



**DATE:** November 23, 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](#)  
Assurance Domain – [Local and Societal Context](#)

**SUBJECT:** Communications Report – October & November 2022

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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.

The monthly Communications Report is included for Trustee information.

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

**ATTACHMENT(S):**

1. Communications Report – October & November 2022

# Board Memorandum

October & November, 2022



**Sturgeon  
Public Schools**

Dare to reimagine learning

Communications  
Report

# Communications in October & November has been focused on:

- Highlighting the exciting learning opportunities that Sturgeon Public Schools students have available to them outside of the classroom. A video was made that showcased our Lilian Schick Students at Skills in the Heartland: a Try-A-Trade event for students put on by Skills Alberta. The video has more than 3,000 views across all platforms and was shared by Skills Alberta, the Dow Centre, and the Town of Bon Accord.



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- Highlighting the engagement of our Board of Trustees, and our Superintendent, in our SPS School communities. Videos and photos were shared to our online platforms that showed our Trustees and our Superintendent attending and volunteering at various school events.



Show me



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# Communications in October & November has been focused on:

- Celebrating Athletic achievements. With three City Championship banner wins, it has been an exciting month. Videos were created to both create community excitement about upcoming games, and show highlights from the games themselves. One of our TikTok videos featuring the Sturgeon Composite High School Junior Girls Volleyball team has reached more than 70,000 views.



Show me



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- Celebrating the academic, community involvement, and athletic achievements of our students at Redwater School. Photos and graphics were shared on our social media platforms congratulating Redwater students on the awards and scholarships they received at the Annual Awards Ceremony.



## Redwater School Awards Ceremony

*Congratulations to Chloe Boyko for Receiving the Following Awards:*

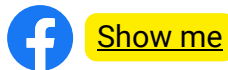
Governor General's Medal  
Sturgeon Public School Division Award  
Xerox Scholarship  
Konica Minolta Scholarship  
Frank Robinson Memorial Scholarship  
Alberta Teacher's Association Academic Award  
Wolf Midstream Math Scholarship  
Lions Legacy Award  
Nutrien Community Leadership Scholarship  
Nutrien Social Scholarship  
Grade 12 Honours & Academic Pen  
Senior High Female Athlete of the Year



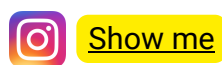
Show me

# Communications in October & November has been focused on:

- Showcasing improvements to our schools. Photos of the new kitchen at Namao School were shared to our social media to demonstrate our ongoing dedication to creating optimal learning spaces for our students.



- Showcasing our involvement in Remembrance Day activities. A video was created that showed both the Remembrance Day ceremony done at Guthrie School, and Guthrie students' participation in the No Stone Left Alone ceremony put on by the Memorial Foundation.



# Communications in October and November has been focused on:

- Highlighting our Division's extensive programming! An infographic post was created and shared to our social media that contained a summary of all of the unique programming available at our schools. The post is currently pinned on Facebook, Twitter, and Instagram so that it is immediately visible to users that visit our page.



Show me



# Sturgeon Public in the Media

- October 26, 2022 — Gibbons School Embracing STEAM Program  
**Fort Sask Online**
  - November 4, 2022 — HS Championships: Sturgeon Spirits Strive to Win First Title  
**Edmonton Elks**
  - November 7, 2022 — Sturgeon Spirits Capture Championship  
**Fort Sask Online**
  - November 11, 2022 — Sturgeon Spirits football team dedicates playoff game to teammate involved in collision  
**Global News Edmonton**
  - November 15, 2022 — Hands-On Learning at Sturgeon Heights  
**St Albert Today**
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## Upcoming Events

- Bullying Awareness Week -- November 21st to 25th
- Human Rights Day -- December 10th