



**DATE:** August 23, 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 – July & August 2023

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**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 July and August is included for Trustee information.

Administration is prepared to respond to questions at the August 23, 2023, Public Board meeting.

**ATTACHMENT(S):**

1. Communications Report – July & August 2023

# Board Memorandum

July 2023 & August 2023



**Sturgeon  
Public Schools**

Dare to reimagine learning

Communications  
Report

# Communications in July & August has been focused on:

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## Website Content Updates:

- Refreshed and updated content on all school websites, identifying outdated information and documents for the Administrative team to address upon their return August 2023.

## Centralized Communications Hub:

- Established a hub with social media, website and newsletter guidelines. Included in the hub are ready-to-download posts for each school to promote important events and dates like open houses and registration deadlines.

## Revamped School Logos:

- Enhanced each of the school logos for quality, providing vectorized versions in colour and in black and white. Specialized versions were created for various awareness weeks including orange logos for Truth & Reconciliation Week, pink logos for Bullying Awareness Week, rainbow logos for Pride Week and teal logos for Month of the Military Child.

## Heritage Integration:

- Researched each school's history and integrated the information found into Division posts that will be shared throughout the year. These posts will feature historical photos of each school and engaging, informative captions that will foster a sense of community and a greater understanding of the history of Sturgeon Public Schools.

## Timely Division-Wide Posts:

- Designed posts for important occasions throughout the year such as Remembrance Day and National Indigenous Peoples Day in advance, ensuring meaningful engagement and timely communication with stakeholders.

## Promotional Materials:

- Promotional materials were crafted for French Immersion and Dual Credit programming across the Division, promoting these opportunities effectively.

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## Introducing the School Communications Advisor

- In July 2023, a new member was added to the Communications team! McKenna Jones joined as the School Communications Advisor. Her role is to oversee school communications and support school staff in updating and operating the website, sharing content on social media, and crafting school newsletters.