



DATE: October 26, 2022
TO: Board of Trustees
FROM: Shawna Warren, Superintendent
ORIGINATOR: Jonathan Konrad, Deputy Superintendent, Education Services
Lauren Walter, Manager, Marketing and Communications
GOVERNANCE POLICY: [Policy 225 – Board Responsibility and Conduct](#)
[Policy 700 – Superintendent of Schools](#)
ADDITIONAL REFERENCE: [AP220 – Communications](#)
SUBJECT: Communications Report – September & October 2022

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.

The monthly Communications Report for the month of October is included for Trustee information.

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

ATTACHMENT(S):

1. Communications Report - September & October 2022

Board Memorandum

September & October,
2022



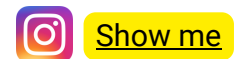
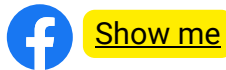
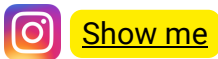
**Sturgeon
Public Schools**

Dare to reimagine learning

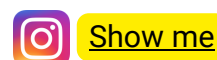
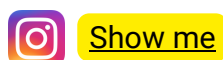
Communications
Report

Communications in September & October has been focused on:

- Demonstrating our Division's commitment to Truth and Reconciliation for *National Truth and Reconciliation Week*. Each day on our social media was devoted to showcasing the designated activity that our Indigenous Learning Lead had outlined for our schools to participate in. Additionally, we created a Sturgeon Public Schools *Every Child Matters* Instagram and Facebook filter, as well as a Division land acknowledgement that featured drone footage of Sturgeon County.



- Highlighting community engagement. Videos were created to showcase and thank our communities for their involvement in our schools and commitment to supporting our students' learning. For example, the Generations United program with the Town of Redwater making Borscht with our Ochre Park students, and the Namao Student Fundraising Association providing Namao teachers with class requested supplies.



Communications in September & October has been focused on:

- Celebrating student athletic achievements. An essential part of promoting our Division is showcasing the achievements of our students. Videos and photos were created to congratulate graduating athletes, showcase the Sturgeon Composite High School Football Team's undefeated season, and congratulate our Junior High and Elementary cross country medal winners.



Show me



Show me



Show me

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- Celebrating our teachers on *World Teachers' Day*. A video was created to say a 'thank you' to our Sturgeon Public Schools teachers for their hard work and devotion to our Division.



YOUTUBE.COM

Happy World Teachers Day

A message to our incredible Sturgeon Public teachers!



Show me

Sturgeon Public in the Media

- September 28, 2022 — Redwater School Renegades represented well at the Sr. High Golf Zones in Edson
Redwater Review
 - September 28, 2022 — Borscht Making at School
Redwater Review
 - October 9, 2022 — Girls hit gridiron for Edmonton league's first all-girl flag football tournament
CTV News Edmonton
 - October 11, 2022 — Redwater School DNA
Redwater Review
 - October 19, 2022 — Sturgeon Spirits concede first points, remain undefeated
St Albert Today
-

Upcoming Events

- Bullying Awareness Week - November 14th to 19th
- Métis Week - November 14th to 20th
- National Child Day - November 20th