual Open House on January 21 at 6:30pm! #DM Proud #CatchTheSpirit



NIAGARACATHOLIC.CA

**DM Virtual Open House**

Jan. 21 at 6:30pm

[LEARN MORE](#)

👍❤️ 34

3 Comments 5 Shares



Like



Comment



Share

# Campaign Performance

DIGITALAUDIO

## KINDERGARTEN

17,391

REACH

35,417

IMPRESSIONS

40

CLICKS

0.11%

CTR

## SECONDARY

12,301

REACH

28,460

IMPRESSIONS

99

CLICKS

0.35%

CTR

- Although Kindergarten had a higher reach the secondary campaign saw a higher clicks and click-through-rate.
- Secondary, we targeted future student as well as parents which is the main reason we saw a higher click-through-rate

# Glossary

- **Unique Views:** The number of users (i.e. people) who viewed the article
  - **Total Views:** Total number of views on the article (i.e. people reading more than once or going back to it)
  - **Avg. Time:** The amount of time spent on the article page
  - **Clicks:** The number of clicks that took place within the article (i.e. going back to your website)
  - **Impressions:** Eyeballs! The number of times the ad was seen (either on social networks, Postmedia or Google Networks)
  - **CPM:** The Cost Per Thousand Impressions
  - **Link Clicks:** The number of clicks on the ads that directed people to the article
  - **CTR:** The percentage of people who actually clicked after seeing the ad (clicks / impressions \* 100)
  - **CPC:** The average cost paid for people to click on the ad (total cost / clicks)
- 
- Other Engagements: From a social standpoint - comments, likes, shares, retweets etc.

**TO: NIAGARA CATHOLIC DISTRICT SCHOOL BOARD  
BOARD MEETING  
FEBRUARY 23, 2021**

***PUBLIC SESSION***

**TITLE: FINANCIAL REPORTS AS AT JANUARY 31, 2021**

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The Financial Reports as at January 31, 2021 is presented for information.

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Prepared by: Giancarlo Vetrone, Superintendent of Business and Financial Services  
Rosa Rocca, Financial Controller of Business and Financial Services

Presented by: Giancarlo Vetrone, Superintendent of Business and Financial Services

Approved by: Camillo Cipriano, Director of Education/Secretary-Treasurer

Date: February 23, 2021



## **REPORT TO THE BOARD FEBRUARY 23, 2021**

### **FINANCIAL REPORT AS AT JANUARY 31, 2021**

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#### **BACKGROUND**

In August 2020, the federal government announced the Safe Return to Class Fund, with an initial phase of \$381 million provided to Ontario. This funding supported key policy initiatives related to school reopening, including health and safety, personal protective equipment (PPE), student transportation, and remote learning. The second phase of investments provided under the Safe Return to Class Fund, totaling an additional \$381 million, has now been provided by the federal government. This funding focuses on priorities to support the learning, health and safety of students for the remainder of the 2020-21 school year, detailed below, including mitigating some potential learning gaps that may have developed during the pandemic.

#### **Optimizing Air Quality and Ventilation**

The Ministry of Education (the ministry) will provide \$50 million to support the acquisition of additional portable high-efficiency particulate air (HEPA) filters and other immediate options to improve air quality and ventilation, including air quality monitors or other retrofits, repairs or upgrades to provide immediate improvements to ventilation and airflow, with an emphasis on poorly ventilated spaces

#### **Health and Safety Funding**

The ministry will provide \$64.55 million in health and safety funding. This funding can be used to offset costs incurred by district school boards and isolate board school authorities associated with acquiring PPE and critical supplies and equipment (CSE) supplies, including for student transportation, beyond what has been provided through the MGCS supply chain. In addition to this investment, the ministry will continue to coordinate and provide PPE and CSE supplies through the MGCS supply chain to support health and safety.

#### **Student Transportation**

To recognize the important role that student transportation service providers have in ensuring enhanced health and safety measures, the ministry will provide \$5 million to address cost pressures related to COVID-19. This is in addition to the \$65.5 million student transportation funding for enhanced health and safety measures announced in August 2020.

#### **Additional Devices**



As the ability to pivot to remote learning is a key priority given the uncertain nature of this pandemic, the ministry will provide \$80 million for additional connectivity and technological devices, such as laptops and tablets, to support school boards in procuring about 160,000 additional devices province wide.

DSB No.	DSB Name	Allocation for Improving Air Quality And Ventilation	Allocation for Health and Safety	Allocation for Student Transportation	Additional Devices
50	Niagara Catholic DSB	\$ 552,300	\$ 654,358	\$ 51,693	\$779,267

The following information is attached for the review of the Trustees:

**APPENDIX A** Interim Financial Report as at January 31, 2021

**APPENDIX B** Detailed Financial Variance Report as at January 31, 2021

The financial reports as at January 31, 2021 is presented for information.

Prepared by: Giancarlo Vetrone, Superintendent of Business and Financial Services  
Rosa Rocca, Controller of Business and Financial Services

Presented by: Giancarlo Vetrone, Superintendent of Business and Financial Services

Approved by: Camillo Cipriano, Director of Education/Secretary-Treasurer

Date: February 23, 2021

Niagara Catholic DSB  
2020-21 Interim Financial Report

For the Month Ending January 31st, 2021

Summary of Financial Results

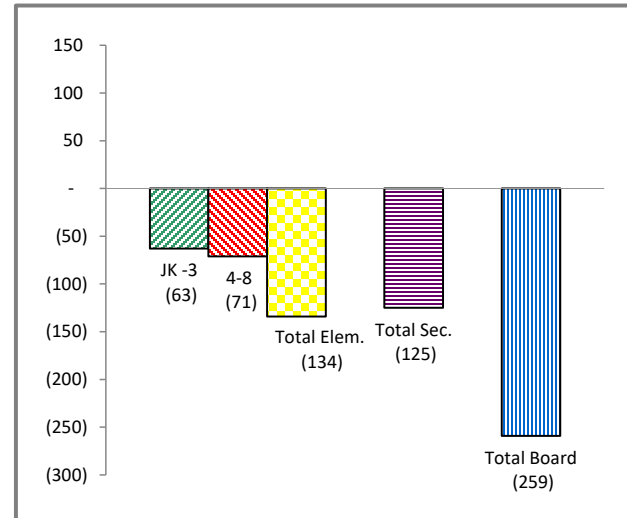
(\$Thousands)	Estimates	Forecast	In-Year Change	
			\$	%
<b>Revenue</b>				
Operating Grants	232,593	231,991	-	0.0%
Capital Grants	23,207	23,127	-	0.0%
Other	11,713	27,264	-	0.0%
<b>Total Revenue</b>	<b>267,513</b>	<b>282,382</b>	<b>-</b>	<b>0.0%</b>
<b>Expenditures</b>				
Classroom	203,845	209,395	(2,349)	(1.2%)
Other Operating	7,610	7,968	253	3.3%
Transportation	10,767	11,317	(100)	(0.9%)
Pupil Accomodation	39,532	40,215	(234)	(0.6%)
Other	5,631	5,233	750	13.3%
PSAB Adjustments	128	10,372	-	0.0%
<b>Total Expenditures</b>	<b>267,513</b>	<b>284,500</b>	<b>(1,680)</b>	<b>(0.6%)</b>
<b>In-Year Surplus (Deficit)</b>	<b>-</b>	<b>(2,118)</b>	<b>1,680</b>	<b>n/a</b>
Prior Year Accumulated Surplus (Deficit)	16,258	16,258	-	0.0%
<b>Accumulated Surplus (Deficit) for Compliance</b>	<b>16,258</b>	<b>14,140</b>	<b>1,680</b>	<b>13.5%</b>

Summary of Enrolment

ADE	Revised Estimates	Forecast	In-Year Change	
			#	%
<b>Elementary</b>				
JK -3	6,588	6,525	(63)	-1.0%
4-8	7,468	7,397	(71)	-1.0%
<b>Total Elementary</b>	<b>14,056</b>	<b>13,922</b>	<b>(134)</b>	<b>-1.0%</b>
<b>Secondary &lt;21</b>				
Pupils of the Board	6,294	6,174	(120)	-1.9%
Other Pupils	48	43	(5)	-10.4%
<b>Total Secondary</b>	<b>6,342</b>	<b>6,217</b>	<b>(125)</b>	<b>-2.0%</b>
<b>Total</b>	<b>20,398</b>	<b>20,139</b>	<b>(259)</b>	<b>-1.3%</b>

Note: Forecast will be based on October 31st count date

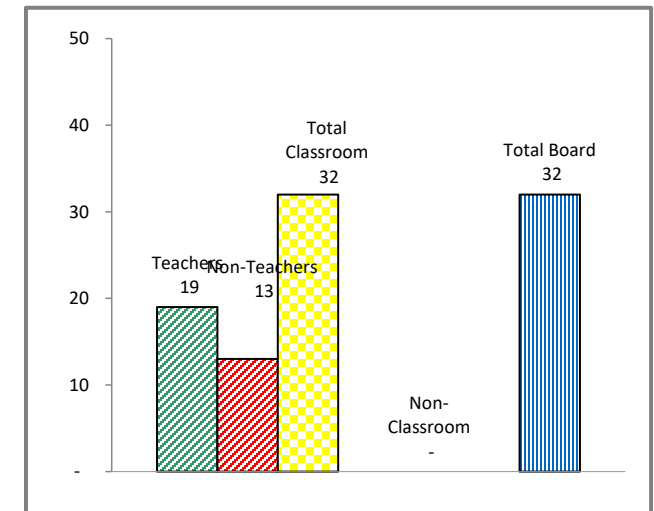
Changes in Enrolment: Budget v. Forecast



Summary of Staffing

FTE	Revised Estimates	Forecast	In-Year Change	
			#	%
<b>Classroom</b>				
Teachers	1,213	1,232	19	1.6%
Non-Teachers	766	779	13	1.7%
<b>Total Classroom</b>	<b>1,979</b>	<b>2,011</b>	<b>32</b>	<b>1.6%</b>
<b>Non-Classroom</b>	<b>247</b>	<b>247</b>	<b>-</b>	<b>0.0%</b>
<b>Total</b>	<b>2,226</b>	<b>2,258</b>	<b>32</b>	<b>1.4%</b>

Changes in Staffing: Budget v. Forecast



Niagara Catholic DSB  
Interim Financial Report  
For the Month Ending January 31st, 2021  
(\$ thousands)

Hide Hide Hide Hide Hide Hide until RE approved

**Budget Assessment**

2019-20		2020-21						Material Variance Note		
Rev Estimates	Financial Statements (August 2015)	Variance	Estimates	% Change from Prior Year Actuals	Revised Estimates	Forecast	Change			
							\$ Increase (Decrease)		% Increase (Decrease)	
<b>OPERATING</b>										
<b>Classroom Instruction</b>										
Teachers	133,211	131,197	(1.5%)	132,697	1.1%	138,118	137,791	(327)	-0.25%	Favourable rate differential
Supply Teachers	6,637	5,670	(14.6%)	6,577	16.0%	6,724	6,717	(7)	-0.11%	
Teacher Assistants and ECEs	21,523	22,412	4.1%	22,559	0.7%	23,564	23,041	(523)	-2.32%	Favourable rate differential
Classroom Computers	636	794	24.8%	744	(6.3%)	888	744	(144)	-19.35%	Endpoint devices for virtual learning
Textbooks and Supplies	5,382	2,744	(49.0%)	4,582	67.0%	4,792	5,227	435	9.49%	E-learning software investment
Professional and Paraprofessionals	8,073	7,548	(6.5%)	8,063	6.8%	8,657	8,532	(125)	-1.55%	
Library and Guidance	3,995	4,360	9.1%	4,040	(7.3%)	4,473	4,192	(281)	-6.96%	
Staff Development	486	207	(57.4%)	504	143.5%	595	199	(396)	-78.57%	Reduced in person training; more virtual
Department Heads	316	435	37.7%	318	(26.9%)	329	315	(14)	-4.40%	
Principal and Vice-Principals	10,390	10,400	0.1%	10,405	0.0%	10,884	10,699	(185)	-1.78%	
School Office	5,370	5,417	0.9%	5,770	6.5%	6,038	5,729	(309)	-5.36%	Time Issue of expenses
Co-ordinators and Consultants	2,440	2,424	(0.7%)	2,588	6.8%	2,666	2,333	(333)	-12.87%	Reallocation of expenses
Continuing Education	4,895	4,411	(9.9%)	4,998	13.3%	4,016	3,876	(140)	-2.80%	
<b>Total Instruction</b>	<b>203,354</b>	<b>198,019</b>	<b>-2.6%</b>	<b>203,845</b>	<b>2.9%</b>	<b>211,744</b>	<b>209,395</b>	<b>(2,349)</b>	<b>(1.2%)</b>	
<b>Administration</b>										
Trustees	264	244	(7.6%)	263	7.8%	264	255	(9)	(3.4%)	
Director/Supervisory Officers	1,204	1,456	20.9%	1,178	-19.1%	1,190	1,254	64	5.4%	Retirement Gratuities
Board Administration	5,964	6,110	2.4%	6,169	1.0%	6,261	6,459	198	3.2%	
Amortization and Write-downs			0.0%	-	#DIV/0!			-		
<b>Total Administration</b>	<b>7,432</b>	<b>7,810</b>	<b>5.1%</b>	<b>7,610</b>	<b>(2.6%)</b>	<b>7,715</b>	<b>7,968</b>	<b>253</b>	<b>3.3%</b>	
<b>Transportation</b>	<b>10,811</b>	<b>10,016</b>	<b>(7.4%)</b>	<b>10,767</b>	<b>7.5%</b>	<b>11,417</b>	<b>11,317</b>	<b>(100)</b>	<b>(0.9%)</b>	
<b>Pupil Accomodation</b>										
School Operations and Maintenance	21,627	21,382	(1.1%)	22,425	4.9%	23,342	23,108	(234)	(1.0%)	
School Renewal	996	821	(17.6%)	706	(14.0%)	706	706	-	0.0%	
Other Pupil Accomodation	3,392	2,591	(23.6%)	3,037	17.2%	3,037	3,037	-	0.0%	
Amortization and Write-downs	16,104	12,512	(22.3%)	13,364	6.8%	13,364	13,364	-	0.0%	
<b>Total Pupil Accomodation</b>	<b>42,119</b>	<b>37,306</b>	<b>-11.4%</b>	<b>39,532</b>	<b>6.0%</b>	<b>40,449</b>	<b>40,215</b>	<b>(234)</b>	<b>(0.6%)</b>	
<b>Other</b>										
School Generated Funds -Expenditures	7,410	4,460	-39.8%	4,366	-2.1%	4,366	4,366	-	0.0%	
Amortizations			-		0.0%			-	#DIV/0!	
Loss on disposal of assets	-	117	0.0%	117	0.0%	117	117	-	0.0%	
Other			0.0%	1,148	0.0%		750	750	65.3%	
<b>Total Other Expenditures</b>	<b>7,410</b>	<b>4,577</b>	<b>-38.2%</b>	<b>5,631</b>	<b>23.0%</b>	<b>4,483</b>	<b>5,233</b>	<b>750</b>	<b>13.3%</b>	
<b>TOTAL EXPENDITURES</b>	<b>271,126</b>	<b>257,728</b>	<b>-4.9%</b>	<b>267,385</b>	<b>3.7%</b>	<b>275,808</b>	<b>274,128</b>	<b>(1,680)</b>	<b>(0.6%)</b>	
PSAB Adjustments	173	875		128		10,372	10,372			
	<b>271,299</b>	<b>258,603</b>		<b>267,513</b>		<b>286,180</b>	<b>284,500</b>			

**TO: NIAGARA CATHOLIC DISTRICT SCHOOL BOARD  
BOARD MEETING  
FEBRUARY 23, 2021**

***PUBLIC SESSION***

**TITLE: TRUSTEE INFORMATION  
CALENDAR OF EVENTS – MARCH 2021**

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# MARCH 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3 SEAC Meeting	4 NCPIC Meeting	5	6
7	8	9 SAL Meeting CW Meeting	10	11	12	13
14	15	16	17	18	19	20
<b>MARCH BREAK</b>						
21	22	23 Policy Committee Meeting Board Meeting	24	25	26	27
28	29	30	31			
<b>HOLY WEEK</b>						