



DATE: May 24, 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 – May 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 May is included for Trustee information.

Administration is prepared to respond to questions at the May 24, 2023, Public Board meeting.

ATTACHMENT(S):

1. Communications Report – May 2023

Board Memorandum

April 2023 & May 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.

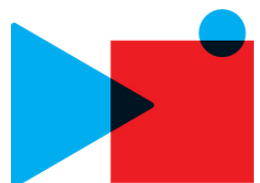


4. SOCIAL MEDIA

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

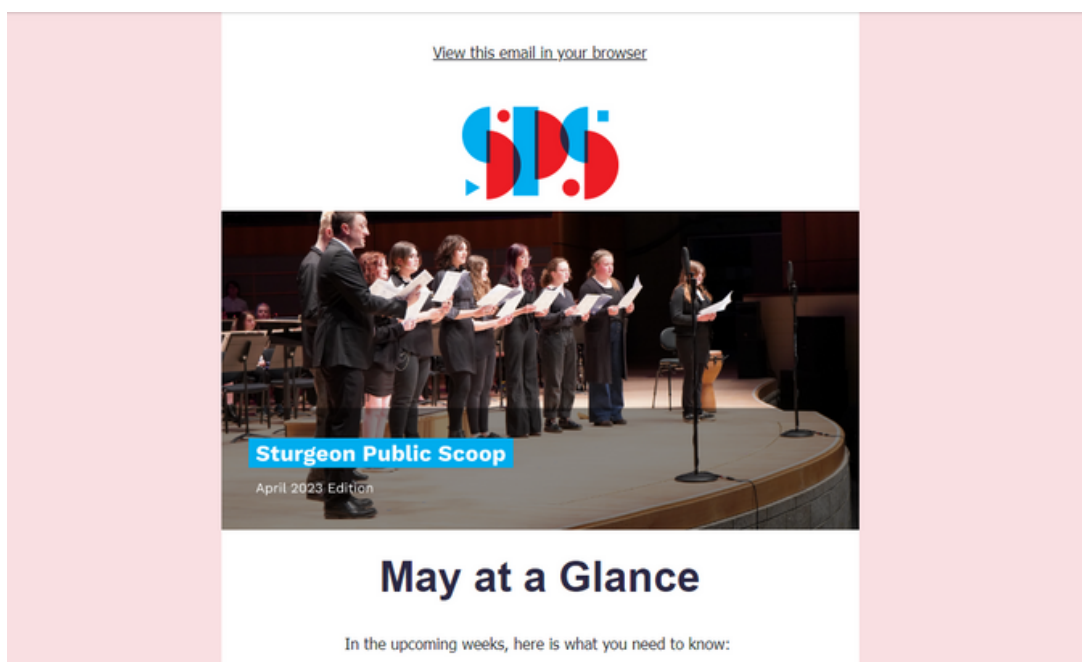
The social media platforms we will be utilizing are:



Communications in April & May has been focused on:

- The April edition of the Division Newsletter. This edition included: a reminder to register for Summer School, information on our collaborative partnership with the Town of Gibbons, details on the Legal Public School Carnival, a recap of the Sturgeon Night of Music and Fine Arts, and other exciting updates.

Aligns with Marketing Goal 1



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

Communications in April & May has been focused on:

- Continuing to promote registration for Summer School, 2023. To encourage enrolment, Communications:
 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 have successfully increased enrolment (as of May 17th) by more than 58.8% from last year. May 17th of 2022, there were 158 students enrolled. As of May 17th of this year, there were 251.

Aligns with all Marketing Goals



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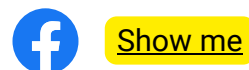
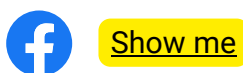
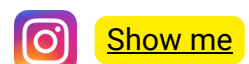
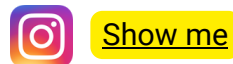
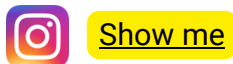


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Communications in April & May has been focused on:

- Showcasing important and/or exciting events and initiatives throughout the Division. Via social media, the Division website, and email marketing, we have been highlighting: The Morinville Public Learning Farm, Bus Driver Appreciation Day, Hats on for Mental Health Day, Red Dress Day, Administrative Professionals' Day, and Education Week 2023.

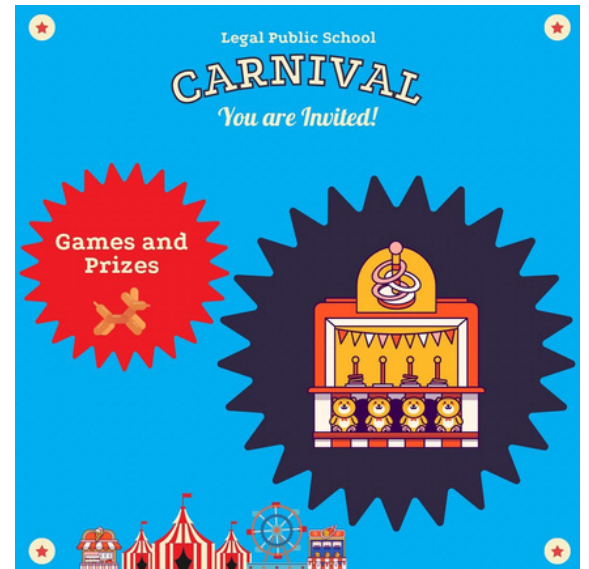
Aligns with Marketing Goals 1, 3 & 4



Communications in April & May has been focused on:

- Promoting the Legal Public School Spring Carnival. Our print, website, billboard, and social media marketing efforts resulted in more than 200 residents of the Legal Area attending the Spring Carnival.

Aligns with Marketing Goals 1, 3 & 4

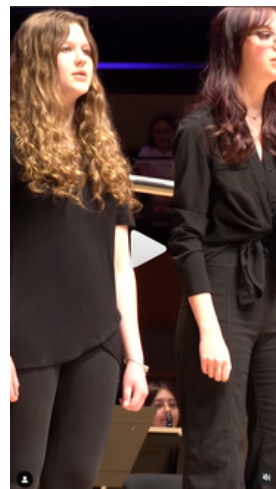


Show me

- Highlighting the Sturgeon Night of Music and Fine Arts. Leading up to the event, our efforts to promote the 50/50 raffle fundraiser on social media and via email marketing resulted in the tickets being 91% sold out prior to the start of the event. After the event concluded, we shared short form video clips from of the various performances to our Division social media platforms. Noteworthy is that one of the videos that featured the Elementary Mass Choir - West's performance received more than 14,000 views.



Show me



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Show me

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 families, and created promotional material to be circulated by individual schools. These efforts resulted in more than 80 parents and guardians registering for the event.

Aligns with Marketing Goals 1 & 4



Show me



Show me

- 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:

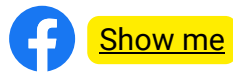


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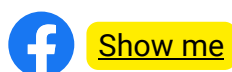
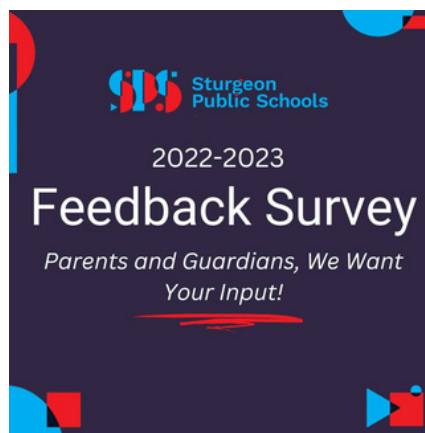
- Sharing the news of the Division's new collaborative partnership with the Town of Gibbons. This news was shared to multiple local news outlets, to all Sturgeon Public families via email, and to all Division social media outlets.

Aligns with Marketing Goals 1, 3 & 4



- Encouraging Sturgeon Public 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



Sturgeon Public in the Media

Aligns with Marketing Goal 2

- May 10, 2023 — Rock of Ages Rocked
Morinville Online
- April 24, 2023 — Sturgeon Composite holding a walkathon and show and shine
Morinville Online
- April 18, 2023 — Rotary donation helps support Camilla School's upcoming theatrical production
Morinville Online
- May 17, 2023 — Young authors present their works at the Redwater Public Library
Redwater Review
- May 3, 2023 — Music students perform at Winspear Centre
Redwater Review

Upcoming Events

- National Indigenous History Month - All of June
- Pride Month - All of June
- Pride Week - June 4 to 10
- National Indigenous Peoples Day - June 21
- Last Day of Classes - June 29