



Kenora Catholic District School Board

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Chair of the Board: Mike Favreau

Director of Education: Phyllis Eikre

October 19, 2011

Dear valued parents, guardians and friends of the Kenora Catholic District School Board:

We have exciting news that you may have already heard or read on our website. The Kenora Catholic District School Board has a new logo:



We would like to extend a sincere thank you to all of our parents and guardians, students, teachers, stakeholders and administrators who provided valuable feedback into the consultation process, designed to reshape our board's visual identity. We are very proud of our new logo and the results of this redesign process. The focal point of this new logo is the Cruciform Cross, which signifies the importance of our faith, and demonstrates stability and permanence. We believe this new logo will be easily identifiable in the community and will serve our board for many years to come.

We will be transitioning from our former logo into our new logo during the course of this year.

Attached please find a copy of the logo rationale sheet to learn more about the meaning behind our new logo. If you would like to read more about our new logo please visit our board website at <http://www.kcdsb.on.ca>. On our homepage you will find our brand launch video and our press release.

On a separate note we have also attached a copy of our September Director's Newsletter. You can find previous Director's Newsletters on our board website under the **News** tab and then under **Monthly Director's Newsletter**. The most meaningful stories in these reports are the ones about what is happening in classrooms across our board. We invite any parents or guardians who wish to be included on our electronic distribution list to please e-mail Trina Henley, Executive Assistant to the Director at thenley@kcdsb.on.ca and provide her with your e-mail address. She will then add you to our electronic distribution list.

Yours in Catholic Education,

Phyllis Eikre
Director of Education

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Enclosures



The focal point of this logo is the Cruciform Cross, which signifies the importance of the Kenora Catholic District School Board's faith, and demonstrates stability and permanence. Serving as a backdrop to the cross are a series of wave designs which may be interpreted as waves and sky, grass and trees, and the setting sun; the colours of nature and elements symbolic of the Kenora Catholic District School Board's geographic location. Moreover, the waves may be interpreted metaphorically, suggesting movement, progression, and the continuous flow of knowledge, learning and possibility that passes between educator and student.

Colour is arguably the most powerful non-verbal form of communication, offering a powerful, instantaneous method for conveying meaning and message. The blue colour palette has been used because it

represents concepts of success, security, trust, and authority and projects a sense of calm, confidence, dignity and professionalism. The colour orange is often associated with joy, enthusiasm, fascination, creativity and happiness. The colour green symbolizes growth, harmony and hope, as well as having a strong emotional correspondence with safety.

Catholic education has been the foundation for millions of students to develop their full spiritual, academic, physical and social potential. The images and colours employed within this design have been chosen because they represent the core vision and values of both the Kenora Catholic District School Board and the Catholic faith. This logo will serve as a constant reminder that we must all strive for excellence in education.

Director's Monthly Report



Content * Design * Layout: Trina Henley, Executive Assistant to the Director of Education

Kenora Catholic District School Board (807) 468-9851

Highlights:

- Welcome Craig Debbo our new Information Technology Services Manager
- A Dollar A Day to Help Keep Cancer Away
- St. John's Students Learning to Live Life Like Jesus!

We are a Roman Catholic school system dedicated to excellence in education, the Christian formation of youth, and meaningful partnerships with family, community and the Church.



Board Unveils New Logo to a Full Gym



On August 29th the new board logo was unveiled to a gymnasium filled with school board staff. The group gasped and applauded as the new logo was unveiled during the brand launch video.

Phyllis Eikre, Director of Education explained to the group that during the fall of 2010 a new Communications Committee was developed. Specific individuals from throughout the board were approached to participate on the committee because of their roles, specific talents and skills. One item that the committee felt was important was the rebranding of the board. The goal was to have a communications style that is consistent, relevant and easily recognized and remembered by students, parents and the community.

The board entered into a contract with Generator to lead the board through the rebranding and design process. Through an extensive consultation process, in May 2011, with key stakeholders that included Executive Council Members, retired KCDSB personnel, support staff, elementary teachers and students, secondary teachers and students, trustees, clergy, parents, school council members Generator developed a 50 page consultation report. *"The one thing that came through in each person's comments was how proud each and every one of you are of your faith, your students, your school, your classmates and coworkers, teachers and volunteers. We learned that faith is what drives this school board to be successful in education, in the community and in developing students with the skills to carry them well into the 21st century"*, says Heather Cranston, Designer at Generator. We (Generator) then went to work to create a look and an identity that matched the level of faith, pride and excellence the Kenora Catholic District School Board exudes.

The focal point of this logo is the Cruciform Cross, which signifies the importance of our faith, and demonstrates stability and permanence.

For more information on the new Kenora Catholic District School Board logo please visit our board website at www.kcdsb.on.ca or if you have an electronic copy of this newsletter click on the hyperlinks below:

- Please read our [press release](#)
Please read our [logo rationale sheet](#)
Please watch our [logo launch video](#)

Welcome Craig Debbo

Craig Debbo our new Information Technology Services Manager joined our team on September 26, 2011 and has now officially been in his role for ~48 hours or 6 x 8 hours shifts.

Craig joins us from Sandvine Corporation based in Waterloo, Ontario. He ran the Americas Consulting Group responsible for delivering network policy applications to internet and mobile providers.

Craig brings with him over 18 years of computer technology experience both in Canada and the United States. He has a degree in Computer Science from Queen's University and an MBA in Finance and IT from Georgia State University. He has extensive experience both as a technician and a manager.

Craig writes that he is pleased to accept the position with the board as it will allow him to work locally within the community and be closer to family and their vacation camp on Lake of the Woods. Craig and his wife of 13 years have 5 children and a 100 year old house. Between the children and his 100 year old house.....he's a very busy man.



A few interesting facts about Mr. Debbo: He's traveled to all 7 continents, lived in both hemispheres, circled the globe, and has more than 500,000 Delta miles under his belt. He has a black belt in Karate and enjoys building furniture and play sets in his spare time. Can anyone say multi-dimensional?

He's also been seen jumping on the trampoline with his kids!!!

"We are please to welcome Craig to our team at the Kenora Catholic District School board and look forward to working with him and gaining from his expertise as we move forward for the success our students. We are very excited to see all the tricks he has up his sleeve." says Phyllis Eikre, Director of Education.

A Dollar A Day to Help Keep Cancer Away

A dollar a day to help keep cancer away was the goal Mirelle Cain's grade 6 Physical Education Class set this year for their Terry Fox Marathon of Hope fundraising initiative. École Ste-Marguerite Bourgeoys students were asked to make a \$1.00 donation over the course of a few days with the grand finale of the fundraising efforts being an opportunity for students to throw pies at their teachers and principal on Friday September 30th.

Cheers of delight and excitement were heard down the school hallway on Friday as students lined up with huge grins and pies in hand to take aim. Principal, Mr. Silva was a popular choice and was covered in whipped cream mere minutes into the pie throwing. *"It was a sticky, creamy mess that was all in good fun and for a great cause"*, says Mr. Silva. *"Worth every minute as our school raised \$1,100.25 this year going towards such a worthy cause"*.

"As I looked through the information on the Terry Fox Marathon of Hope I discovered that the school had not raised \$1,000 since 2005", says Mirelle Cain. *"It was very satisfying to achieve our goal"*.

St. John's Students Learning to Live Life Like Jesus!

St. John's students and staff have begun the school year with a "Responsible Citizenship Focus". *"Our first goal as a school community this year is to learn to be responsible citizens in the light of the Catholic School Graduate Expectations"*, says Principal Suzanne Chartier-White.

Success criteria, such as, "I can mind my own behaviour" and "I can show respectful listening" are posted in the school and revisited each and every day. In addition, students and staff have engaged in purposeful school and community activities and events such as: school opening mass, ice cream social/"meet the teacher", Breakfast Club opening with BreakFASD, International FASD Awareness Day activities, Terry Fox Walk, and Jump Rope for Heart. Our awareness grows, and we make positive choices. *"Because we have responsibilities, we can make a difference, and we will live our lives like Jesus"*.



Mr. Silva bracing himself as a pie is thrown at him.



Hugh Harland, Grade 8 student photographed after greeting students and staff in the morning over the school intercom and announcing the Responsible Citizen Behavior of the day.