



Date: September 27, 2023 **Agenda Item:** 7.2

To: Board of Trustees

From: Shawna Warren, Superintendent

Originator(s): Jonathan Konrad, Deputy Superintendent, Education Services

Governance Policy: [Policy 225 - Board Responsibility and Conduct](#)
[Policy 700 - Superintendent of Schools](#)

Additional Reference: [AP220 - Communications](#)

Assurance Domain: Local and Societal Context

Superintendent Leadership Quality Standard (SLQS)
SLQS Competencies ([SLQS](#) / [Board Policy 700](#)):
Building Effective Relationships
Visionary Leadership

Subject: **Communications 2022 - 2023 Annual Plan Review & Communications 2023 - 2024 Annual Plan Presentation**

Purpose:

For information.

Background:

Aligning with the Board’s value of Communication, the Superintendent is committed to ensuring open, transparent, positive internal and external communications are developed and maintained. In accordance with this commitment, the Superintendent directs the creation and review of an annual Communication Plan to establish and maintain effective Division and school communication.

Attached is the Communications Report on activities for August and September, a summary of the Communications 2022 - 2023 Annual Plan Review, and the Communications 2023 -2024 Annual Plan which highlights the intended work of the department for the 2023 - 2024 school year.

Administration is prepared to respond to questions at the September 27, 2023, Public Board meeting.

Attachment(s):

1. Communications Report for August and September 2023
2. Communications 2022 - 2023 Annual Plan Review
3. Communications 2023 - 2024 Annual Plan

Board Memorandum

August 2023 & September 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.

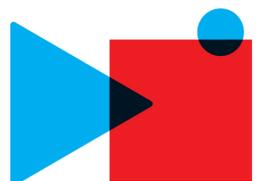
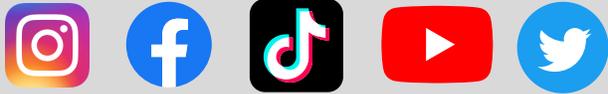


4. SOCIAL MEDIA

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

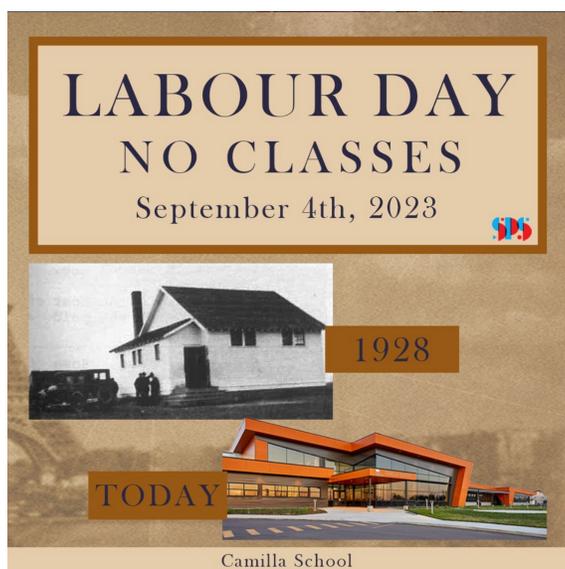
The social media platforms we will be utilizing are:



Communications in August & September has been focused on:

- Sharing the first two instalments of our captivating "Journey Through Sturgeon's History" series for the year. On significant occasions like PD Days or Holidays, we will be unveiling insightful posts that serve a dual purpose - not only as a reminder to families about school closures but also as an exploration into the rich heritage of each of our schools, featuring vintage photographs of their original structures.

Aligns with Marketing Goal 4



Show me



Show me

- Spotlighting our Office Campus and Dual Credit programs. We crafted informative postcards that showcase the unique branding of each of our high schools, while providing comprehensive details about the courses we offer through partnerships with Olds College, Northern Lakes, NAIT, and Lakeland College.

Aligns with all Marketing Goals



Communications in August and September has been focused on:

- Empowering our schools to enhance their content creation capabilities. As a communications team, we met with every school in our Division, and delivered training sessions focused on the art of crafting engaging social media content, and creating impactful newsletters.

Aligns with all Marketing Goals



Show me



Show me

Communications in August & September has been focused on:

- Providing promotional material for meet-the-community events in Legal and Gibbons. We provided Division-branded promotional items as well as tabletop signs, flyers and fact sheets that speak to our unique programming.

Aligns with all Marketing Goals

LEGAL PUBLIC SCHOOL Register now for the 2023/24 school year!

Legal Public School serves students from **Pre-K to Grade 4**. It may be the newest school in town, but did you know Sturgeon Public Schools has been serving the community for 84 years?!

Why choose us?

- Dynamic Learning!** We're committed to creating dynamic learning opportunities tailored to each student's unique strengths and interests.
- Nurturing Growth!** Our dedicated staff uses a team approach to nurture your child's strengths and curiosity, ensuring optimal development in a play-based environment.
- Embracing Diversity!** We celebrate the diversity of our students and design meaningful and motivating learning experiences that cater to their individual needs.

We offer...

Pre-Kindergarten Programming

Research shows that learning, brain development, mental health, and physical health development is rapid in early childhood. At Legal Public, we meet the needs of children by nurturing their strengths and curiosity.

our program includes

- Purposeful play opportunities
- Individualized programming
- Student centered activities
- Speech and Language support
- Occupational therapist support
- Social workers available

Stay up-to-date!

- Subscribe to our Newsletter
- Visit our Website
- Check out our Division Blog
- Follow us on Instagram
- Like us on Facebook
- Follow us on Tiktok
- Follow us on Twitter (X)



Sturgeon Public in the Media

Aligns with Marketing Goal 2

- September 18, 2023 — Sturgeon Spirits Football Week 2 Recap: Defense Dominates in Victory
Morinville Online
- September 3, 2023 — St. Albert Community Band appoints interim conductor
St Albert Gazette

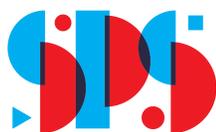
Upcoming Events

- Truth and Reconciliation Week - September 25th to 29th
- National Custodian Day - October 2nd
- World Teachers Day - October 5th



A YEAR IN REVIEW

2022/23 Communications



Marketing Goals

How did we do?

1. SPS BLOG/NEWSLETTER



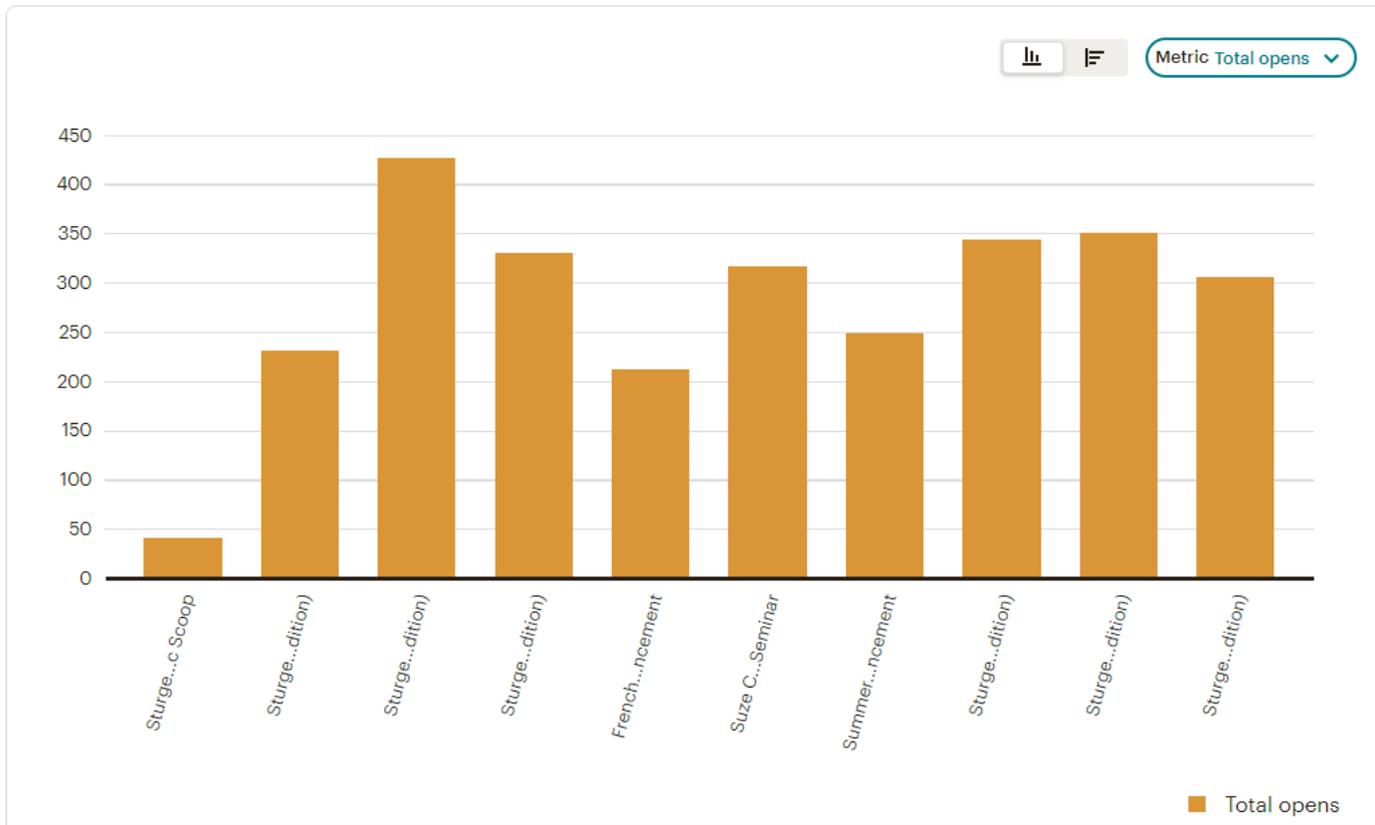
Campaigns

Create campaign

Sturgeon Public Schools

Your audience has 513 contacts. 512 of these are subscribers.

Previous 365 days



- Since January of 2023, our Monthly Newsletter has received more than 2,800 reads
- To date, our Newsletter has 512 subscribers

2. TRADITIONAL MEDIA

- Sturgeon Public Schools garnered widespread media coverage during the period from August 2022 to August 2023, with a remarkable total of 83 news articles and stories featuring the district. News outlets such as Global News, CBC News, CTV Edmonton, The Gazette, Fort Sask Online, Morinville Online, The Morinville Free Press, and the Redwater Review contributed to this extensive coverage.

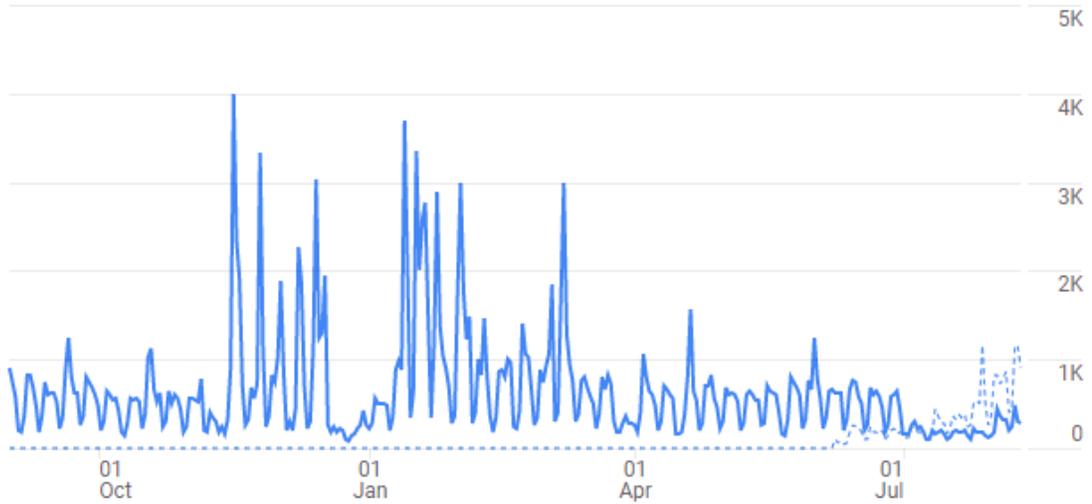


3. WEBSITE UPDATES

- This year saw the introduction of the Education for Reconciliation page to 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.
- Significant updates were made to the following webpages on both the Division and the individual school websites:
 1. French Immersion
 2. Kindergarten Programming
 3. Open Air Kindergarten
 4. Pre-Kindergarten Programming
 5. Off Campus Education & Work Experience

2021/22

Users	Sessions	Bounce Rate	Session Duration
101K	305K	55.22%	2m 34s
↑683.9%	↑1,044.8%	↑10.1%	↑46.5%



2022/23

Custom Aug 11, 2022 - Sep 14, 2023

Rows per page: 10

Users	Sessions	Bounce rate	Average session duration
105,127	250,679	37.7%	2m 48s
↑ 4.1%	↓ -17.81%	↓ -31.70%	↑ 5.9%

- Average session duration increased by 5.9%
- Bounce rate decreased by 31.7%

4. SOCIAL MEDIA

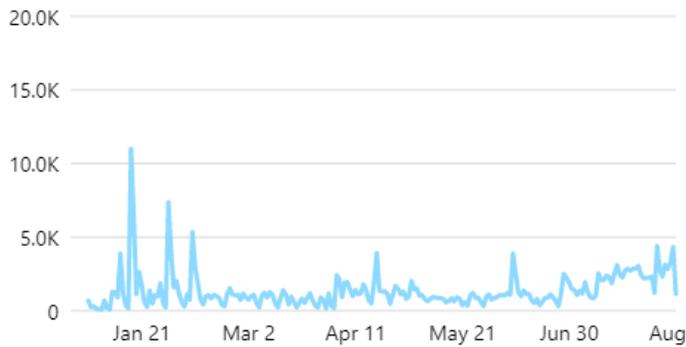
2021/22

Reach



Facebook Page reach

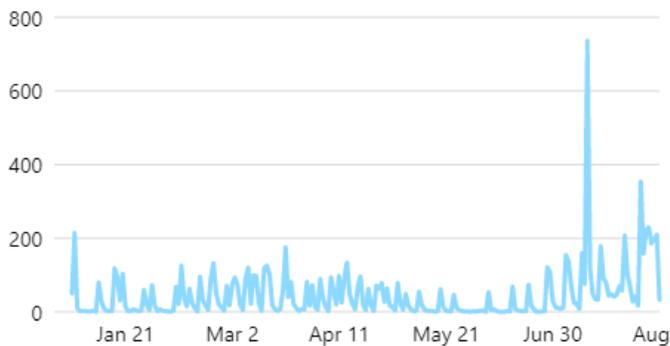
58,990 \uparrow 25.1%



Instagram reach



2,552 \uparrow 369.1%

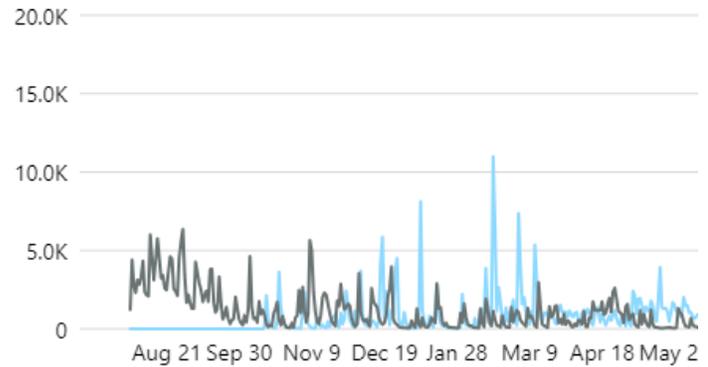


2022/23

Facebook reach



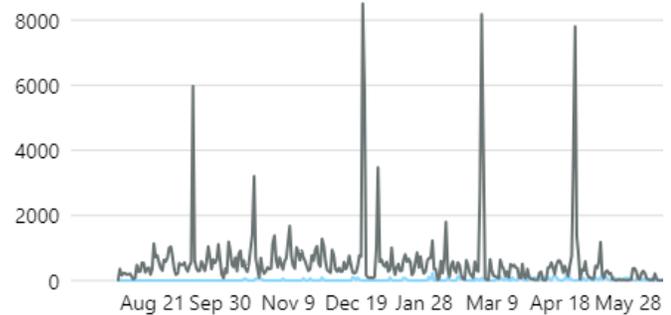
129,166 \uparrow 83.7%



Instagram reach



83,067 \uparrow 3.6K%



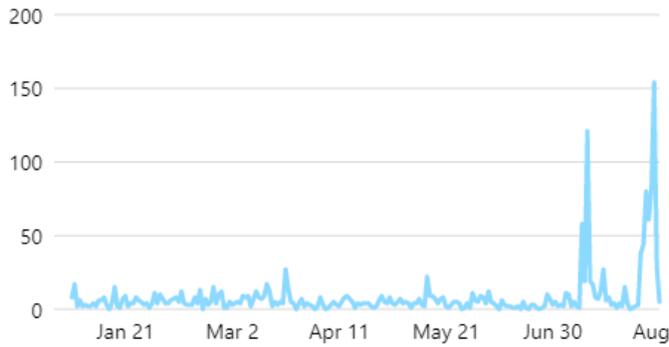
- Facebook reach increased by 83.7%
- Instagram reach increased by 3,600%

2021/22

Instagram profile visits ⓘ



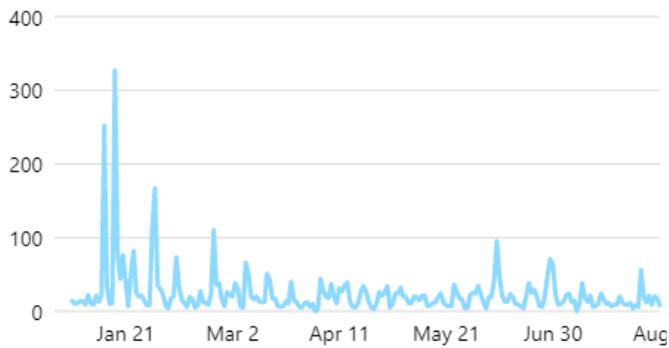
1,796 ↑ 185.1%



Facebook Page visits ⓘ



5,286 ↑ 12.7%

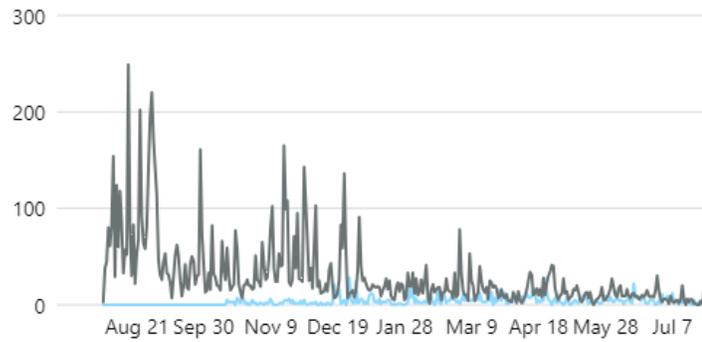


2022/23

Instagram profile visits ⓘ



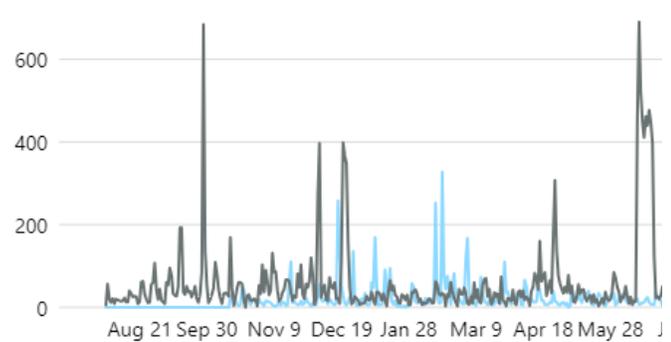
10,927 ↑ 549.6%



Facebook visits ⓘ

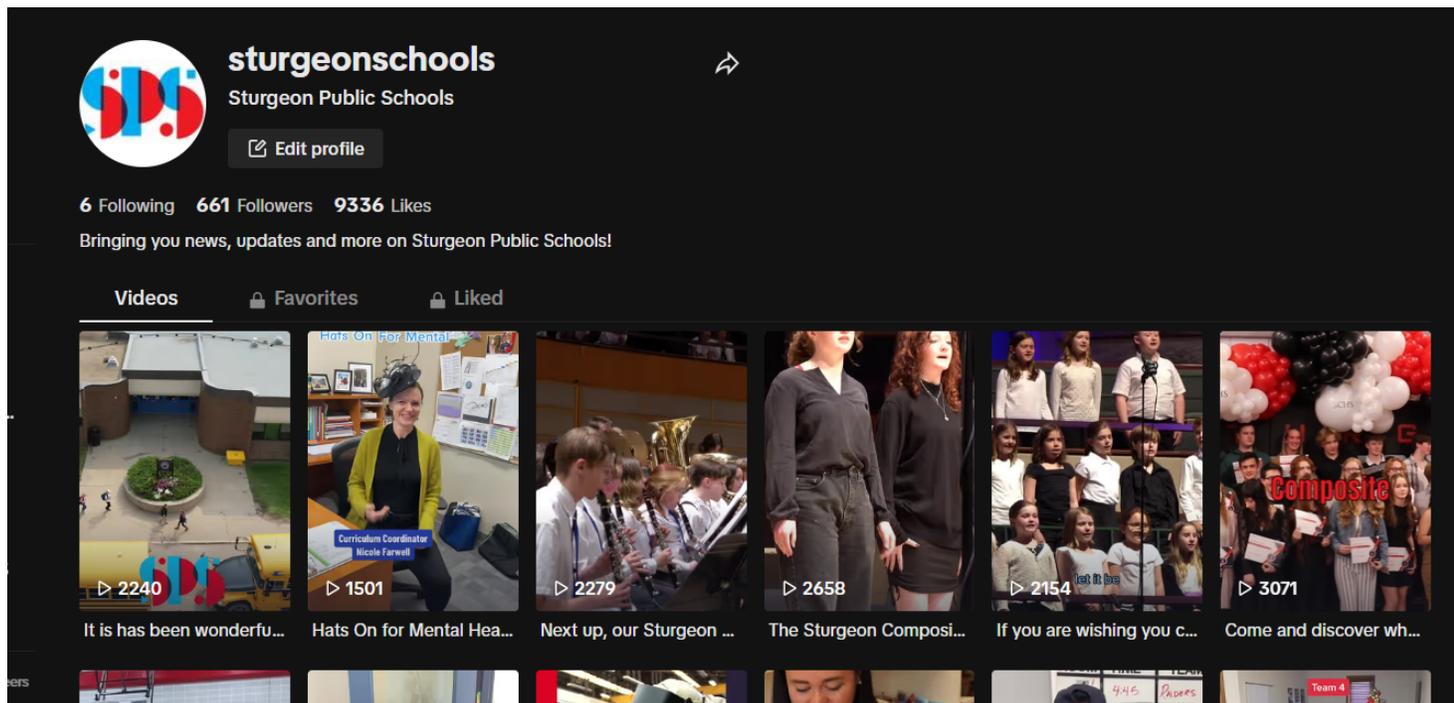


21,299 ↑ 172.9%



- Number of Facebook Page visits increased by 172.9%
- Number of Instagram Profile visits increased by 549.6%

New Additions



- Since September of 2022, our Tiktok page has gained 661 followers
- To date, our Tiktok content has received more than 200,000 views



@sturgeonpublicschools

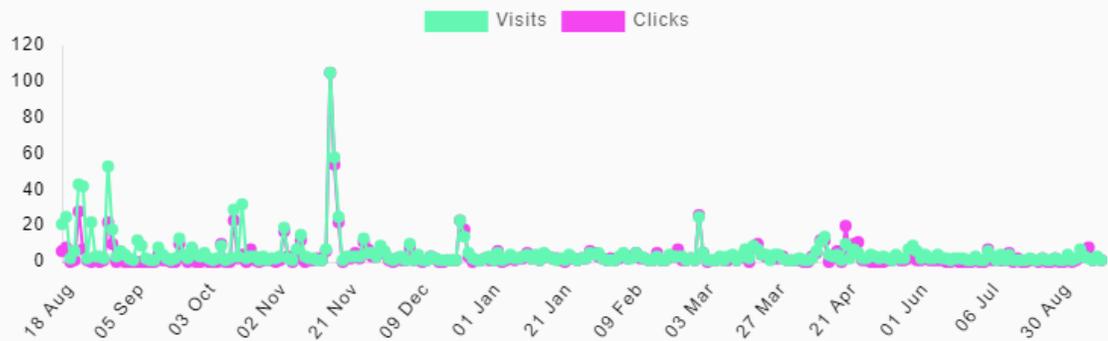
Aug 1, 2022 - Sep 14, 2023

TOP

LNKS

OTHERS

Views & Clicks



Total Views: 1,258 Total Clicks: 872 (CTR 69%)

EXPORT

Top 5 Most Clicked Lnks

Lnk	Clicks	CTR	Stats
1 Careers	163	12.96%	📊
2 Global News - Sturgeon Composite High School Football	162	12.88%	📊
3 2022-23 School Year Calendar	46	3.66%	📊
4 50/50 Online Raffle - Sturgeon Night of Music	41	3.26%	📊
5 Subscribe to our Newsletter	33	2.62%	📊

- Our blog interface has received 1,192 visits and 872 link clicks
- Our blog interface resulted in 161 additional visits to our Careers webpage

Noteworthy Figures

- The enrolment for Summer School experienced a significant increase of 31% in 2023, with the number of enrolled students rising from 244 in the 2021/22 school year to 320 for the 2022/23 school year.



- Our Instagram following experienced substantial growth, with the number of followers surging from 213 in August 2022 to 1,146 by August 2023.



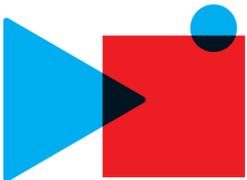
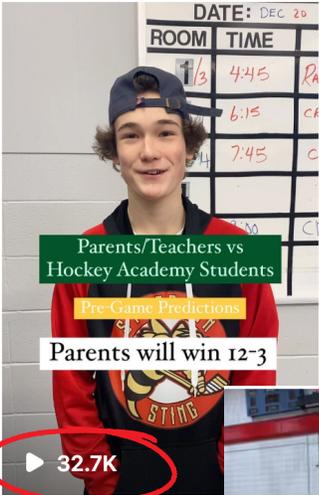
- The video content shared across multiple platforms including Instagram, TikTok, Facebook, and YouTube achieved a cumulative total of 442,407 organic views.

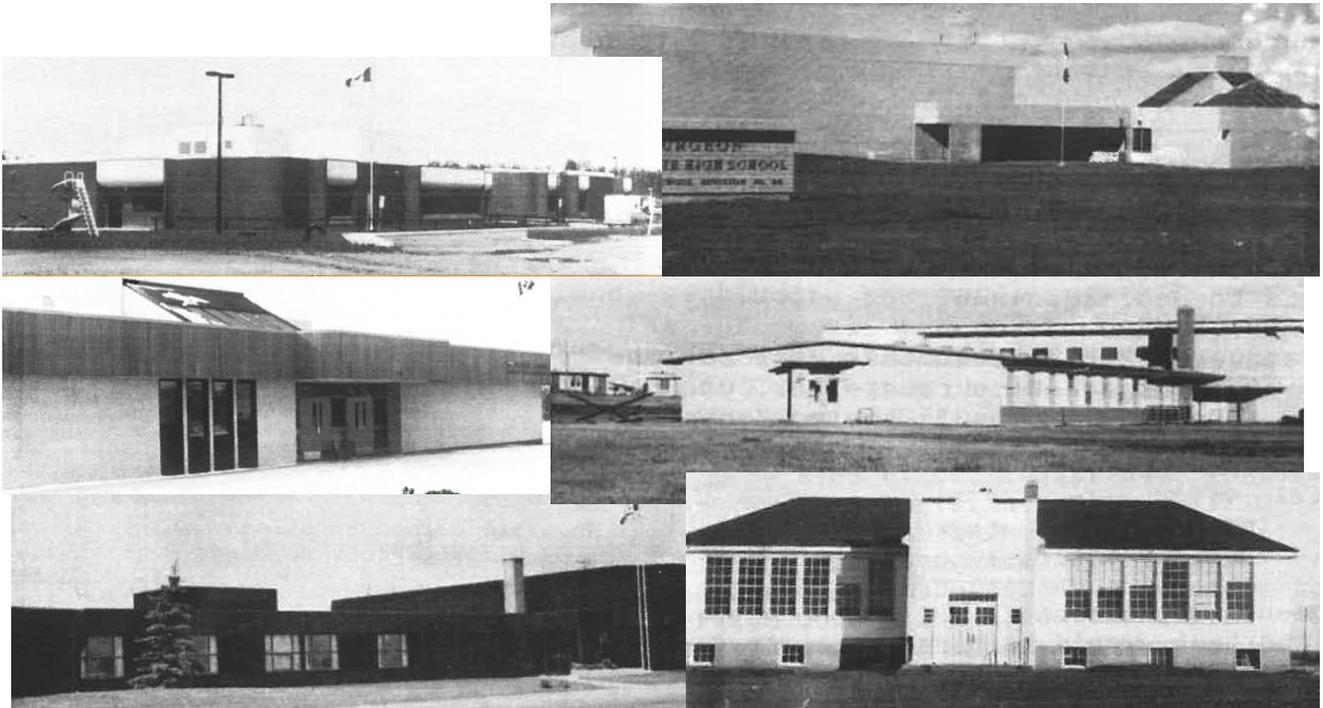


- The 2023/24 Registration Blitz garnered tremendous success, with a total of 2,267 registrations received within the first two weeks of its opening.



Viral Content





2023-2024

Communication Plan

STURGEON PUBLIC SCHOOLS

INTRODUCTION

Theme: Community Connection



As the Marketing and Communications Department, our overarching theme for the 2023/2024 school year is "Community Connection." Building on the insights gained from the previous year, where personalized and in-person communication proved highly effective, our goal is to foster a strong sense of belonging among students and families within our school community. We want to demonstrate that we understand and cater to the unique needs of our community better than any other division.



PURPOSE OF THIS PLAN



Building on our past successes and embracing the theme of "Community Connection" for this year, our new purpose is to demonstrate that Sturgeon Public Schools is not only the best school division in Alberta but also the ideal partner for our unique community. Our purpose is to authentically convey that we understand and cater to the distinctive needs of our families and local communities, solidifying our position as the educational cornerstone of Sturgeon County.

Our content and communication will passionately and effectively showcase our Division's commitment to:

Community-Centric Education

We will highlight our unwavering dedication to serving the needs of our community. Our focus is on not just educating students but also enriching the communities we call home.

Tailored Learning Excellence

We will continue to innovate and engage through print, online, web, and social media content that spotlights:

- Our rich array of learning choices and strategies.
- Exceptional teaching practices.
- Our supportive and inclusive environment.
- The depth of our community connections.
- Our active involvement in important social conversations.
- Our division's unique character and offerings.

Future-Ready Students

We will emphasize our role in preparing students not just for academic success but for becoming confident, adaptable, and globally aware individuals, ready to tackle the challenges presented by our ever-evolving world.

Unwavering Commitment

We will showcase our unwavering commitment to the families within and beyond Sturgeon County, assuring them that there is no better school division to serve their children's educational needs.

OVERVIEW OF GOALS

Connecting with our School Community

GOAL #1: WEBSITE ENHANCEMENT

Objective: Improve website content and visuals to increase site visits and provide reliable, up-to-date information.

Action Items:

- Audit and update website content to ensure accuracy and relevance.
- Organize photoshoots for each school to refresh website visuals.
- Reclaim Ownership of Automatically Generated Google My Business Listings



15%

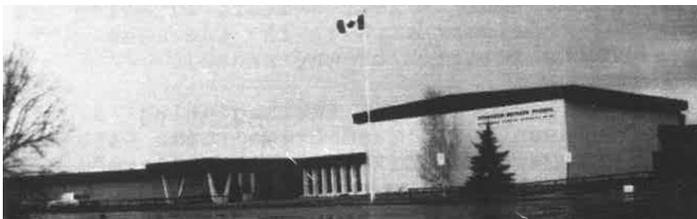
Projected Result: 15% increase in website sessions.

GOAL #2: KINDERGARTEN EXPO

Objective: Increase Pre-Kindergarten and Kindergarten enrollment by hosting informative Expos.

Action Items:

- Collaborate with the Education Services department to organize Kindergarten Expos for the eastern and western halves of the Division.
- Feature representatives from each school to present program details, teaching methods, mission, vision, values, and schedules.
- Include transportation information to explain busing arrangements.



5%

Projected Result: 5% increase in enrolment for eligible Kindergarten and Pre-Kindergarten students within our Division.

GOAL #3: GRADE 9 RETENTION

Objective: Build a sense of community to retain grade 9 students transitioning to Sturgeon Composite High School.



Action Items:

- Dedicate a week (likely during the exam break) for program leaders to visit Junior High Schools.
- Key program leaders to speak to grade 9 students about opportunities offered at Sturgeon Composite High School, fostering loyalty.

10%

Projected Result: 10% increase in grade 9 student retention.

GOAL #4: FRENCH IMMERSION GROWTH



Objective: Increase enrollment in the new French Immersion program at Sturgeon Composite High School.

Action Items:

- Promote the benefits and unique offerings of the high school's French Immersion program to attract more students.

50%

Projected Result: 50% increase in High School French Immersion enrolment.

GOAL #5: COMMUNITY COLLABORATION

Objective: Strengthen community connections by being more visible in our school communities.

Action Items:

- Attend as many relevant community events as possible to provide information about our programming, distribute marketing materials, and build in-person connections.
- Collaborate with other governing bodies in our Division (Towns, the County, etc) to promote programming and ensure families are informed.

20%

Projected Result: 20% increase in the participation of our Division members in community events.

MAJOR PROJECT TIMELINE

- 10/23
 - Finalize plan for Kindergarten Expo and begin executing marketing strategy
 - Finalize updating individual school websites
- 11/23
 - Reclaim ownership of automatically generated Google-My-Business listings for each of our schools
- 12/23
 - Gather dates and order promotional materials for all Open House events across the Division
- 01/24
 - Finish completing photo sessions for all of the schools and have websites updated with new photos
- 03/24
 - Finish updating all Division website information to improve accuracy and stakeholder engagement

