



**DATE:** September 28, 2022

**TO:** Board of Trustees

**FROM:** Shawna Warren, Superintendent

**ORIGINATOR:** Jonathan Konrad, Deputy Superintendent, Education Services  
Lauren Walter, Manager, Communications

**GOVERNANCE POLICY:** [Policy 225 – Board Responsibility and Conduct](#)  
[Policy 700 – Superintendent of Schools](#)

**ADDITIONAL REFERENCE:** [AP220 – Communications](#)

**SUBJECT:** Communications Report and Annual Plan

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**PURPOSE:**

For information.

**BACKGROUND:**

The Superintendent is committed to ensuring open, transparent, positive internal and external communications are developed and maintained. In accordance with this commitment, the Superintendent employs a Communications Manager whose primary role is to establish and maintain effective Division and school communication.

Attached is a summary of the Communication Annual Plan provided to the Board of Trustees that highlights the intended work of the department during the 2022-2023 school year. The monthly Communications Report for the end of August and beginning of September is also included for information.

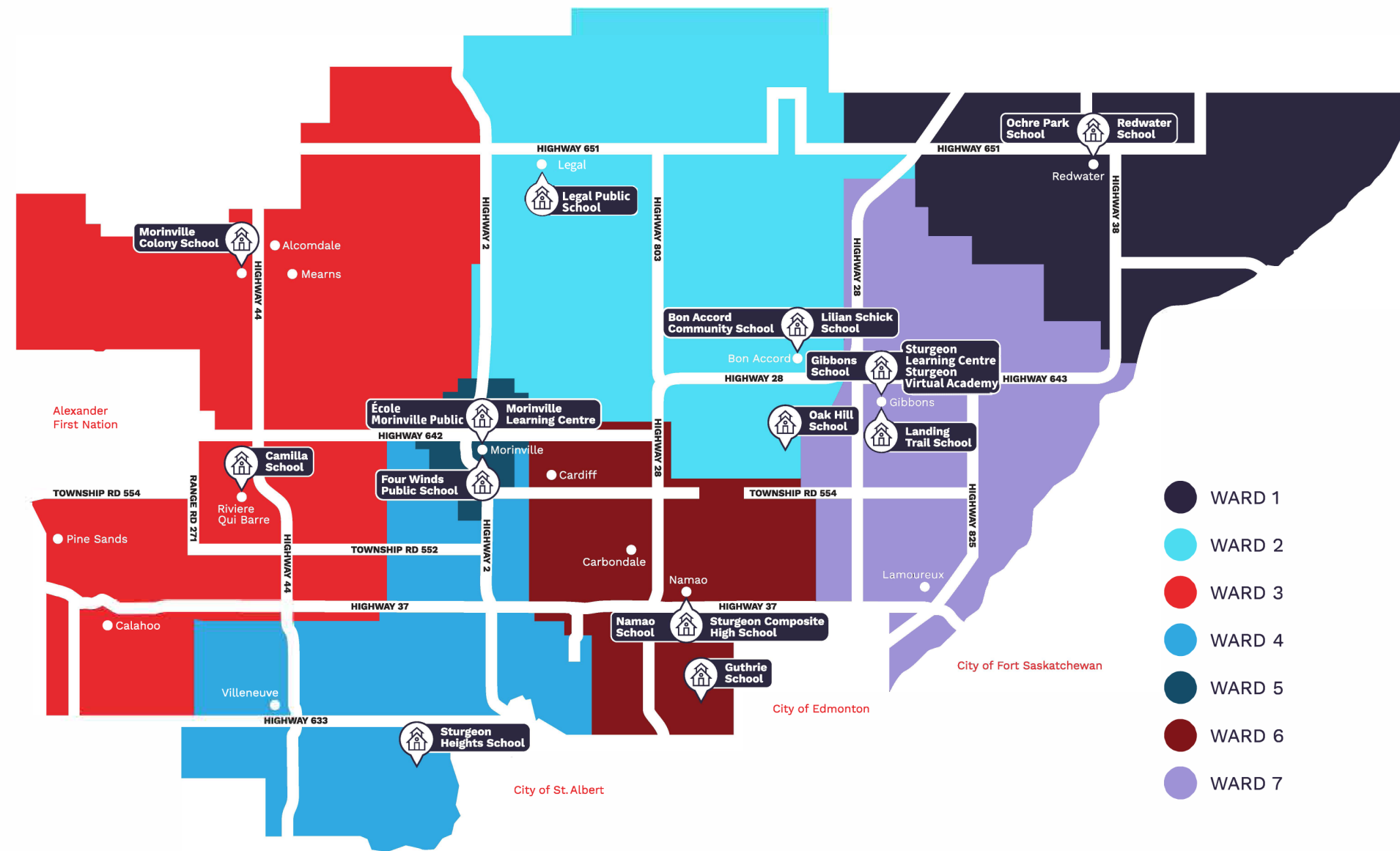
Administration is prepared to respond to questions at the September 28, 2022, Public Board meeting.

**ATTACHMENT(S):**

1. Communications Annual Plan
2. Communications Report August & September

# COMMUNICATION PLAN

## STURGEON PUBLIC SCHOOLS



2022-2023



# EXECUTIVE SUMMARY

*Sturgeon Public Schools is a Division with a rich rural heritage and a strong community focus. Our positive culture, supportive environment, and innovative programs provide a well-rounded education that prepares students to pursue their unique path to future success.*

## Purpose of this Plan

1. To highlight the excellence within Sturgeon Public Schools through the print, online, web, and social media content that we generate. This content will innovatively and engagingly showcase our:

A) Variety of Learning Choices and Strategies

B) Excellent Teaching Practices

C) Supportive and Inclusive Environment

D) Community Connection

E) Awareness of and Contributions to Important Social Conversations

F) Uniqueness as a Division

2. To show families both within and outside of Sturgeon County that Sturgeon Public Schools have the staff, learning strategies, and programs best suited to both:

A) Prepare their child for future success

B) Provide them with the necessary skills to excel at the challenges presented by the global community

# Plan Overview

## SPS BLOG

The blog will be used to update parents—as well as the greater community—on the positive things that are happening in the division, such as:

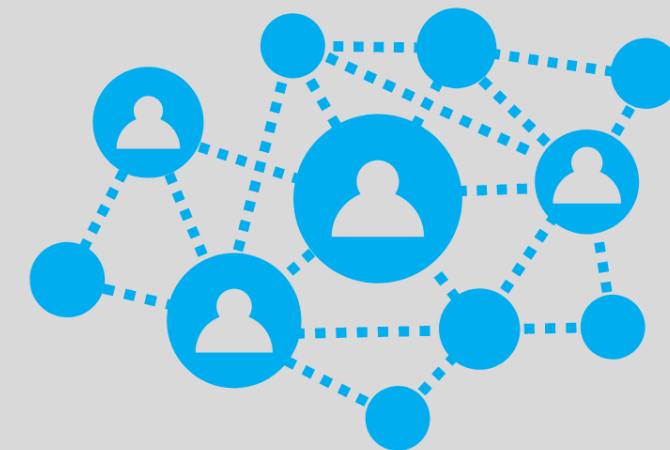
1. Events
2. News
3. Award Wins
4. Projects
5. Initiatives

Having a frequently updated blog will improve our search engine optimization, public reach, and positive community reputation.



## TRADITIONAL MEDIA

The aim of this year's Communication Plan is to build connection with other media organizations in our community. Each month, stories will be submitted to Sturgeon County—as well as each Town Administration—highlighting exciting news about our schools. Having local organizations circulate our success stories will contribute to our positive community reputation, while simultaneously promoting our programs.

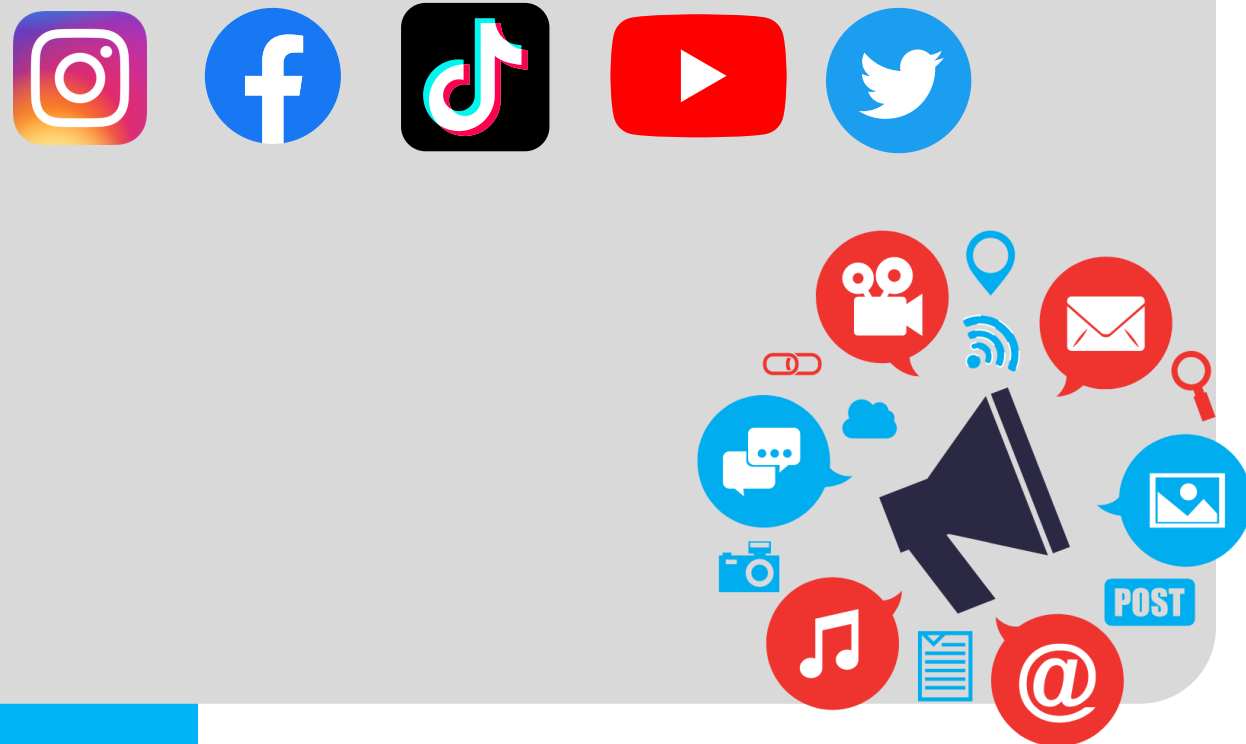


## SOCIAL MEDIA

The goal of our social media is to be more engaging and innovative than ever before. We will post photo and video content daily that:

- A) Reflects our Core Values
- B) Is Engaging
- C) Follows Current Social Media Trends
- D) Utilizes Algorithmic Patterns to Reach a Large Audience

The social media platforms we will be utilizing are:



## WEBSITE UPDATES

The website will be updated so that the format and content are concise, informative, and user friendly. A particular area of improvement will be the individual school sites—which will be made more uniform and easy for current and prospective parents to navigate.



## Future Direction

*To make Sturgeon Public Schools the standard of excellence in marketing and communications for the Province of Alberta.*



**Sturgeon  
Public Schools**

Dare to reimagine learning

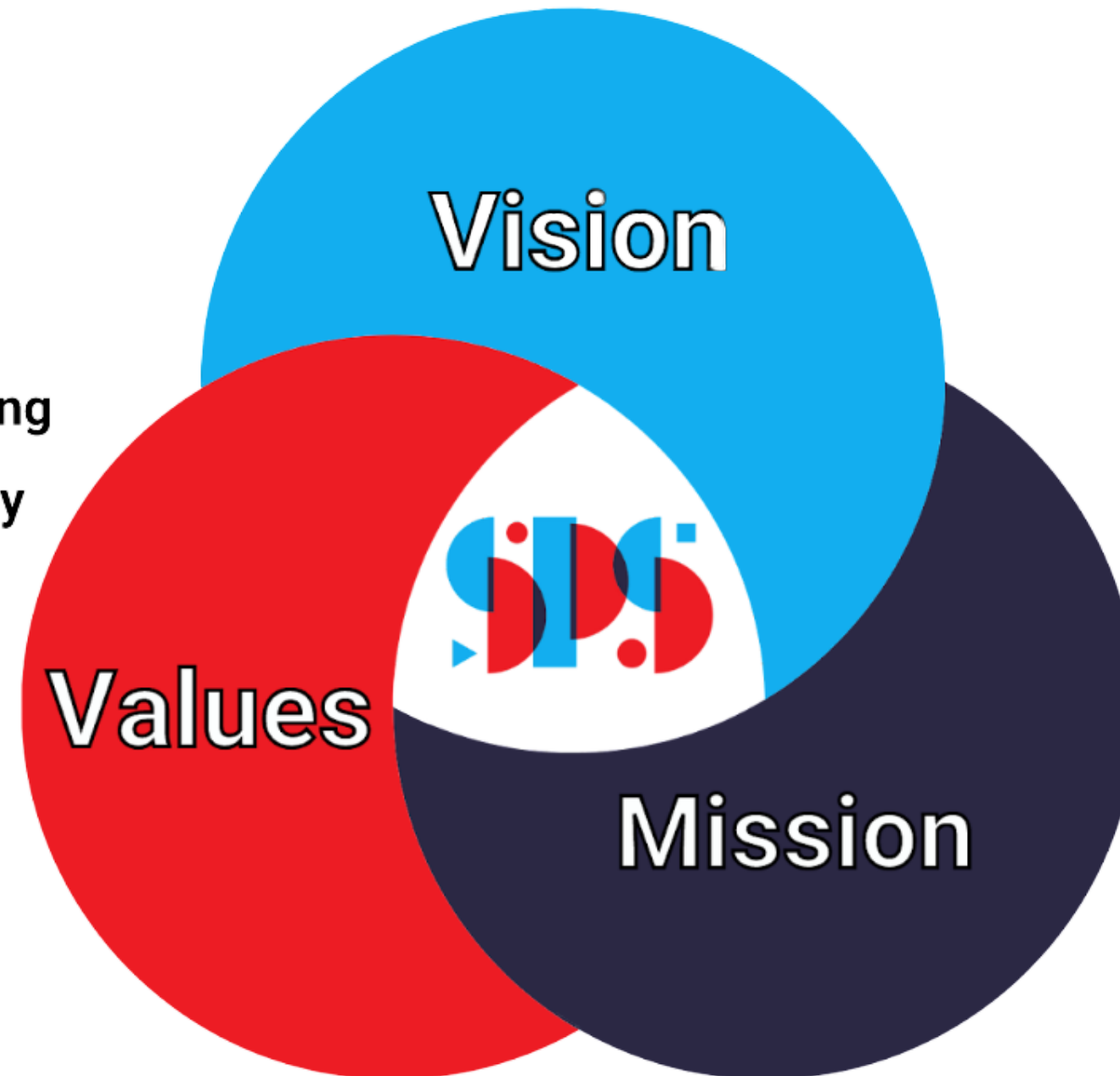
# Mission, Vision, & Values

## Vision

Sturgeon Public Schools: where, through a well-rounded education, students are motivated and supported to pursue their unique path to future success.

## Values

1. Excellence in teaching
2. Shared responsibility
3. Mutual respect
4. Belonging
5. Learning choices
6. Communication



## Mission

Working together as a team of trustees, parents, community, staff and students, we create safe, respectful and collaborative learning environments where students are prepared to meet, and excel at, the challenges presented by the global community.

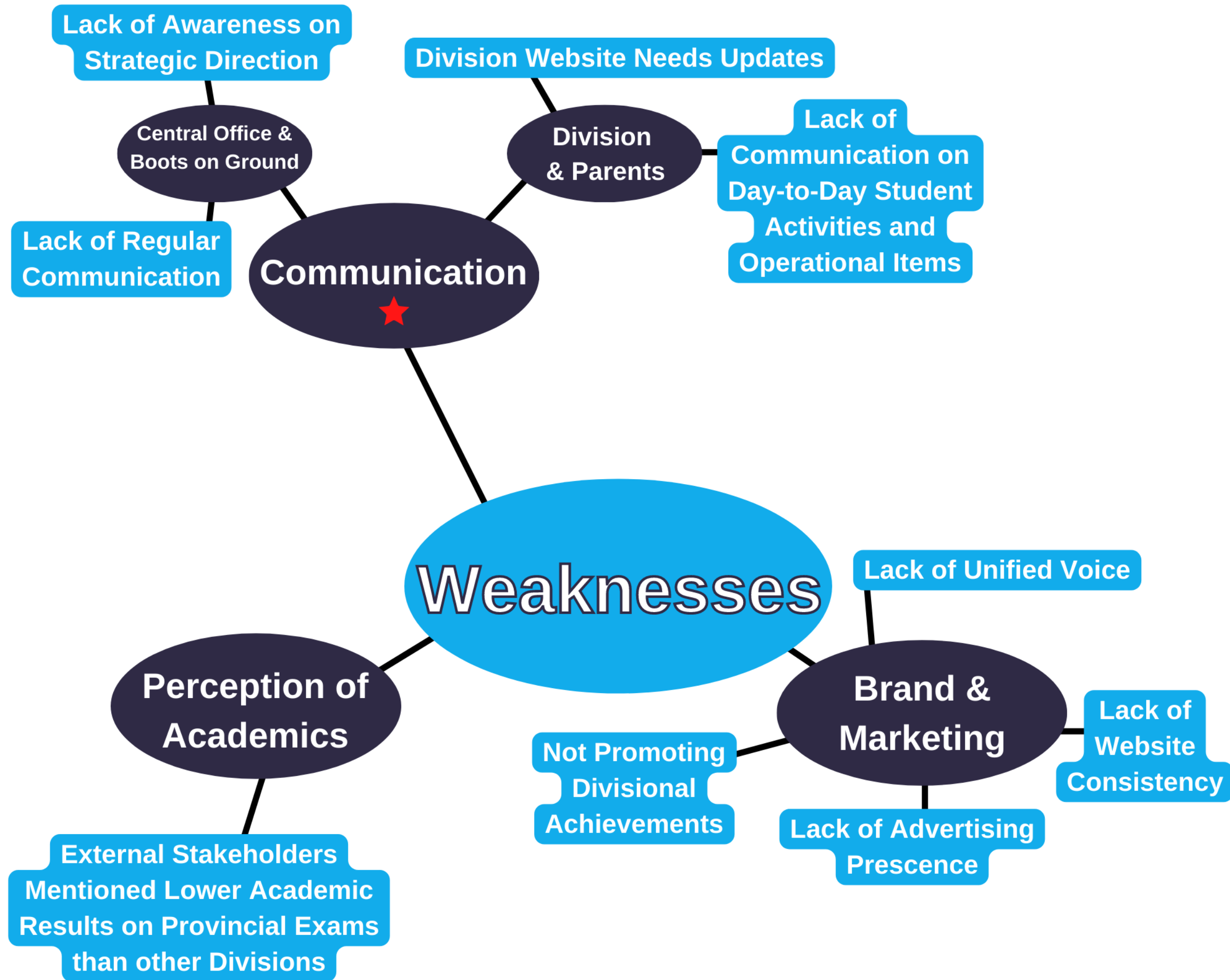
# Strengths & Weaknesses

(Results taken from the Incite Report generated in 2019).



► Unique programming was cited as our greatest strength (“Incite Report,” 2019)





▶ Lack of internal and external communication was cited as our greatest weakness (“Incite Report,” 2019)

# What do Neighboring Divisions Offer?



1. STEAM Academy
2. LOGOS
3. Head Start
4. French Immersion
5. Hockey Academy
6. Dance Academy
7. Sport for Life
8. RAP Program
9. Green Certificate
10. CTF/CTS
11. Paving Healthy Pathways

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# MARKETING STRATEGY

What	How	Why	When	Who
<p><b>Update Website</b></p>	<ol style="list-style-type: none"> <li>1. Cut down on the volume of content</li> <li>2. Improve continuity and overall layout of individual school sites</li> </ol>	<ol style="list-style-type: none"> <li>1. Make website more user friendly and engaging for stakeholders</li> <li>2. Draw more attention to the most marketable aspects of the Division</li> <li>3. Decrease inquiries from stakeholders</li> </ol>	<p>Beginning August 29, a three week period will be dedicated to updating each school's individual website</p>	<p>Manager of Marketing and Communications in collaboration with the Principal of the given school</p>
<p><b>Grow Social Media</b></p>	<ol style="list-style-type: none"> <li>1. Create highly engaging and informative content that showcases our programs, values, successes, and strengths</li> <li>2. Invest time and resources into making video content for Instagram, Facebook, and Tiktok and Youtube</li> <li>3. Invest in social media advertisements for the posts that get the most organic audience engagement</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase the public's awareness of all the top tier learning strategies, resources, programs, initiatives, and events that our schools have to offer</li> </ol>	<p>Share original posts to Instagram, Twitter, Facebook, and Tiktok a minimum of four times per week, and a Youtube video a minimum of once per month</p>	<p>Manager of Marketing and Communications in collaboration with various school staff members</p>

# MARKETING STRATEGY

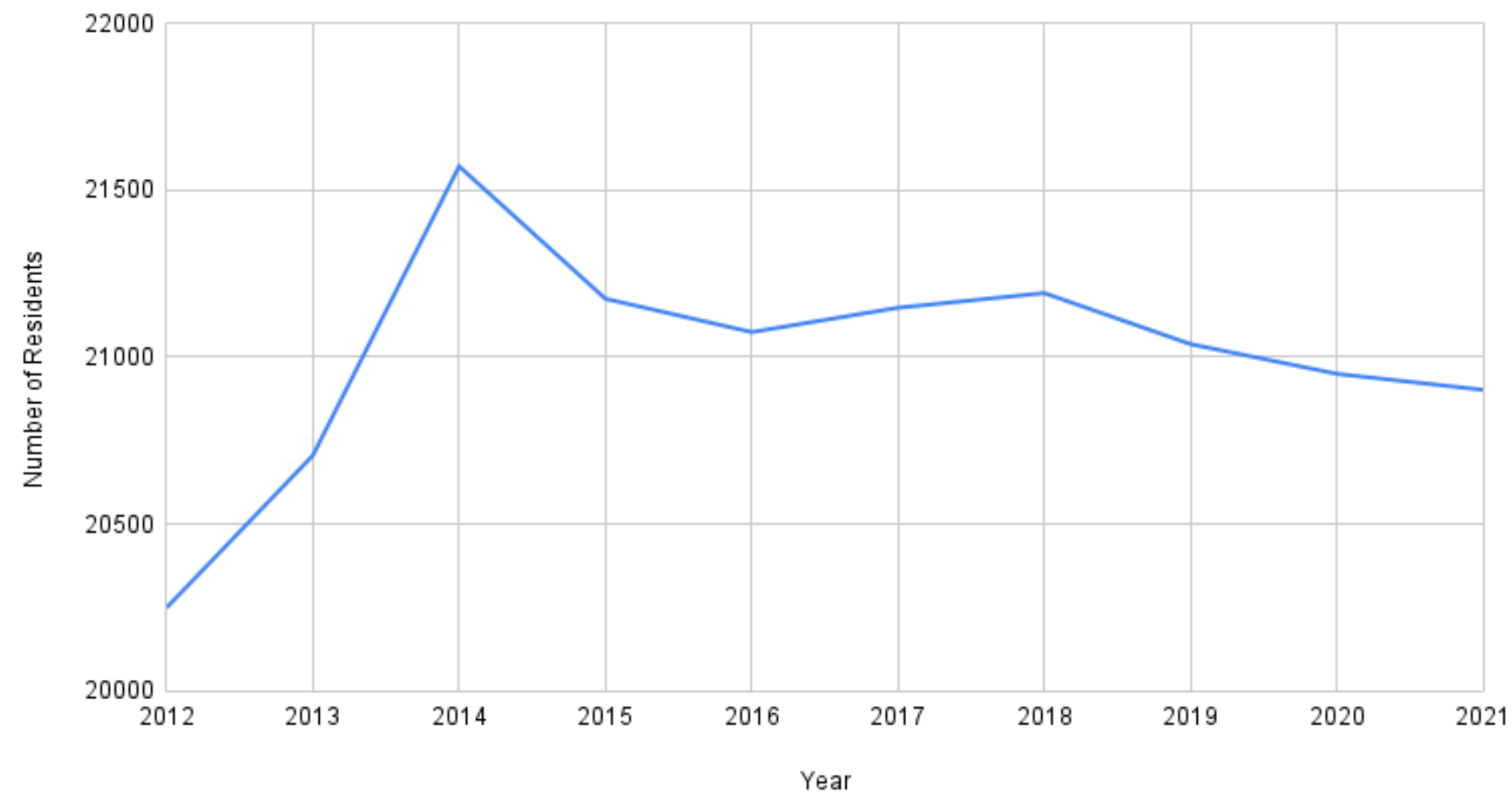
<p><b>Start a Division Blog</b></p>	<p>1. Build a blog into our current website where we share news, updates, and success stories with internal and external stakeholders</p>	<p>1. Highlight all of the great things that happen in our Division 2. Provide stakeholders with current information that allows them to feel connected and up to date</p>	<p>Stories centred on events or success stories will be posted as they occur, and a newsletter style update will be released bi-weekly</p>	<p>Manager of Marketing and Communications in collaboration with Principals as well as Central Office staff</p>
<p><b>Connect with Traditional Media</b></p>	<p>1. Build relationships with media personnel within and outside of sturgeon county (Town of Legal, Sturgeon county etc) 2. Submit informative and exciting stories to local media outlets to be shared in print as well as on social media</p>	<p>1. To increase the community's awareness of all the great things happening in our Division</p>	<p>Goal of two features in local media outlets per month</p>	<p>Manager of Marketing and Communications in collaboration with Principals as well as Central Office staff</p>
<p><b>Invest in Advertising</b></p>	<p>1. Select various local platforms (radio, television, web, print) in which to promote our schools and programs</p>	<p>1. Increase the public's knowledge and awareness of what our schools have to offer</p>	<p>Goal of two advertisements per month</p>	<p>Manager of Marketing and Communications in collaboration Central Office staff</p>



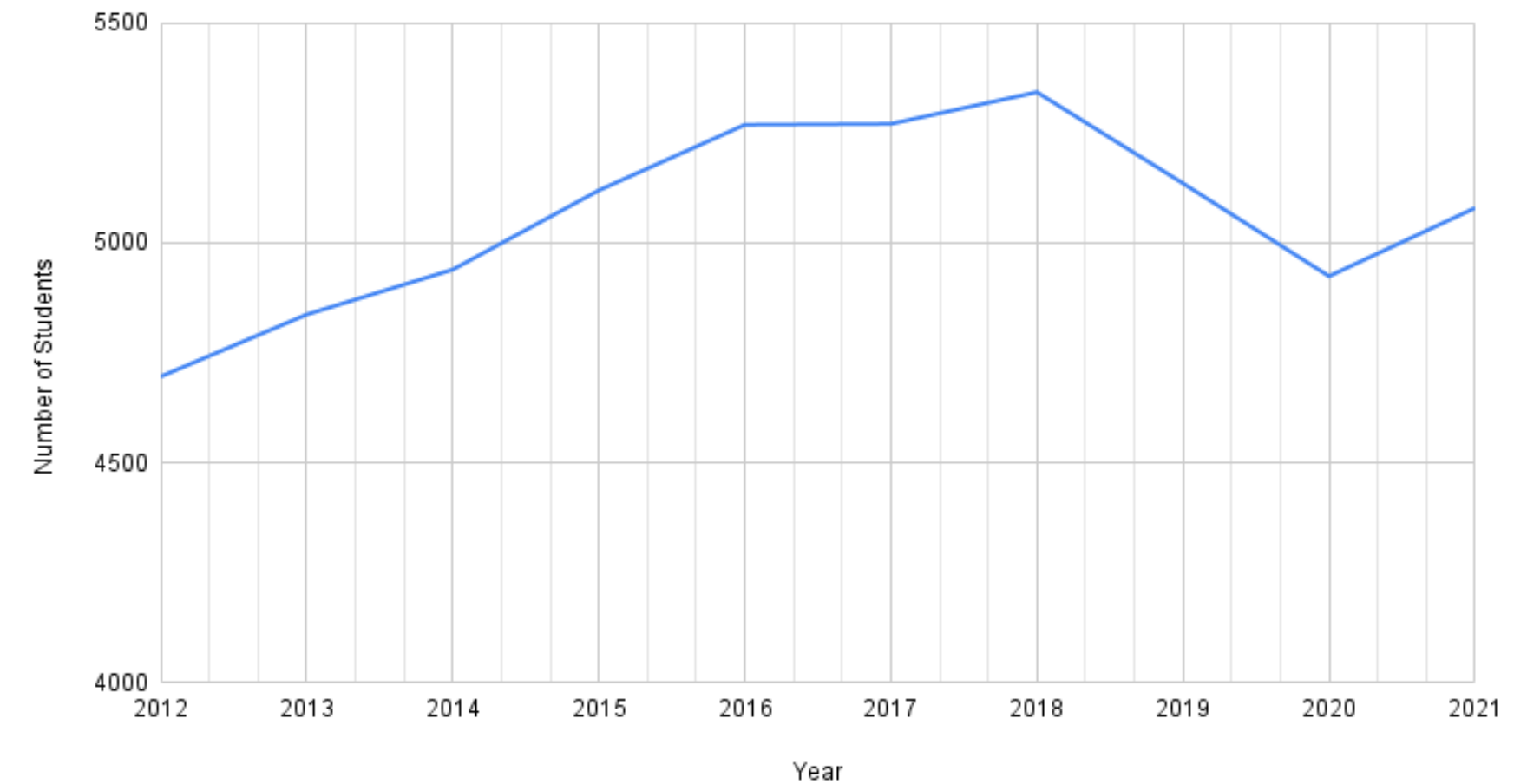
# MARKETING GOALS

## Factors to Consider

Sturgeon County Population



SPS Student Population



# 2021-2022 Analytics



## Reach

Facebook Page reach ⓘ

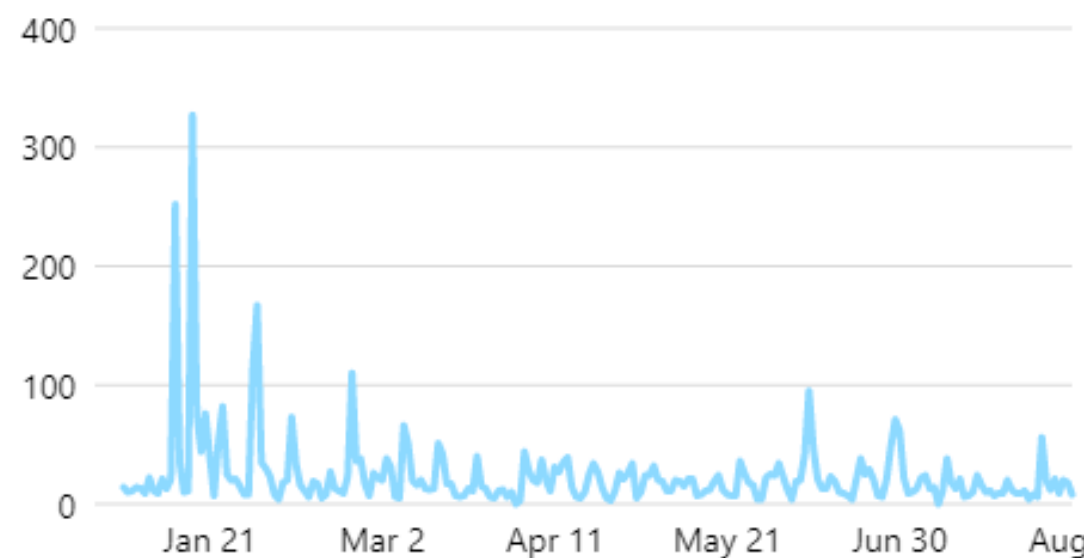
58,990 ↑ 25.1%



## Page and profile visits

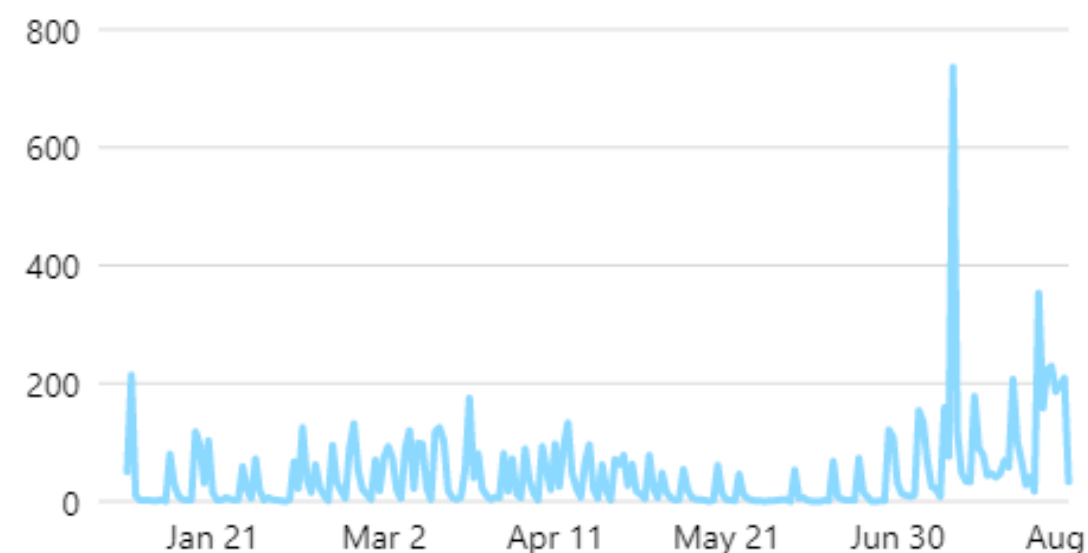
Facebook Page visits ⓘ

5,286 ↑ 12.7%



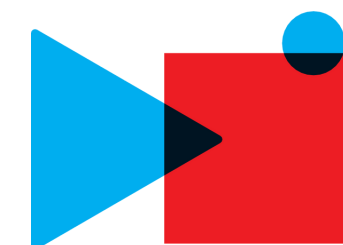
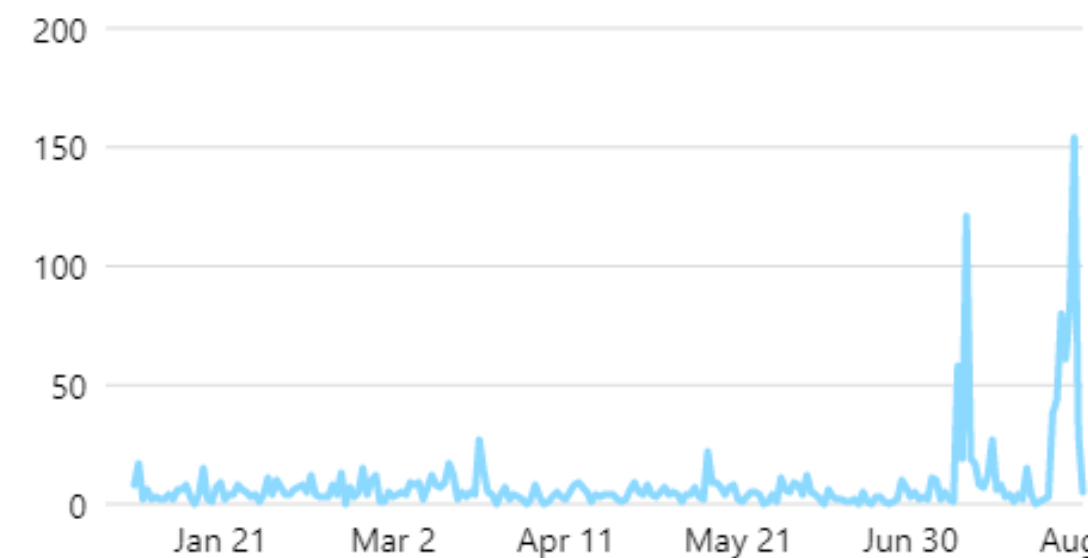
Instagram reach ⓘ

2,552 ↑ 369.1%



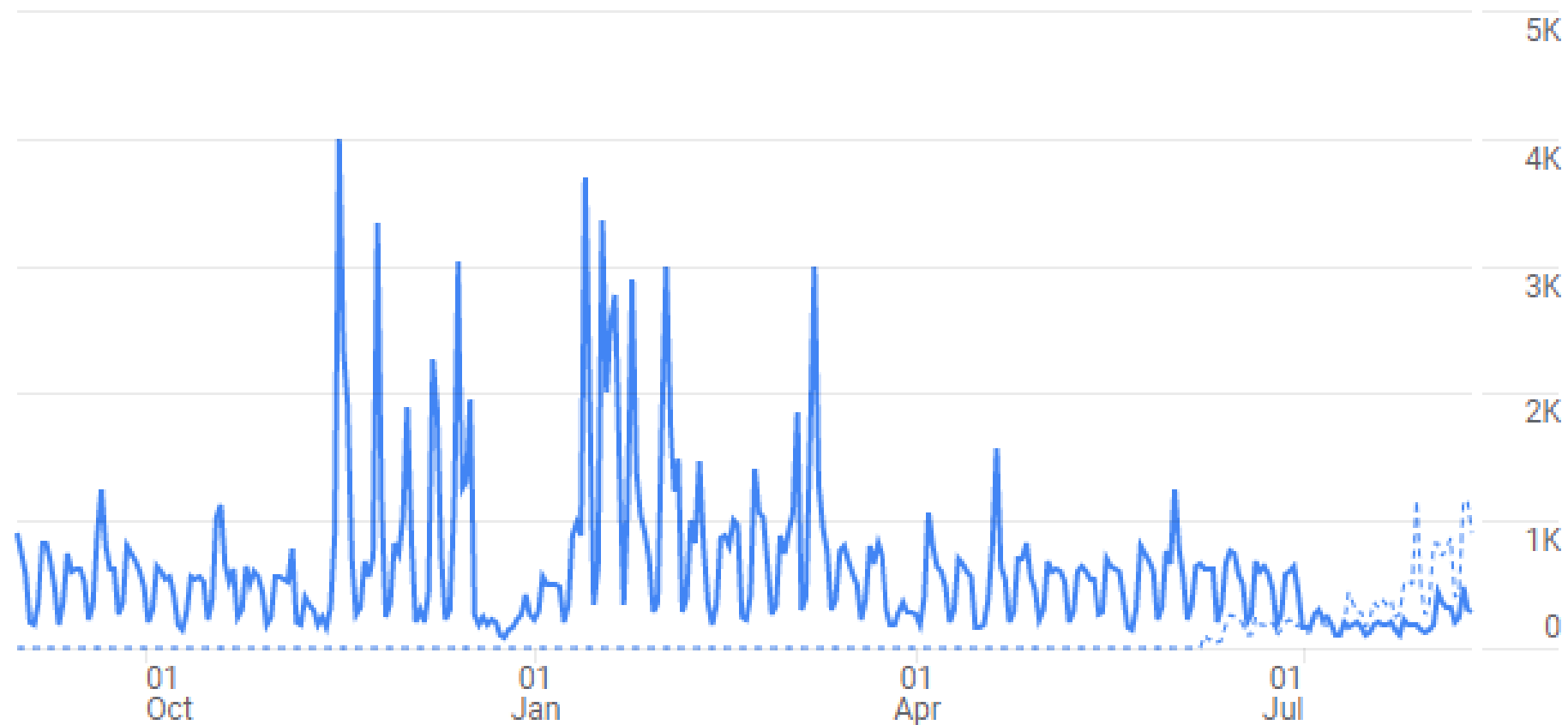
Instagram profile visits ⓘ

1,796 ↑ 185.1%





Users	Sessions	Bounce Rate	Session Duration
101K	305K	55.22%	2m 34s
↑683.9%	↑1,044.8%	↑10.1%	↑46.5%

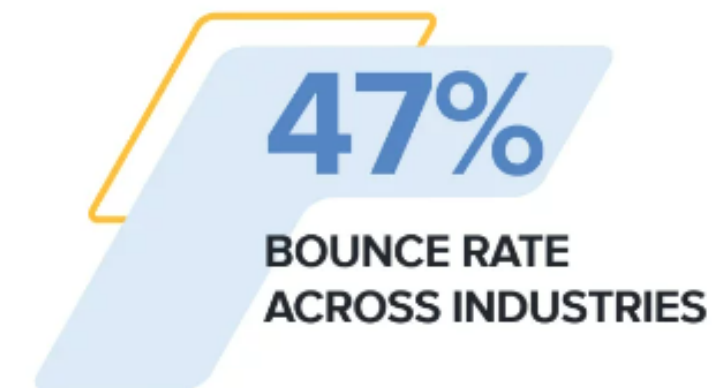


Sep 1, 2021 - Aug 10, 2022 ▼

[AUDIENCE OVERVIEW >](#)

## What is the average bounce rate for eCommerce sites?

According to [2020 Contentsquare benchmark data](#), the average bounce rate for eCommerce sites is 47%.



Average bounce rate varies by device too. Across all industries, the average bounce rate is 43% on desktop, 51% on mobile, and 45% on tablet.

# 2022-2023 Marketing Goals



## Increase Registration by 4.4%

- ▶ A 4.4% increase would bring the division back above 5300 students—our highest historical registration number (2018) to date



## Increase Social Media Engagement by 50%

- ▶ Increase the number of page visits and followers, and grow our reach



## Increase Website Traffic by 35%

- ▶ Increase the number of website visits and the average length of session duration



## Decrease Website Bounce Rate by 5%

- ▶ A 5.5% decrease would bring us down to the industry standard



# Board Memorandum

August & September, 2022



**Sturgeon  
Public Schools**

Dare to reimagine learning

Communications  
Report

# Communications in August has been focused on:

- The creation of the "Soarin' Over Sturgeon Public" welcome back video. Aimed at inspiring excitement in staff and students for the upcoming school year, the welcome back video currently has over 3,800 views.



Show me

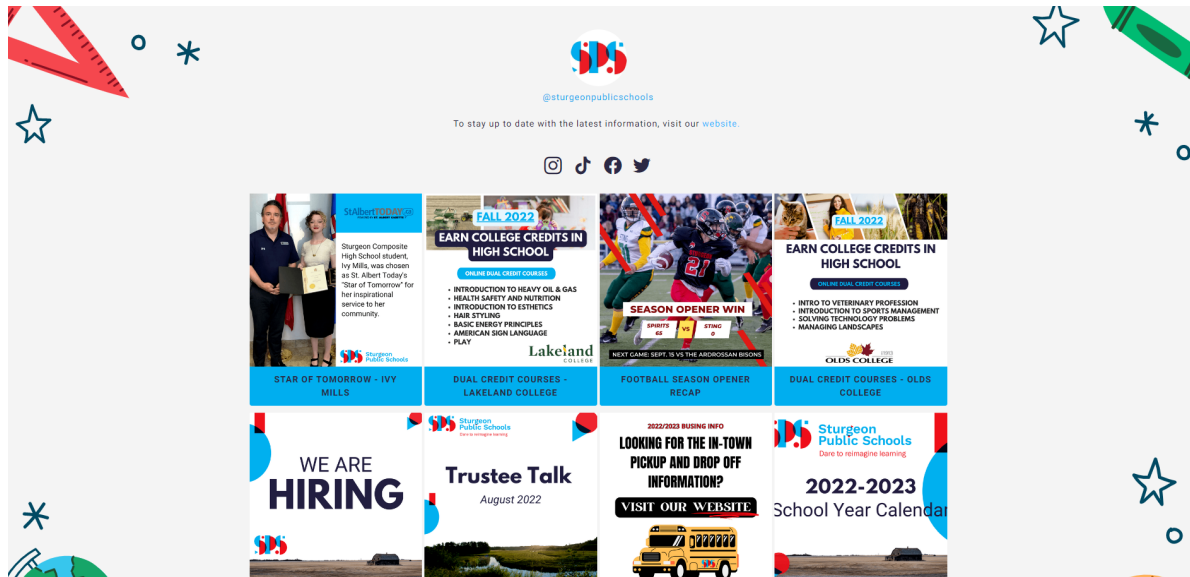
- Promoting job opportunities with Sturgeon Public Schools using social media. Analytics show that our weekly 'available positions' posts have led to more than 1000 website visits to our job openings page.



Show me

# Communications in September has been focused on:

- The creation of a blog interface that directs users from our social media to both our website and other sources that provide the public with important information and showcase the excellent things occurring in Sturgeon Public Schools.



[Show me](#)

- Showcasing events, programs and facilities using short form content (Tiktok and Instagram Reels). Our Instagram Reel covering Landing Trail School's Meet the Teacher Night has over 6,200 views.



[Show me](#)

# Communications in September has been focused on:

- Showcasing the Division's outdoor learning spaces and using video content to outline how they are utilized to provide numerous cognitive, physical, social, and emotional health benefits to students.



Show me

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# Sturgeon Public in the Media

- August 25, 2022 — Greetings from the Principal of Legal Public School!  
**Legal Chamber of Commerce**
  - September 12, 2022 — Local Teams Start Strong in New High School Football Season  
**St Albert Today**
  - September 13, 2022 — Star of Tomorrow: Morinville Great Kid Sings for Community  
**St Albert Today**
- 

## Upcoming Events

- Truth and Reconciliation Week - September 26 to 30th
- National Custodian Day - October 2
- World Teacher's Day - October 5