



DATE: February 22, 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 – February 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 February is included for Trustee information.

Administration is prepared to respond to questions at the February 22, 2023, Public Board meeting.

ATTACHMENT(S):

1. Communications Report – February 2023

Board Memorandum

January 2023 & February 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.

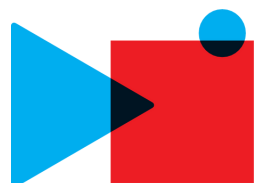


4. SOCIAL MEDIA

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 January & February has been focused on:

- The January edition of the Division Newsletter. This edition included: the 2023/24 Registration announcement, all of the Division's Pre-Kindergarten & Kindergarten Open House dates, the announcement of the French Immersion program coming to Sturgeon Composite High School, and other exciting updates.

Aligns with Marketing Goal 1

[View this email in your browser](#)



February at a Glance

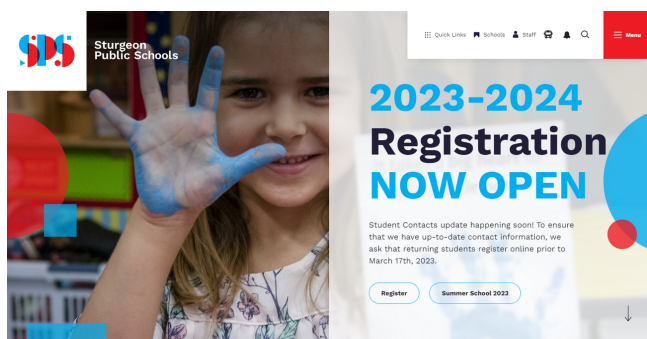


[Show me the January Edition of the Newsletter](#)

Communications in January & February has been focused on:

- The 2023-2024 Registration Blitz. In collaboration with the SIS team, we utilized all platforms including Powerschool Messenger, the Division Newsletter, social media, the Division website, and the individual school websites to encourage families to register for the 2023/24 school year. In the first two weeks since registration opened, we have received a total of **2,267** registrations.

Aligns with Marketing Goals 1, 3 & 4



Show me



- The creation of the new French Immersion page on our Division website. The new French Immersion page successfully reflects the goals of our Elementary, Junior High, and soon to be High School French Immersion programs. The content also effectively outlines all of the benefits that K-12 students experience from learning a second language.

Aligns with Marketing Goal 3

French Immersion at Sturgeon Public Schools

The vision of French Immersion at Sturgeon Public Schools (SPS) is to empower non-French speaking students to become bilingual, unlocking the cognitive and social benefits that come with fluency in two languages. Our students will gain proficiency in both French and English, opening up a world of opportunities in international business, travel, and multilingual fields such as diplomacy, international relations, and humanitarian aid. Through our French Immersion Programming, offered at [Ecole Morinville Public School \(EMPS\)](#), [Four Winds Public School \(FWPS\)](#) and beginning the 2023-2024 school year, [Sturgeon Composite High School \(SCHS\)](#), students will have the chance to develop a valuable skill set that will serve them well throughout their academic and professional journeys.



Show me

Communications in January & February has been focused on:

- Promoting our new Dual Credit Advanced Welding 1000 Course available through our partnership with NAIT. In just two days, our marketing initiatives succeeded in gaining the number of registrations needed to fill the class. To advertise the new program to High School students, we:
 1. Updated the Dual Credit page on each High School's website to include details on the Advanced Welding course.
 2. Created a blog post with details on the course that was shared to our Division website as well as the individual school websites.
 3. Shared a promotional post to all of our social media channels.
 4. Created informative flyers for Sturgeon Composite High School, Redwater School, and both the Sturgeon and Morinville Learning Centres to circulate around the school and in the community.

Aligns with Marketing Goals 3 & 4

Register for Welding 1000

Feb 13, 2023



First Ever NAIT Welding Cohort with Sturgeon Public Schools

Are you looking to boost your high school graduation credits and advance your welding skills? Look no further! Join the first ever NAIT Welding Cohort with Sturgeon Public Schools and earn the following benefits:

- 3, 30-level credits towards your high school graduation
- Credit at NAIT for Welding 1000 in the Advanced Welding program



Show me



Show me

Communications in January & February has been focused on:

- The creation of the new Indigenous Education & Education for Reconciliation pages on our Division website. These pages now reflect all of the efforts that we as a Division are taking to appreciate, acknowledge, and incorporate Indigenous culture and Indigenous learning practices into our schools.

Aligns with Marketing Goal 3



Show me

Division Initiatives

Call to Action Cohort

Each Sturgeon Public School has a lead teacher who participates in the [Call to Action Cohort](#). The Cohort meets regularly to discuss successes and challenges in the schools as well as explore new resources. The Cohort also participates in learning opportunities such as visiting the St Albert Heritage Museum and taking part in the Indigenous Peoples Experience Educators Workshop.

Blanket Exercises

Blanket Exercise participants take on the roles of indigenous peoples in Canada. Standing on blankets that represent the land, they walk through pre-contact, treaty-making, colonization and resistance. Participants are drawn into the experience by reading scrolls and carrying cards, which ultimately determine their outcomes. By engaging on an emotional and intellectual level, the Blanket Exercise effectively educates and increases empathy. The exercise is followed by a debriefing session in which participants have the opportunity to discuss the experience as a group. This often takes the form of a talking circle.

Sturgeon Public Schools students in Grades 4, 7 and 10 participate in Blanket Exercises. Administrators, teachers and school staff also participate in the exercises.



Show me

Sturgeon Public in the Media

Aligns with Marketing Goal 2

- February 1, 2023 — Cooking up a Storm
Redwater Review

Upcoming Events

- Pink Shirt Day - February 22nd
- International Women's Day - March 8th
- National SEL Day - March 10th