



DATE: August 24, 2022
TO: Board of Trustees
FROM: Shawna Warren, Superintendent
ORIGINATOR: Jonathan Konrad, Deputy Superintendent
Lauren Walter, Manager, Communications

GOVERNANCE POLICY: [Policy 700 – Superintendent of Schools](#)

ADDITIONAL REFERENCE: [AP220 – Communications](#)

SUBJECT: Communications Report – July and August 2022

PURPOSE:

For information.

BACKGROUND:

The Communications Report for the month of July and early August is included for Trustee information.

Administration is prepared to respond to questions at the August 24, 2022, Public Board Meeting.

ATTACHMENT(S):

1. Communications Report – July & August 2022

Board Memorandum

July & August, 2022



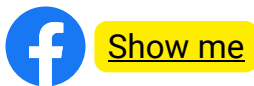
**Sturgeon
Public Schools**

Dare to reimagine learning

Communications
Report

Communications in July has been focused on:

- Promoting the Open Air Kindergarten program at Sturgeon Heights School through a social media marketing campaign, as well as the creation of a digital billboard advertisement currently on display in St Albert.



- Promoting the Sturgeon Public Virtual Academy through a social media campaign as well as the creation of a digital billboard advertisement currently on display in various locations across the City of Edmonton.



VIRTUAL ACADEMY
GRADES 5 - 9

780-939-4341
SPVA@STURGEON.AB.CA
STURGEONPVA.CA

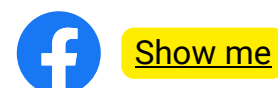


VIRTUAL ACADEMY

GRADES 5 - 9

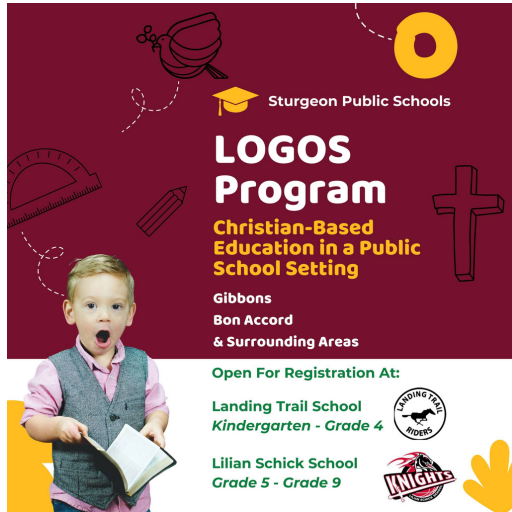


HIGH-QUALITY EDUCATION
IN AN ONLINE PROGRAM



Communications in July has been focused on:

- Promoting the LOGOS program at Lilian Schick and Landing Trail schools through a social media campaign as well as an advertisement in the Town of Gibbons August Newsletter.

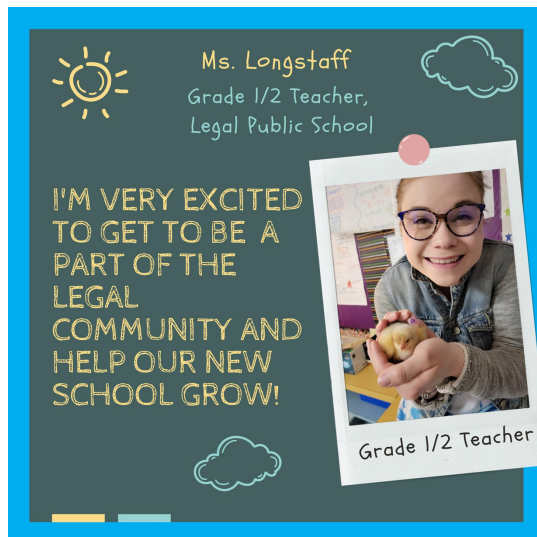


[Show me](#)



[Show me](#)

- Growing Legal Public School's registration numbers by using social media to inform the public about the highly skilled, well-rounded staff members that have been hired on.



[Show me](#)

Communications in July has been focused on:

- Planning for and participating in the Town of Legal Fête au Village parade. The staff of Legal Public School, alongside Trustees and the Superintendent, handed out business cards, stickers, candy and frisbees with Sturgeon Public Schools' branding while providing families with information on what our newest school has to offer.



Show me

- Promoting Legal Public School by renting two billboards: one of which is displayed near the Morinville exit on highway 28, and the other which is located along highway 2 just south of Legal.

1



2



Communications in August has been focused on:

- Outlining the Communications plan for the 2022/2023 school year. We have set goals to increase: student registration, website traffic, and social media engagement. The plan outlines important dates for the year, programs and events to showcase, emergency response protocols, and networking ideas.



- Planning a "Meet and Greet" for parents in the Legal community to come and meet Legal Public School's Principal and Vice Principal, learn about what Sturgeon Public Schools have to offer, and ask any questions they may have regarding the upcoming school year.



Show me

Sturgeon Public in the Media

- August 1, 2022 — August 2022 Gibbons Newsletter

<https://www.gibbons.ca/public/download/files/215425>

- June 9, 2022 — Media Release, Legal Public School

<https://www.sturgeon.ab.ca/download/392668>

- June 28, 2022 — A New School is Coming to Legal!

<https://www.facebook.com/LegalChamberofCommerce/photos/a.934624586618269/5320994914647859>

Upcoming Events

- First day of classes - August 31
- Truth and Reconciliation Week - September 26 to 30th
- Orange Shirt Day - September 30th