

**BOARD**  
MEMORANDUM

**Date:** December 22, 2021  
**To:** Board of Trustees  
**From:** Shawna Walter, Acting Superintendent  
**Originator(s):** Karen Meurer, Communications Advisor  
**Subject:** Communications Report

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**Purpose:**

For information.

**Background:**

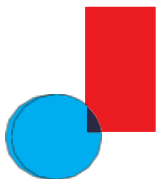
The Communications Report for the month of December 2021 is included for Trustee information.

Administration is prepared to respond to questions at the December 22, 2021, Public Board meeting.

Sincerely,

Shawna Walter, M.Ed  
Acting Superintendent

Attachment



Public Board Meeting December 22, 2021

## Communications Report

Throughout the month of December, Communications has continued to grow awareness for and build on the Brand image of Sturgeon Public Schools.

Social Media has increased SPS's connections with the public and stakeholders, with genuinely good engagement with followers. We are happy to communicate in "real time" over Social Media – hearing and then being able to act on people's suggestions and concerns (i.e., early morning school bus cancellations). SPS's community is growing exponentially beyond our physical borders. The general public is taking notice of our school division, which bodes well for increased interest in becoming part of the #sturgeonfamily, either as students or staff.

SPS Facebook Engagement Insights: up to December 14, 2021

### Insights

[See all](#)

Last 28 days : Nov 16 - Dec 13 ▼

People reached

**22,446**

▲177%

Post engagements

**6,813**

▲116%

Page likes

**60**

▲445%

### New Division YouTube Channel

Sturgeon Public Schools has created a new YouTube channel that can be found by clicking the icon in the Contact Us bar on the SPS website Homepage. We encourage you to Subscribe and follow the SPS channel to see the great things happening within our Division. Check our Premiere video on Land Based Learning.

Sturgeon Public Schools\_ YouTube

<https://www.youtube.com/channel/UCmJuoPLuhzJtyvNnjb8vVw>

## Conventional Media Coverage

Sturgeon Public Schools continues to be of interest to Conventional Media (Print, Radio, TV) for news content. The local media are happy to help us spread information about the great people and things happening in our schools.

Highlights from the end of November - December 2021 are:

- Sturgeon Heights School - Open Air Kindergarten teacher Amy Cornet featured in St. Albert Gazette article about “outdoor kindergarten programs”
- December 9, 2021 Outdoor Kindergarten\_mention of Sturgeon Heights\_St. Albert Gazette
- Four Winds Public School – Math teacher Lacey Pasemko was awarded the Prime Minister’s Award for Excellence in Teaching (STEM). Her story went nationwide through CBC National and Alberta-wide with local media.

## **Four Winds Public School math teacher Lacey Brockhoff (Pasemko) awarded Prime Minister’s Award for Teaching Excellence in STEM\_Media Coverage**

November 25, 2021

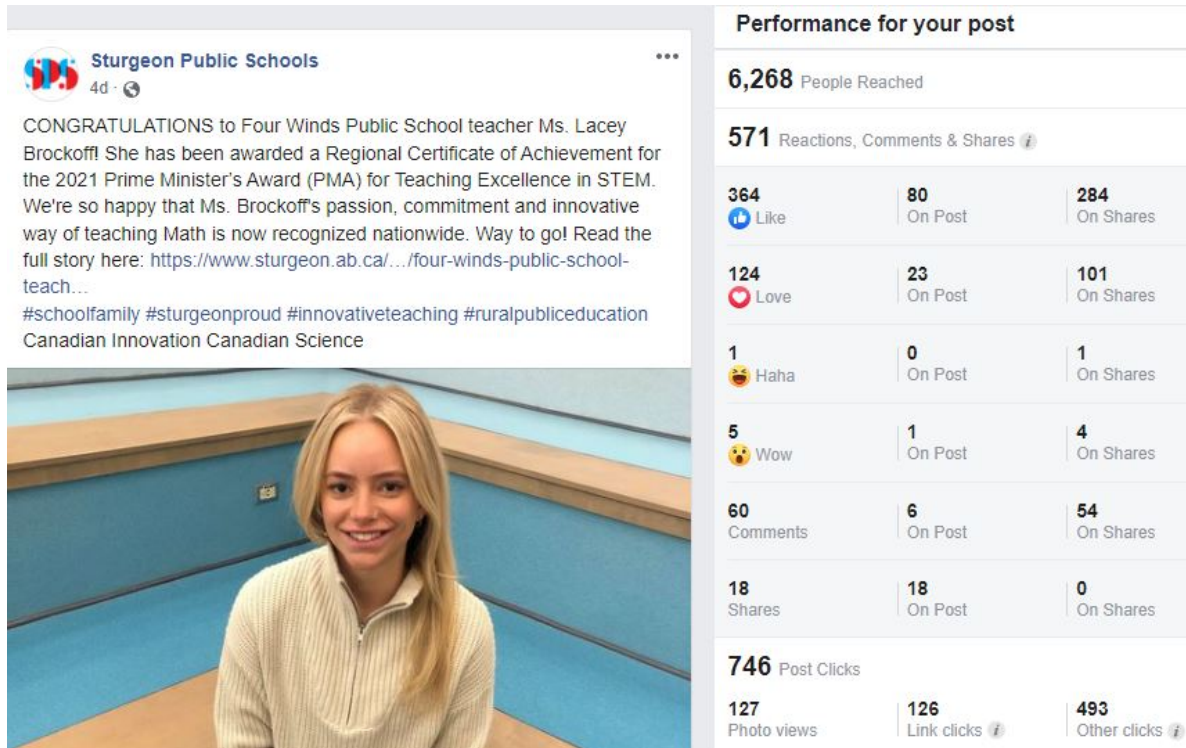
<https://morinvillenews.com/2021/11/25/morinville-teacher-wins-certificate-of-achievement-from-prime-minister/?fbclid=IwAR1H5eG26oiA7kYhA7XqC9KFsH9Q-z-7ua1r3rEkmNyk7LV75dHf4ZZYZmo>

November 29, 2021

<https://www.cbc.ca/listen/live-radio/1-17-edmonton-am/clip/15881336-two-local-educators-recognized-prime-ministers-awards>

- Two local educators recognized for the Prime Minister’s Awards for Teaching Excellence
- Lacey Pasemko good sound bites: at 3:30 minutes and 5:06 minutes

November 24, 2021, SPS Facebook Post



The image shows a Facebook post from Sturgeon Public Schools. The post text reads: "CONGRATULATIONS to Four Winds Public School teacher Ms. Lacey Brockhoff! She has been awarded a Regional Certificate of Achievement for the 2021 Prime Minister's Award (PMA) for Teaching Excellence in STEM. We're so happy that Ms. Brockhoff's passion, commitment and innovative way of teaching Math is now recognized nationwide. Way to go! Read the full story here: https://www.sturgeon.ab.ca/.../four-winds-public-school-teach... #schoolfamily #sturgeonproud #innovativeteaching #ruralpubliceducation Canadian Innovation Canadian Science". Below the text is a photo of a smiling woman with blonde hair, identified as Ms. Lacey Brockhoff, sitting at a table. To the right of the post is a performance summary for the post, showing 6,268 people reached, 571 reactions, comments, and shares, and 746 post clicks.

Performance for your post		
6,268 People Reached		
571 Reactions, Comments & Shares		
364 Like	80 On Post	284 On Shares
124 Love	23 On Post	101 On Shares
1 Haha	0 On Post	1 On Shares
5 Wow	1 On Post	4 On Shares
60 Comments	6 On Post	54 On Shares
18 Shares	18 On Post	0 On Shares
746 Post Clicks		
127 Photo views	126 Link clicks	493 Other clicks

November 29, 2021

<https://fortsaskonline.com/local/local-teacher-receives-prime-minister-s-award-for-teaching-excellence-in-stem>

December 1, 2021 Lacey Pasemko St. Albert Gazette story .print

December 3, 2021 – Top Story (online)

<https://www.stalberttoday.ca/local-news/four-winds-math-teacher-wins-national-award-pasemko-4810476>

Lacey Pasemko Teacher FWPS Person of the Day MIX107 audio

Author: Karen J. Meurer

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## Dr. Sharon Ryan

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**PINNACLE VIEW IN**

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**ACREAGE W. CITY VIEW**



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**ST. LAC LA NONNE**

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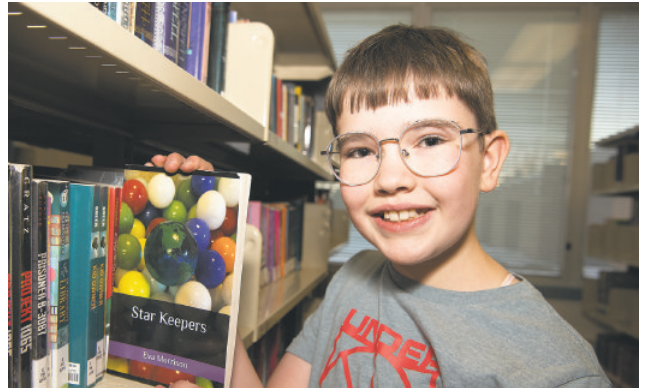
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**YOUNG AUTHOR** — Eva Morrison, a Grade 6 student at École Marie Poburan in St. Albert, recently published her first novel, *Star Keepers*. She has donated a copy of it to her school's library.

## SCHOOL NOTES

### Outdoor kindergarten

St. Albert and Sturgeon Catholic students will have Mother Nature as their teacher next school year as part of a new outdoor kindergarten program.

Greater St. Albert Catholic trustees approved the creation of the new Nature Kindergarten Extension program at their Nov. 29 meeting.

This program will see kindergarten students take classes mostly outdoors so they can enjoy the environment, said Cathy Giesbrecht, assistant superintendent of learning services. The program will emphasize learning through playing, nature, and exploration.

"We know there's a tremendous interest in our community in regard to the environment," Giesbrecht said. There is plenty of research to suggest educational benefits to learning outdoors.

A report to the board showed the program will cost parents \$325 a month and roll out at École Father Jan, Albert Lacombe, and École Notre Dame in September 2022.

The St. Albert and Sturgeon public school districts have offered outdoor/nature-based kindergarten for several years.

Amy Cornet has run an outdoor kindergarten program at Sturgeon Heights for two years. In it, students spend a significant chunk of each day outdoors, learning about nature, social skills, and other subjects through play.

"Five-year-olds are not designed to sit in a desk all day and just do work," Cornet said, when asked about why students should attend outdoor kindergarten.

"Five-year-olds are meant to run, scream, play, and explore."

Cornet said outdoor classes make kids more attentive and bolster their creativity and physical skills. They also allow for spontaneous lessons — a chance meeting with a snowy owl one year led her class to spend all day learning about winter birds, for example.

Abi Henneberry, who has run an outdoor kindergarten at Lois E. Hole Elementary since 2017, said teachers and parents should expect to see improved stamina and emotional regulation in students who attend outdoor kindergarten, as well as better observational skills and sleep patterns.

"It makes better scientists. It makes better environmentalists. It makes better community members."

Registration for GSACRD's Nature Kindergarten will start after the Jan. 13, 2022, Kindergarten Expo. Call 780-459-7711 for details.

### Star Keepers

A St. Albert Grade 6 student has worked some literary magic by publishing her first novel.

Greater St. Albert Catholic trustees learned Nov. 29 that École Marie Poburan Grade 6 student Eva Morrison had pub-



AMY CORNET/Photo

**OUTDOOR KINDERGARTEN** — Greater St. Albert Catholic School trustees approved the launch of a new outdoor kindergarten program on Nov. 30. The program would be similar to ones run at Lois E. Hole and Sturgeon Heights (shown here).

lished a novel.

An avid reader and fan of fantasy and science fiction, Morrison said she has been writing stories for as long as she can remember and has always wanted to get one published.

"For this book, I didn't realize until maybe like page 100 that this could be something I could actually publish."

Morrison said the seed for her book, titled *Star Keepers*, was first planted when she envisioned a young girl who had discovered a palace in a glorious kingdom. Next, she wondered what would happen if the stars and planets in the sky started disappearing. Soon, protagonist Ember Applebee of Yellowknife had discovered a golden star, teamed up with a dragon named Jeff, and set off to save the universe from dark wizardry.

Morrison said the book's cover, which depicts an Earth-like glass sphere atop coloured marbles, is a hint for one of the book's big plot twists.

Morrison said she edited the 190-page tale with the help of her mother. A family friend and author suggested she publish it through Kindle Direct Publishing, which lets participants self-publish books for sale through the Amazon website.

Morrison published her book Oct. 20 and has since sold about 52 copies, earning \$250 in the process.

Marie Poburan principal Michelle Baril said the school learned of Morrison's authorial debut after one of her former teachers posted about it on Facebook. Morrison has since donated a signed copy of the book to the school's library.

"Everyone was thrilled and proud of her," Baril said.

Morrison said she hopes to keep writing as a hobby. She originally planned to make *Star Keepers* a stand-alone tale, but after having an inspirational dream, she has decided to make it the first in a trilogy.

Morrison said she hopes to get a copy of her book added to the St. Albert Public Library. It is otherwise available through Amazon. She hopes to have her second book written by the end of 2022.

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