



**B O A R D**  
MEMORANDUM

**Date:** March 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.

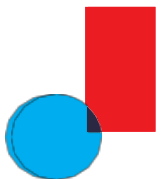
**Background:**

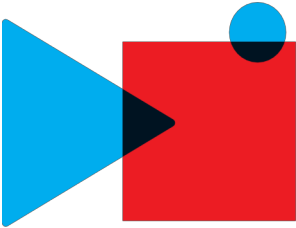
The Communications Report for the month of March 2022 is included for Trustee information.

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

Sincerely,

Shawna Walter, M.Ed  
Acting Superintendent





## Communications Report

Communications in March has been focused on:

- Rolling out the planned marketing campaign for 2022-23 registration. Started with the internal school's registration blitz and will move into the full public registration campaign on March 24<sup>th</sup>. Content will start with Summer School and then move into highlighting each school and its unique programs within (ie: LT/Lilian Schick – LOGOS);
- Continuing to tell SPS stories and achievements through Division and school websites and social media;
- Continuing to build great relationships with media on an ongoing basis, following up with interview requests and pitching stories. Most notable for March was the media follow-up by FortSaskOnline/MIX 107.9 FM on the announcement of the new Superintendent, officially starting September 1, 2022. Ms. Walter was featured in an online article and chosen as the Morning Show *Person of the Day*. It was a great good news story for the Division which resonated with the community at large;
- Updated and revised the LOGOS brochure and website information for planned promotion of the program;
- In production: shooting footage of student testimonials and interview of Principal Christy Filgate to produce a promotional video for SPVA, Parent Directed Home Education, and Shared Responsibility programming;
- Supporting Principals with social media platforms and promoting unique programming in their schools;
- Continuing to book in “stock photo” shoots with schools to continue to build up our SPS Stock Photo Library, to be used in marketing materials, on websites, and in social media;
- Continuing to update the SPS Curriculum Facts website page with the latest announcement and information from the Government;
- Planning for the Camilla School Grand Opening Ceremony April 8, 2022;
- Planning for the inaugural Sturgeon Composite High School *Sturgeon Strides Walk-A-Thon* charity event happening May 19, 2022; and
- Planning for the Sturgeon Public Schools' Staff Recognition on May 20, 2022.

