

PVNC Catholic Name Change Analysis



Project Overview - We Asked

We are preparing to embark on the renewal of our Multi-Year Strategic Plan (MYSP) in 2025. This process will provide students, staff, families, and communities with the opportunity to offer feedback and help shape the Board's roadmap for the next several years and beyond.

As we get set to renew our MYSP, we're taking a fresh look at how well our board's name reflects who we are and the communities we serve now and into the future. We believe it's time to ask a big question:

Does our name—Peterborough Victoria Northumberland and Clarington Catholic District School Board—represent us effectively?

Engagement project ran Dec. 9, 2024 to Jan. 10, 2025.

Why it may be time for a Board name change?

- It's too long and complicated: At 23 syllables, ours is the longest school board name in Ontario. Its length presents challenges. It's hard to say. It's hard to remember. It can be challenging for our communities to find and connect with us.
- It's not inclusive: The name doesn't acknowledge all the communities we serve, such as the City of Kawartha Lakes. Victoria County was dissolved in 2001.
- It confuses prospective families: The length and complexity of our name creates confusion about who we are and the areas we serve. This confusion may impact our ability to maintain or grow enrollment, which directly impacts the funding we receive as a board.
- It may affect our ability to attract staff: In a highly competitive provincial market, teachers and support staff are choosing organizations that stand out with clear, cohesive identities. A refreshed name and brand may help position our board as an appealing, welcoming, and dynamic place to work.



Consultation Metrics

2,608

Views

2,310

Visits

1,922

Visitors

1,391

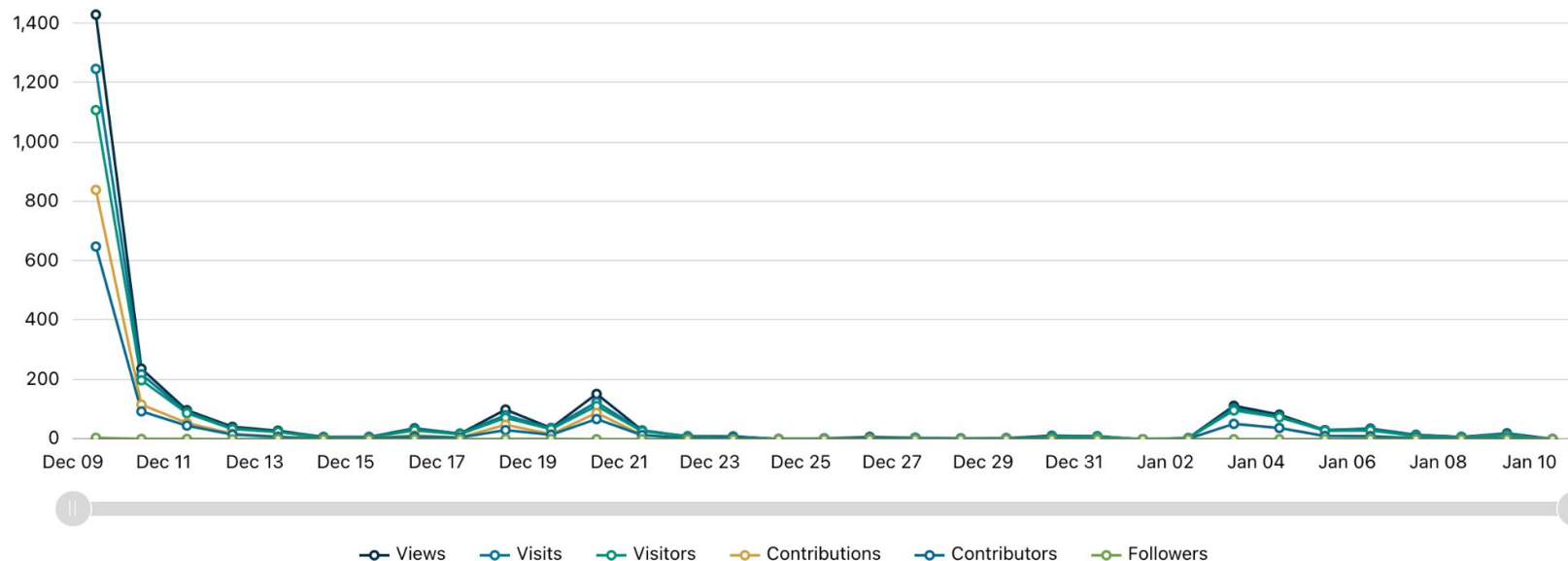
Contributions

992

Contributors

11

Followers

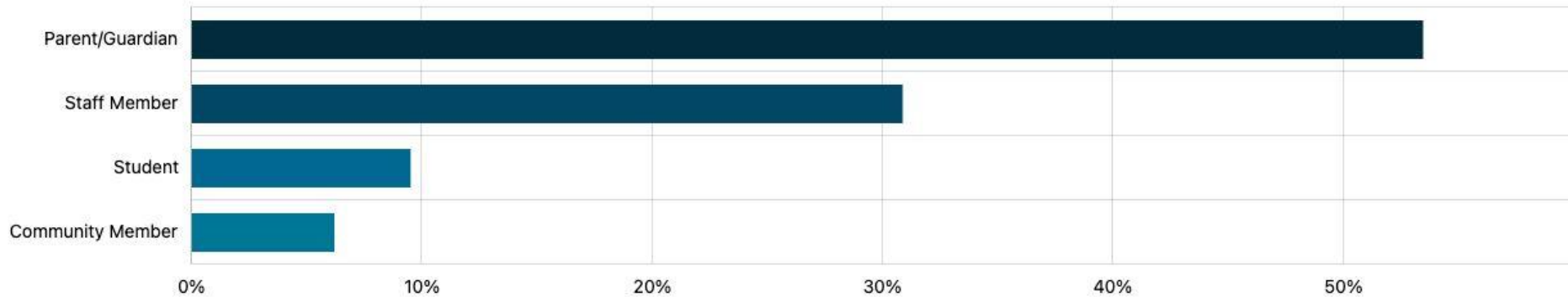


Quantitative Data

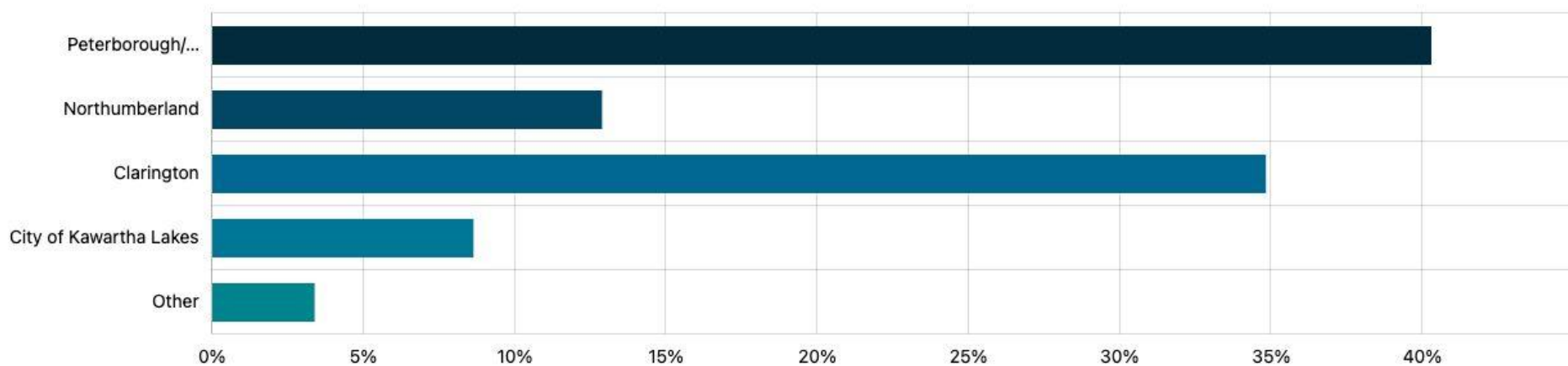


*Peterborough Victoria
Northumberland and Clarington
Catholic District School Board*

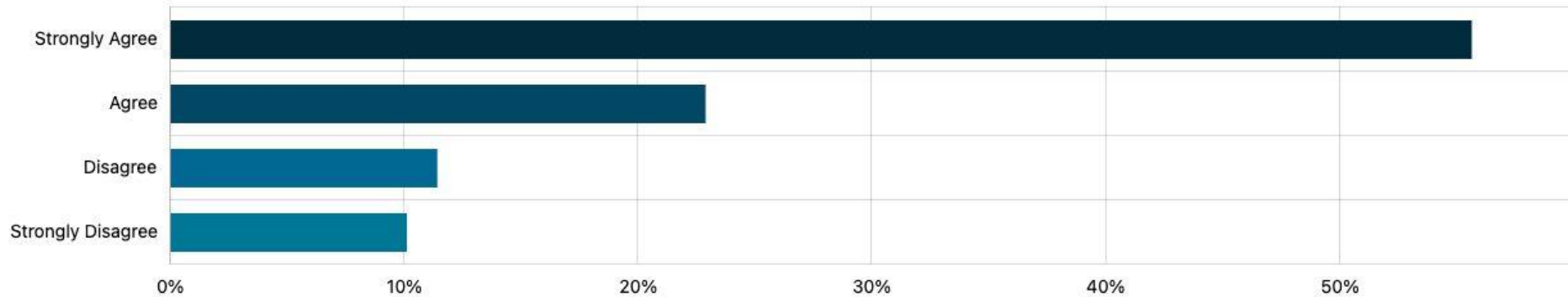
What is your connection to the Board community?



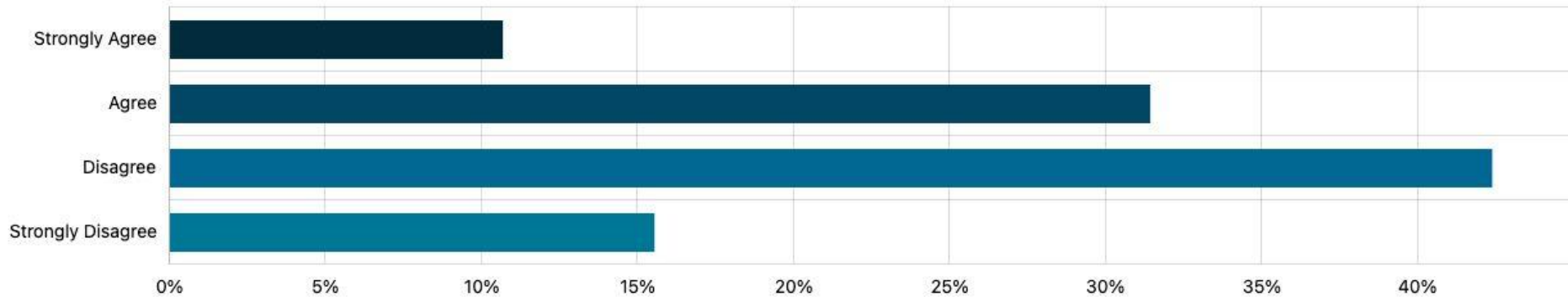
Where do you live?



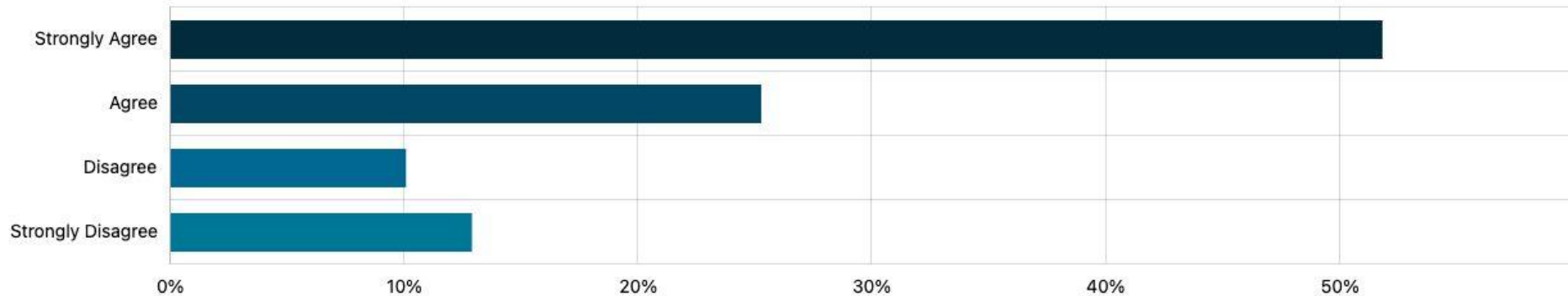
Is the current name too long and difficult to use?



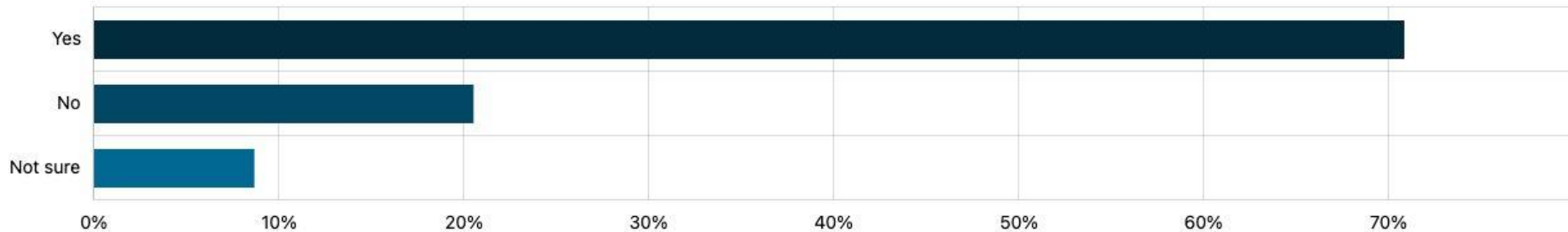
Does the current name reflect all communities served by the Board?



Do you feel a shorter, more unifying name would better represent the Board?



Would you support exploring a new name for the Board?



Would you support exploring a new name for the Board?

Parent/Guardians

- Yes: 74.6%
- No: 17.6%
- Unsure: 7.8%

Staff

- Yes: 62.2%
- No: 25.2%
- Unsure: 8.5%



Qualitative Data



*Peterborough Victoria
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Positive Responses - Main Themes

Main themes:

- **Inclusivity:** Ensuring the new name is inclusive of all communities served by the board.
- **Simplicity:** A preference for a name that is simple and easy to use.
- **Representation:** The new name should accurately represent the geographical area and the board's Catholic identity.
- **Community Involvement:** The importance of involving the community in the decision-making process.



Inclusivity:

Quotes:

- "Inclusivity and simplicity are strong priorities. The current name is too long and difficult to remember."
- "I feel being inclusive to all students, communities, families, and staff is a must...it doesn't have to have all the names of each community it serves as long as it's inclusive to what the beliefs/core/representation etc. is and wants to be."
- "Inclusivity and community are important. There is a longstanding feeling in the board that Peterborough is considered the 'center' but the reality is that our board represents so much more than this. We have very unique different regions and all should be equally represented, including our Indigenous communities."
- "Inclusivity and simplicity. Our current name also does not include local Indigenous communities, even though many of their children attend our schools. I think any potential name should reflect this inclusivity."



Simplicity:

Quotes:

- "When asked what board my kid's school is in, I have to google it, or ask neighbors whose reply they don't know either or 'Peterborough.... Something something catholic board.'"
- "Simplicity and easy to remember. For example, I moved from TCDSB to DCDSB across the places I have lived. They were easy to remember, and I did not have to struggle to remember their full meaning."
- "Simplicity and inclusivity. We should also consider the short form - our current email addresses are ridiculously long!"
- "Simplicity is important. It is such a large area, keeping one of the current names seems biased to the other areas."



Representation:

Quotes:

- "Representation that it is a Catholic School Board. Catholic should definitely be in the name."
- "The name should reflect the historical background of the Catholic Board in terms of its beginnings and impact on the Catholic Education being offered. The name should shine the values with the mission-vision statement that upholds the integrity of the institution."
- "Inclusivity and representation. Even a long name can be shortened but it should be representative of the people it serves."
- "I agree with the need to move toward a name that is simpler but, more importantly, a representation of all of the communities we serve."
- "Inclusivity and representation are important but if people can't remember it or it's too difficult it makes everything else irrelevant."



Community Involvement:

Quotes:

- "Please get feedback from the community before finalizing a new name. No one remembers what Dundas Square (Toronto) new name is because it was not well thought out and the community doesn't like it."
- "Community input should be sought - i.e., voting and/or opportunity for suggestions."
- "I hope we will be a part of the naming process. As in, a secondary survey with name options provided to vote on in partnership with the Board and Trustees."
- "I think it is great that the communities we serve are being considered regarding the school board's name! It is something I didn't entirely consider until it was mentioned here."
- "I would hope that the school communities/parent councils/parents at large would have the opportunity to vote on the new name."
- "This is a very daunting task. Seek feedback before the final decision."



Positive Responses

Additional Considerations:

- **Catholic Identity:** Maintaining a connection to the Catholic identity in the new name is important to many respondents.
- **Cost and Logistical Concerns:** There are concerns about the cost and effort required for rebranding, including updating email domains and materials.
- **Inclusivity of Indigenous Communities:** Some respondents emphasized the importance of reflecting Indigenous communities and lands in the new name.



Negative/Unsure Responses - Main Themes

Main themes:

- **Financial Concerns:** Concerns about the cost of rebranding, including expenses for signage, stationery, and other materials, and calls to prioritize funds for resources and support for students and staff.
- **Educational Impact:** Emphasis on addressing educational needs such as teacher shortages, resource gaps, and facility improvements over a name change.
- **Name is Fine as is:** Respondents don't believe there is anything wrong with the current name. "If it's not broken, don't fix it."



Financial Concerns:

Quotes:

- "While I suppose there could be options that are better, I guess that I just think it's pretty tone deaf that we're considering this at a time of budgeting restraint."
- "I really want the board to consider the financial implications of this proposed change. It would require considerable time and resources, which worries me in the climate of the provincial government cutting funding to education, health care, and generally all social spending."
- "This initiative is showing again how out of touch our board is with the issues at our schools and fatigue our FRONT LINE staff are facing each day. We are now concerned with how many syllables there are in our name! Why are we not talking about the lack of staff and lack of support that our schools face each day!"
- "I think keeping PVNC Catholic works and with all the other pressing issues in the board from staffing, bussing, wellness... our funds should be prioritized in these directions instead of branding."



Educational Impact:

Quotes:

- "Schools do not have adequate technology for students, cannot afford to purchase gym equipment. It is very concerning and disheartening that knowing of all these issues, anyone would even think to spend millions of dollars on a name change."
- "The money wasted on this would be much better served by addressing lack of funding, shortage of educators and the increasing violence in classrooms. These are the issues that actually affect students and staff on a daily basis and should be the top priority."
- "Teachers do not have resources to teach with. Teachers are losing their prep periods daily, absences cannot be adequately covered, educators are being injured and threatened daily."
- "Not an economically good time to do a name change, especially when class sizes are large and budgets for support staff have been cut."
- "I would prefer resources be dedicated to practical needs and more urgent priorities."



Name Usability:

Quotes:

- "Everyone knows this board by its name...So you will just be wasting money to rebrand to something people will need five years to change over. Just leave the name."
- "It's a name and if it's not broken it doesn't need to be fixed."
- "If it ain't broke don't fix it. Who cares if the name is long. Put some money into building new schools instead of ridiculous stuff like this!"
- "Changing the name is a ploy to avoid addressing more serious issues such as the functional illiteracy of graduates."
- "I believe that changing the current name will make things complicated for students."
- "Nothing, don't change it. If you have to, just add Kawartha lakes and take out Victoria. It's simple."
- "Don't bother. Everyone already has their emails, and school sign-ins. Changing the name is unnecessary."

