

**BOARD**  
MEMORANDUM

**Date:** February 23, 2022  
**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.

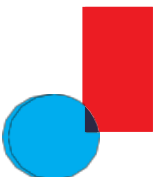
**Background:**

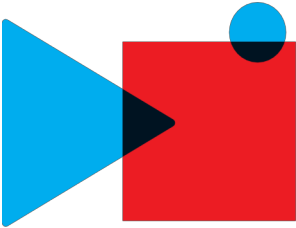
The Communications Report for the month of February 2022 is included for Trustee information.

Administration is prepared to respond to questions at the February 23, 2022, Public Board meeting.

Sincerely,

Shawna Walter, M.Ed  
Acting Superintendent





## BOARD MEMORANDUM

### Communications Report

Communications in February has been focused on:

- Continuation of promoting Pre-K and Kindergarten programs Information Nights in February;
- Readying logistics and creative marketing materials for the start of the Division-wide 2022-2023 Registration Campaign on February 28, 2022 (Includes all schools and Summer School creative);
- Continuing to tell SPS stories on an ongoing basis through social media and website updates;
- Media Relations around MERV-13 filtration;
- Communicating Government changes in COVID-19 restrictions;
- Planning promotional video shoot for Sturgeon Public Virtual Academy (SPVA) and recording new testimonials from the LOGOS program. Use as promotion on SPVA website, corresponding LOGOS school websites, and on social media;
- Planning and executing advertising around Sturgeon Composite High School Open House, March 10, 2022;
- Planning and website content creation for Camilla School Grand Opening, April 8, 2022;
- Creating and sharing a new K-12 Curriculum Facts page on the SPS website;
- Creating and updating SPS website content on an ongoing basis; and
- Visiting schools to get creative content for social media.

