



DATE: December 21, 2022

TO: Board of Trustees

FROM: Shawna Warren, Superintendent

ORIGINATOR: Jonathan Konrad, Deputy Superintendent, Education Services
Lauren Walter, Manager, Marketing & 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 – December 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 December 2022 is included for Trustee information.

Administration is prepared to respond to questions at the December 21, 2022, Public Board meeting.

ATTACHMENT(S):

1. Communications Report – December 2022

Board Memorandum

November & December,
2022



**Sturgeon
Public Schools**

Dare to reimagine learning

Communications
Report

Marketing Goals

As outlined in the 2022/23
Communications Plan



1. SPS BLOG/NEWSLETTER

The blog/newsletter 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



2. 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.



3. 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.

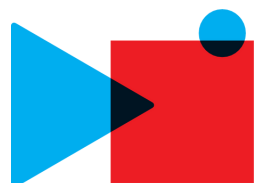


4. SOCIAL MEDIA

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:



Communications in November & December has been focused on:

- The creation of our Division Newsletter: Sturgeon Public Scoop! An important part of our Communications Plan for the year was to improve external communication, and ensure that our families feel well informed. Our monthly Newsletter includes: important information and updates from the Division, a monthly breakdown of upcoming events and deadlines, good news and stories from our schools, a sports section, student of the month, and more.

Aligns with Marketing Goal 1

[View this email in your browser](#)



Sturgeon Public Scoop

November 2022 Edition

December at a Glance

In the upcoming weeks, here is what you need to know:

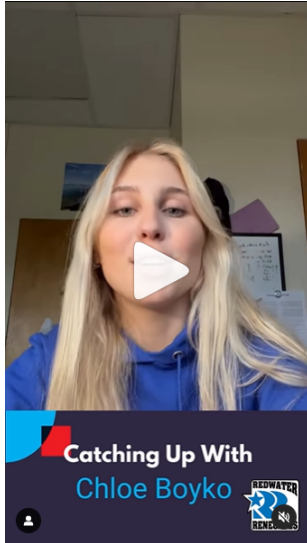


[Show me the November Edition of the Newsletter](#)

Communications in November & December has been focused on:

- Celebrating the academic, athletic, and community involvement achievements of our high school students. Videos were shared on social media, as well as in our Newsletter, that featured our students speaking to their achievements, and how our school communities played a role in their success.

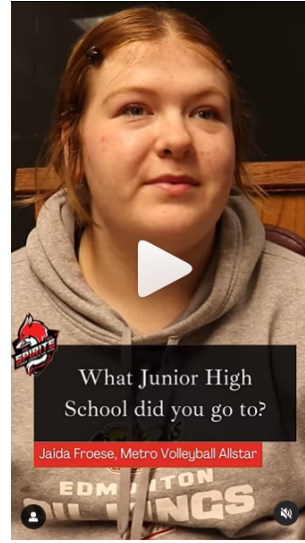
Aligns with Marketing Goals 1 & 4



Show me



Show me



Show me

- Promoting our extensive and diverse programming. Videos and photos were circulated on our social media, on our website, and in our Newsletter that showcased the different types of student learning occurring in our programs and academies.

Aligns with Marketing Goals 1 & 4



Show me



Show me

Communications in November & December has been focused on:

- Showcasing our community involvement and engagement. As a follow up to our September video on Borscht making, we created a video documenting the Christmas cookie making at Ochre Park School through the Generations United program. Additionally, in our Newsletter, a story was included that detailed how Morinville Youth Basketball donated a basketball hoop to École Morinville Public School.

Aligns with Marketing Goals 1 & 4



Show me



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Sturgeon Public in the Media

Aligns with Marketing Goal 2

- November 28, 2022 — Sturgeon Composite High School Holds Awards Night
[Morinville News](#)
- November 22, 2022 — Results for local teams in provincial semifinals
[Fort Sask Online](#)
- November 3, 2022 — Pumpkin Carving Extravaganza at Redwater School
[The Redwater Review](#)

Upcoming Events

- National Ribbon Skirt Day -- January 4th