



September 10, 2018

Information for Parents/Guardians re: Upper Canada District School Board Student Culture Survey

The Upper Canada District School Board’s Board of Trustees has commissioned Ipsos, an independent market research company, to conduct a survey among UCSDB staff and students from grades 7-12 this fall in support of the C.R.E.W. Integrated Strategic Plan. This is an important initiative that is designed to help understand the current culture within the Upper Canada District School Board particularly with respect to each of the key areas of the C.R.E.W: Collaboration, Resources, Education and Wellness. Input from each student is invaluable and essential. This work will provide a complete picture of the culture of the UCDSB community.

Between September 17th – 28th, 2018 students will be provided with a unique PIN code to access the online survey. Students are permitted to complete the survey on a computer or mobile device and will be provided an opportunity within the school day to participate. The Student Survey should take between 8 and 10 minutes to complete.

All results will be kept completely confidential. Information collected will only be reported in aggregate terms. No information pertaining to individual responses or individually identifying information will be reported by Ipsos to the UCDSB in any fashion. As part of our efforts to ensure confidentiality, Ipsos will not report on results for any subgroup of respondents that is smaller than 20.

For more information regarding the purpose and importance of participating, please watch this explanation from Jeff McMillan, Chair of the Board at the following link:

https://www.youtube.com/watch?v=Vm_1GkULYv0

Participation in this survey is voluntary. If you would like your child/children to opt-out of participating, please indicate this below and return this form to the school by Friday September 14th, 2018:

Student Name(s): _____

Grade(s): _____

For any questions regarding the survey, please feel free to contact Jeff McMillan, Chair of the Board, at 613-340-5515 or by e-mail at jeff.mcmillan@ucdsb.on.ca

Thank you in advance for your support for this initiative.

Jeff McMillan
Chair of the Board

Stephen Sliwa
Director of Education