



DATE: April 26, 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 – April 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 April is included for Trustee information.

Administration is prepared to respond to questions at the April 26, 2023, Public Board meeting.

ATTACHMENT(S):

1. Communications Report – April 2023

Board Memorandum

March 2023 & April 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.

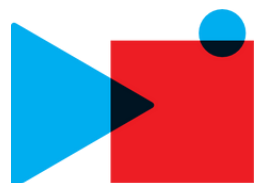


4. SOCIAL MEDIA

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

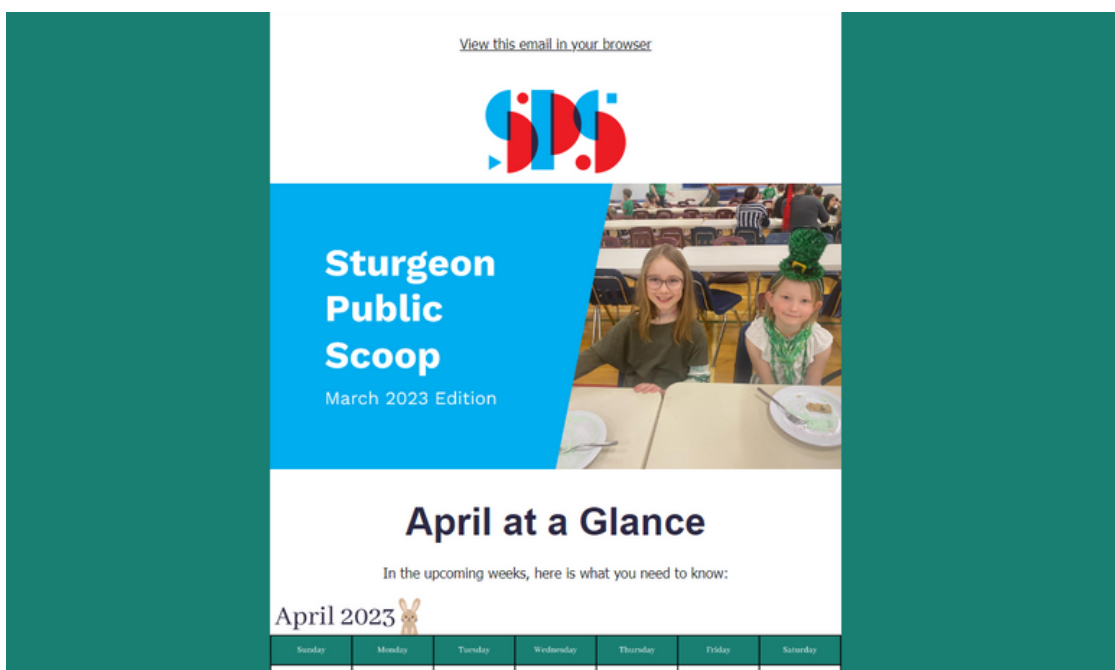
The social media platforms we will be utilizing are:



Communications in March & April has been focused on:

- The March edition of the Division Newsletter. This edition included: a reminder to register for Summer School, information on the importance of Month of the Military Child, an update on the CASA Mental Health Classrooms, details on the Suze Casey Seminar for SPS parents and guardians, news of the Legal Public School Spring Carnival, and other exciting updates.

Aligns with Marketing Goal 1



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

Communications in March & April has been focused on:

- Promoting registration for Summer School, 2023. To encourage enrolment, Communications created:
 1. Created social media infographics that were circulated on the Division's social media platforms as well as the platforms of individual schools.
 2. Sent out an email marketing campaign to families with information on all courses.
 3. Purchased newspaper advertisements that included course details and the benefits of registering for Summer School.

The collective efforts to promote Summer School programming successfully increased enrolment (as of April 14th) by more than 157.5% from last year. April 14th of 2022, there were 73 students enrolled. As of April 14th of this year, there were 188.

Aligns with all Marketing Goals



Show me




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Communications in March & April has been focused on:

- Showcasing the Division's involvement in Month of the Military Child and 'Teal Up' Day. In collaboration with the Edmonton Military Family Resource Centre and staff members in the Division, shared resources and information on social media platforms as well as the website demonstrating Sturgeon's commitment to supporting and acknowledging the military students in the Division.

Aligns with Marketing Goals 1, 3 & 4



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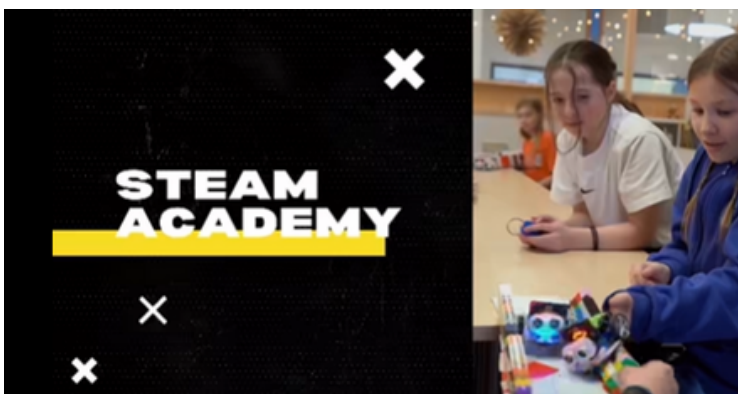


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Communications in March & April has been focused on:

- Creating promotional materials to support the events going on in schools. For the Sturgeon Heights Open House, a series of videos highlighting their various academies were put together. For Legal Public School's Spring Carnival, Communications designed the branding that was used for a sign, a billboard, and various social media posts. Additionally, communication was put together to be sent to local businesses to invite them to participate in the event. Lastly, to encourage registration at Guthrie School, graphics were designed for a portable sign.

Aligns with Marketing Goals 1, 3 & 4



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Communications in March and April has been focused on:

- Promoting the Suze Casey Seminar for parents and guardians. To encourage parents to attend this seminar, multiple promotional graphics and videos were created for social media, sent an email with the event details to all Sturgeon Public Schools families, and created promotional material to be circulated by the individual schools. These efforts resulted in more than 80 parents and guardians registering for the event.

Aligns with Marketing Goals 1 & 4



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- Promoting the upcoming Transition to Adulthood Fair. To provide interested families with more information on the event, Communications created a webpage outlining all of the important information as well as a list of the vendors attending the event. Additionally, a promotional poster was created and circulated to both Redwater School and Sturgeon Composite High School.

Aligns with Marketing Goals 3 & 4



Transition to Adulthood Fair

Event Details

This event takes place on May 25th, 2023 from 5:00PM to 8:00PM at Sturgeon Composite High School.

Overview

Join us for an informative and empowering event focused on supporting life after high school for students with developmental disabilities and their families.

This event is designed to provide valuable resources and guidance on post-secondary education, employment, and independent living. Our guest speakers are experts in the field and will offer practical advice and strategies for navigating the transition to adulthood. In addition to expert speakers, we are excited to have vendors from various industries joining us to share information about employment opportunities. This is a unique opportunity to connect with supports to gain employment and learn about job training programs that can help your child achieve their career goals. Don't miss out on this chance to discover new possibilities and support your child's future success.

Featuring Presentations from:



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Communications in March and April has been focused on:

- Sharing the news of the Division's new collaborative partnership with the Town of Gibbons. This news was shared to multiple local news outlets, to all Sturgeon Public Schools families via email, and to all Division social media outlets.

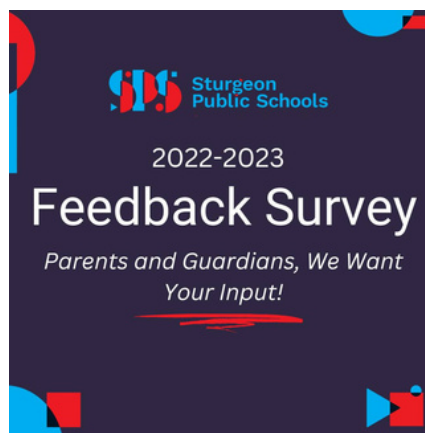
Aligns with Marketing Goals 1, 3 & 4



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- Encouraging Sturgeon Public Schools families to complete the Parent Feedback Survey. Multiple email reminders were sent to families in addition to sharing social media posts to both the Division platforms, and the platforms of individual schools. Collective efforts resulted in more than 440 responses from parents and guardians.

Aligns with Marketing Goals 3 & 4



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Sturgeon Public in the Media

Aligns with Marketing Goal 2

- April 16, 2023 — Sturgeon Comp students learn to weld through dual-credit course
St Albert Gazette
- April 18, 2023 — Rotary donation helps support Camilla School's upcoming theatrical production
Morinville Online
- April 17, 2023 — EMPS Learning Farm seeking community liaison
Morinville Online
- March 28, 2023 — High school-level French Immersion coming to SCHS this fall
Morinville Online
- March 20, 2023 — SCHS student designs MFGA's new logo
Morinville Online
- March 14, 2023 — Sturgeon Comp expanding French Immersion program to high school
St Albert Gazette
- April 17, 2023 — Gibbons hopes new school will replace existing schools
Fort Sask Online
- April 13, 2023 — More Details for New Gibbons School
Fort Sask Online
- April 19, 2023 — School-Wide Lunch
Redwater Review
- April 5, 2023 — Redwater Students Visit the Citadel
Redwater Review

Upcoming Events

- Hats on for Mental Health - May 3
- Celebrate Education Week - May 1 to 5
- Red Dress Day - May 5
- Mental Health Week - May 2 to 5
- Moose Hide Campaign Day - May 11