



DATE: January 25, 2023

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 – January 2023

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 January is included for Trustee information.

Administration is prepared to respond to questions at the January 25, 2023, Public Board meeting.

ATTACHMENT(S):

1. Communications Report – January 2023

Board Memorandum

December 2022 & January 2023



**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.

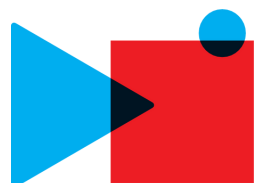


4. SOCIAL MEDIA

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

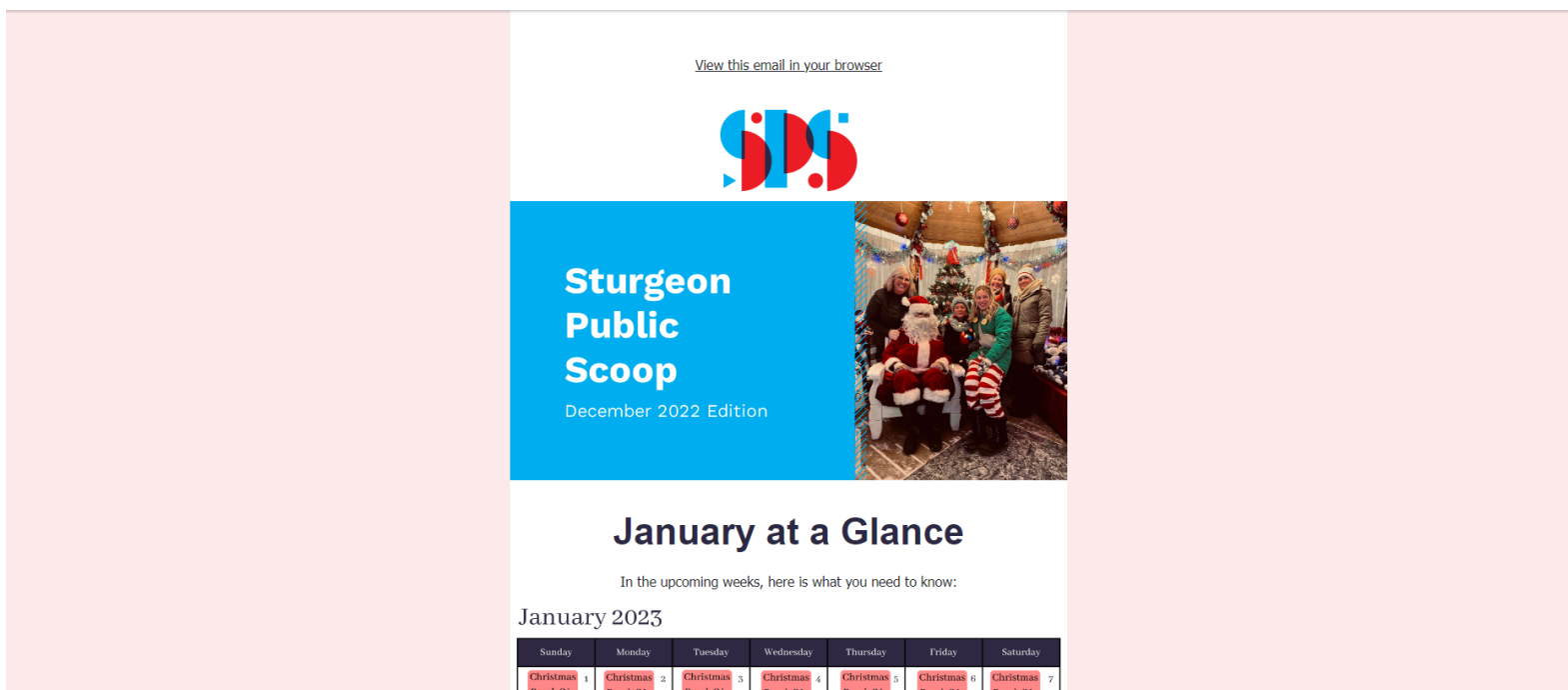
The social media platforms we will be utilizing are:



Communications in December & January has been focused on:

- The December edition of the Division Newsletter. This edition included: information on changes to Student Contacts, a reminder of the bus cancellation policy, a promotional poster for Pre-Kindergarten, highlights from the SCHS Winter Concert, and more.

Aligns with Marketing Goal 1



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

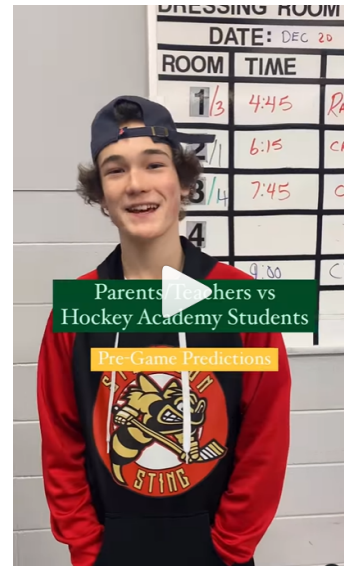
Communications in December & January has been focused on:

- Showcasing the Hockey Academy at Gibbons School. Photos and videos were shared to the Division website, as well as on social media, highlighting the annual Parents/Teachers vs Students game. The Instagram video that included the students' pre-game predictions received more than 23,000 views.

Aligns with Marketing Goal 4



Show me



Show me

- Promoting our Pre-Kindergarten programming. A fact sheet was created that outlines the benefits, goals, and supports involved with Pre-Kindergarten programming at Sturgeon Public Schools. This fact sheet was shared to social media, our Division website, and each school's individual website to help spread the word to families.

Aligns with Marketing Goal 4



Pre-Kindergarten

A PLACE TO LEARN AND GROW



Show me



Pre-Kindergarten

HOW WE FOSTER GROWTH

At Sturgeon Public Schools, we strive to meet the needs of our students by nurturing their strengths. Our Pre-Kindergarten programming supports children in reaching their optimal development while incorporating play-based learning, and strengthening their sense of curiosity and wonder. We take a holistic approach to learning; our programs are supported by Teachers, Educational Assistants, Educational Psychologists, Speech Language Pathologists, Occupational Therapists, and Therapy Assistants.

THE ENTIRE TEAM WORKS TO ENHANCE:

- LANGUAGE SKILLS
- EMOTIONAL REGULATION
- PEER SOCIAL SKILLS
- LITERACY AND NUMERACY



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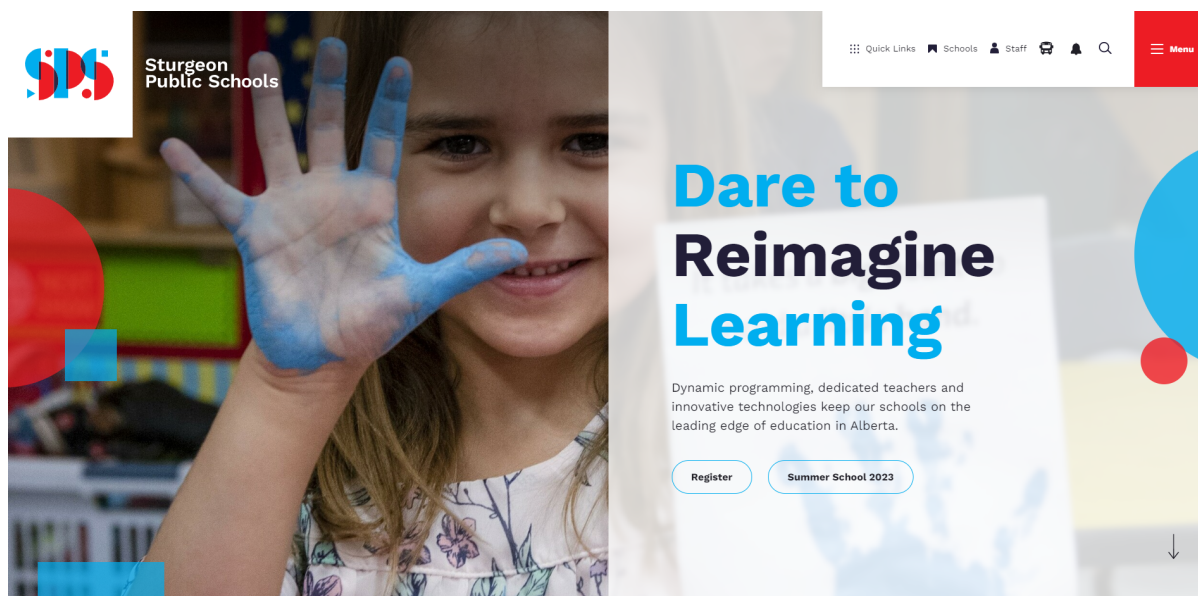


Show me

Communications in January has been focused on:

- Updating both our Division and school websites to reflect current programming. This month has been dedicated to updating all of our Kindergarten, Pre-Kindergarten, and Open Air Kindergarten information.

Aligns with Marketing Goal 3



Show me the:

New Kindergarten Information

New Pre-Kindergarten Information

New Open-Air Kindergarten Information

Communications in January has been focused on:

Aligns with All Marketing Goals

Promoting our Kindergarten, Pre-Kindergarten, and Open Air Kindergarten Open Houses. Our avenues of promotion have been:

- Print media (The Gazette, Morinville Online, The Redwater Review)
 - Billboards (Digital and Static)
 - Our Division and individual school websites. We have used the banner feature in Rally to draw attention to each school's Open House date. Additionally, we created a landing page on the Division website where all of the dates are located.
 - Social media. Infographics have been provided to the schools to share on their own platforms to inform their school communities about the details of their Open House. These infographics have also been shared to our Division social media platforms.
 - Brochures. Fact sheets outlining the benefits of our Kindergarten programs are in the process of being printed and given to schools to circulate.
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Sturgeon Public in the Media

Aligns with Marketing Goal 2

- January 4, 2023 — The HYPE team and student council from Redwater School served up hot chocolate to chilly brave Renegades.
Redwater Review
 - January 13, 2023 — Gibbons students raising fish from egg to fry
Fort Sask Online
-

Upcoming Events

- Safer Internet Day - February 14th
- Black History Month - Month of February
- Canada's Agriculture Day - February 15th
- Pink Shirt Day - February 22nd