



DATE: June 28, 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 – June 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 June is included for Trustee information.

Administration is prepared to respond to questions at the June 28, 2023, Public Board meeting.

ATTACHMENT(S):

1. Communications Report – June 2023

Board Memorandum

May 2023 & June 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.

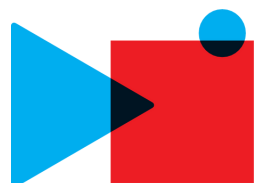


4. SOCIAL MEDIA

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

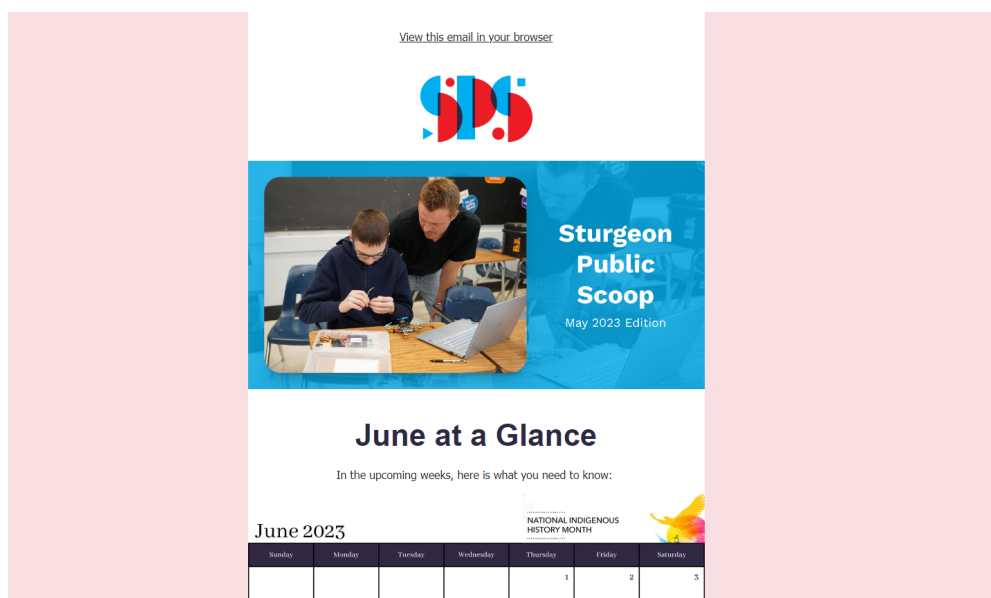
The social media platforms we will be utilizing are:



Communications in May & June has been focused on:

- The May edition of the Division Newsletter. This edition included: information and details on National Indigenous History Month as well as Pride Week, details on the 2023-2026 Education Plan, our Division's Edwin Parr Award Nominee, May-ker Month, and other exciting updates.

Aligns with Marketing Goal 1



Show me the May Edition of the Newsletter

- Promoting our Pre-Kindergarten programming through the distribution of print materials. Our Pre-Kindergarten infographic flyers were placed in Daycares, Dentist Offices, Doctors Offices, Post Offices, and other high traffic areas within our School Communities.

Aligns with Marketing Goal 2

Communications in May & June has been focused on:

- Showcasing our Division's active participation in Pride Week, ensuring our Sturgeon Public Schools branding reflected inclusivity and diversity. To demonstrate our support, we updated our branding across all platforms with vibrant rainbow pride colours. Furthermore, we shared photos capturing our schools' engagement in various Pride initiatives and events, celebrating the spirit of inclusiveness within our community.

Aligns with all Marketing Goals



Sturgeon
Public Schools

Celebrating Pride Week

Jun 1, 2023



Celebrating Pride Week


Embracing Diversity in Sturgeon Public Schools

Sturgeon Public Schools will be celebrating Pride Week the week of June 5th – 9th, 2023. The Board believes in the importance of, and is committed to, establishing and maintaining welcoming, inclusive, equitable, safe and healthy learning and working environments that respect diversity and foster a sense of belonging for members of the school community. To honour the importance of inclusive environments that respect diversity our




Show me

Day 166



 We are grateful for the opportunity to celebrate and promote inclusivity for all students during Pride Week. Let's continue to spread love and acceptance within our community! 🌈❤️

 #heartforNamao
#180daysofNamaogratitude



Show me

Communications in May & June has been focused on:

- Collaborating with CASA Mental Health Services to host a Mental Health Classrooms Open House at Gibbons School. In addition to spreading the word about the Open House via School Messenger, Social Media, and notifying media contacts, posters were created as a way to engage and inform parents at the event about what the classrooms have to offer.

Aligns with all Marketing Goals

CALOCUS-CASII: Child and Adolescent Level of Care/Service Intensity Utilization System						
Level 0	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Prevention and Health Management	Recovery Maintenance and Health Management	Low-intensity Community-based Services	High-intensity Community-based Services	Medically Monitored Community-based Services: Intensive Integrated Services Without 24-hour Psychiatric Monitoring	Medically Monitored Intensive Integrated Services: Non-secure, 24-hour Service with Psychiatric Monitoring	Medically Monitored Secure, Integrated Intensive Services: Non-Secure, 24-hour Service with Psychiatric Management
Community Partners and Primary Care Networks			Alberta Health Services			

THE MISSING MIDDLE

Hearing from our care providers, partners and families helped CASA Mental Health to better define its core services to determine where CASA provides the most value in the continuum of mental health care. Where mental health prevention and promotion services are already available in the community, and hospitalization is available through the provincial health system when needed, CASA is focused on serving diagnosed children and youth in the missing middle levels of acuity, with the aim of preventing hospitalization down the road and empowering our patients to thrive in their communities during and after treatment.



Double the Number of Kids

- Expand our current services within the facilities we currently occupy,
- Build and expand virtual services, and
- Work with partners to bring mental health services closer to kids by offering CASA programming in other organizations facilities/space.

VISION

A community where all children, youth and their families are provided with timely mental health care and empowered to thrive

MISSION

To build resilience through holistic, evidence-informed and compassionate care, and to advocate for children, youth and families with mental illness

VALUES

Community
 Child-centred and family-inclusive care
 Collaboration
 Equity, diversity and inclusion
 Outcomes-based accountability

- Assisting Landing Trail School in mobilizing the community for the grand commemoration of Landing Trail's 40th Anniversary. Alongside the development of an engaging anniversary website, impactful social media posts and website announcements were made to generate widespread awareness. Additionally, a thoughtfully crafted flyer was designed and circulated throughout the town of Gibbons, ensuring maximum outreach and involvement.



Sturgeon Public in the Media

Aligns with Marketing Goal 2

- June 12, 2023 — Sturgeon Composite Hosts Alumni Concert
St Albert Gazette
- June 1, 2023 — Talent and Heart Collide in Four Winds Public School's Annie Jr.
Morinville Online
- June 21, 2023 — Celebrating 40 Years at Ochre Park
Redwater Review
- A Congratulations to our 2023 Graduating Class will be shared in the June 28th Edition of the Redwater Review, and the June 29th version of the St. Albert Gazette

Upcoming Events

- Last Day of Classes - June 29th
- Welcome Back 2023 - August 29th