



BOARD
MEMORANDUM

Date: January 26, 2022
To: Board of Trustees
From: Shawna Walter, Acting Superintendent
Originator(s): Karen Meurer, Communications Advisor
Subject: Communications Report

Purpose:

For information.

Background:

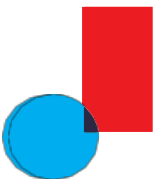
The Communications Report for the month of January 2022 is included for Trustee information.

Administration is prepared to respond to questions at the January 26, 2022, Public Board meeting.

Sincerely,

Shawna Walter, M.Ed
Acting Superintendent

Attachment



Communications Report

Communications for January 2022 has been focused on:

- Updating social media platforms and the Division website to communicate government changes regarding the return to in-person learning after the winter break and Government of Alberta COVID-19 health guidelines;
- Updating social media platforms to communicate inclement weather bus cancellations;
- Planning and advertising Pre-K and Kindergarten Information Nights coming up in February;
- Planning logistics and creating marketing materials for the start of Division-wide 2022-2023 Registration campaign:
 1. Open registration and Division-wide marketing blitz begins February 28, 2022
 2. 22-23 School Year Registration Blitz for our current families will run from February 28th to March 23rd. Social Media focus will be to promote our schools by creating “walking billboards”.
 3. SCHS Summer School-specific open registration/marketing – March 24th to May 20th.

The combined efforts between Transportation Services, the Office of the Superintendent and Communications has focused on getting the word out in a timely manner when the Division has had to make the decision to cancel buses on inclement weather days (of which there’s been quite a few in January 2022!). Families and SPS staff have stated that they appreciate how well the communication is being disseminated. Messaging was sent to all families via SchoolMessenger, the website was updated, and posts were created on our Social Media pages – Facebook posts have been utilized well by the whole Sturgeon Public community by sharing the post on the platform to reach as many people as possible.... #ittakesavillage!

The image shows a screenshot of a Facebook post from Sturgeon Public Schools. The post text reads: "IMPORTANT NOTICE: Due to continuing inclement weather ALL Sturgeon Public buses are CANCELLED for the full day, TUESDAY, JANUARY 18. This decision has been made out of an abundance of caution and to provide our families with as much notice as possible to make any necessary arrangements for your child(ren). If you choose to transport your child(ren) to school, please make any necessary arrangements to pick up your child(ren) at the end of the school day. Please stay safe! https://www.sturgeon.ab.ca/transportation/bus-status #schoolfamily #SafetyFirst". Below the text is a photo of a yellow school bus with "SCHOOL BUS" on the roof and "Status Update" on the windshield. To the right of the post is a performance analytics panel.

Performance for your post		
10,991 People Reached		
292 Reactions, Comments & Shares		
143 Like	64 On Post	79 On Shares
1 Love	1 On Post	0 On Shares
1 Wow	0 On Post	1 On Shares
45 Comments	7 On Post	38 On Shares
103 Shares	102 On Post	1 On Shares
752 Post Clicks		
40 Photo views	19 Link clicks	693 Other clicks
NEGATIVE FEEDBACK		
7 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

- Communication Department continues to source out SPS stories to tell on an ongoing basis. Focus for January has been on Health and Wellness given ongoing COVID challenges and extremely cold weather. Blog story coming up: Boba, the Namao School wondertherapy dog. 😊

Communications Advisor: Karen Meurer