



DATE: March 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 – March 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 March is included for Trustee information.

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

ATTACHMENT(S):

1. Communications Report – March 2023

Board Memorandum

February 2023 & March 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.

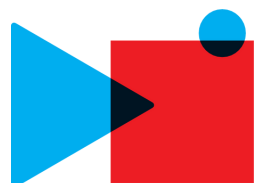


4. SOCIAL MEDIA

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

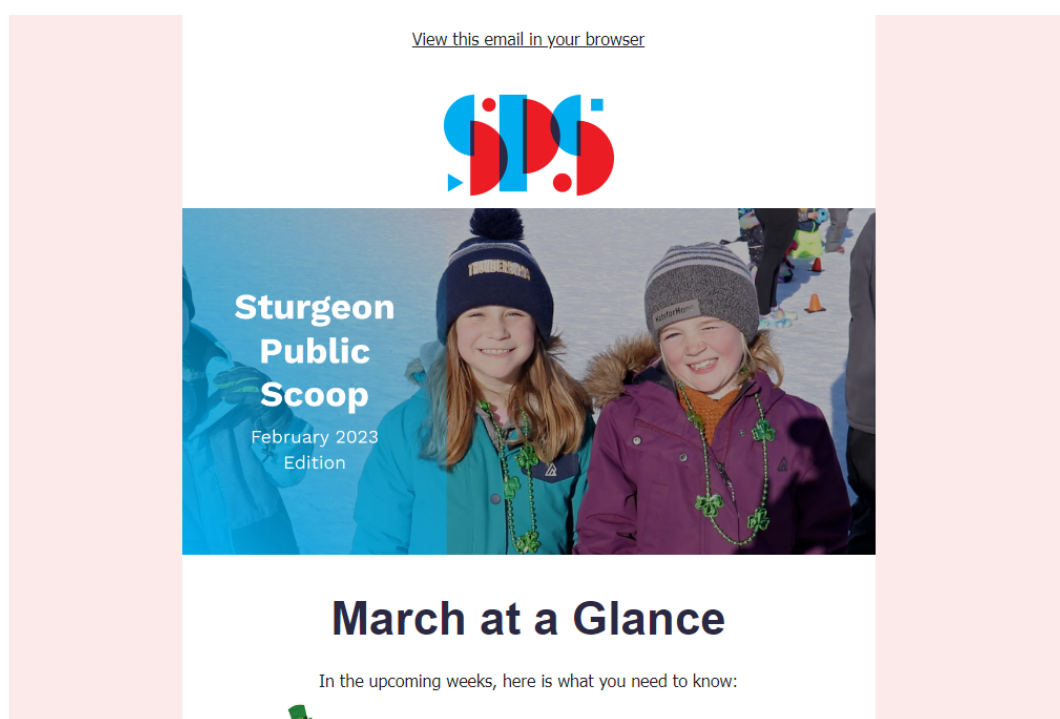
The social media platforms we will be utilizing are:



Communications in February & March has been focused on:

- The February edition of the Division Newsletter. This edition included: a reminder to register for the 2023/24 school year, details on the Sturgeon Composite High School Open House, the announcement of the changes to attendance areas for the upcoming school year, details on the various ways our schools participated in Pink Shirt Day, and other exciting updates.

Aligns with Marketing Goal 1



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

Communications in February and March has been focused on:

- Showcasing the involvement of the Division in Pink Shirt Day, 2023. All of our schools shared their Pink Shirt Day activities to social media to demonstrate the Division's ongoing commitment to fostering a safe learning environment for all students.

Aligns with Marketing Goal 4



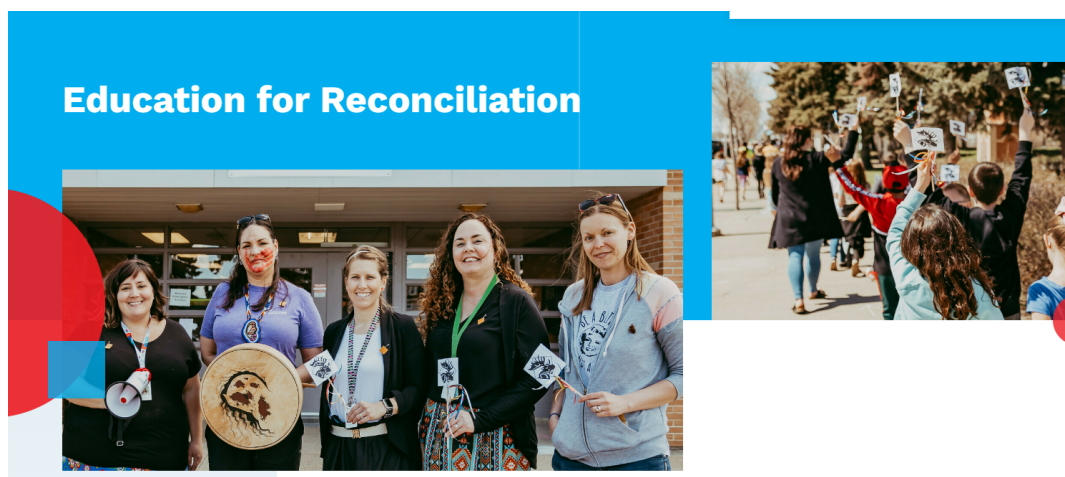
Show me



Show me

- The creation of the new Education for Reconciliation page on our Division website. The new Education for Reconciliation page successfully reflects our Division's work to deepen our students' understanding and respect for First Nations, Metis and Inuit culture, meet the needs and enhance the experience of our students, and strengthen Indigenous perspectives in our curriculum.

Aligns with Marketing Goal 3



Show me

Communications in February & March has been focused on:

- Promoting the new French Immersion program at Sturgeon Composite High School. To market the new program to the community, we:
 1. Added a French Immersion program page to Sturgeon Composite High School's website that outlines all of the details of the new program for perspective students and parents.
 2. Sent out an email marketing campaign to families that highlighted this exciting new opportunity.
 3. Created social media infographics that have been shared not only to our Division accounts, but to the accounts of our individual schools.
 4. Sent the news to local media outlets in order to spread the word to the greater community.

Aligns with all Marketing Goals



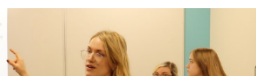
French Immersion is Coming to Sturgeon Comp!

Have you heard the good news?



We are thrilled to announce the expansion of our French Immersion program to the high school level!

Beginning in the 2023-2024 school year, Sturgeon Composite High School will be introducing French-taught courses in the Humanities Department.



What courses are available?



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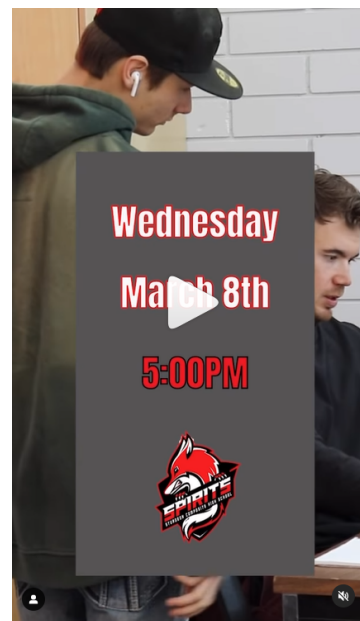
Communications in February & March has been focused on:

- Promoting the Sturgeon Composite High School Open House. To market the Open House, we:
 1. Shared the Open House date and information to the Division website, as well as Sturgeon Composite High School's website.
 2. Created a promotional graphic for social media that was shared not only to our Division accounts, but to the accounts of our individual schools.
 3. Created a Billboard graphic that was used for a digital Billboard advertisement in North St. Albert.
 4. Created promotional print material (flyers, brochures, etc) for Sturgeon Composite High School staff to circulate at the event that advertised programs like French Immersion and Summer School 2023.
 5. Created promotional videos showcasing the school in general, as well as athletics.

Aligns with all Marketing Goals



Show me



Show me

Sturgeon Public in the Media

Aligns with Marketing Goal 2

- March 2, 2023 — CASA Mental Health launching new in-school program
Global News
- March 14, 2023 — Sturgeon Comp expanding French Immersion program to high school
St Albert Gazette
- March 8, 2023 — Unexpected hero helps Sturgeon boys win championship
Fort Sask Online

Upcoming Events

- World Autism Awareness Day - April 2
- National Volunteer Week - April 16 to 22
- Month of the Military Child (All of April)
- Teal Up Day (In honour of military children) - April 14
- Administrative Professionals Day - April 26